

CINEMATIC HEALTHCARE COMMERCIAL

The Dance Goes On



SCRIPT + VISUAL STORYBOARD | 15 SECONDS

STORY CONCEPT

A cold morning. A quiet ballet studio. An 80-year-old woman begins a small ritual before dancing. In the morning sunlight, she celebrates the freedom to keep moving and continue pursuing her dream.

KEY MESSAGE

We may grow older, but our dreams do not have to stop. Maintaining bone health and mobility helps us continue enjoying the activities we love.

ENDING LINE

Keep Your Dreams in Motion.

MOOD

Intimate, hopeful, graceful. A quiet morning, soft piano, and golden sunlight.

SCRIPT / SHOT BREAKDOWN

Six shots. One enduring dream.

01 **THE ARRIVAL**

00:00-00:02

The door to a private ballet studio in a Singapore apartment opens slowly. An elderly woman enters alone. The room is dim, washed in cool blue tones. Wide shot, slow tracking.

AUDIO Soft sounds of the door and footsteps. Piano begins.

02 **THE RITUAL**

00:02-00:04.5

The woman sits on a minimalist armless wooden upholstered chair. Close-up of her wrinkled fingers, wedding ring visible, as she puts on and ties her pink ballet shoes.

AUDIO Shoe ribbons brushing. Soft piano.

03 **THE FIRST STEP**

00:04.5-00:06.5

The woman slowly rises and holds the ballet barre beside the window. Golden morning light begins to cross the mirror. Medium full shot, subtle dolly-in.

AUDIO The piano gradually begins to build.

04 **A GRATEFUL MOMENT**

00:06.5-00:08.5

Three-quarter close-up of her face. She takes a deep breath, looks toward the morning light, then smiles with gratitude.

AUDIO A natural breath. The music leaves space for emotion.

05 **THE DANCE GOES ON**

00:08.5-00:12

Full-body cinematic shot. She dances with simple, graceful, controlled ballet movements. Her pink dress follows her body in the warm light.

AUDIO VO: "At eighty, she is still dancing."

06 **THE REVEAL**

00:12-00:15

The camera pulls back through the window, revealing the woman dancing in a high-rise apartment studio in Singapore. The skyline and morning sun come into view. Logo and CTA appear.

AUDIO VO: "The right care. Dreams stay in motion."

Look & feel reference

COMMERCIAL VIDEO STORYBOARD (15 SECONDS)

"Because strong bones mean dreams never age."



01 | 0-2 SEC

Very early in the morning, an elderly woman enters a quiet ballet room. The cool air still lingers.



02 | 2-4 SEC

The woman slowly sits on a chair and puts on her ballet shoes.



03 | 4-6 SEC

She stands, holding the barre near the window. She smiles gently at the long mirror.



04 | 6-9 SEC

She begins a slow ballet routine, moving with grace.



05 | 9-12 SEC

At 80, she can still practice ballet. She is grateful for her health and strong bones, which keep her moving.



06 | 12-15 SEC

The camera pulls back through the window, revealing her dancing in a high-rise apartment in Singapore.

HEALTHY BONES, DREAMS NEVER GROW OLD

With the right care, you can keep doing what you love.

NOTES

Character: same elderly woman as in the first photo.

Costume: pink ballet attire; golden curls, earrings, wedding ring.

Movement: natural, safe tendu, demi-plie, and port de bras.

Audio: intimate piano, soft strings building toward the ending.

Ethics: avoid claiming that treatment guarantees every patient will be able to dance.