

1



SFX Music up and under
Visual Tree border slow rotate and grow, then reverse (i.e. camera zoom and turn)

2



SFX Lightning and thunder
Visual Lightning bolts flashing

3a



SFX
Visual "IT" grows from center point, off screen
VO Anncr. (through frame 3d) IT came without warning

3b



3c



3d



SFX Panicked crowd up and under
Visual "CAME WITHOUT WARNING" text worms across screen

4a



SFX
 Visual Woman image ghosts into frame

4b



SFX
 Visual Woman image grows across screen
 VO Wmn. Run for your life!

5a



SFX
 Visual "IT" grows from center point, off screen
 VO Anncr. (through frame 5d) IT knew no mercy

5b



5c



SFX Panicked crowd

5d



SFX Panicked crowd
 Visual "KNEW NO MERCY"
 text worms across screen

6a



SFX

Visual Man image ghosts into frame

6b



SFX

Visual Man image grows across screen

VO Man Save the children!

7a



SFX

Visual "IT" grows from center point, off screen

VO Anncr. (through frame 7d) IT came from beneath the street.

7b



7c



SFX

Panicked crowd

7d



SFX

Woman scream

Visual "CAME FROM BENEATH THE STREET" text worms across screen

8



SFX Toilet flush

Visual Text swirls and shrinks to middle (i.e. flushed)
Introduction of b-roll video toilet flushing as overlay
Trees fade out

9



SFX Toilet flushing + logo migrates to top & 100%

Visual (through frame 11f) Next time you attempt to flush anything other than your personal business, YOU could be the one to cause a sewer backup, summoning IT from beneath the streets.

10



SFX introduce copy points as shown

Visual

11a



11b



11c



11d



11e



11f



12



13a



13b



Attachment 3-C

SFX

Visual All what not to flush text+image slide out, logo grows and centers horizontally
 B-roll toilet grows and fades out.
 Tree silhouettes come back.

VO Anncr. (through frame 11c) Visit ask HR green dot org to learn how to keep IT where it belongs...

SFX

Visual "KEEP IT WHERE IT BELONGS"
 worms across screen

13c



SFX

Visual "AND OUT OF YOUR NEIGHBORHOOD"
worms across screen

VO Anncr. (through frame 11c) and OUT of your neighborhood.

13d



SFX Lightning and thunder

Visual Lightning flash

14



SFX Music up and out

Visual Fade to black