



Viagra II

A Graphic Advertisement by Thomas A. McKean – 01/15/11
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PANEL ONE

Sunny day. View from outside of a car, looking in through the windshield. Two men are on their way to the beach. Driving the car is a muscular, handsome man, Brian. Next to him in the passenger's seat is a portly, balding man, Barton. The two men are friends.

[CAPTION]: Two guys are on their way to the beach on a sunny weekend.

BARTON: Great idea you had, Brian, heading out for some fun and sun!

BRIAN: And girls! Don't forget the girls!

PANEL TWO

At the beach. Brian and Barton are out of the car and unpacking beach gear from the trunk. Things such as chairs, big umbrella, books, blanket, etc. Pretty girls in bikinis can be seen as they frolic in sand and surf.

BRIAN: Yessir, today will be a day to remember. I doubt I'll go home without a few phone numbers...

PANEL THREE

Finding a post on the beach, they begin to set up. Umbrella up, blankets and chairs down, cooler at the ready. As they are getting situated, a few girls begin to take notice of them.

BRIAN: What did I tell you, Barton? They notice me already!

PANEL FOUR

Pretty girls in bikinis and one piece suits flock around portly and balding Barton, completely ignoring the handsome Brian.

GIRL 1: C'mon, handsome! Let's go play!

GIRL 2: Yeah, Sweet Cakes, I betcha can't catch me!

PANEL FIVE

Wide angle. Barton playing with the girls in the surf as Brian sits in a chair with *Sports Illustrated*. But he isn't reading, he is watching Barton and feeling jealous.

BRIAN: >???<

PANEL SIX

Barton is walking back to his spot on the beach. A few girls are following him. Brian looks on.

BARTON: Don't worry, Ladies. I'll be back soon!

PAGE TWO

PANEL ONE

Brian and Barton enjoying the beach. Brian continues to read *Sports Illustrated* as Barton reads *The Complete Plato*. Brian turns to Barton and says...

BRIAN: Barton? How did you do that? How did you get all that attention?

BARTON: That? I owe that all to *you*, my friend.

PANEL TWO

Close on Brian and Barton.

BRIAN: To *me*? But...?

BARTON: Why, sure! Remember a couple of months ago? You told me about Viagra!

PANEL THREE

Close on Barton as he explains.

BARTON: That was the best advice anyone has ever given me, Brian! At last I feel like a *man* again. Why, the first time I took it, I was up all weekend!

PANEL FOUR

Wide angle. Girls are walking up to Brian and Barton as Barton continues to explain.

BARTON: I feel ten years younger and I
have my confidence back!

PANEL FIVE

Girls gather round Barton.

GIRL 3: Can we have your phone number,
Barty?

GIRL 4: We want to see you again!

BARTON: Sure, ladies, sure! One at a time,
please. Easy now...

PANEL SIX

Close in on Brian, who can't believe what he is seeing.

BRIAN: (thought)
Amazing. Simply amazing.

[CAPTION]: Ask your doctor or pharmacist if
Viagra is right for you!

END