

ReCoBrain Adverstisement Concept

WIP

By

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iGEM Synthetic Biology
ReCoBrain - pictures of my mind

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LABORATORY SCENE

Set in front of a blue screen the Moderator appears that he is in a laboratory setting with lots of high tech equipment in the background. He is well dressed, and appears very authoritative.

FADE UP

FULL: MODERATOR IN LABORATORY

Moderator walks into frame and pauses, looking directly at the camera.

MODERATOR

When you simply just don't have
enough time to fit it all in, and
multi-tasking all day just
doesn't seem to work,

CUT TO

MEDIUM:MODERATOR IN LABORATORY

Moderator seems concerned, looks up at appearing images then shakes his head in same of these situations.

MODERATOR

When you simply just don't have
enough time to fit it all in, and
multi-tasking all day just
doesn't seem to work,

CUT TO

BEFORE GRAPHIC

3 images appear of people looking distressed doing every-day activities and multi-tasking. Image 1: women doing the dishes while trying to watch a movie. Image 2: a man running on the tred-mill while reading a book. Image 3: a man trying to build something while on the phone to his girlfriend.

(Voice Over)

MODERATOR

Thankfully the people at ... Labs
have finally come up with an
answer!

FADE UP TO

2 RECOBRAIN LOGO ANIMATION

FADE OUT TO

3 LABORATORY SCENE

CLOSE UP: MODERATOR

Moderator seems overjoyed

MODERATOR

ReCobrain is a scientific enhancement, which allows for you to get fit, organizes and ahead of your chores... while you are sound asleep!

CUT TO

MONTAGE: Woman from image one doing dishes in her nightgown with headphones on, eyes closed, sound asleep. Man from image 2 running on the tred-mill in his house shoes, with headphones on, eyes closed. Man from scene 3 working with power tools effortlessly doing the same task, in his bathrobe, also with headphones on, eyes closed.
(voice over)

MODERATOR

So you can stop worrying about fitting time to going to the gym, doing your housework, or those other boring chores! Simply plug your music in and dose off! Think about all the time you are going to save, with this ultimate form of multitasking!

CUT TO

AFTER GRAPHIC

3 Images with logo. Image 1: woman is going out to dinner with her husband. Image 2: man is reading a book in a park. Image 3: man is in a park flying a kite with his kid.

(Voice Over)

MODERATOR

ReCobrain allows you to change time from what you have to do, to doing what you want to do!

CUT TO

4 LABORATORY SCENE

PAN:MODERATOR IN CENTER OF SHOT

Moderator steps towards camera

MODERATOR

ReCoBrain allows for a more
car-free, healthier, happier you.
Studies have shown users of
RecoBrain have lower blood
pressure, and a reduced risk of
heart attack and lower
cholesterol!

CUT TO

5 MEDICAL FACILITY

WIDE:OF PATIENT IN DOCTOR'S EXAM ROOM CHAIR

He looks comfortable and happy, a Doctor walks into shot,
and comforts patient grabbing a syringe from his tray

CUT TO

EXTREME CLOSE UP: INJECTION OF RECOBRAIN

Syringe enters patient's scalp and the whole procedure
seems harmless and carefree.

(voice over)

MODERATOR

ReCobrain is just one simple
injection, which will allow you
to get on with the things you
love to do, and feel rested and
more relaxed.

CUT TO

6 LABORATORY SCENE

CLOSE UP:MODERATOR IN LAB

MODERATOR

ReCoBrain has changed my life as
well. Even as I speak I am deep
asleep, saving me time and energy
to... (Improvise something i.e.:
go to the sauna.)

Camera pulls out as moderator talks and walks off set to a
sofa where he then proceeds to remove a hidden earpiece
and lays down to go to sleep on a sofa.

(CONTINUED)

(Voice Over)

FEMALE ANNOUNCER

The most common side effect is sedation, but this often decreases or goes away in most people after their bodies get used to the procedure. Until you know how you will react to the ReCobrain procedure you should

FADE TO BLACK

MONTAGE: LAB SCENES FROM HEIDELBURG

Doctors with pipettes and equipment doing research work
(Voice Over)

FEMALE ANNOUNCER

not drive or operate machinery. Walking, eating, driving, or engaging in other activities while asleep without remembering it the next day is a reported effect. Abnormal behaviors such as aggressiveness, agitation, hallucinations, and confusion may occur while under ReCobrain's influence. In depressed patients, worsening of depression including risk of suicide may occur. These risks may increase if you drink alcohol before going to sleep. The ReCobrain procedure is not recommended for use in pregnancy. Therefore, let your doctor know if you are nursing, pregnant, or if you are planning to become pregnant, or if you become pregnant while you are using ReCobrain. Other common side effects, include sleepiness, memory impairment, impaired speech, abnormal coordination and/or muscle action, and reduced sexual drive.

CUT TO

7 LABORATORY SCENE

WIDE:MODERATOR ASLEEP ON SOFA

Moderator gets up from couch all fresh and awake, like nothing happened, turns to camera and smiles and walks off set.

(CONTINUED)

CONTINUED:

5.

(Voice Over)

FEMALE ANNOUNCER
So ask your doctor if the
ReCoBrain Procedure is right for
you.

CUT TO

8 RECOBRAIN LOGO ANIMATION

FEMALE ANNOUNCER
ReCoBrain, for a fitter, more
organised, and relaxed you!

FADE TO BLACK

END.