

Michigan Department
of Community Health



Rick Snyder, Governor
James K. Haveman, Director

TV COPY

DATE 9/11/12

CLIENT MDCH

PRODUCT Obesity/Mi Healthier Tomorrow

TITLE Tick Tock

LENGTH :30 SPOT # T017698

WE SEE DIFFERENT OVERWEIGHT PEOPLE AS THEY GO ABOUT THEIR DAY. A GRAPHIC ELEMENT IS OVER THE SCENES LIKE A PAGE FROM A DAY CALENDAR.

WE SEE AN AFRICAN AMERICAN 40 SOMETHING MAN WORKING AT COMPUTER, SUPER: DIAGNOSED WITH DIABETES, JUNE 30th

WE SEE A CAUCASION 40-SOMETHING YEAR OLD WOMAN IN A CAR EATING FRIES AT A LIGHT. SUPER: TREATED FOR HIGH BLOOD PRESSURE, JANUARY 19th

WE SEE A HISPANIC 20-SOMETHING MAN PLAYING VIDEO GAME. SUPER: FINDS CANCER, OCTOBER 13th

WE SEE A 50-SOMETHING AFRICAN AMERICAN WOMAN HAVING TROUBLE WALKING UP STAIRS. SUPER: NEEDS CANE, MARCH 1st

WE SEE A 30-SOMETHING AFRICAN AMERICAN MAN WATCHING TV. SUPER: HAS HEART ATTACK DECEMBER 25th

IN THE LAST SCENE WE SEE THE 40-SOMETHING CAUCASION WOMAN GOING OUTSIDE FOR A WALK.

TITLE CARD:
"GET SUPPORT, TIPS AND SAVINGS."
DISSOLVES TO...
" PLEDGE TO LOSE 10% TODAY."
LOGO
MICHIGAN.GOV/MIHEALTHIER TOMORROW.

SFX: CLOCK TICKING

ANNCR:

Time.

There's never enough of it.

It's hard to find the time to exercise and eat healthier.

But one day, the weight will catch up with you.

So make today the day, you put yourself first.

Join us at
michigan.gov/mihealthiertomorrow

We can help you lose 10%.

One good decision at a time.