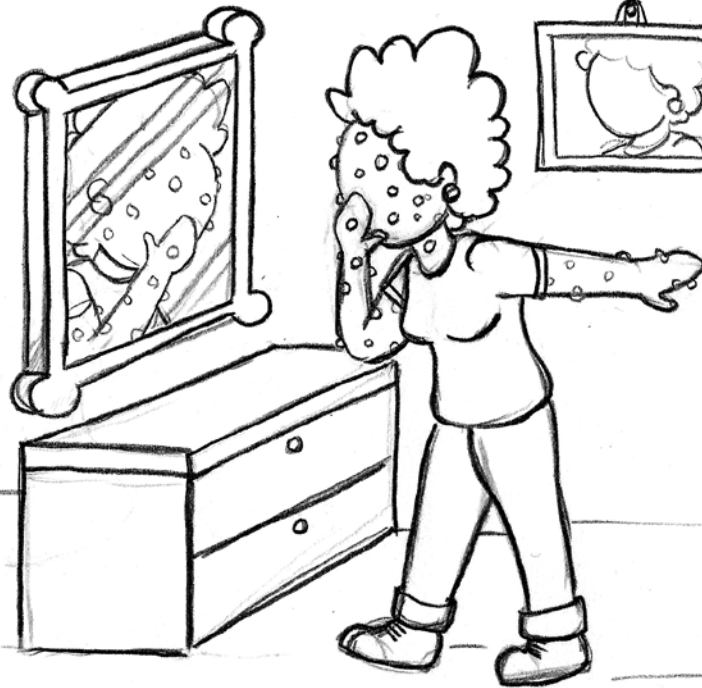


①

ALRIGHT, SO SOMETHING
WITH YOUR SKIN ISN'T
QUITE RIGHT

* SPOTS APPEAR
↳ RED SPOTS/PUSTULES



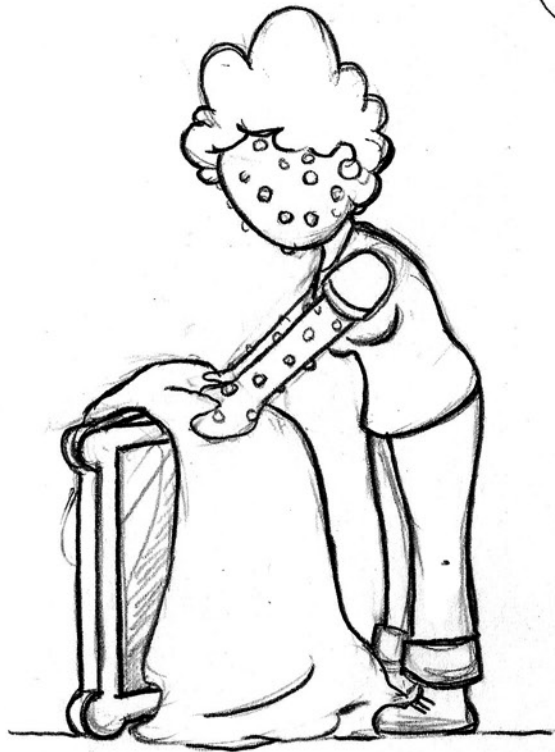
②



* HEAD PULSES
* NEARLY FAINT

MAYBE IT WILL DISAPPEAR IF
YOU STOP THINKING ABOUT IT.... ?
(* ... IF YOU IGNORE IT.... ?)

5



... COVERS THE MIRROR...

4



... TAKES A PLANKET...

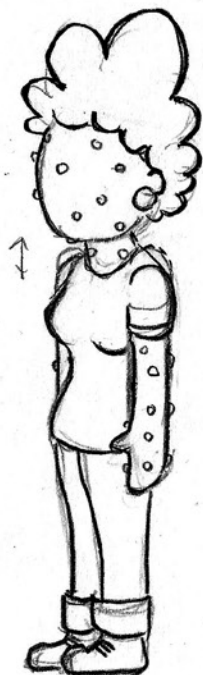
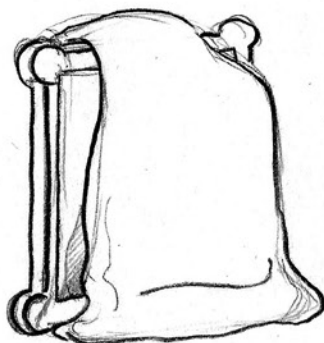
3

WOMAN TAKE DOWN
THE MIRROR

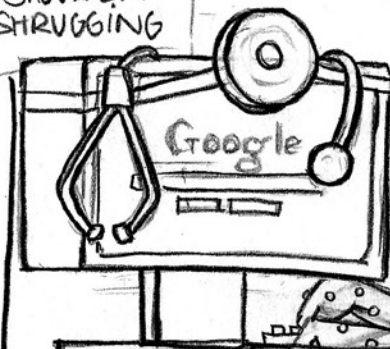


6

... NAAAH!!!



* SPOTS
PULSING
RED
* SHOULDER
SHRUGGING



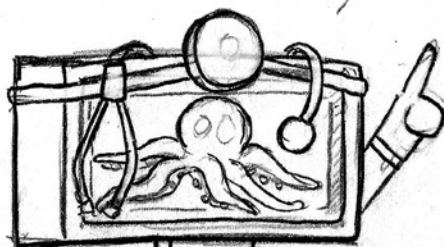
7

* SHOULDER SHRUGGING

* typing

1

8



WAAAH,
YOU HAVE
THE SQUID
DISEASE!!!



* WOMAN JUMPES UP /
TUMBLING

* ARMS MOVING FAST



* CHAIR FALLS BACKWARDS

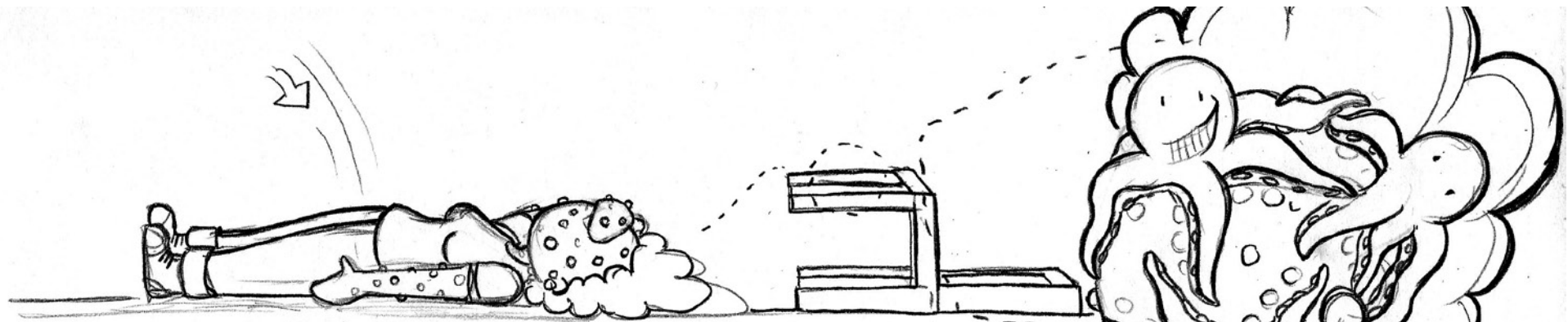
2

"OK, LET'S ASK
DR. GOOGLE!"

1

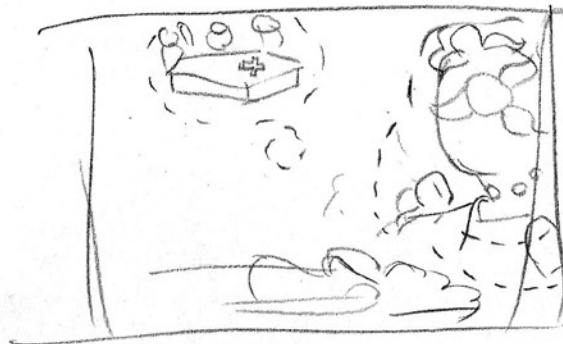
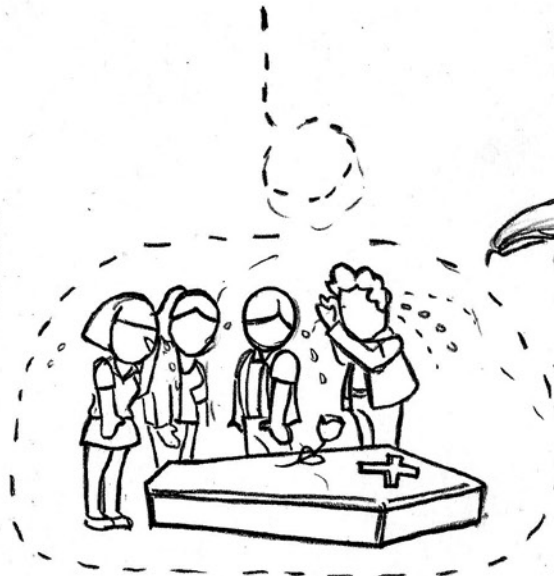
2

9



" WAAAH, YOU
HAVE THE SQUID
DESEASE 2!!Z!
...!"

- * WOMAN FALLS ON FLOOR
- * LIKE PASSING OUT
- * THOUGHT BUBBLES
 - 1) SQUID DESEASE
 - 2) SEEING HER OWN DEATH



10

(11)

* #1 DOCTORS
BUILDING
PULSING &
SHINING

#1 SKIN DOCTOR

12 ... AND THAT COULD MEAN YOU HAVE TO WAIT FOR SEVERAL MONTHS

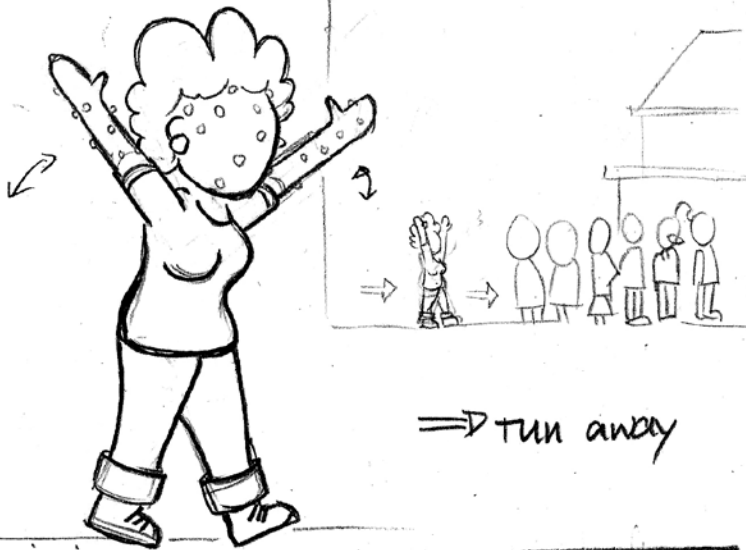
- * BACKGROUND: HOUSES/BUILDINGS
- PEOPLE APPEAR / LINE IS GETTING LONGER & LONGER (PEOPLE MOVING)
- SUN GOES DOWN / SEASON CHANGES

MORE PEOPLE POP UP!



→ OVVVHH, IS THERE NO BETTER WAY TO GET AN EXPERTS OPINION ON YOUR SKIN PROBLEM

13

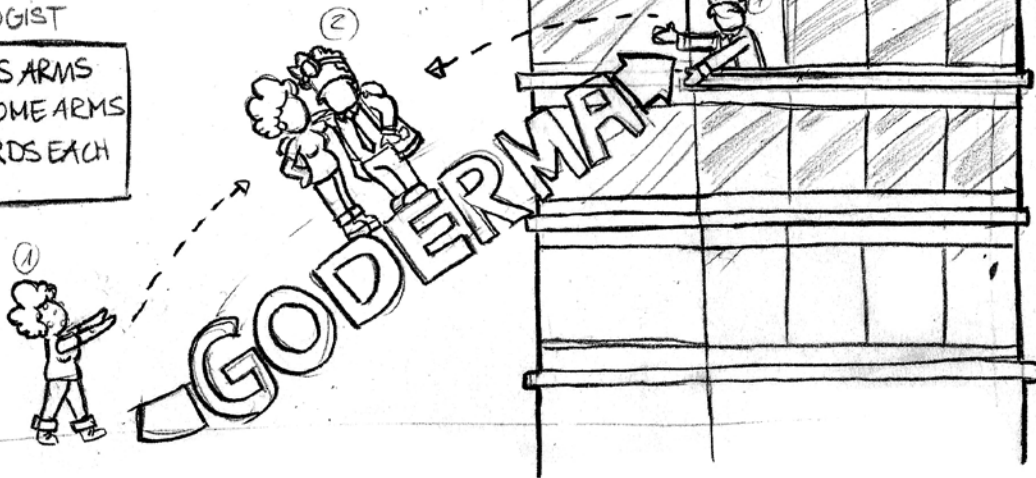


* BACKGROUND BUILDINGS
WOMAN SEES THE ROW / RAISING ARMS / WAGGING ARMS
RUN AWAY

15

GODERMA IS A SERVICE WHICH
CONNECTS YOU TO A BOARD-CERTIFIED
DERMATOLOGIST

- ① WOMAN RAISES ARMS
DOCTOR WELCOME ARMS
- ② WALK TOWARDS EACH
OTHER



14

INTRODUCING GODERMA

LOGO



* ROW disappears!!

↓ REPLACED BY
GODERMA

① RRRRRRRRRRR

② - LOGO -

(Sun rise!)

* CLOSE UP



AND THIS
IS
HOW IT
WORKS!

16

17

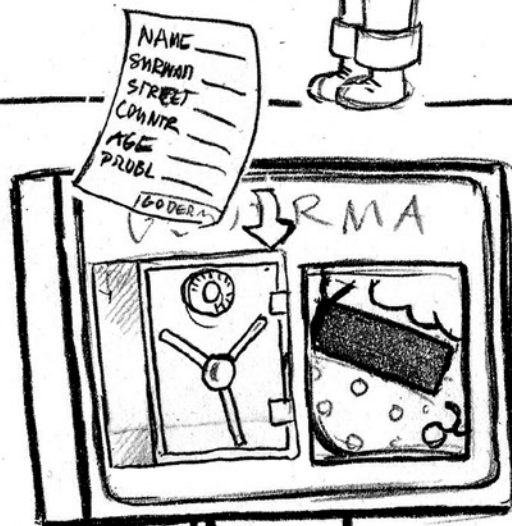
FIRST YOU TAKE A
PICTURE OF THE
AFFECTED AREA ...



* CLICK CLICK
FLASH LIGHT

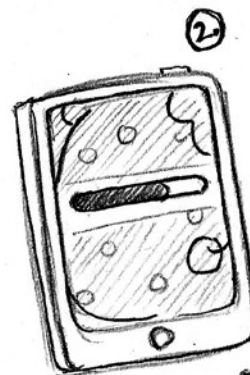
19

BUT DONT WORRY -
YOU WILL REMAIN
ANONYMOUS AND
YOUR DATA IS
PROTECTED

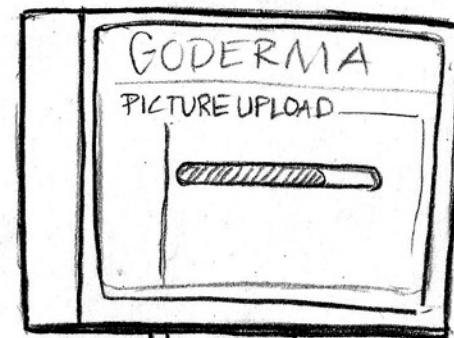


18

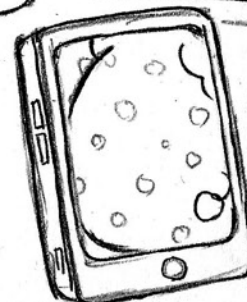
AND UPLOAD IT



2



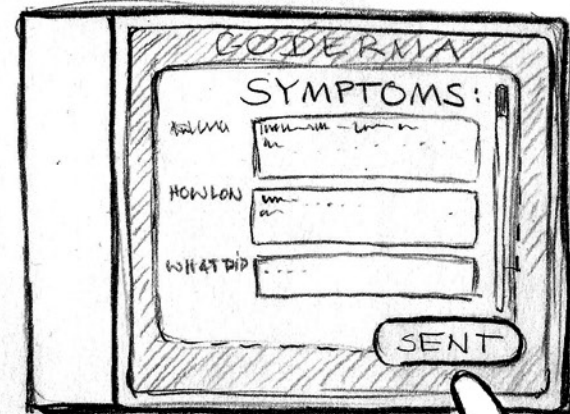
3



4

THEN BRIEFLY
ANSWER A FEW
QUESTIONS ABOUT
YOUR SYMPTOMS
AND SENT IN YOUR
CASE

20



* MAIL SENT
SOUND

21

①

2.

3.

6 DOCTOR
ARMS
MOVING

* ARM
1 RAISING

*BLING
"SOLUTION"
SOUND

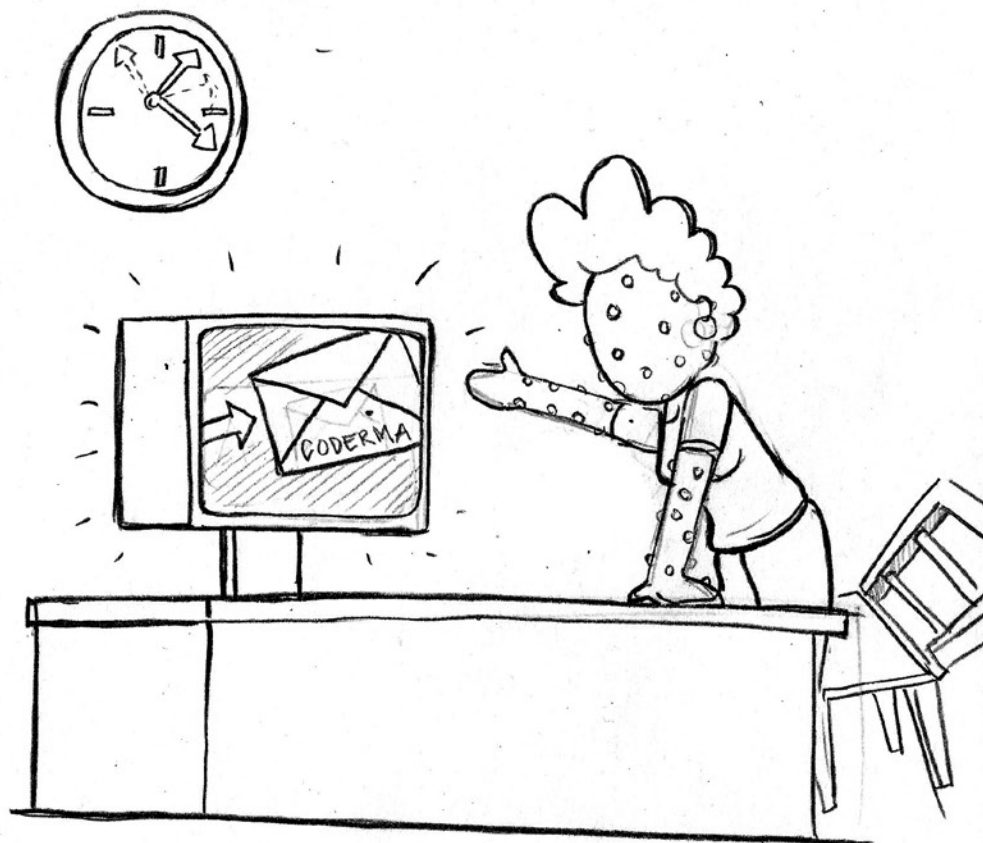
* PAPERS
MOVING

↑ HEAD PULSING
| THINKING

AND SEND YOU A REPLY WITHIN A FEW
HOURS

22

SPRINGT AUF



- * CLOCK TICKING
- * CLOCK HANDS MOVING (SOME HOURS FF)
- * WOMAN JUMPS UP / (RAISE HANDS)
- * JUMP FOR JOY

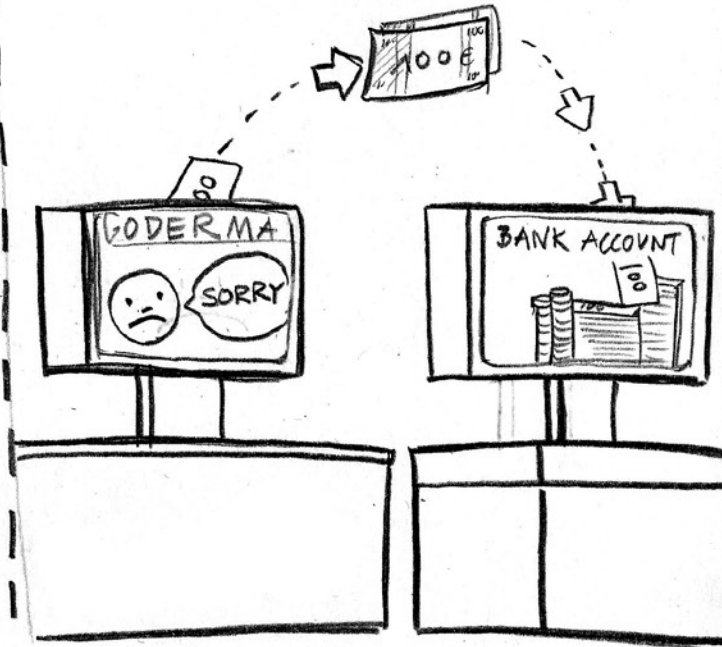


AND IF THE DOCTOR CANT HELP YOU?!

THEN YOU'LL GET
YOUR MONEY BACK

Order

OR:



- * QUESTION MARKS POP UP
- * SHOULDER SHRUGGING
- (* ANGER CLOUDS ?)

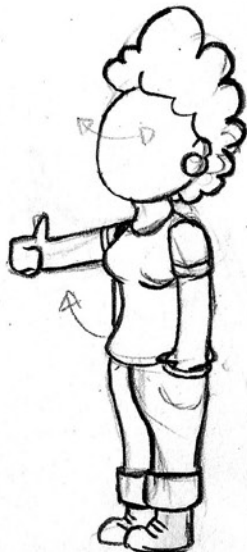
BG: DOCTOR'S OFFICE

- * MONEY MOVING TO "YOUR"
COMPUTER
- ("IN YOUR HANDS")

GODERMA

NO MORE LONG WAITING TIMES

24



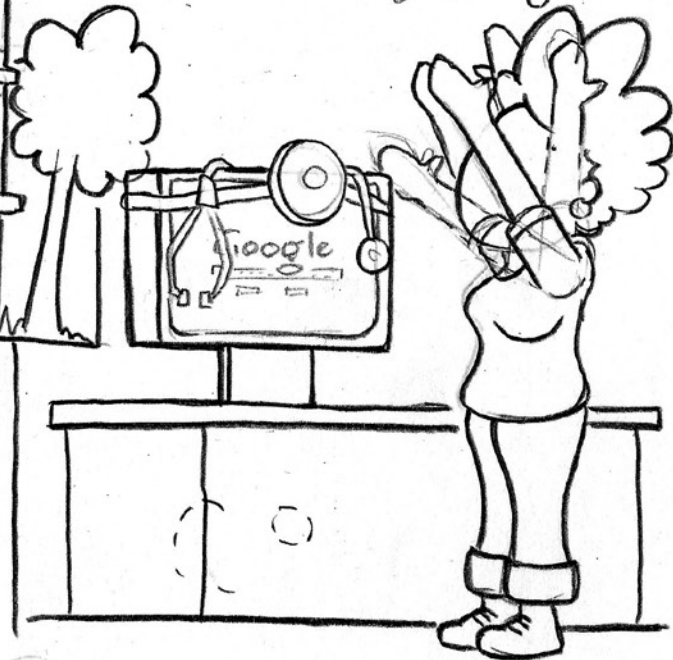
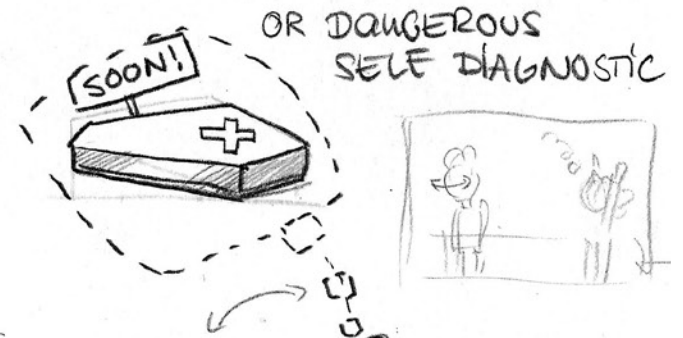
- *
① NO MORE SHAKING HEAD
OR DANGEROUS... (NEGATION)
② AFTER (NO MORE...)
THUMBS UP!

SHAKING HEAD

↑
↓
INSTEAD
THUMBS UP

25

- * ARMS WAGGING
* FALLING)
* THOUGHT BUBBLE "SOON DEAD"



alt

26

(REQUEST A DOCTORS OPINION NOW!)
NO MATTER WHERE YOU ARE...

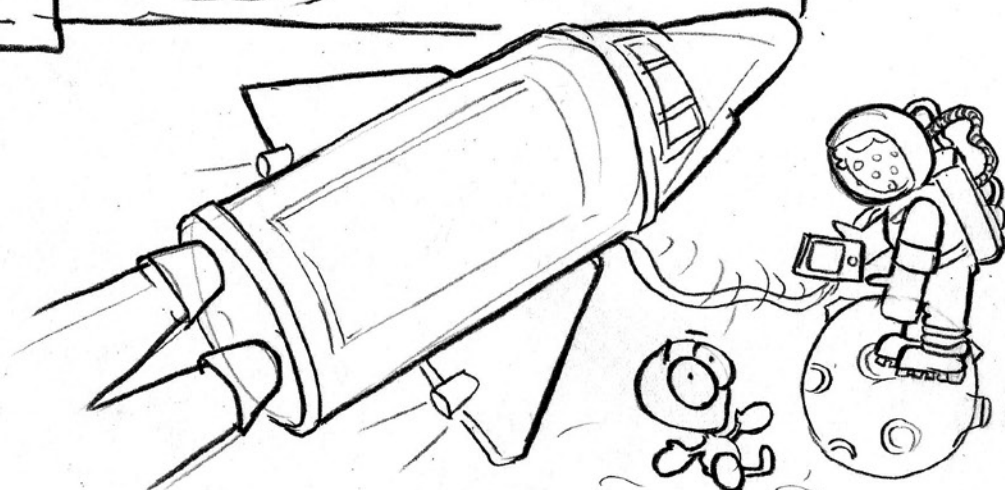
① BEACH SCENE



② ARTIC SCENE



③ SPACE SCENE



1. NORMAL SCENE ANIMALS OK/HAPPY
NO HANDY

2. → SPOTS POP UP! ... RED! ⇒
ANIMALS SHOCKED

3. → LIFT UP HANDY / SIGNAL

... REQUEST A DOCTOR'S OPINION NOW!

28

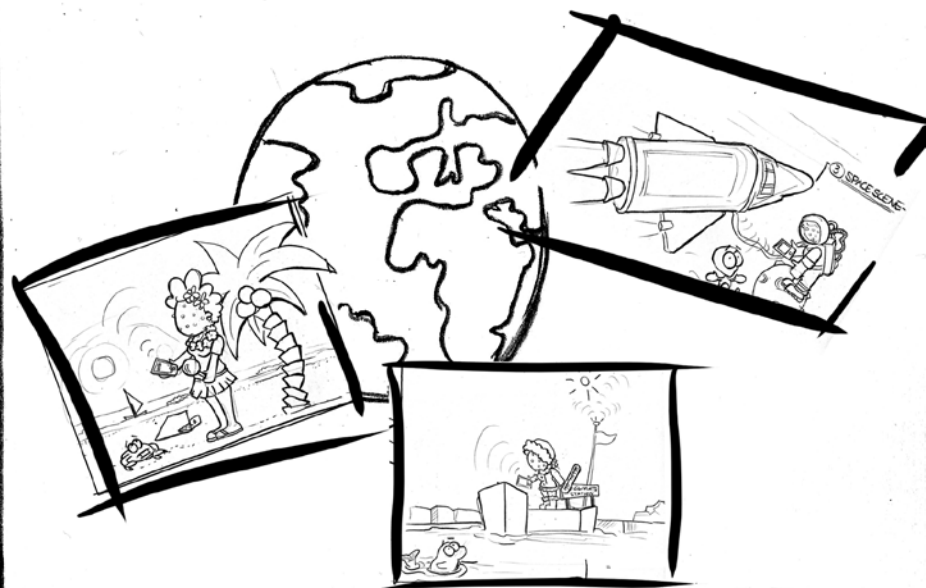


* DOCTORS APPEAR
(FALL IN ↓)

* COMMUNICATION SIGNALS

+ MORE PEOPLE (MEN?)

27



* ZOOMOUT
FROM SINGLE SCENES →
↓
TO SCENE 27 →



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