





♥ **CVS** pharmacy®
Juntos es más saludable

Cut to a product shot. On the kitchen counter island, next to a fruit bowl, sits a trinket bowl with keys, a cell phone and CVS prescription bag in the center, while the whole family sets the table for dinner in the background.

Breakdown Flu.

We know this is a short piece and we want to make the most out of the seconds that we have. So we thought of going for a strong, present editing, that can stress the concept of the **film by focusing on the characters' action of rolling up their sleeves**. A film with a magnetic pace built by match cutting on action, for a high-impact effect.

We also know that in such brief pieces, small variations can make a big difference. Choosing to go for a pan instead of a tilt, can leave us with a whole different film. So we plan to shoot enough material to be able to offer you a couple of options later on in the editing room.