
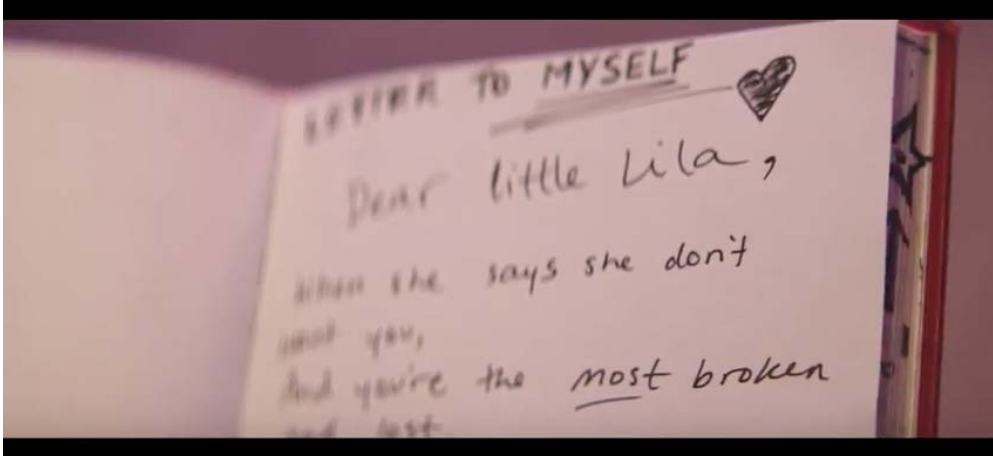




ATTACHMENT 2B: THIS FREE LIFE CAMPAIGN VIDEO STORYBOARDS

Video 1: Storyboard for Love Me Flagship :30 Spot

Audio: Quiet piano and slow strings underscore a pensive voiceover.

VISUALS	COPY
	
<p><i>Female young adult talent (Lila) walks on the street. Onscreen text: A LETTER TO MY YOUNGER SELF...</i></p>	<p>Female VO: Little Lila.</p>
<p><i>Shot of Lila's handwritten journal: "Dear Little Lila, When she says she don't want you..."</i></p>	<p>When she says she don't want you, And you're feeling at your lowest, most broken and lost,</p>
	

<p><i>A preteen girl who looks like Lila (“Little Lila”) is shown relaxing on a couch in a living room. She rises and walks to the window. Stylized onscreen text matches the VO: “You will find a way.”</i></p>	<p>You will find a way.</p>
	
<p><i>Young adult Lila continues to read from journal.</i></p>	<p>Safe from the dark places and the troubles that chase you, You will find a way</p>
	
<p><i>Lila is shown walking down city street toward camera. She opens a door and walks into the same empty room where we previously saw Little Lila on the couch. Little Lila is walking down the street.</i></p>	<p>Where you will learn your sexuality is not a curse. Where negative thoughts won’t cloud your mind. Where nothing will hurt your spirit or your body.</p>
<p><i>Little Lila is walking down the same street toward camera right, and stylized text mirrors the VO: “toxic, you’ll reject.”</i></p>	<p>Yours to protect, And anything toxic, You will reject.</p>





Lila is shown walking down city street toward camera left. Stylized text: "Cigarettes can damage nearly every part of your body." Some words fade as focus changes to Little Lila: "Cigarettes damage your body."

Including cigarettes that can damage nearly every part of your body.




A pensive Lila is facing the camera. Halfway through this line, focus shifts to Little Lila also facing camera.

Little Lila,
You have found your voice. And you are already on your way

<p><i>Little Lila mouths the last word of Lila's VO:</i></p>	<p>Home.</p>
	
<p><i>Lila stands and exits frame beneath stylized text "Love, Lila."</i></p>	
<p><i>ENDCARD</i></p>	<p>Announcer VO: This Free Life Freedom to be, tobacco-free.</p>
	

Video 2: Storyboard for *Unpredictable* Flagship :30 Spot


VISUALS	COPY
<p><i>A variety of found YouTube footage of LGBT young adults living confidently in their diversity.</i></p>	<p>We were <i>born</i>... To push limits... To re-set expectations... To be unpredictable.</p>
	

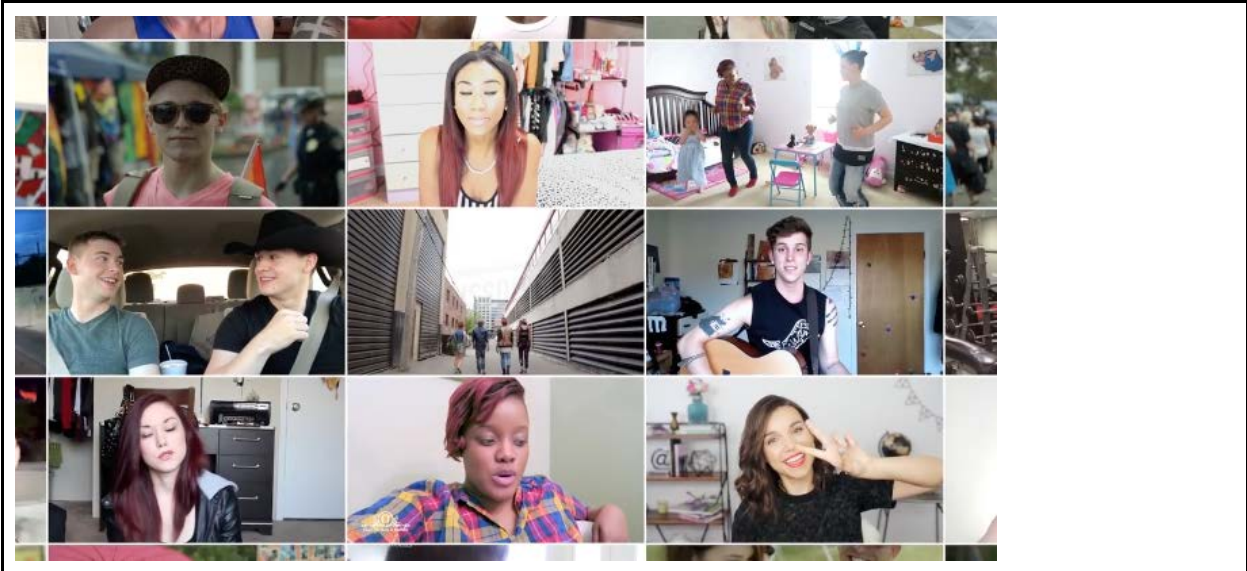


Muscular FtM talent lifts weights in a gym. A man is shown before and after applying 'beat face' drag makeup.

We live beyond what's expected for us to look like, do, or be.



<p><i>Portrait shots of young adults ladder up across the screen in a 'rainbow' of vertical color filters.</i></p>	
	
<p><i>Each 'stripe' portrait fades away to reveal onscreen text: TENS OF THOUSANDS OF LGBT LIVES ARE CUT SHORT BY TOBACCO, <u>EVERY YEAR</u>.</i></p>	<p>So when tens of thousands of LGBT lives are cut short by tobacco, every year. We set a NEW standard.</p>
<p><i>Four talent walk away from camera down an alley, laughing. Perspective films out to show many 'windows' of YouTube videos simultaneously.</i></p>	<p>Because, nothing about us is predictable. So WHY would we DIE predictably?</p>

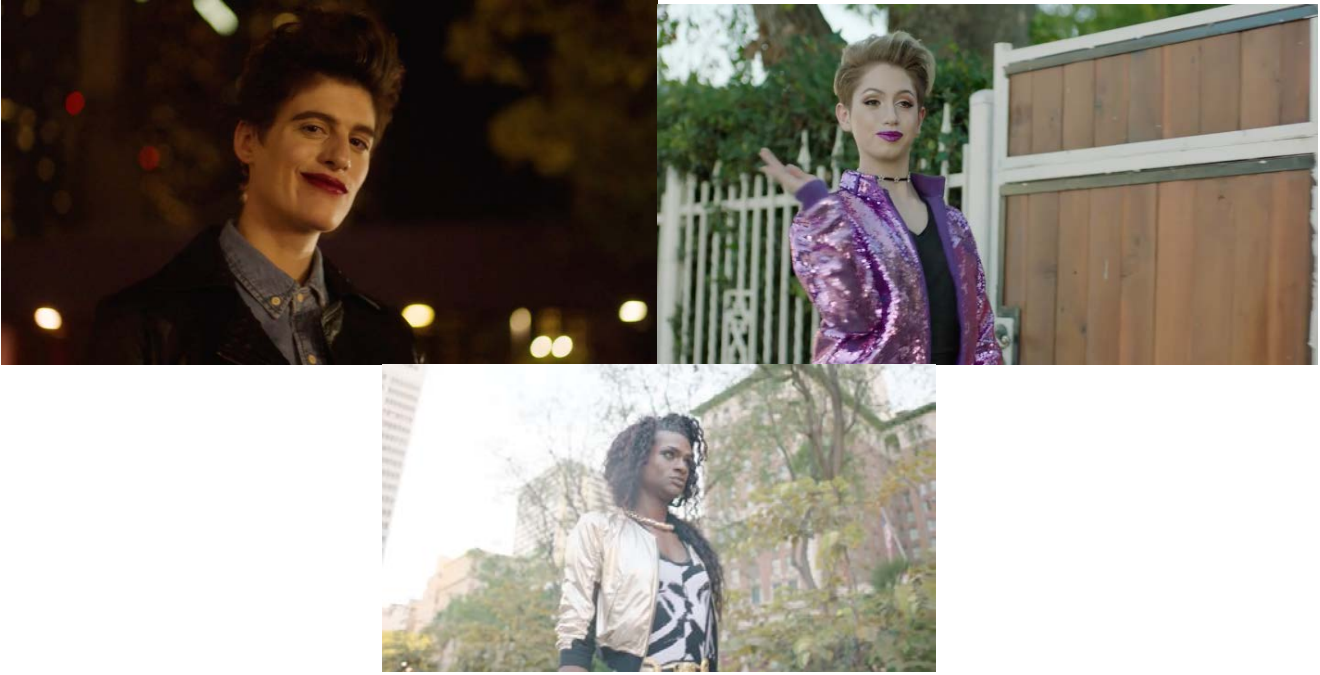


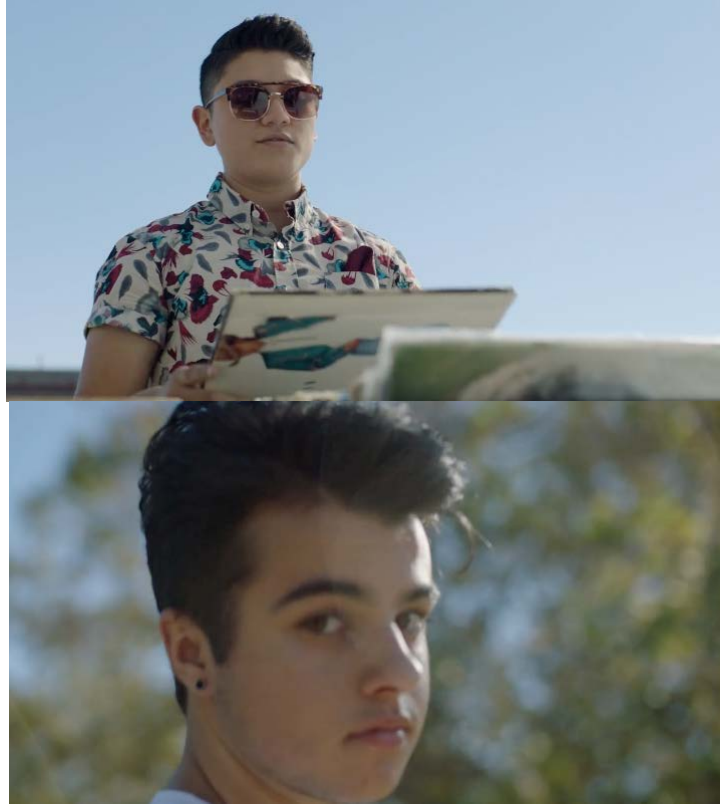
ENDTAG

THIS FREE LIFE. FREEDOM TO BE. TOBACCO-FREE

A blue banner with the 'This Free Life' logo in white script. To the right of the logo is the text 'FREEDOM TO BE, TOBACCO-FREE.' Below the logo is the text 'VISIT US @This Free Life' and icons for Twitter, Instagram, Facebook, and YouTube. At the bottom left is the FDA logo and the text 'Brought to you by the U.S. Food and Drug Administration'.

Video 3: Storyboard for *Let Love In* Flagship :30 Mashup Spot

VISUALS	COPY
<p><i>Six (6) diverse talent are walking confidently toward camera in individual urban environments.</i></p>	<p>Shangela VO: Confidence required. We block the hate. Poison stays out and love shines in.</p>
	
<p><i>Smash cuts of talent in unique settings. FtM talent exercises in local park. Female-centric lesbian talent sifts through vinyl records.</i></p>	<p>Controlling your life means choosing what affects you. And for us, cigarettes, even bumming some on the patio,</p>



Dexter struts past a marquee that reads, 'SMOKING CAN DAMAGE NEARLY EVERY PART OF YOUR BODY.'

would be letting something toxic damage nearly every part of our bodies.



The talent individually arrive to an outdoor party and greet one another as friends.

So whether you're serving on the runway, on your own, or together, we do it living free from tobacco. Because this life is non-toxic.



ENDCARD WITH LOGO LOCKUP

This Free Life. Freedom to be,
tobacco free.

**This
Free Life**

FREEDOM TO BE,
TOBACCO-FREE.

VISIT US @**This Free Life**



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Video 4: Storyboard for *Flawless* Flagship :30 Spot

Audio: Upbeat drums and synthy beat

VISUALS	COPY
	
<p><i>Shangela is framed against a wavy green backdrop that matches her glitzy dress. A circle of standing mirrors surrounds her. She looks into the camera with confidence.</i></p>	<p>Shangela VO: I'm known for my cute face and flawless skin.</p>
	
<p><i>Trixie Mattel is framed against a textured pink backdrop that matches her glitzy dress. Two giant wooden vogue-ing hands fill the background.</i></p>	<p>Trixie VO: I'm known to be a queen with a sensible nail.</p>



Manila Luzon is framed against a black-and-yellow cheetah stripe background that matches her glitzy dress. Two male dancers vogue behind her.

Manila VO:
Hair! Known for that.



Close shot of Tammie Brown as she flashes a bright smile into camera.

Tammie VO:
My smile!



Trixie speaks into camera. A bird's eye shot looks down on Shangela as the standing mirrors fall away from her and shatter.

Trixie VO:
I'll be known for a lot of things, but I will never

Shangela VO:
...be known for wrinkled skin




Trixie looks distraught into camera while holding up her hands. Her fingernails and the nails of the giant vogue hands are yellowed. Manila is shown vacuuming out her wig with stark lighting. Tammie gives another close-up smile, this time with missing and yellowed teeth.

Trixie VO:
Yellow nails!

Manila VO:
Smelly hair

Tammie VO:

	Or a busted smile!
	
<p><i>All queens are shown looking glam and happy again as they read lines into camera. A wide shot of Tammie reveals a runway leading away from a giant mouth with white teeth. The set's blue that matches her dress.</i></p>	<p>Shangela VO: All caused by WHAT?</p> <p>Trixie VO: Smoking.</p> <p>Manila VO: Yes, queen – every cigarette is doing you damage.</p>
<p><i>A subtle smile from Shangela.</i></p>	<p>Shangela VO: Because I'm known for my flawless, I live free from tobacco.</p>
<p><i>ENDCARD</i></p>	<p>Announcer VO: This Free Life Freedom to be, tobacco-free.</p>



This Free Life FREEDOM TO BE, TOBACCO-FREE.

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