



JOB NUMBER: 1965

CLIENT: BroMenn

JOB TITLE: Neurosciences TV :30

SPOT TITLE: Bars R4

DATE: 9/11/06

V I D E O

SC#

A U D I O

THROUGHOUT SPOT: Dramatic
low-angle shot down
hallway, constant
movement/activity heavily
focused on equipment,
personnel secondary

Closeup: biopsy needle
being inserted

Cyberknife (on location)

Physicians/nurses/residents

Helicopter landing

PRC crystal award statue

CLIENT TO CHOOSE
Possible visuals:
microcatheter, stent,
cerebral embolization,
angiogram

Rehab in progress

Tight shot on Stealth in
action with
residents/physicians in
procedure

ANNOUNCER 1 (MALE, DEEP, SERIOUS
VOICE):
Aneurysm. Herniated disc. Brain
lesion...

Precise conditions requiring
precise treatments...

like stereotactic biopsies and
radiosurgery...

all from the precision neuro team

at BroMenn Regional Medical Center
in Normal.

Ranked number one in the nation by
PRC.

Pain management...minimally invasive
neurointervention...

and dedicated neuro rehab...

Physicians, residents, and nurses
treating complex conditions with
absolute precision.

BROMENN NEURO LOGO
DEDICATED TO PRECISION TAG

SUPER:
bromenn.org

ANNOUNCER 2 (FEMALE,
COMPASSIONATE, FRIENDLY VOICE):
Neurosciences at BroMenn.
Dedicated to precision.

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