EXT. 2D (or 3D) animations
Scene 1

Scene start in darkness, with a little light dot in the center of the
scene gradually grow bigger and brighter into a light circle and fill up
the viewport space.

Show the light circle shakes and struggle a little

                              BONE

                 I was born with a very intricate process.

(Show the mitosis process - light circle separate to two and fours and
many more to fil up the viewport space)

                              BONE

                 The cells in my body worked hard in
                 transforming me into how I am today.

Zoom out and show a fluid rectangle with soft edges. As bone speaks, the
shape becomes structured & soft edges turn into straight lines, span
across the viewport.

                              BONE

                 I wasn't so strong at the start. It took
                 me years to become strong, sturdy and
                 resilient.

Lines fill up the viewport & dim out. Show silouette of a few bone shadow
profiles (which should look like human figures), with the femur bone take
the dominant position

                              BONE

                 I am the strongest among all my siblings.

EXT. Still images or short video clis
Scene 2

Wind sound. Light on screen to show transition. Show mountain features
coming closer to the viewport as bone speaks

                              BONE

                I've climbed through mountains

Play ocean sound. Mountain features shifts downwards passes through the
viewer & flip upside down and become a water feature. Play ocean and
water sound & water splashes while bone speaks

                              BONE

                I've dived into oceans.

Switch scene to a desert scene, camera slowly pan horizontally

                              BONE

                I've ran through deserts

Desert image fade away; brighten up and dim out the different bone
silouettes at staggered position & depth of the view ports (laughters,
chatters, crys, congratulations; misc noises)

                              BONE

                I've stood by the ups and downs of my
                family and loved ones.

Dolly zoom view angle till all figures are dimmed out and viewer position
passed all silouettes

                              BONE

                One day, I became ill.

EXT. 3D space
Scene 3

View port becomes dark, sound effects of cracks and crumble

                         BONE

              My body starts to degenerate, my skin get
              loose.

Radial gradient red light overlay on viewport; with suspense sound

                         BONE

              A malicious evil monster occupied my body
              and constantly consumes me.

Show staircase, pool and a piece of land at a plane level above the
viewer's headset

                         BONE

              I no longer have the strength to climb
              the stairs, to dip in the pool, or run
              even for a short distance.

The items fly further and further away from viewport, black curtain fill
the viewport from above and fill up the viewport

                         BONE

              I lost all my mobilities.

Camera close-up to the femur bone, the hip end (imagine if light source
is behind the bone) (Show the sick bone)

                         BONE

              I am a hip bone.

EXT. Surgical simulation & statistics
Scene 4

Focus shift out and show an army of bones???

                          BONE

          I am a hip bone.
          I live in you. And everyone of you.

Zoom back to the bone and position it in the centre in the X-ray image of
human hip

                          BONE

          I am the strongest, sturdiest and most
          resilient bone inside of you.

Show the surgical process ---
(with data visualisation at the side)

                          BONE

          Oesteoporosis affects ##### of me and
          others like me.

                          BONE

          We used to be as strong as xxxxxx;
          oesteoporosis made some of us weak as egg
          shell.

                          BONE

          Luckily, me and some others like me were
          able to be save by the surgery.

EXT. Statistics
Scene 5

Camera fix close-up on the bone, show the transition of bone from strong
to weaken to post-surgical view with an implant

                              BONE

                    I hope you remember my story, and share
                    with others those who have the power to
                    make an impact

                              BONE

                    You might be able to save me, and others
                    like me.

                              BONE

                    You can prevent us from breaking, take
                    care of us, or help to fix us

Light brightens and fill up the viewport -
(or for dramatic effect, we can have 3D words appear at the end)

                              BONE

                    You have the power (the power is in you)
                    to empower mobility.