

# HEART CENTER OF NIAGARA

## *“Breaths” (Commercial Script)*

**Subject Info:** The Heart Center of Niagara is a comprehensive coronary care facility and part of Niagara Falls Memorial Medical Center.

**Goal/Objective:** The goal of this commercial was to help launch the brand new Heart Center of Niagara facility and promote its' cutting edge heart monitoring technology.

**Writer's Notes:** When I was first told about the Heart Center's new technology, I was amazed. It was described to me in these terms: within one breath, five heartbeats, doctors would have all the information they needed to diagnose your heart. Now I don't know much about the medicine or technology that goes into this process, and I don't imagine the average person does either. So while the Heart Center had this new and exciting CT and PET technology, all that registered with me was one breath.

I fleshed the idea out into script form. I felt that the image of people breathing, just breathing and nothing more would prove rather powerful. Furthermore it was human. It was something to which we can all relate. People connect with other people. And for a medical facility, I believed that this connection was paramount. People go to a hospital to not only feel better physically, but they seek piece of mind as well. It is that comfort which is communicated through the smile of the final woman standing in front of the Heart Center building.

# HEART CENTER OF NIAGARA

*“Breaths” :30*

Writer: Takacs

VIDEO	AUDIO
	Throughout is a very subtle, steady heartbeat.
<p>One face at a time...</p> <p>A montage of all different ethnicities. Men and women. Middle aged to elderly...</p> <p>All taking deep breaths.</p>	<p><i>(First few seconds)</i> Deep breath in...</p> <p>Deep breath out...</p> <p>In...</p> <p>Out...</p> <p><u>Announcer:</u> <b>At the Heart Center of Niagara, all it takes is one breath...</b></p> <p><b>Five heartbeats...</b></p> <p><b>To get all the information you need for your heart health.</b></p>
<p>Footage of CT and PET machines.</p> <p>Doctors analyze readings.</p>	<p><b>Using cutting edge CT and PET technology, the Heart Center of Niagara offers a quick, non-invasive, accurate procedure for the detection and prevention of cardiac disease.</b></p>
<p>A middle aged WOMAN is standing in front of the Heart Center of Niagara building.</p> <p>She takes a deep breath in...</p> <p>And exhales a gentle, relieved smile.</p>	<p><b>Breathe easier, at the Heart Center of Niagara.</b></p>