



Agency: Vanguard Media Group  
Client: Prescription Pain Medication Management  
Title: "What Pharmacists Say/What Patients Hear"

POV from a customer's perspective, as we see a pharmacist patiently explaining to a customer how to take their pain meds ("What Pharmacists Say,"). Then flip to the same scene, except that all we hear are the customer's internal thoughts drowning out what the pharmacist is saying: "Did I remember to feed the cat?" "Does that teeth whitening stuff really work?" "I wonder if they sell stamps here," etc ("What Patients Hear"). AVO discusses the importance of listening to instructions and asking questions, and just because a drug is prescribed doesn't mean it can't hurt or even kill you.

option **2**



Agency: Vanguard Media Group  
Client: Prescription Pain Medication Management  
Title: "Long Nap"

We see a man who appears to be asleep on his sofa. Household noises in the background - kids playing outside, etc. AVO talks about how he's finally getting the rest that he deserves and he's free of pain. Unfortunately he won't ever wake. He didn't follow directions and took too many, thinking it was no big deal.



Agency: Vanguard Media Group  
Client: Prescription Pain Medication Management  
Title: "Surrealistic Pharmacy"

ECU of pharmacist's hands counting out pills on tray, removing containers of pharmaceuticals from shelves, applying patient labels, etc. Behind each removed object, we see type stating a factoid: "\_\_\_ Utahns die each year due to accidental pain medication overdoses," "Follow dosage instructions exactly," "Don't share medications," "Be sure to throw out any leftover pain medications," and "Just because something is prescribed for you doesn't mean it can't hurt or even kill you."

option 4



Agency: Vanguard Media Group  
Client: Prescription Pain Medication Management  
Title: "Poison Control Center"

Woman is frantically pacing back and forth while talking on phone, saying things like "No, I don't know how many were left in the bottle." "About a year now, for back pain," "No, this isn't a suicide attempt...he just took more because the pain was acting up," "He's just really drowsy, and incoherent," "How soon will the paramedics get here?" etc. Alternate with RF to prescription bottle in foreground which has things supered on label. such as "\_\_\_ Utahns die each year due to accidental pain medication overdoses," "Don't be afraid to ask your pharmacist questions," "Follow dosage instructions exactly," "Don't share medications," "Be sure to throw out any leftover pain medications," and "Just because something is prescribed for you doesn't mean it can't hurt or even kill you."

option **5**



Agency: Vanguard Media Group  
Client: Prescription Pain Medication Management  
Title: "Internal Debate"

Woman in bedroom or bathroom holding a prescription container having an internal dialogue with herself about whether or not it would be okay to take more than the recommended dosage. As we prominently hear the dripping faucet in the background and the ticking of the clock on the wall, she looks at the dosage instructions and up at the clock, sighs, repeats the procedure a couple of times, then places the bottle back in the medicine cabinet or drawer, which opens and closes with a loud creak. AVO talks about "\_\_\_ Utahns die each year due to accidental pain medication overdoses," "Follow dosage instructions exactly," "Don't share medications," "Be sure to throw out any leftover pain medications," and "Just because a drug is prescribed doesn't mean it can't hurt or even kill you."

option **6**



Agency: Vanguard Media Group  
Client: Prescription Pain Medication Management  
Title: "Following Instructions"

Guy is assembling something that came knocked down. He's clearly having some difficulty following the instruction sheet provided, even holding it upside down and sideways trying to figure it out. He discovers he needs a Philips screwdriver instead of a regular one, etc. He talks to himself, scratches his head, etc. All this aggravates his arthritis or back pain, so he gets up to take his pain meds, reading the label and scrupulously following the instructions. AVO talks about how other instructions in life may not always be clear, but those on pain meds are, and are there for a reason.

option **7**



Agency: Vanguard Media Group  
Client: Prescription Pain Medication Management  
Title: "Pearly Gates"

Comic look at a guy who's clearly quite surprised to find himself in the afterlife after accidentally ODing on pain meds. Guy even mentions that he can't possibly be dead... "he has a golf game scheduled for the following Saturday. Angel reassures him that he can still make it... in spirit." AVO discusses how many Utahns do this each year, and why dosing instructions must be followed explicitly.