

# CONCEPT: CLOSING IN



In this concept, we use CGI to demonstrate the invasive and accumulative nature of type 2 diabetes by showing icky, gooey, nasty, sludge-like material accumulating and infiltrating each scene of the commercial, but from the outside of the screen—as if we are seeing our principals through a window. While our narrative is focused on Type 2rs enjoying their life and we shoot this with a sun-kissed filter to play up the dissonance, we note our principals are oblivious to the silent damage happening to them—the T2D damage that leads to heart failure—and it's closing in. Again, we are building on the FARXIGA heritage of approaching typical pharma shoots in a novel way, breaking through.

**AVO:** Want to know what type 2 diabetes doesn't do?

It doesn't stay in the background.

Or hide in a corner.

Instead, in time, type 2 diabetes takes over, damages your heart, and slows it down to the point of failure.

Farxiga is the first and only type 2 diabetes pill that's approved to stop diabetic heart failure .... and prevent future hospitalizations.

**-FAIR BALANCE-**

**AVO:** Ask your doctor about preventing heart failure with FARXIGA.... before type 2 diabetes... closes in.



  
**farxiga**<sup>®</sup>  
(dapagliflozin) <sup>5mg</sup> tablets

# CONCEPT: IT STARTED BEFORE YOUR DIAGNOSIS



This concept starts at the end and uses reverse chronology to tell a “What if?” story, like the films *Memento* and *Eternal Sunshine of the Spotless Mind*.

We open on a 50-ish-age woman lying in a hospital bed, elevated, alert, but with oxygen tubes under her nose. Each scene thereafter goes regresses back in time (NOT TIME LAPSE OR REWIND) to give us clues as to what put her in this hospital. We see her with her granddaughter, but she’s not enjoying the moment because she’s so tired. Next scene, a bit younger, she’s at her son’s wedding but, again, fatigued. Scenes thereafter could include her 25th wedding anniversary. A neighborhood block party. Teaching her 5th grade class. Each scene regressing backward to that one moment that’s crystalized in time—again, at a hospital bed, but this time as a profoundly happy new grandmother—not tired or fatigued, instead her hand held over her strong and full heart in joy.

**Women’s voice V/O:** I never thought this would happen to me.

**Doctor V/O** (as if he’s in her memory): “Let’s get your A1C a little lower, Grace”

**Women’s voice V/O:** I focused on A1C success. Not failure.

NOT HEART FAILURE.

**Doctor V/O:** If you’re only focused on lowering your A1C, then you’re overlooking the first and most fatal risk that could happen to fifty percent of people with type 2 diabetes—progressive heart failure.

Ask your doctor how you can further benefit from diet, exercise, and FARXIGA—the first and only pill that can protect you from heart failure hospitalizations.

**-FAIR BALANCE-**

Ask your doctor if you can focus beyond A1C. Ask if you can choose FARXIGA to protect you from the risk of heart failure tomorrow.

  
**farxiga**<sup>®</sup>  
(dapagliflozin) 5mg tablets

# CONCEPT: THE BUZZ



We open on a dark and quiet bedroom night stand—in a jarring moment—we hear and see a smart phone receiving an emergency alert. Cut to city bus, everyone gets the same emergency alert on their cell phones. Cut to person herding livestock into gated pen when their cell phone sets off an emergency alert. Cut to retired couple in a morning walk around their neighborhood—their phones sound an emergency alert and they look at their phone screen.

Cut to phone screen: Type 2 diabetes can lead to heart failure. Protect yourself now.

**AVO:** It's a warning EVERYONE at risk should know. Type 2 diabetes can lead to heart failure, and lowering A1C alone won't protect you.



Cut to our bedroom person walking out front door in pajamas and robe.

**AVO:** But taking once-a-day FARXIGA could. Quick cuts to livestock herder, people on bus, morning walkers, and other groups of people across the country heading towards protection

**AVO:** FARXIGA, along with diet and exercise, is proven to reduce the risk for hospitalizations from diabetic heart failure.

## -FAIR BALANCE-

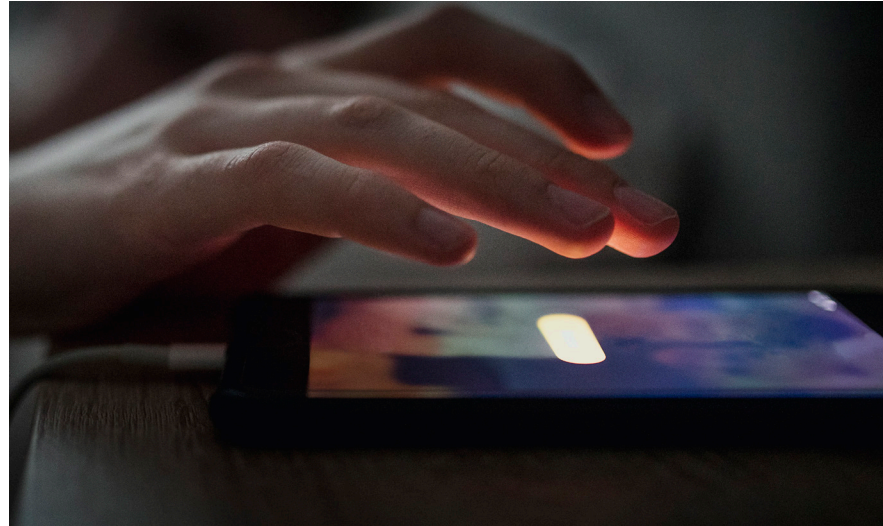
**AVO:** Take this warning seriously. Type 2 diabetes can lead to heart failure

**AVO:** Ask your doctor about protecting with FARXIGA—the first and only pill proven to reduce the risk of hospitalizations from diabetic heart failure



**farxiga**<sup>®</sup>  
(dapagliflozin) 5mg tablets

# CONCEPT: HIGH ALERT

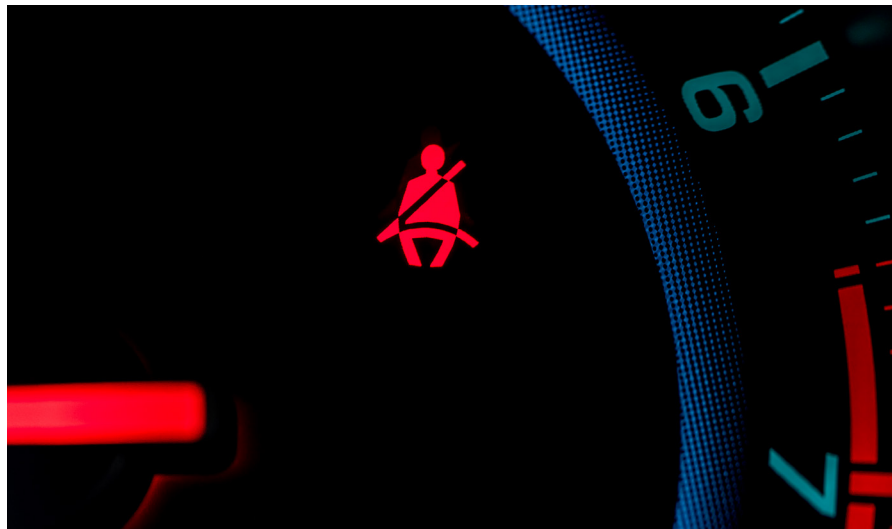


**We are a society that has come to rely on alerts to help us to take action when it's necessary. While these alerts are important for keeping us on track—even helping us stay alive—there is a vital alert that seems to be missing.**

Visual continuity of close-ups of different alerts, like a morning coffee pot alert, a smart phone alert, a seat belt alert, a smoke detector alert, a get-up-and-take-more-steps alert.

**AVO:** We set alerts to be awakened. To be reminded. To be forewarned.

But if you have type 2 diabetes—what's protecting you from heart failure?



Ask your doctor about taking once-a-day FARXIGA—the first and only pill that can protect you from hospitalizations due to heart failure.

Along with diet and exercise, FARXIGA can lower your A1C and help prevent heart failure—the first and most fatal risk that could happen to fifty percent of people with type 2 diabetes

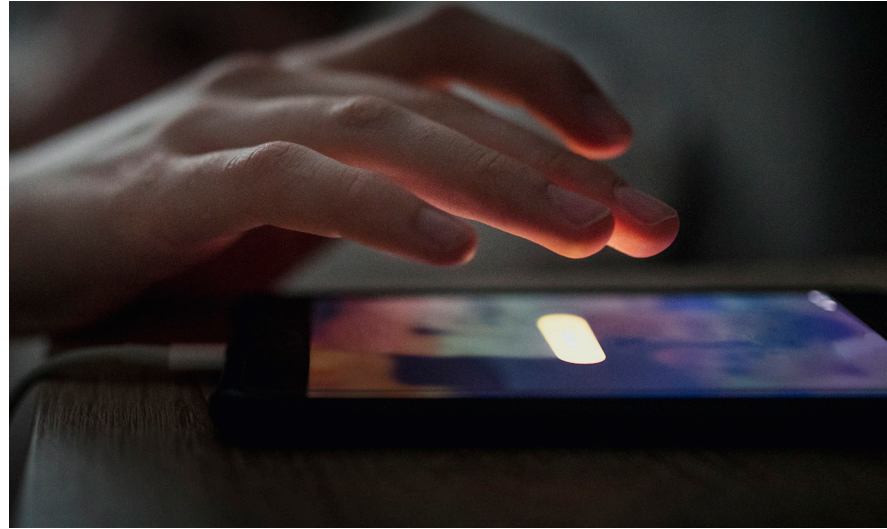
## **-FAIR BALANCE-**

**AVO:** If you have type 2 diabetes, it's time to set the alert for your heart. Ask your doctor about FARXIGA—the first and only pill designed to protect you from heart failure.



  
**farxiga**<sup>®</sup>  
(dapagliflozin) 5mg tablets

# CONCEPT: HIGH ALERT (ALT LINE)

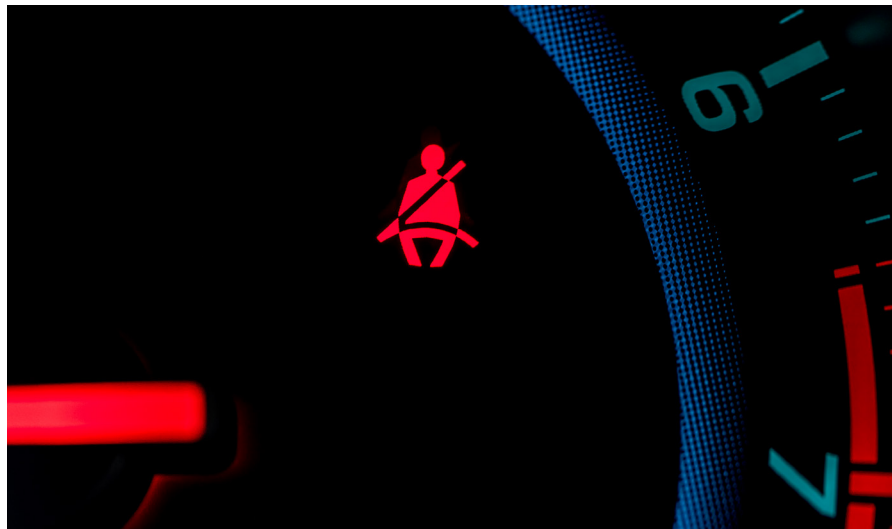


We are a society that has come to rely on alerts to help us to take action when it's necessary. While these alerts are important for keeping us on track—even helping us stay alive—there is a vital alert that seems to be missing.

Visual continuity of close-ups of different alerts, like a morning coffee pot alert, a smart phone alert, a seat belt alert, a smoke detector alert, a get-up-and-take-more-steps alert.

**AVO:** We set alerts to be awakened. To be reminded. To be forewarned.

But if you have type 2 diabetes, you might be suffering from heart failure and don't even know it.



Ask your doctor about taking once-a-day FARXIGA—the first and only pill that can protect you from hospitalizations due to heart failure.

Along with diet and exercise, FARXIGA can lower your A1C and help prevent heart failure—the first and most fatal risk that could happen to fifty percent of people with type 2 diabetes

## -FAIR BALANCE-

**AVO:** If you have type 2 diabetes, it's time to set the alert for your heart. Ask your doctor about FARXIGA—the first and only pill designed to protect you from heart failure.

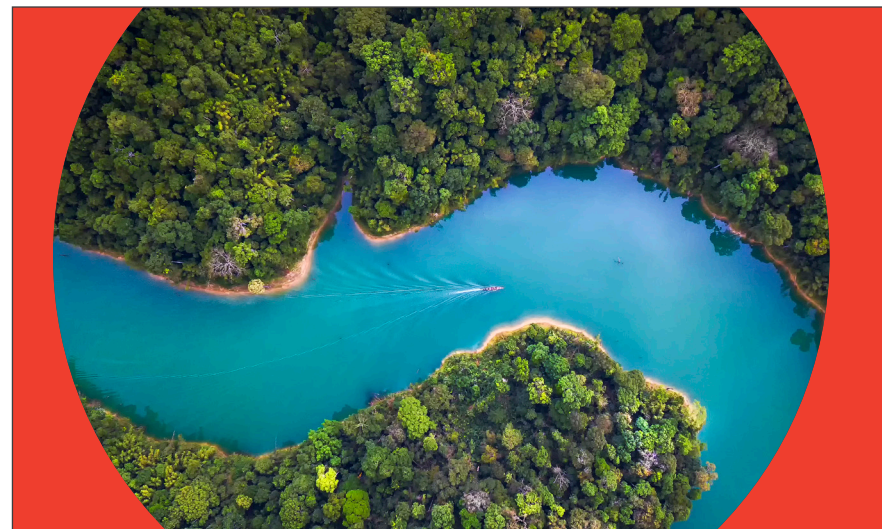


  
**farxiga**<sup>®</sup>  
(dapagliflozin) 5mg tablets

# CONCEPT: WHAT MAKES YOU TICK?



Your heart is a barometer to measure all the things that matter deeply to you. It might be your kids, that promotion you've been gunning for, a passionate hobby, or lifelong dream. By using the stethoscope as a visual and audible portal we go to the world where your heart is most happy.



  
**farxiga**<sup>®</sup>  
(dapagliflozin) 5mg tablets