

BROGAN & PARTNERS

CONVERGENCE MARKETING

Detroit * Research Triangle * Automation Alley * Chicago * Washington D.C. * Naples

TV COPY

DATE December 1, 2009

CLIENT MDCH

PRODUCT FLU PREVENTION

TITLE FLU FIGHT

LENGTH :30 SPOT #T015974

OPEN ON MICHIGAN & MICHIGAN STATE LOGOS SIDE BY SIDE. THE WORD FLU POPS UP OVER THEM.

CUT TO EACH COACH IN THEIR RESPECTIVE ENVIRONMENTS – OFFICES/LOCKER ROOM...

CUT TO COACH MERCHANT:

CUT TO COACH RODRIGUEZ:

CUT TO COACH IZZO:

CUT TO COACH PLOCKI:

CUT BACK AND FORTH TO EACH OF THE COACHES, EACH COACH FIGHTING FOR THEIR SPECIFIC TIP.

CUT TO
SUPER: LEARN HOW TO FIGHT THE FLU AT
michigan.gov/flu

SUPER:
A MESSAGE FROM THE MICHIGAN
DEPARTMENT OF COMMUNITY HEALTH.

VO: Michigan & Michigan State coaches don't agree on much but they do agree on fighting the Flu.

C1: Wash your hands for at least 20 seconds.

C2: Cover your cough and sneezes.

C3: If you're sick, stay home.

C4: Get the H1N1 Flu vaccine.

VO: But they get a little competitive.

C1: Wash your hands.

C3: That's a good one.

C2: Mine's better.

C1: Cough, cough. I'm telling you, cover coughs and sneezes.

C2: Stay home.

C3: The H1N1 Flu vaccine.

C4: Mine's the best.

VO: Learn how to fight the Flu at michigan.gov/flu