Client: Schering Plough
CLARINEX KIOSK GAME

Written by John Fries

(ATTRACTION LOOP)

This is just a suggested visual concept to attract passersby. If you're planning to run a sequence from the game or a flashing screen, etc. The PATIENT lines could be used in voice overs instead.

Visual idea—close-ups of people's faces calling out to the passersby. They look and sound congested or itchy. You can see the misery on their faces.

They represent the patients in the game.

PATIENT 1: I'm sneezing! My nose is running! I need help! Please…someone…how about YOU? Can you take a few moments to help me find relief?

PATIENT 2: Is there a DOCTOR in the house? Someone who can help me beat these allergies? Please hurry! The patients need your help!

PATIENT 3: I'm itchy all over! Can you help me stop this itch?

PATIENT 4: A-chooo! I could sure use some help. Do you have something that will help me feel bettter?

(INTRO/WELCOME)

VO: You're about to enter another dimension. A dimension known as The Allergy Zone. The Patients who live in The Allergy Zone have been subjected to a cruel fate—a life of misery and discomfort as a result of various allergies. Moments from now, these patients will emerge in search of long-term help in their fight against allergies. Fortunately, you have the best weapon available to do the job.

Clarinex logo appears on screen.

VO: Clarinex.

(INSTRUCTIONS FOR PLAYING GAME)

VO: It's the most powerful weapon available in the fight against allergies.

Dissolve to chart with four types of allergy sufferers. Four different patient types are depicted, each on a colored block, which are red, green, blue and yellow.

VO: For different allergy patients, only Clarinex provides the same strong efficacy. And, there's a significant improvement in symptoms after just one dose.

As voice over continues, segments of the chart are highlighted to correspond with the message. First, BLUE.

VO: Clarinex provides nonsedating efficacy in seasonal allergic rhinitis.

Next, RED is highlighted.

VO: Clarinex provides nonsedating efficacy in perennial allergic rhinitis.

BLUE is highlighted.

VO: Clarinex provides once-daily nonsedating efficacy in chronic idiopathic urticaria.

YELLOW is highlighted.

VO: Clarinex improves rhinitis symptoms in seasonal allergic rhinitis patients with concomitant mild-to-moderate asthma.

Screen changes to Clarinex-Zyrtec chart.

VO: Also, unlike Zyrtec, Clarinex is nonsedating. It doesn't impair mental alertness. Even the FAA medically qualifies pilots and air traffic controllers using Clarinex under special conditions. And, there are no precautions regarding alcohol consumption.

Screen changes to Clarinex logo (or demo of game?)

VO: In a few moments, patients with a variety of allergies will begin appearing on your screen, starting at the top and making their way toward the bottom.

Some have seasonal allergic rhinitis. Some have perennial allergic rhinitis. Still others have seasonal allergic rhinitis with concomitant mild-to-moderate asthma. And some have chronic idiopathic urticaria.

The button on the bottom right hand side of the screen will enable you to choose the correct prescription drug for treating each patient—which you must do before he or she gets to the bottom of the screen. The objective is to treat the most possible

patients in the time provided. Your choices are Allegra, Zyrtec, and, of course, Clarinex.

While Allegria and Zyrtec are helpful in some patients, only Clarinex provides the same strong efficacy for different allergy patients. Here's a helpful tip— CLARINEX can be used to treat ALL the patients, because of its powerful properties.

Remember: Different allergy patients, same strong efficacy!

Be quick. Time is of the essence. Ready? Get Set…go!

Screen changes to game screen.

(GAME)

Chris, in your e-,mail, you said that you and Dave were writing the description of the game itself. I have provided the ancillary material,

Although the user tries to push the button and access Clarinex every time, he/she will sometimes inadvertently press the Allegra and Zyrtec buttons.

When Clarinex is successfully accessed and used, a voice over will announce a successful hit with one of the following exclamations:

VO: Good shot!…Nailed it!…Alright!…That's what I'm talking about!…another patient can breathe easier…there goes that runny nose…no more sneezing

Also, different messages will appear on the screen after a Clarinex hit, to reinforce the message. Message will be appropriate to the type of patient involved in the hit.

When it's a Seasonal Allergy Patient:

ONSCREEN TEXT: Clarinex provides significant improvement in rhinitis symptoms in seasonal allergic rhinitis patients with concomitant asthma—after just one dose.

When it's a Perennial Allergy Patient:

ONSCREEN TEXT: Clarinex provides significant improvement in seasonal allergy symptoms—after just one dose.

When it's a Chronis Idiopathic Urticaria Patient:

ONSCREEN TEXT: Clarinex provides significant improvement in chronic idiopathic urticaria symptoms—after just one dose.

When the shot is missed, a voice over will acknowledge that with one of the following exclamations:

VO: Ya missed!…Try again!….You must be getting tired!…Don't slow down now!…Ooh! Almost!….

If Allegra is used to make a successful hit, a screen will appear accompanied by a voiceover:

SCREEN/VO: Allegra can be used to treat seasonal allergic rhinitis, but only Clarinex provides the same strong efficacy to different allergy patients.

If Zyrtec is used to make a successful hit, a screen will appear accompanied by a voiceover:

SCREEN/VO: Zyrtec can be used to improve rhinitis symptoms in seasonal allergic rhynitis patients with concomitant mild-to-moderate asthma, but only Clarinex provides the same strong efficacy to different allergy patients.

(FINAL SUMMARY SCREEN)

Chart again appears with four types of patients depicted.

VO: You've made some allergy patients very happy! I'll bet you know some other allergy patients who would be very grateful if you prescribed Clarinex for them.

As earlier, segments of the chart are highlighted to correspond with the message. First, BLUE.

VO: Clarinex provides nonsedating efficacy in seasonal allergic rhinitis.

Next, RED is highlighted.

VO: Clarinex provides nonsedating efficacy in perennial allergic rhinitis.

BLUE is highlighted.

VO: Clarinex provides once-daily nonsedating efficacy in chronic idiopathic urticaria.

YELLOW is highlighted.

VO: Clarinex improves rhinitis symptoms in seasonal allergic rhinitis patients with concomitant mild-to-moderate asthma.

Screen changes to Clarinex logo.

VO: Remember: Different allergy patients…same strong efficacy.

(HIGH BINDING AFFINITY)

VO: Oh, and one more thing… please take one more moment to learn about the high binding affinity of Clarinex.

SCREEN TEXT:

The High Binding Affinity of Clarinex

Receptor site graphics/animation appears on screen.

VO: Different allergic diseases, such as allergic rhinitis and chronic idiopathic urticaria, are evoked by common pathological mechanisms characterized by the release of histamine.

Clarinex binds with high affinity to the H1 receptor, and forms a tight bond at histamine receptor sites.

Initiation of Allergic Cascade graphic/animation appears on screen.

VO: An allergic response is primarily mediated by histamine released from mast cells in response to allergen stimulation.

Clarinex at H1 binding sites graphic appears on screen.

VO: Histamine acts on H1 receptors. Clarinex blocks histamine receptors inhibiting the allergic response.

(THANKS/GOODBYE)

ONSCREEN: Clarinex logo

VO: Thank you for taking this trip to the Allergy Zone. Because of your efforts, some people are breathing more easily.

CUT TO:

One by one, each of the PATIENTs used in the attraction sequence at the beginning, now looking happier and allergy free (and maybe wearing t-shirts imprinted with "Clarinex Rules!") is in close-up onscreen saying "thank you" in rapid-fire succession.

DISSOLVE TO:

Clarinex logo.

Remember: Clarinex. Different allergy patients…same strong efficacy.

Enjoy the rest of the convention!

(LEGALESE)