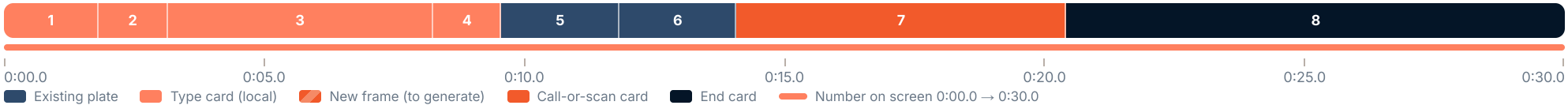
BillyRx :30 — “The Open Door”

timed storyboard · 8 frames

Our proposed storyboard, for your approval · 8 frames, each timed to the read.

0:30.0

runtime, timed to the read





B01 PRICED OUT

0:00.0 → 0:01.8 **1.8s on screen**

Type card + number band

L1 “Priced out of GLP-1s?”

NUMBER BAND · QR



B02 INSURANCE SAID NO

0:01.8 → 0:03.2 **1.3s on screen**

Type card + number band

L2 “Insurance said no?”

NUMBER BAND · QR



B03 THE SLAM

0:03.2 → 0:08.3 **5.1s on screen**

Type card + number band

L3 “GLP-1 weight loss treatment from BillyRx. A hundred and twenty-five dollars a month.”

NUMBER BAND · QR · Individual results vary. · + legal line



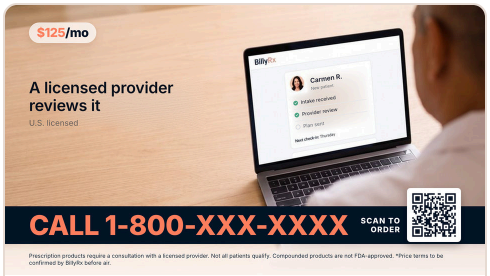
B04 NO INSURANCE

0:08.3 → 0:09.6 **1.3s on screen**

Type card + number band

L4 “No insurance needed.”

NUMBER BAND · QR · + legal line



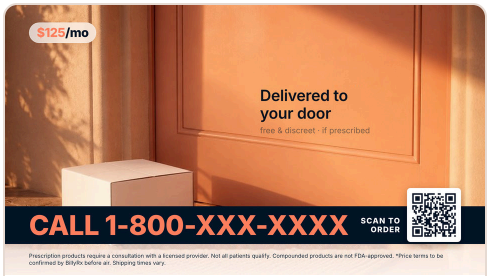
B05 THE PROVIDER

0:09.6 → 0:11.8 **2.3s on screen**

Existing plate + number band

L5 “A licensed U.S. provider reviews it.”

NUMBER BAND · QR · + legal line



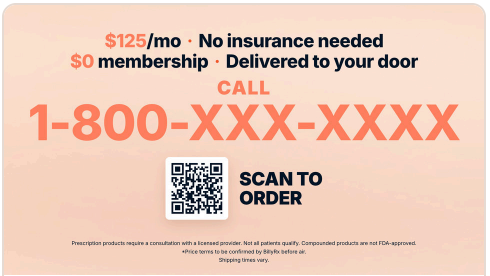
B06 TO YOUR DOOR

0:11.8 → 0:14.1 **2.2s on screen**

Existing plate + number band

L6 “If it’s right for you, it ships to your door.”

NUMBER BAND · QR · Shipping times vary. · + legal line



B07 THE ASK

0:14.1 → 0:20.4 **6.3s on screen**

Call-or-scan card · number + QR

L7 “A hundred and twenty-five dollars a month. Call 1-800-XXX-XXXX.”

NUMBER + QR CARD · Shipping times vary. · + legal line



B08 END CARD

0:20.4 → 0:30.0 **9.6s on screen**

End card

L8 “That’s 1-800-XXX-XXXX. Or scan the code to order.”

QR · + legal line