BILLYRX · :30 COMMERCIAL · SCRIPT · PROPOSED CREATIVE, FOR YOUR APPROVAL

THE OPEN DOOR.

Our proposed script for the 30-second spot, for your approval. Problem, offer, ask, in that order. Two stamps slam onto a card in the first three seconds, TOO EXPENSIVE on 'Priced out of GLP-1s?' and DENIED on 'Insurance said no?', then the BillyRx name and a coral $125 knock the card off the screen. The viewer who has been priced out or turned down hears the answer to both by 0:08, hears that a licensed provider reviews it and that it ships to the door if it's right for them, then gets the price again and the number twice over a long end card. The number and the QR are on screen from the first frame to the last.

Runtime 0:30.0 | 8 frames | Voice-over · off camera | Number on screen, every frame

THE RESPONSE

1-800-XXX-XXXX is replaced by EAG's tracked pay-per-call number. The QR code carries the same tracked number, so a scan starts the call. The code on these boards is a demo.

The read

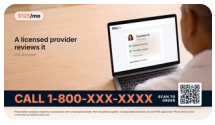
The full voice-over, line by line. VO · NARRATOR

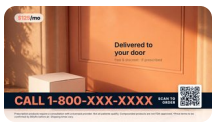
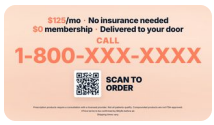
L1	Priced out of GLP-1s?	B01
L2	Insurance said no?	B02
L3	GLP-1 weight loss treatment from BillyRx. A hundred and twenty-five dollars a month.	B03
L4	No insurance needed.	B04
L5	A licensed U.S. provider reviews it.	B05
L6	If it's right for you, it ships to your door.	B06
L7	A hundred and twenty-five dollars a month. Call 1-800-XXX-XXXX.	B07
L8	That's 1-800-XXX-XXXX. Or scan the code to order.	B08

Against the board

Each of the 8 frames, its time on screen, the words it plays under, and what is on screen.

Standing legal line, on every frame: Prescription products require a consultation with a licensed provider. Not all patients qualify. Compounded products are not FDA-approved.

FRAME	IN → OUT	VO ON THIS FRAME · ON SCREEN
 **B01** **PRICED OUT** Type card + number band	0:00.0 → 0:01.8 1.8 s	“Priced out of GLP-1s?” **ON SCREEN** GLP-1 · Monthly price / TOO EXPENSIVE. / Insurance coverage **DIRECTION** Hard cut in on frame 1, stamp thud. The same card family as the :60’s B01: no insurer, no logo, no competitor price. From frame 1 the number band sits along the bottom (it grows into the full number card at the ask) and the legal line runs on every frame to the end card. Set in type. NUMBER BAND · QR
 **B02** **INSURANCE SAID NO** Type card + number band	0:01.8 → 0:03.2 1.3 s	“Insurance said no?” **ON SCREEN** GLP-1 · Monthly price / TOO EXPENSIVE. / Insurance coverage / DENIED. **DIRECTION** Same thud, a half-step higher. The problem is fully out by 0:03. NUMBER BAND · QR
 **B03** **THE SLAM** Type card + number band	0:03.2 → 0:08.3 5.1 s	“GLP-1 weight loss treatment from BillyRx. A hundred and twenty-five dollars a month.” **ON SCREEN** GLP-1 weight-loss treatment / $125/mo / BillyRx **DIRECTION** The :60’s slam card, with the wordmark above it. From here to B06 the $125/mo chip stays pinned top left, clear of every super. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air. · Individual results vary.
 **B04** **NO INSURANCE** Type card + number band	0:08.3 → 0:09.6 1.3 s	“No insurance needed.” **ON SCREEN** No insurance needed / $125/mo **DIRECTION** Answers ‘Insurance said no?’ two seconds later. The price is on screen from 0:06 and no insurance by 0:08. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air.
 **B05** **THE PROVIDER** Existing plate + number band	0:09.6 → 0:11.8 2.3 s	“A licensed U.S. provider reviews it.” **ON SCREEN** A licensed U.S. provider reviews it / $125/mo **DIRECTION** The provider’s laptop plate from the :60’s B11 (patient ‘Carmen R.’, a plain check-in list), with no step badge because the :30 shows no steps. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air.

FRAME	IN → OUT	VO ON THIS FRAME · ON SCREEN
 **B06** **TO YOUR DOOR** Existing plate + number band	0:11.8 → 0:14.1 2.2 s	“If it’s right for you, it ships to your door.” **ON SCREEN** Delivered to your door / free & discreet · if prescribed / $125/mo **DIRECTION** The :60’s B06 plate (’if prescribed’ under the super). In the :30, delivery is only ever spoken after ’if it’s right for you’. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air. · Shipping times vary.
 **B07** **THE ASK** Call-or-scan card · number + QR	0:14.1 → 0:20.4 6.3 s	“A hundred and twenty-five dollars a month. Call 1-800-XXX-XXXX.” **ON SCREEN** $125/mo / No insurance needed / $0 membership / Delivered to your door / CALL 1-800-XXX-XXXX / SCAN TO ORDER **DIRECTION** The price hits a second time, and the call lands at about 0:15. The number band grows into this card and hands the number on to the end card. NUMBER + QR CARD · *Price terms to be confirmed by BillyRx before air. · Shipping times vary.
 **B08** **END CARD** End card	0:20.4 → 0:30.0 9.6 s	“That’s 1-800-XXX-XXXX. Or scan the code to order.” **ON SCREEN** $125/mo / No insurance needed / CALL 1-800-XXX-XXXX / SCAN TO ORDER **DIRECTION** The band becomes the end card’s CALL line, so the number never leaves the screen. Second number read, then a long silent hold on the number and the QR to 30.0. QR · *Price terms to be confirmed by BillyRx before air. GLP-1 medications may have serious side effects. Do not use if you or a family member has had medullary thyroid carcinoma or MEN 2. See Important Safety Information. Compounded products are not FDA-approved. Prescription products require a consultation with a licensed provider. Not all patients qualify. Individual results vary. This commercial features synthetic performers.

The end card

On screen 0:20.4 → 0:30.0 (9.6 s): the number large, with the QR code beside it.



ON THE CARD

- BillyRx wordmark
- $125/mo
- No insurance needed
- CALL 1-800-XXX-XXXX
- QR · SCAN TO ORDER

VOICE-OVER UNDER IT

"That's 1-800-XXX-XXXX. Or scan the code to order."

LEGAL

*Price terms to be confirmed by BillyRx before air.

GLP-1 medications may have serious side effects. Do not use if you or a family member has had medullary thyroid carcinoma or MEN 2. See Important Safety Information. Compounded products are not FDA-approved. Prescription products require a consultation with a licensed provider. Not all patients qualify. Individual results vary.

This commercial features synthetic performers.

Lines for counsel

Claims in this script that need counsel's sign-off before air.

LINE	WHY IT IS FLAGGED
A hundred and twenty-five dollars a month. (read twice)	BillyRx's published offer: compounded semaglutide, billed $375 up front for a 12-week supply, renewing at $375 every 11 weeks, labelled 'limited until Sept 30, 2026'. The price super runs on every frame that shows $125. Every price moment is a local card, so the confirmed price terms drop in without regenerating a frame.
GLP-1 weight loss treatment from BillyRx.	Names what is being sold, as the :60 does. Weight-loss framing is BillyRx's own; no amount, speed or guarantee; 'Individual results vary.' on screen.

LINE	WHY IT IS FLAGGED
Priced out of GLP-1s? Insurance said no? (with TOO EXPENSIVE. and DENIED. stamps)	Problem lines and a visual device. No claim about BillyRx, but they imply GLP-1s are otherwise costly and that insurance turns people down. No insurer named, no competitor price shown.
Delivered to your door. (on screen, B06 and B07)	In the :30 it only appears after the spoken 'if it's right for you', with 'if prescribed' under it on B06. Listed so counsel sees the same line as in the :60.
GLP-1 medications may have serious side effects. ... See Important Safety Information. (end-card ISI)	Counsel decides where the viewer gets the full Important Safety Information, for example read on the call.
Prescription products require a consultation with a licensed provider. Not all patients qualify. Compounded products are not FDA-approved. (on every frame)	The legal line that runs on every frame. Counsel signs off the wording.