
Hepatitis C Message Testing



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention



PSA storyboard concepts

1. C FACTS PSA

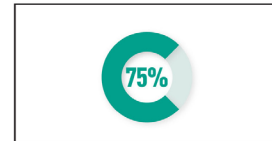
C Facts

:30 second PSA

In this spot, we see a letter 'C' animate and morph to visualize various facts and information about Hepatitis C. The animation is fluid and uses minimal visuals while a voice over goes into more detail about the subject.



LIGHT, UPBEAT MUSIC UP AND UNDER
VO: Were you born from **1945 - 1965**?
DATES CONDENSE TO FORM A C.



VO: So were **75%** of people with Hepatitis C.
'C' ANIMATES AND ADJUSTS TO SHOW A 75% PIE CHART.



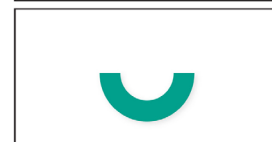
CURVE OF 'C' ANIMATES AND STRAIGHTENS OUT, BECOMING THE TOP OF THE NOTEPAD.
VO: A simple **blood test** is the only way to know for sure.
NOTE PAD PAGE FLIPS AWAY. THE 'C' FROM THE PAGE STAYS.



THE LETTERS 'ANCER' APPEAR NEXT TO THE 'C' TO SPELL CANCER.
VO: Hepatitis C is a serious liver disease and a leading cause of **liver cancer**.



'ANCER' DISAPPEARS AND IS REPLACED BY 'URABLE' TO FORM 'CURABLE'
VO: However **treatments are available** that can cure Hepatitis C
'URABLE' DISAPPEARS.



THE 'C' TURNS ON IT'S SIDE TO FORM A SMILE.
VO: Talk with your doctor about **getting tested**



THE 'C' MORPHS INTO THE CDC LOGO

PSA storyboard concepts

2. FACING THE FACTS PSA

Facing the Facts

:30 second PSA

In this spot, we see a series of baby boomer talking heads stating important facts about Hepatitis C. As a new person appears, faces and messages overlap to give a sense of continuity and an awareness of the scope of Hepatitis C.



"Millions of Americans have Hepatitis C.
But most **don't know it...**"
MORPH TO PERSON #2, OVERLAP FACE AND VOICEOVER.



"...**don't know it.**
People who were born from 1945-1965—are **5 times more likely...**"
MORPH TO PERSON #3.



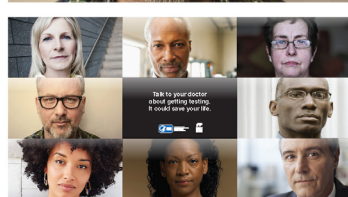
"...**5 times more likely to have Hepatitis C.**
Often times, people with Hepatitis C **won't have any symptoms...**"
MORPH TO PERSON #4.



"...**won't have any symptoms**
until many years later. Hepatitis C is a serious liver disease and a leading cause of **liver cancer.**"
MORPH TO PERSON #5.



"**liver cancer.**
Treatments are available that can cure Hepatitis C, **be sure to...**"
MORPH TO EVERYONE SPEAKING AT ONCE.



"**be sure to**
talk to your doctor about getting tested.
It could save your life."

3. HIDDEN DISEASE PSA

The Hidden Disease

:30 second PSA

In this spot, we see a series of beautiful, intriguing images in each of which "HEPATITIS C" is hidden.



SUSPENSEFUL MUSIC UP AND UNDER

VO: You can't see it.

HIDDEN BEHIND A THICK CROPPING OF TREES IN A WINTERY FOREST.



VO: It doesn't make a sound.

IT IS PART OF A MOSAIC TITLE PATTERN ON A WALL.



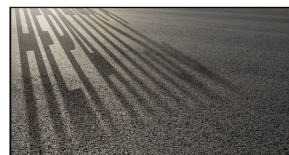
VO: And often, it gives no warning signs at all.

IT IS DISGUISED BY A MISTY FOG ROLLING IN.



VO: Yet, Hepatitis C is a leading cause of liver cancer.

IT IS OBSCURED BEHIND A WALL OF FROSTED GLASS.



VO: Most people who have it were born from 1945 to 1965.

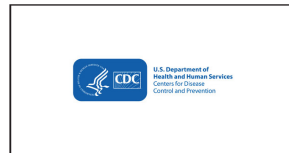
IT IS IN THE SHADOWS OF EVENING TWILIGHT.



VO: Ask your doctor soon for a simple blood test.

Hepatitis C is treatable and curable.

SUDDENLY IT IS EXPOSED IN BRIGHT LIGHT.



VO: But, only if you know it's there.

URL AND LOGO UP TO END OF SPOT.

4. BACK IN THE DAY PSA

Back in The Day

:30 second PSA

In this spot, we see a two baby boomer- age friends cleaning out a closet full of clothes from their younger days. Note: When casting, diversity, age and gender make-up will be an important consideration. The photos below are for concept illustration purposes only.



THEY ARE HAVING FUN HOLDING UP TO THE MIRROR SOME OF THE WILD AND FUNKY FASHIONS THEY USED TO WEAR.

VO: Is something from back in the day still with you today?



ONE FRIEND WALKS OUT OF THE CLOSET HOLDING A BIG POOFY WIG.

VO: Just like your old clothes, Hepatitis C could be something you're still holding onto.



THE OTHER FRIEND TEASES HER BACK BY POINTING OUT A LOUD PATTERNED OUTFIT.

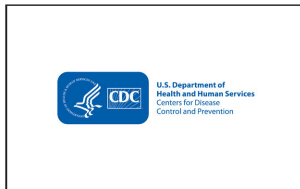
VO: Unlike the loud fashions of the 60's 70's & 80's, Hepatitis C is often silent with no symptoms.



THEY SHARE A LAUGH OVER AN IMPOSSIBLY HIGH PAIR OF PLATFORM SHOES.

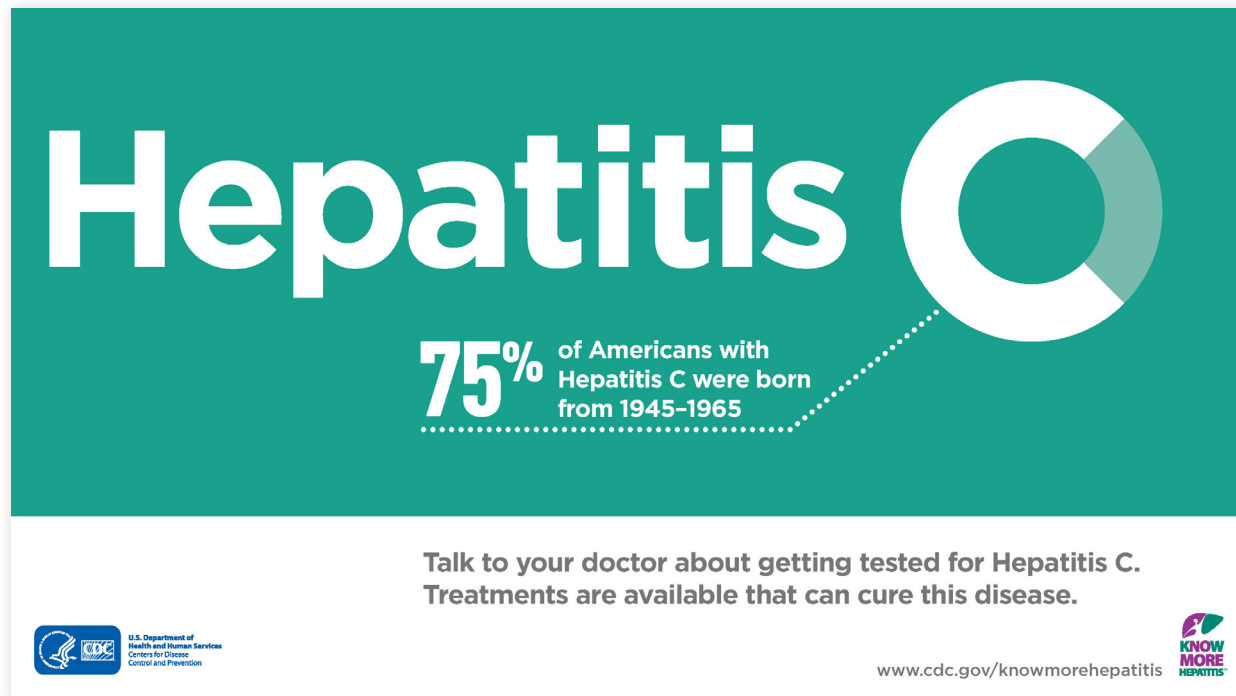
VO: 3 out of 4 people who have Hepatitis C were born from 1945 to 1965. It's a leading cause of liver cancer.

LOGO AND URL COME UP OVER END SCENE OF DOOR CLOSING ON NEAT, CLEANED OUT CLOSET.



VO: Talk with your doctor soon about getting tested. Treatments are available.


VO: Because some things from the past aren't such a blast.




Hepatitis

75% of Americans with Hepatitis C were born from 1945-1965


Talk to your doctor about getting tested for Hepatitis C. Treatments are available that can cure this disease.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

www.cdc.gov/knowmorehepatitis 


Print concepts

2. BABY BOOMER WITH 9 FACES




**“I am a baby boomer.
So I got tested for Hepatitis C.”**

People born from 1945-1965 are 5X more likely to have hepatitis C.
Treatments are available that can save lives.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention


www.cdc.gov/knowmorehepatitis



1945-1965 = C

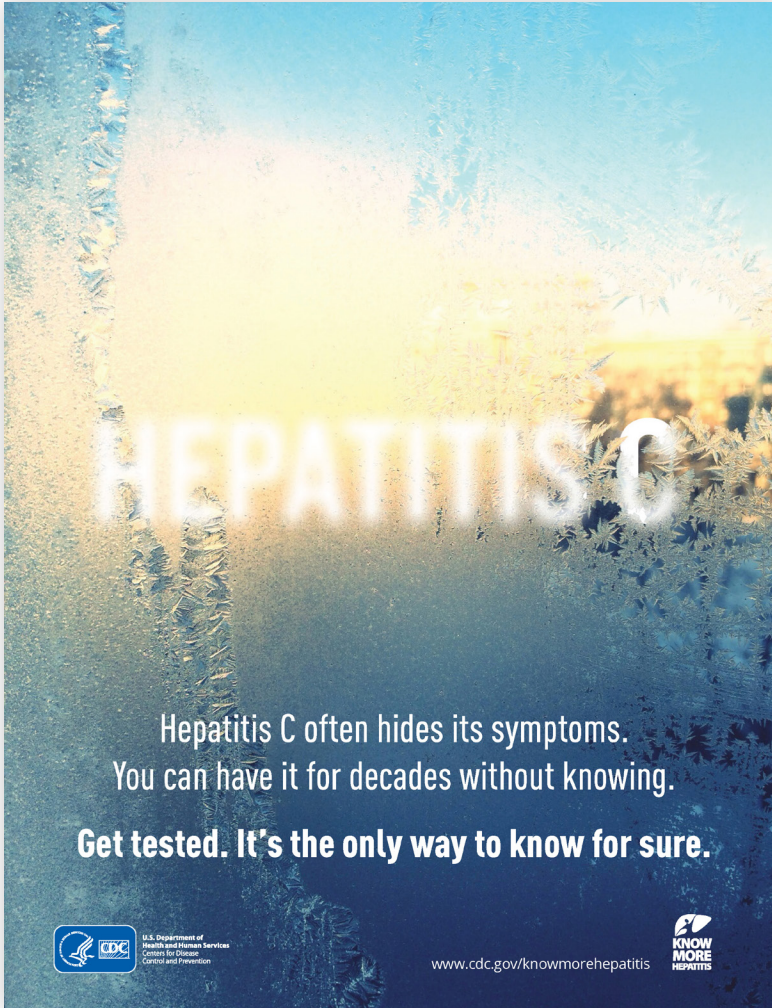
people born from
1945-1965
Are 5x more likely
to have
hepatitis C

TALK TO YOUR DOCTOR
DON'T GETTING TESTED.



Print concepts


4. HIDDEN DISEASE GLASS VERSION




HEPATITIS C

Hepatitis C often hides its symptoms.
You can have it for decades without knowing.

Get tested. It's the only way to know for sure.

 U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

www.cdc.gov/knowmorehepatitis

 **KNOW
MORE
HEPATITIS**