BILLYRX · :60 COMMERCIAL · SCRIPT · PROPOSED CREATIVE, FOR YOUR APPROVAL

THE OPEN DOOR.

Our proposed script for the 60-second spot, for your approval. Offer first, with the problem in front of it. On frame one a 'DENIED.' stamp thuds onto an insurance card, and a beat later a coral $125 slams down and knocks it off the screen as the narrator says 'A hundred and twenty-five dollars a month.' Inside two seconds a channel-surfer sees the no they have already heard and the price that answers it, then hears the whole deal (no insurance needed, no membership fee, delivered to your door) and the first call-or-scan ask by 0:13. The number and the QR are on screen from the first frame to the last, through the three steps, the tablet, what they really want, the offer again and the number read twice over the end card.

Runtime 1:00.0 | 18 frames | Voice-over · off camera | Number on screen, every frame | 1 new frame to generate

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

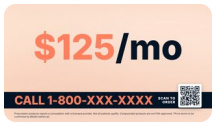
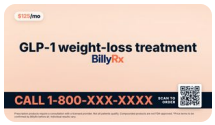
L1	Insurance said no?	B01
L2	A hundred and twenty-five dollars a month, for GLP-1 weight loss treatment from BillyRx.	B02 · B03
L3	No insurance needed.	B04
L4	No membership fee.	B05
L5	Delivered to your door.	B06
L6	Nothing to claim. Nothing to get denied.	B07
L7	Call 1-800-XXX-XXXX, or scan the code to order.	B08 · B09
L8	Then answer a few questions from your phone.	B10
L9	A licensed U.S. provider reviews it. If it's right for you, it ships in as little as two to three days.	B11 · B12

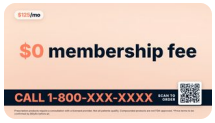
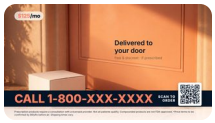
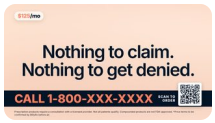
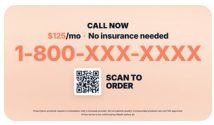
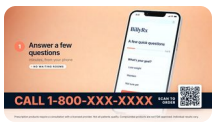
L10	If the needle stops you, BillyRx now carries FDA-approved tablets. Same GLP-1. Taken by mouth.	B13 · B14
L11	You want to feel good in your clothes again. The door’s open.	B15
L12	One flat fee. A hundred and twenty-five dollars a month. Medication included.	B16
L13	No reason to wait. Call 1-800-XXX-XXXX.	B17
L14	That’s 1-800-XXX-XXXX. Or scan the code to order.	B18

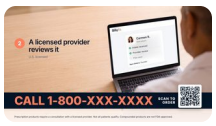
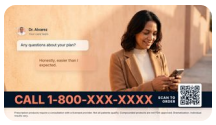
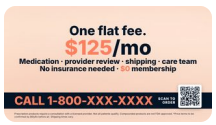
Against the board

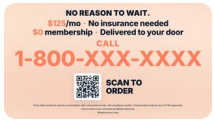
Each of the 18 frames, its time on screen, the words it plays under, and what is on screen.

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** **DENIED** Type card + number band	0:00.0 → 0:01.4 1.4 s	“Insurance said no?” **ON SCREEN** GLP-1 · Insurance coverage / DENIED. **DIRECTION** Hard cut in, no fade. Dry stamp thud with the narrator’s question landing on it; no music yet. A generic card: no insurer name, no logo, no price. From frame 1 the number band sits along the bottom (it grows into the full number card at each ask) and the legal line runs on every frame to the end card. Set in type. NUMBER BAND · QR
 **B02** **THE SLAM** Type card + number band	0:01.4 → 0:03.2 1.8 s	“A hundred and twenty-five dollars a month,” **ON SCREEN** $125/mo **DIRECTION** The narrator starts on the impact: punchy, confident, not shouted. Read B02 straight into B03 as one sentence across the cut, with no stop after ‘month’. The problem (DENIED) and the price that beats it are both on screen inside two seconds. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air.
 **B03** **WHAT IT IS** Type card + number band	0:03.2 → 0:06.3 3.2 s	“for GLP-1 weight loss treatment from BillyRx.” **ON SCREEN** $125/mo / GLP-1 weight-loss treatment / BillyRx **DIRECTION** The name is spoken by 0:06. From here to B07 the $125/mo chip stays pinned top left, clear of every super, so the price never leaves the screen while the stack lands. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air. · Individual results vary.
 **B04** **NO INSURANCE** Type card + number band	0:06.3 → 0:07.6 1.2 s	“No insurance needed.” **ON SCREEN** No insurance needed / $125/mo **DIRECTION** Stamp cut on the first word. Set in type, so no tablet is ever pictured next to the price. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air.

FRAME	IN → OUT	VO ON THIS FRAME · ON SCREEN
 **B05** **NO MEMBERSHIP** Type card + number band	0:07.6 → 0:08.8 1.2 s	“No membership fee.” **ON SCREEN** $0 membership fee / $125/mo **DIRECTION** Same stamp rhythm as B04. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air.
 **B06** **DELIVERED** Existing plate + number band	0:08.8 → 0:10.0 1.2 s	“Delivered to your door.” **ON SCREEN** Delivered to your door / free & discreet · if prescribed / $125/mo **DIRECTION** No step badge here; the super reads ‘Delivered to your door’ with a small ‘free & discreet · if prescribed’ under it, and the $125/mo chip stays pinned top left. The whole offer stack is out by 0:10. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air. · Shipping times vary.
 **B07** **NOTHING TO DENY** Existing plate + number band	0:10.0 → 0:13.1 3.1 s	“Nothing to claim. Nothing to get denied.” **ON SCREEN** Nothing to claim. / Nothing to get denied. / $125/mo **DIRECTION** Callback to B01: a faint ghost of the ‘DENIED.’ stamp fades in behind the type and dissolves on the word ‘denied’. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air.
 **B08** **FIRST ASK** Call-or-scan card · number + QR	0:13.1 → 0:17.1 4.0 s	“Call 1-800-XXX-XXXX,” **ON SCREEN** CALL NOW / $125/mo / No insurance needed / 1-800-XXX-XXXX / SCAN TO ORDER **DIRECTION** First ask at 0:13. The lower-third band (CALL 1-800-XXX-XXXX in coral, large, plus a QR tile with SCAN TO ORDER, sized to scan from the couch) grows into this card, and at the out point the card folds back down into the band, which stays on to the end card. The band carries no price. This first ask reads the number once (a quick ask); the final ask reads it twice. NUMBER + QR CARD · *Price terms to be confirmed by BillyRx before air.
 **B09** **SCAN IT** New frame · to generate + number band	0:17.1 → 0:19.0 1.8 s	“or scan the code to order.” **ON SCREEN** SCAN TO ORDER **DIRECTION** Screens are comped locally. The TV carries the B08 card without the price (the number and the same tracked QR as the band, nothing else), kept soft by the depth of field, so there is never a second, different code a viewer’s phone could lock onto. The phone screen shows its camera view framing the code, and nothing else. NUMBER BAND · QR
 **B10** **STEP 1** Existing plate + number band	0:19.0 → 0:21.5 2.5 s	“Then answer a few questions from your phone.” **ON SCREEN** 1 · Answer a few questions / minutes, from your phone / No waiting rooms. **DIRECTION** The steps follow the ask directly, so ‘call or scan, then a few questions’ plays as one line of instruction. The phone shows the first intake questions (‘A few quick questions’ · ‘What’s your goal?’), the sub-line reads ‘minutes, from your phone’, and ‘No waiting rooms.’ sits beneath as a small super. NUMBER BAND · QR · Individual results vary.

FRAME	IN → OUT	VO ON THIS FRAME · ON SCREEN
 **B11** **STEP 2** Existing plate + number band	0:21.5 → 0:24.9 3.5 s	“A licensed U.S. provider reviews it. If it’s right for you,” **ON SCREEN** 2 · A licensed provider reviews it / U.S. licensed **DIRECTION** The laptop shows the provider’s view of Carmen’s intake as a plain check-in list (Intake received · Provider review · Plan sent): no dose, no chart, nothing that reads as a results graph. NUMBER BAND · QR
 **B12** **STEP 3** Existing plate + number band	0:24.9 → 0:27.4 2.4 s	“it ships in as little as two to three days.” **ON SCREEN** 3 · It ships to your door / Ships in as little as 2-3 days / free & discreet · if prescribed **DIRECTION** Step 3: the ships-to-your-door line with the shipping time, and ‘free & discreet · if prescribed’ under it. NUMBER BAND · QR · Shipping times vary.
 **B13** **THE NEEDLE** Existing plate + number band	0:27.4 → 0:28.9 1.5 s	“If the needle stops you,” **ON SCREEN** If the needle stops you **DIRECTION** The read matches the super. NUMBER BAND · QR
 **B14** **THE TABLET** Existing plate + number band	0:28.9 → 0:35.2 6.3 s	“BillyRx now carries FDA-approved tablets. Same GLP-1. Taken by mouth.” **ON SCREEN** There’s a tablet. / FDA APPROVED / Same GLP-1 · taken by mouth **DIRECTION** No price on this frame or on the frames either side of it (the needle on B13 before, Carmen on B15 after), and the band carries no price. B14 is the only frame in the spot that pictures a tablet. NUMBER BAND · QR
 **B15** **WHAT YOU WANT** Existing plate + number band	0:35.2 → 0:38.9 3.6 s	“You want to feel good in your clothes again. The door’s open.” **ON SCREEN** Dr. Alvarez · Your care team / Any questions about your plan? / Honestly, easier than I expected. / The door’s open. **DIRECTION** Carmen reading her provider’s message; she never looks to camera, and nothing on screen shows a body or a result. The message is about her plan, with no time frame, and her reply is about the process: ‘Honestly, easier than I expected.’ Let the smile breathe before the offer. NUMBER BAND · QR · Dramatization. · Individual results vary.
 **B16** **THE OFFER, AGAIN** Type card + number band	0:38.9 → 0:43.6 4.7 s	“One flat fee. A hundred and twenty-five dollars a month. Medication included.” **ON SCREEN** One flat fee. / $125/mo / Medication · provider review · shipping · care team / No insurance needed · $0 membership **DIRECTION** The back-half offer hit. $125 re-slams on the read, a little smaller than the open, and the included items tick in one by one. Set in type, so the confirmed price terms drop in without regenerating a frame. NUMBER BAND · QR · *Price terms to be confirmed by BillyRx before air. · Shipping times vary.

FRAME		IN → OUT	VO ON THIS FRAME · ON SCREEN
	**B17** **FINAL ASK** Call-or-scan card · number + QR	0:43.6 → 0:49.4 5.8 s	“No reason to wait. Call 1-800-XXX-XXXX.” **ON SCREEN** NO REASON TO WAIT. / $125/mo / No insurance needed / $0 membership / Delivered to your door / CALL 1-800-XXX-XXXX / SCAN TO ORDER **DIRECTION** The band rises and grows into this card. Urgency with no deadline and no scarcity. NUMBER + QR CARD · *Price terms to be confirmed by BillyRx before air. · Shipping times vary.
	**B18** **END CARD** End card	0:49.4 → 1:00.0 10.6 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 over the end card, then a long silent hold on the number and the QR to 60.0. 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 0:49.4 → 1:00.0 (10.6 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.

New frames to generate

The only frames that need generating. Every other frame is an existing plate or set in type.



B09 **SCAN IT** 0:17.1 → 0:19.0

Carmen (the :60's everyday woman: Latina, 40s, same face and hair as on B15) at home in Miami in the early evening, sitting forward on a cream sofa in a warm, peach-toned living room. She wears the cream knit seen under her coat on B15; the camel coat is off and draped over the sofa arm beside her. 16:9 over-the-shoulder medium shot from behind her right shoulder, her face in soft three-quarter profile turned toward the TV, never toward camera. She holds her phone up at arm's length toward a wall-mounted TV. Phone and hand sharp; the TV slightly soft in the depth of field. The TV screen and the phone screen are clean, evenly lit plates for local comps: the TV gets the B08 card without the price: the number and the same tracked QR as the band and nothing else (never a different code); the phone gets its camera view framing that code, and nothing else. Warm lamp light matching the board's peach palette. Keep the bottom fifth of the frame clear for the number band.

WHY Scanning is one of the two ways to respond, and much of this audience has never scanned a code off a TV. One frame that shows the move (phone up, point it at the screen, and the call starts) teaches it in two seconds, right on the first ask. It is the only new frame; every other frame is an existing plate or set in type.

Lines for counsel

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

LINE	WHY IT IS FLAGGED
Insurance said no? (spoken on the DENIED stamp, 0:00)	An opening problem line. No insurer is named; it asks about the viewer's experience and answers it with 'No insurance needed.' (the :30 uses the same question as its second line).
A hundred and twenty-five dollars a month, for GLP-1 weight loss treatment from BillyRx.	The hook leans on the price. BillyRx's published offer sells the $125 as a 3-Month Special on compounded semaglutide ('Compounded medication is not FDA-approved'), billed $375 up front for a 12-week supply, renewing at $375 every 11 weeks, and labelled 'limited until Sept 30, 2026'. Top of the confirm-with-BillyRx list. Weight-loss framing comes from BillyRx's own materials; no amount, speed or guarantee; 'Individual results vary.' on screen. The price super runs on every frame that shows $125.
DENIED. (stamp on a card reading 'GLP-1 · Insurance coverage'), and its ghost behind 'Nothing to get denied.'	A visual device that dramatises an insurance denial. The card is generic: no insurer named, no logo, no price, no comparison.
Delivered to your door.	It lands at 0:08.8, before the spoken 'if it's right for you' (about 0:23). A small on-screen 'if prescribed' sits under it, and the legal line ('Not all patients qualify.') runs from frame 1. Counsel to confirm that is enough.

LINE	WHY IT IS FLAGGED
BillyRx now carries FDA-approved tablets. Same GLP-1. Taken by mouth.	The $125 special is compounded semaglutide, so the tablet never shares a frame with $125 and never sits next to a price frame: the only tablet frame (B14) sits between the needle (B13) and Carmen (B15), the pinned price chip ends at B07, and the band carries no price. BillyRx must confirm which FDA-approved tablet it carries and what it costs.
One flat fee. A hundred and twenty-five dollars a month. Medication included.	The included items are listed on screen (medication, provider review, shipping, care-team messaging), and 'Medication included.' is spoken. Counsel confirms 'one flat fee', 'a month' and 'medication included' read correctly against $375 billed up front for a 12-week supply, renewing every 11 weeks.
You want to feel good in your clothes again.	Written as the viewer's own want, never a promise. Over Carmen on B15 with 'Individual results vary.' on screen; no body, mirror or before/after image.
Honestly, easier than I expected. (Carmen's reply on the B15 message card)	A patient-voice line on screen, about the process only, answering a process question with no time frame. 'Dramatization.' and 'Individual results vary.' are on screen with it.
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.