



Boehringer  
Ingelheim

FCB HEALTH



**Ataboy Studios**

Director: Corydon Wagner

Line Producer: Chris Kubik

Shoot Date: Tuesday, Feb 12th, 2019

15 Second Spot

# February 2019

January 2019	February 2019	March 2019
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5	1 2	1 2
6 7 8 9 10 11 12	3 4 5 6 7 8 9	3 4 5 6 7 8 9
13 14 15 16 17 18 19	10 11 12 13 14 15 16	10 11 12 13 14 15 16
20 21 22 23 24 25 26	17 18 19 20 21 22 23	17 18 19 20 21 22 23
27 28 29 30 31	24 25 26 27 28	24 25 26 27 28 29 30
		31

■ Inhaler Teaser

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
		Casting Prep	Casting	Casting Review	Casting LOCKED PrePro Meeting	
10	11	12	13	14	15	16
		SHOOT Day at Ataboy	Animation Edit		Rough Cut Posting #1 EOD	
17	18	19	20	21	22	23
	Animation Edit Revisions Comments Due Morning		Rough Cut Posting #2	Edit Revisions Comments Due Morning	Edit LOCKED	
24	25	26	27	28	1	2
	Animation		Animation WP Posting EOD	Animation Revisions Comments Due Morning		

# March 2019

February 2019							March 2019							April 2019							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2						1	2			1	2	3	4	5	6
3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
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							31														

■ Inhaler Teaser

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	1	2
	Animation Posting EOD		Final Revisions Before Delivery Comments Due Morning	Delivery		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

## Client

Boehringer Ingelheim  
900 Ridgebury Road  
Ridgefield, CT 06877

Jared Kurtz – Executive Director, Respiratory Marketing  
Matt Kowal – Director, Respiratory Marketing

## Advertising Agency

FCB/Health  
100 W 33rd Street  
New York, NY 10001

Damion Townsend - SVP Group Management Director

Ava Davenport - VP, Account Director

Meylin Lopez - Account Supervisor

Mike Devlin - SVP Group Creative Director

Joe Madsen - Associate Creative Director

Annette Vigano - Copy Supervisor

Jane Walsh- VP Creative Director

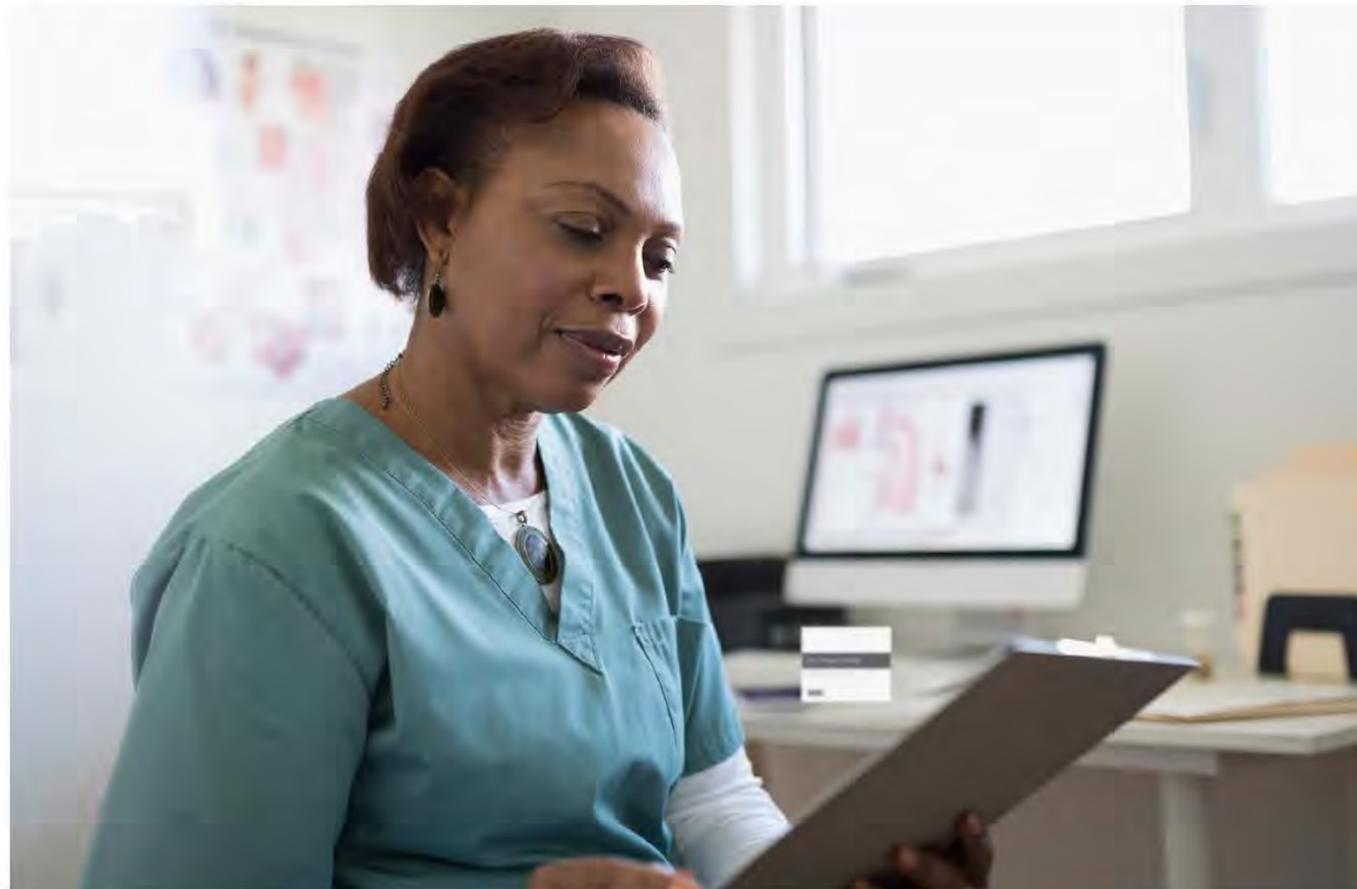
Dave Gehrke - VP Creative Director

Paddy Giordano - Executive Freelance Producer

Joanne Murino - Business Manager

CREATIVE

**Teaser Video: 15  
“First Impression”**



*We open on a wide-shot of a nurse in a patient waiting room. An inhaler box sits in the foreground.*

*Over the nurse's shoulder, we see the box rumble.*

**SFX:** Sound of rumbling box.

*Nurse notices the sound of the box rumbling slightly turns her head.*

*Box rumbles again. Nurse turns around and picks up box.*

*CUT TO shot facing nurse and back of box, nurse slides the box open. She's utterly surprised and confounded by what's inside the box.*

*CUT TO box on branded background. Box rumbles once, stops, and slides open revealing the super.*

**SUPER:** Coming soon...an inhaler like you've never seen before



# SHOOTING BOARDS

01



**VISUAL:** Wide shot of a Nurse in a patient waiting room. An inhaler Box sits in the background as she examines paperwork. Over the Nurse's shoulder, we see the Box rumble. The Nurse notices the sound of the Box rumbling and slightly turns her head before returning to her work.

**CGI:** The box vibrates on the surface of the desk.

02

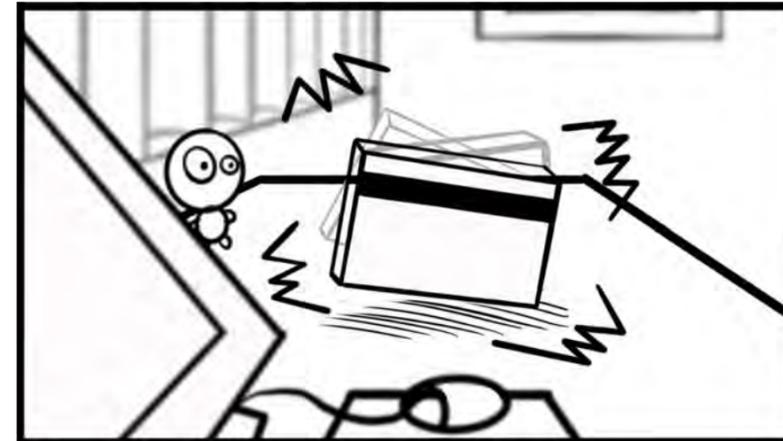


CONTINUOUS SHOT →

The Nurse turns her head not sure where the sound is coming from. Before she can locate the source the Box stops.

**CGI:** The box vibrates on the surface of the desk.

03



**VISUAL:** Closeup of the Box. Suddenly, the Box rumbles again.

**CGI:** The box vibrates on the surface of the desk.

04



**VISUAL:** As the box rumbles, the Nurse snaps to attention. An inquisitive look washes over her face as she begins to realize that the rumbling is coming from behind her...

**CGI:** The box vibrates on the surface of the desk.

05



PUNCH IN →

**VISUAL:** Close up to cover that moment of realization...

**CGI:** The box vibrates on the surface of the desk.

06



**VISUAL:** She swings around to face the source of the rumbling!

**CGI:** The box vibrates on the surface of the desk.

07



**VISUAL:** Over the shoulder of the Box, the Nurse looks bewildered. *The Box ceases its rattling.*

**CGI:** The box vibrates on the surface of the desk.

08



**VISUAL:** Over the shoulder of the Nurse on the Box, she reaches out only to be fooled once as the Box begins to jump back to life.

- **OPTION - cover version of this moment where the Nurse just picks up the Box.**

**CGI:** The box vibrates on the surface of the desk.

09



**VISUAL:** The Nurse takes one last look around before going to pick the Box back up.

- **OPTION: Cover this moment where the Nurse just picks the Box up.**

**CGI:** The box vibrates on the surface of the desk.

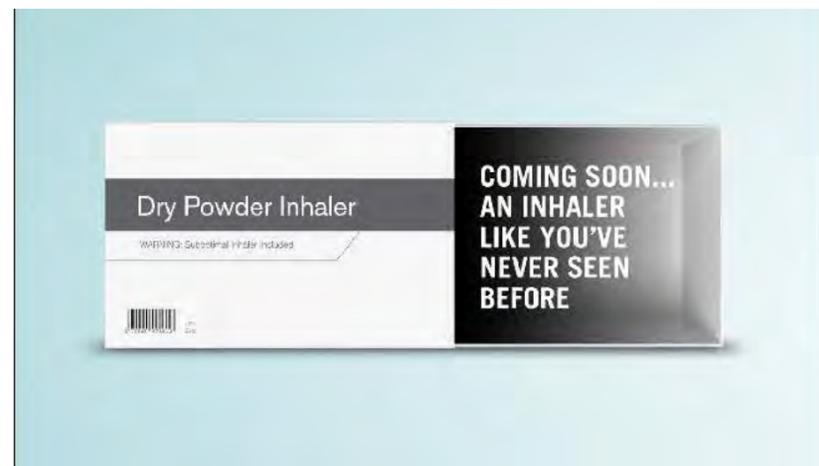
10



**VISUAL:** Medium of the Nurse and the back of the Box. The Nurse slides the box open and is surprised/confounded by what's inside of it.

- **PERFORMANCE NOTE: make sure hands do not cover copy on back of the Box.**

11



**VISUAL:** The box appears on a chroma background. The box rumbles once, stops, and slides open to reveal the GFX.

**GFX:** Coming soon... an inhaler like you've never seen before.

12

REFERENCES OF BOX



TRAY SLIDES OUT

Figure will match person in photo to the left.



1.5 INCHES DEEP

THUMB CUT

13

OPTIONAL SHOTS FOR COVERAGE.



**VISUAL:** Medium of the Nurse as she picks up and opens the Box.

**CGI:** The box vibrates on the surface of the desk.

14

OPTIONAL SHOTS FOR COVERAGE.



**VISUAL:** Close up of the Nurse as she picks up and opens the Box.

**CGI:** The box vibrates on the surface of the desk.

15

OPTIONAL SHOTS FOR COVERAGE.



**VISUAL:** Wide shot of a Nurse *through doorway* in a patient waiting room. An inhaler Box sits in the background while she examines paperwork. Over the Nurse's shoulder, we see the Box rumble. The Nurse notices the sound of the Box rumbling and slightly turns her head before returning to her work.

- **ART NOTE:** Instead of doorway, we could prop in filing cabinet, book case, any large object for camera to peak around.

**CGI:** The box vibrates on the surface of the desk.

16

OPTIONAL SHOTS FOR COVERAGE.



**VISUAL:** Over-the-shoulder shot of the Nurse flashes a smile.

17

OPTIONAL SHOTS FOR COVERAGE.



**VISUAL:** Close up on Box where the desk toy is featured behind product.

# CAMERA & LIGHT



Warmer highlights, soft shadows.



Natural but slightly warm skin tones.

Light and airy feel. Colors are cheerful but softened.. The hues are just light shades of blues, pinks, and yellows in the background.



Shallow depth of field for medium and close shots.



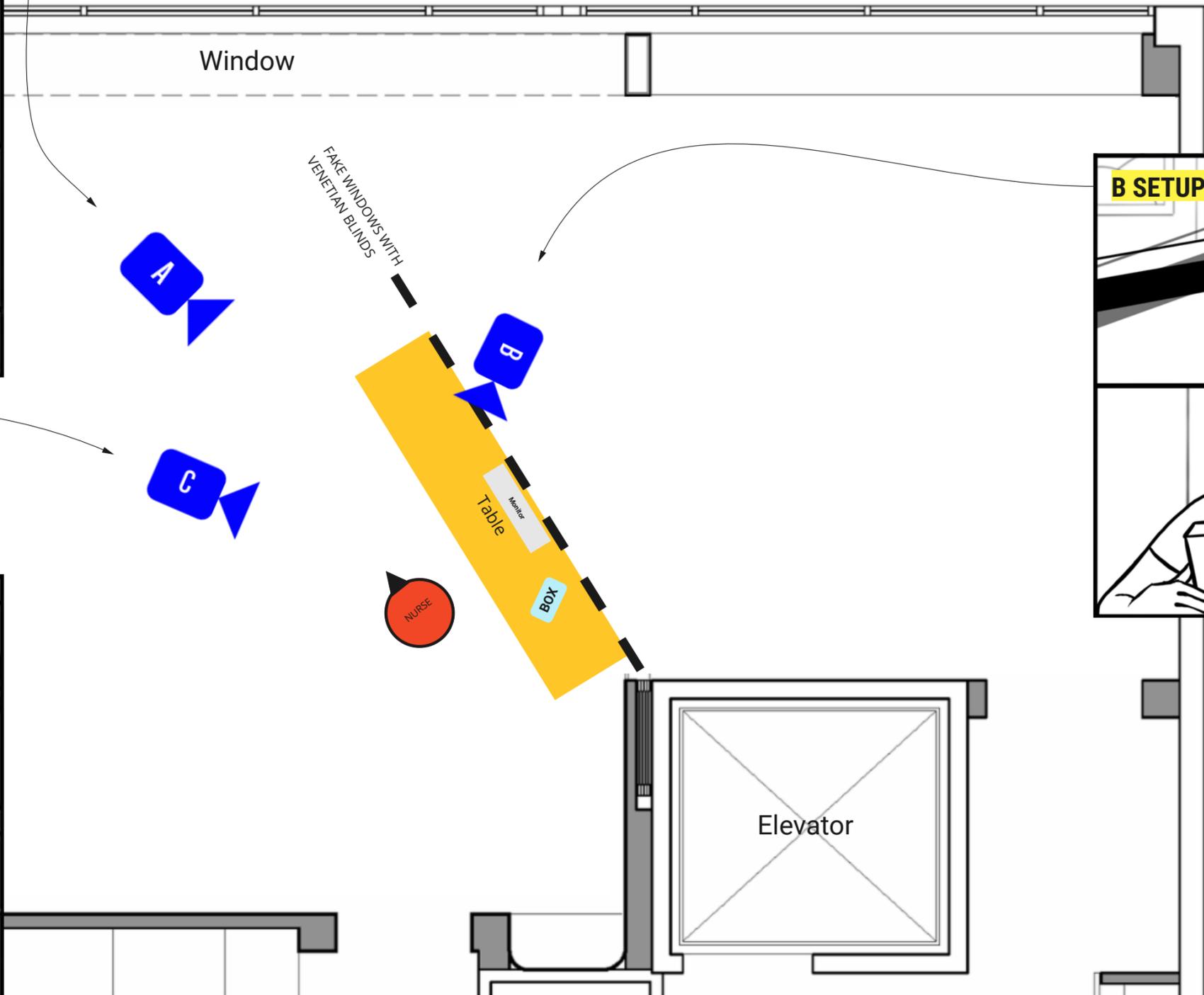
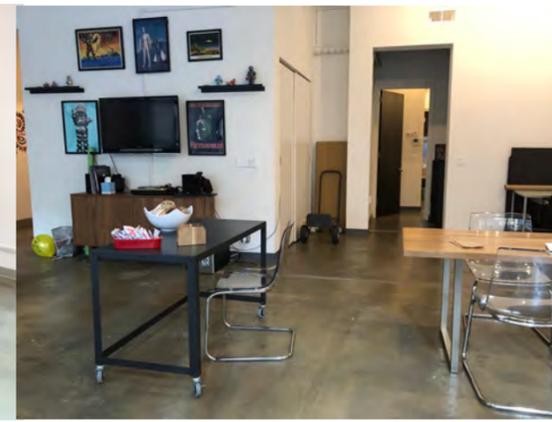
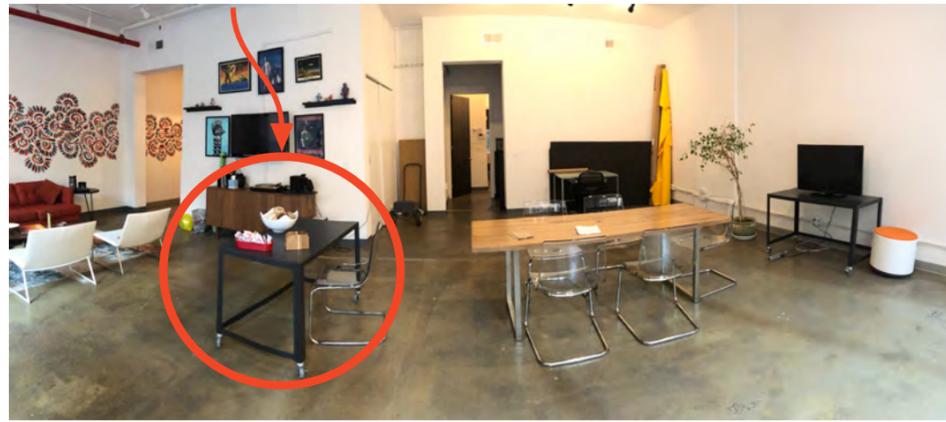
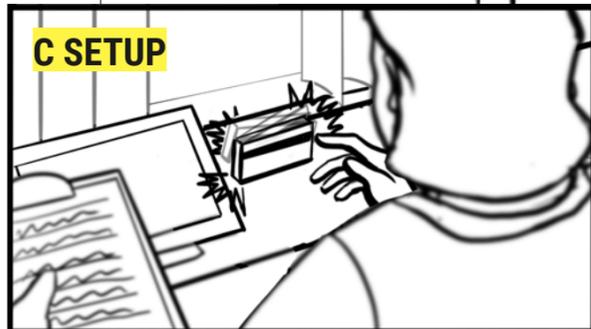
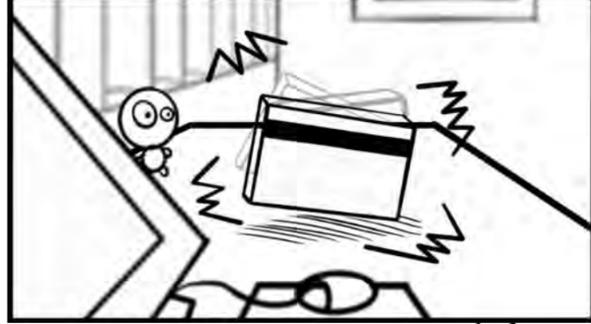
Background is not blown out but rather toned down with respect to subject.



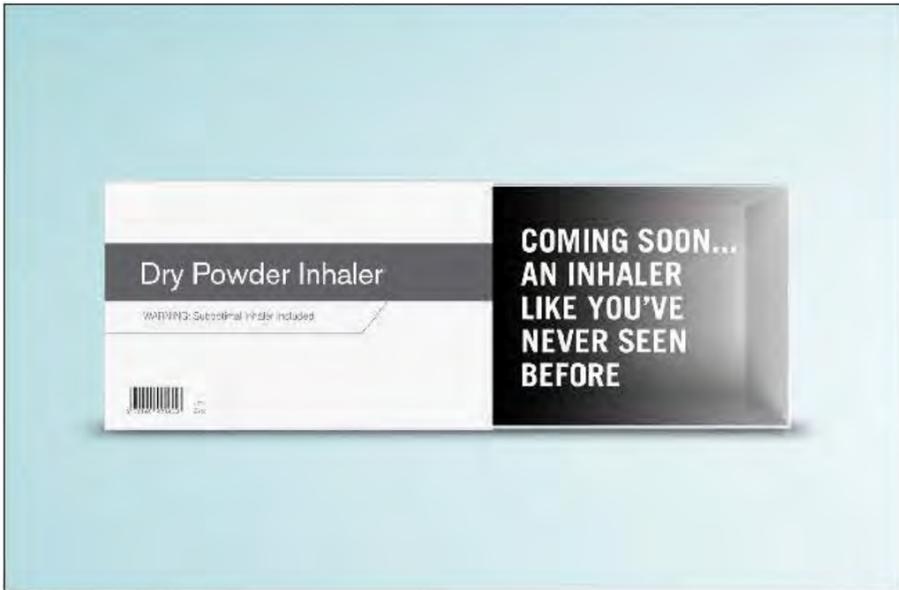
Brightness - topic for discussion. This is comedy but I don't want to go to bright.



# Nurse's Desk



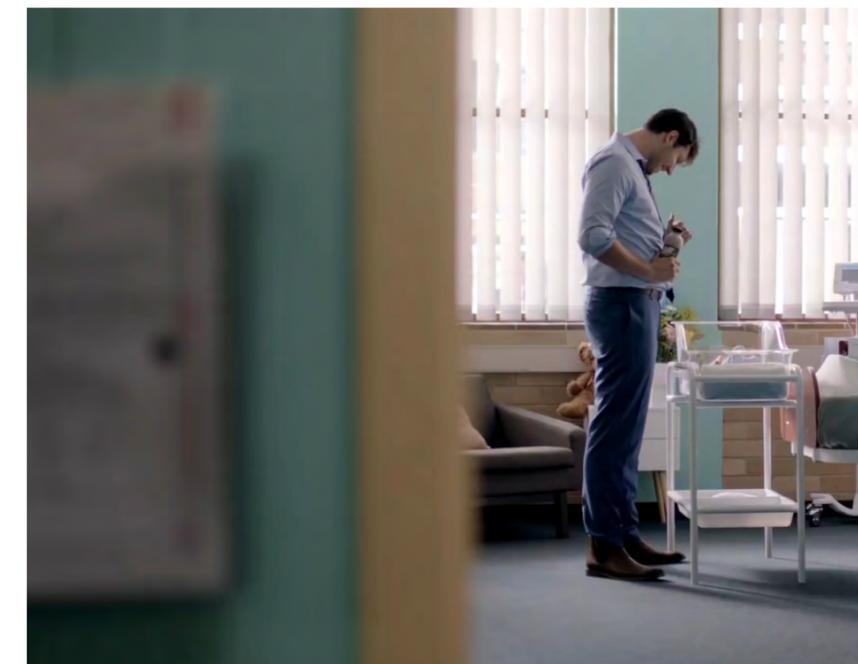
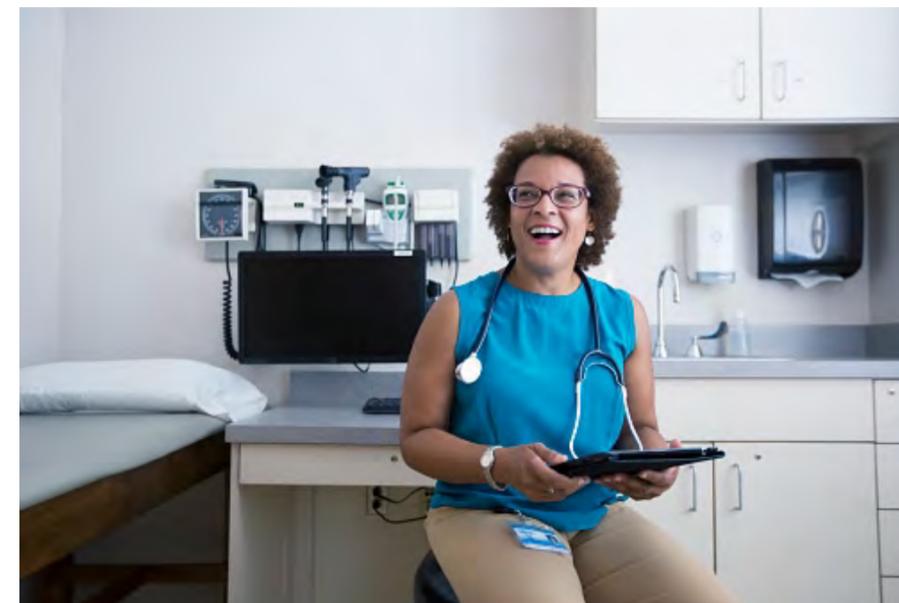
# PRODUCTION DESIGN



Location is patient waiting room.

It is clear from the organized space that this clinic is well run. Based on the quiet confidence of the nurse, she clearly runs a tight ship.

Even the post it notes in the background are grouped into columns along a scrum board system. A few touches of green plants breathes in some life. On the computer screen is a cross section of lungs.





Post-it Note scrum board in final frame.

**POST-IT NOTES**

The Nurse will have a scrum board of carefully organized post it notes on her wall. Must be earthy/muted colors and generally cooler tones.



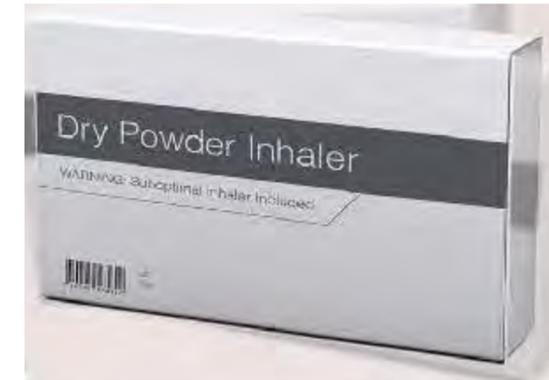
**PLANT/GREENERY**

There will be at least one healthy, well-kept plant in the Nurse's office. Should be relatively small and deliberately placed.



**COMPUTER MONITOR**

A single monitor on the Nurse's desk will display an x-ray of a rib cage.



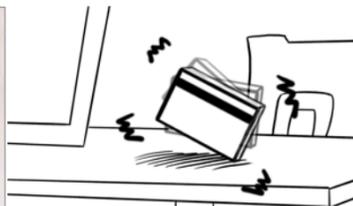
**FOLDER/CLIPBOARD**

This will be what initially has the Nurse's attention, before she notices the Box.



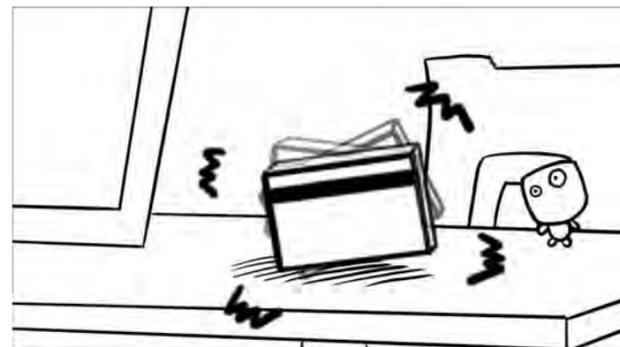
**BOX**

The mysterious vibrating Box itself. Will also be recreated using CGI.



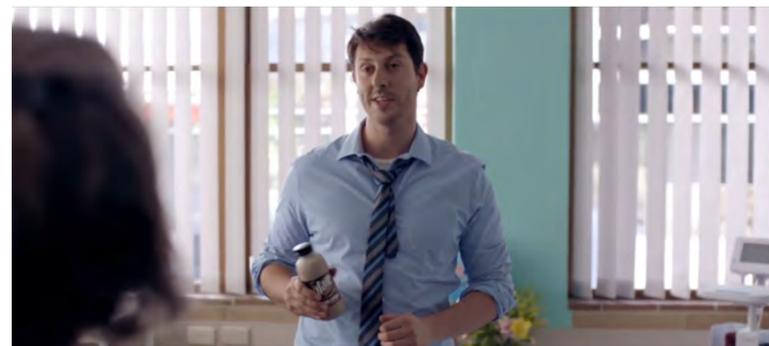
**DESK**

The Nurse will have a simple desk that must be free from clutter and look generally tidy.



**TOY**

A small figurine with a puzzled expression will sit on the Nurse's desk and share her confusion when the Box vibrates.



**CURTAINS**

Blue or white curtains will be drawn, letting natural light fill the Nurse's office.

**NOTE:** let's be prepared to go with shear curtains.

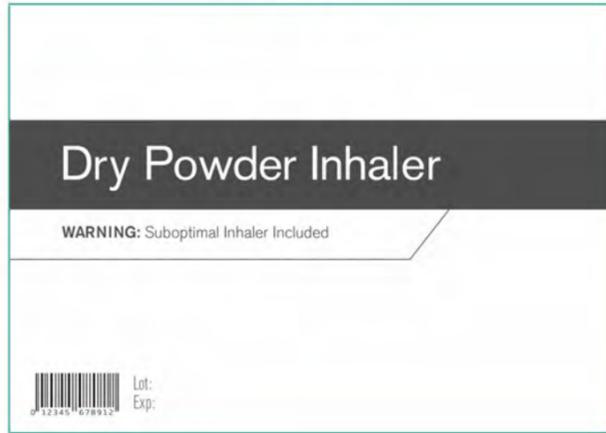


**KEYBOARD AND MOUSE**

A white keyboard and mouse will sit in front of the Nurse's monitor on her desk.

7 INCHES WIDE

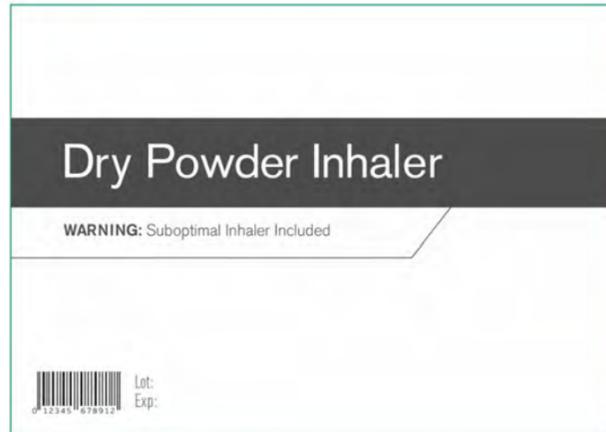
5 INCHES HIGH



FRONT



BACK



TRAY SLIDES OUT

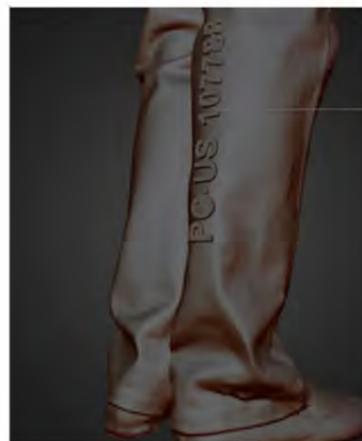


Figure will match person in photo to the left.



1.5 INCHES DEEP

THUMB CUT



Code will be on the back of the figure's right leg

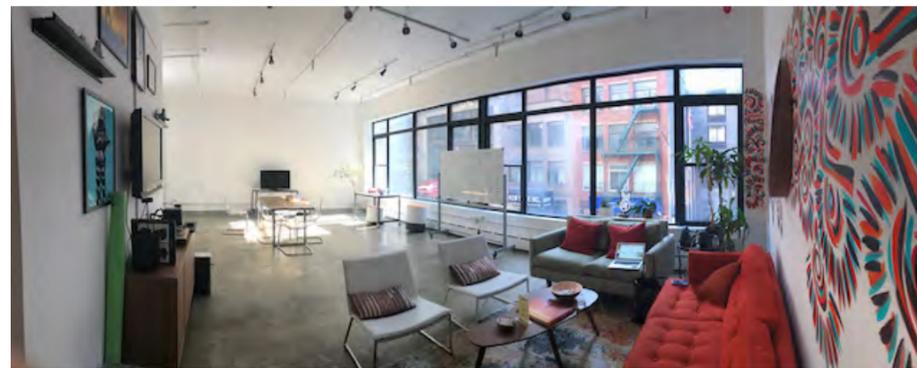
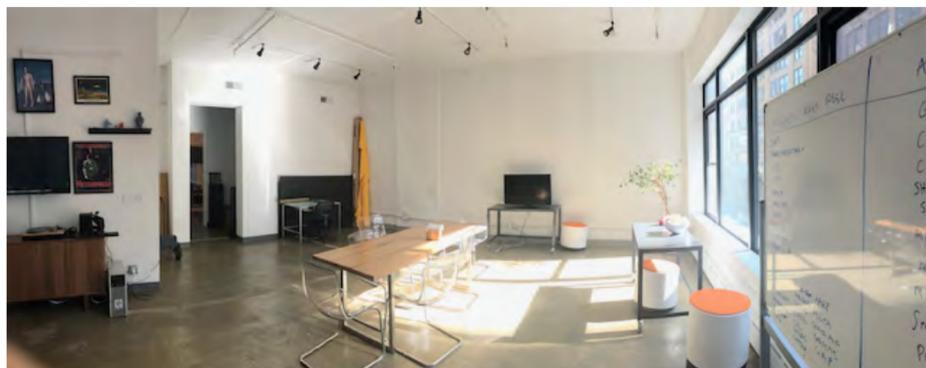
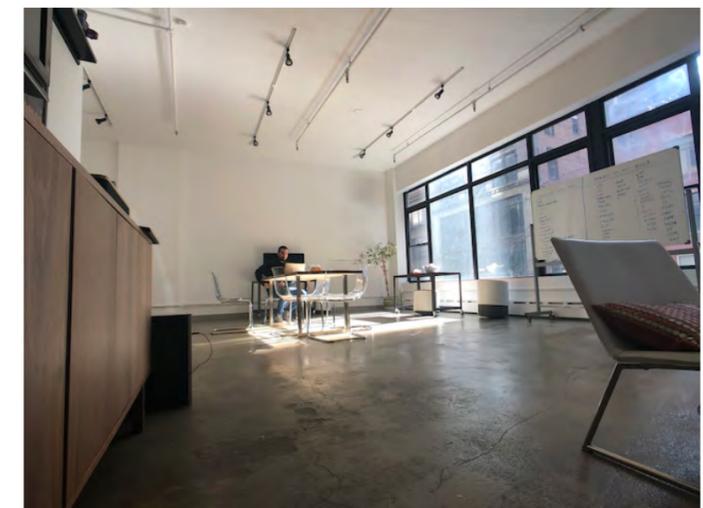
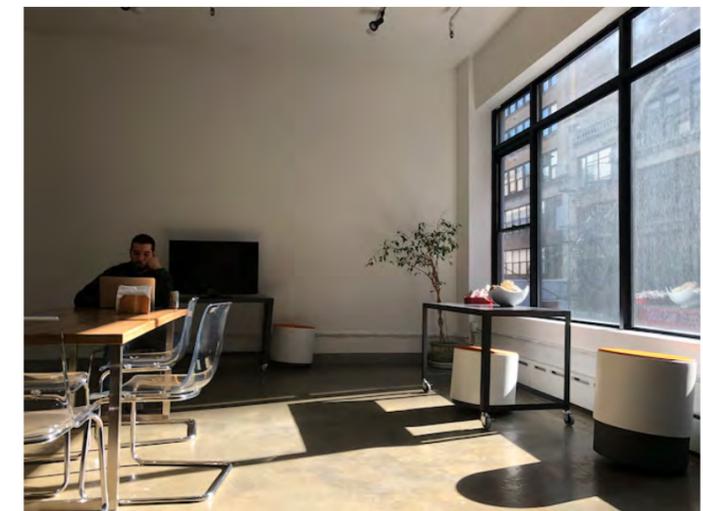
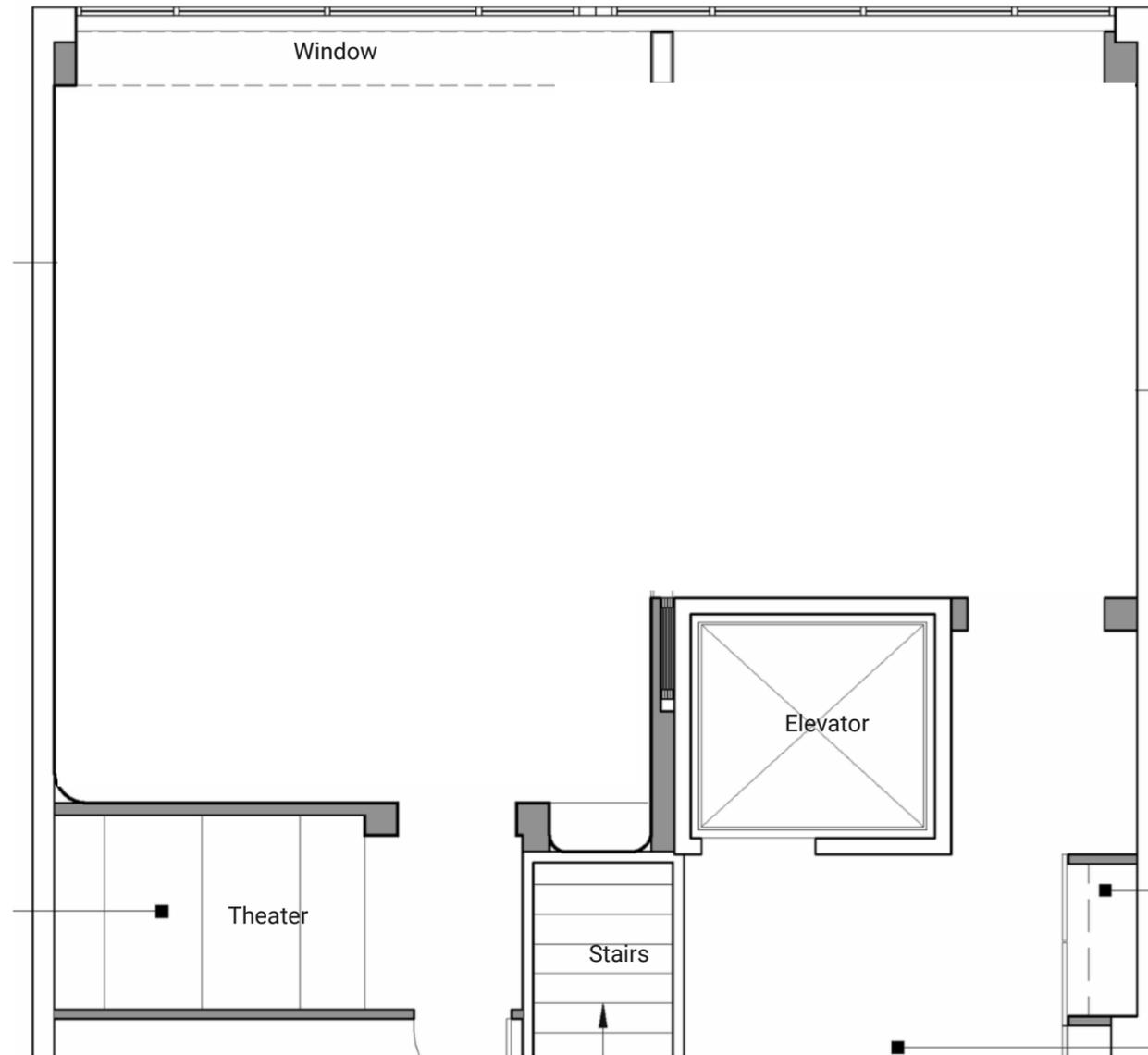
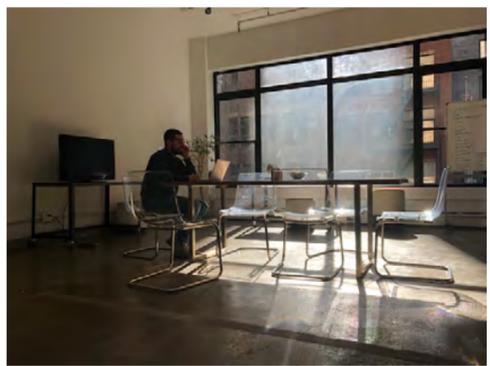
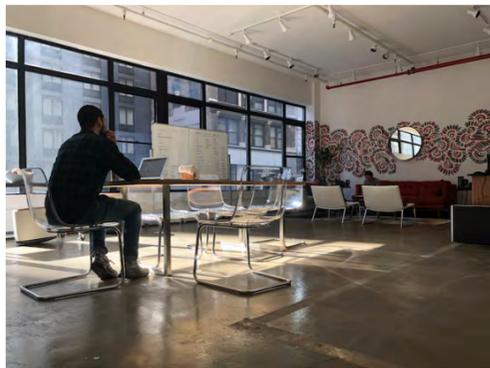
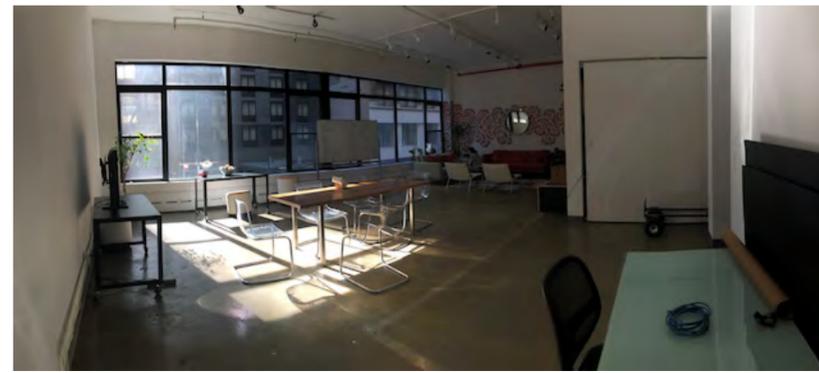
Figures are 4 inches high



# LOCATION

# Inhaler // Location

Ataboy Studios  
125-127 West 29th Street, Second Floor, New York NY 10001  
• <https://www.ataboystudios.com>



# CASTING

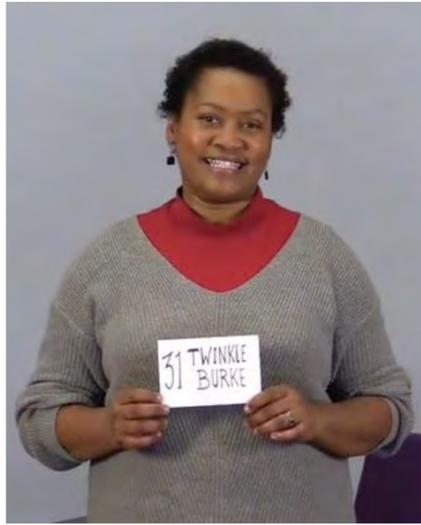


CONTACT INFO  
twinkle.burke@gmail.com  
(917) 568-4975

REEL: <https://vimeo.com/229951339>

SIZES

- Scrubs - XL or XXL
- Cardigan - XL or XXL
- Button-up Shirt - XL or XXL
- Chest: 38C
- Waist: 36-40
- Dress: 16-18
- Shoe: 10 1/2



FRAME GRABS PULLED FROM REEL



# WARDROBE



Cardigan over scrubs.



Button down collard shirt.



**WARDROBE**

- White Lab Coat
- Scrub pants and shirt.
- Cardigan.
- Button down collared shirt in blue, teal, pink.
- Color should be either pink or seafoam green/teal
- Comfortable sneakers with no branding.
- No jewelry, no ear rings.

**PROPS**

- Digital watch with stop watch feature. Avoid branding or greek out logo.
- Stethoscope.

**NOTES**

- Nurse is experienced, confident, and unflappable - she is cool and collected both in appearance and attitude
- Must fit within our own everyday experience as a working woman with years on the job
- Relatively cool and muted in color, not overly bright/stark
- Should feel completely grounded in reality

**TWINKLE BURKE - talent playing the Nurse.**



Lab coat with either teal or pink scrubs underneath.



Cheap digital watch. Greek brand.



Comfortable sneaker with no branding. Please ask talent to bring options as well.



Must have some kind of ID badge. Preferably have the "role" interchangeable in case we need to swap out the Nurse for Nurse Practitioner.

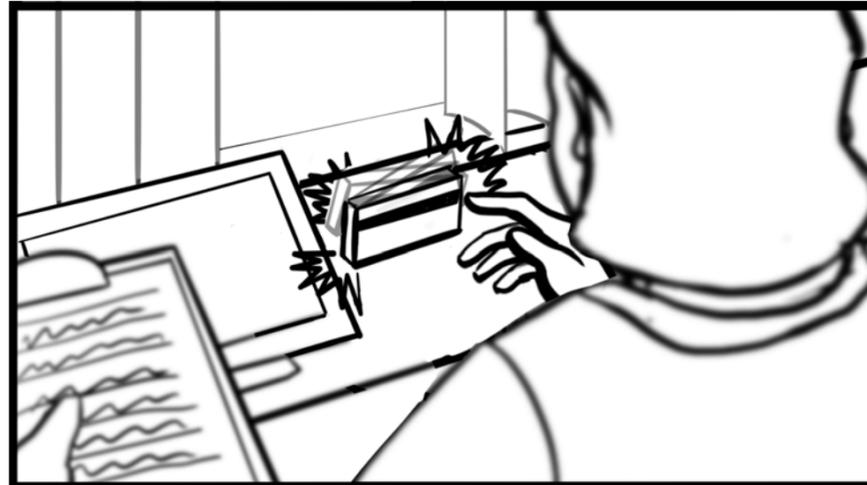


CGI

- The Box will be primarily CGI, and must look completely real
- A mockup box of the same size as the product with tracking markers and borders will stand in for the CG model on set
- The final package design will be comped in to replace it in post-production
- The Box will only be represented by a physical prop when the Nurse picks it up and opens it - only the back of the box will be seen in this shot



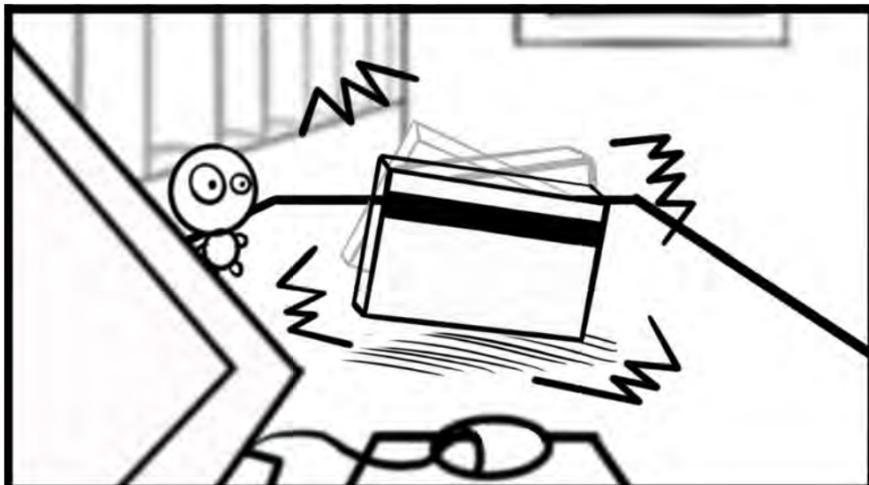
Shoot Nurse's reaction separate from mocked up box so that we can composite in the correct branding in post.



Even for close two shots, we will maintain a separation of space between talent and CGI element. This allows us to cleanly comp in the Box with the right performance moment.



As long as the talent does not touch the product, shots where like these where the CGI overlaps will be a simple composite.



The close up of the box will be complete CGI.



A separate box with only the backing will be made so that she can handle it in the shot. All the fine print will be out of focus.



TRAY SLIDES OUT

Figure will match person in photo to the left.



1.5 INCHES DEEP

THUMB CUT