

# BE WAIT-LESS

MAVYRET :60



# WAIT-LESS

**YOU COULD CURE YOUR HEP C IN JUST 8 WEEKS**

## [VISUAL DESCRIPTION]

Opens on series of hep C patients standing or sitting in place, checking watches, looking around unsure, waiting for something/ anything to happen as VO proceeds. Suddenly, these patients get up, start walking, doing something, almost seeming to glide/ float “wait-less” because they’ve taken action and have been cured, as WAIT-LESS super appears across moving patient images.

## [SAMPLE SCRIPT]

If you’ve got hep C, odds are you’ve been waiting too long. For the right moment. For the right treatment. For something to believe in. Well, now it’s your turn. Because with Mavyret, you can be wait-less. Cured in just 8 weeks, no matter what type of hep C virus you have. Imagine what that feels like.

What are you waiting for? Talk to your doctor today about Mavyret.

# FEEL THE BOOM

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[HTTPS://VIMEO.COM/2356401](https://vimeo.com/2356401)



[VISUAL DESCRIPTION]

Open on female dock worker throwing sheaf of calendar pages into air in slo-mo (a la LeBron James with chalk), representing end of 8 weeks' therapy, as BOOM super appears along with BOOM sound; quicker cuts to other patients doing same thing as VO plays over, each time punctuated by BOOM super and sound; cut to each of these patients during fair balance, looking happy; show one last patient with burst of pages, and BOOMS]

[SAMPLE SCRIPT]

She's just cured her hep C after only 8 weeks. [BOOM] And she couldn't feel better. She's not alone, either. It's happening for all types of people every day. [MULTIPLE BOOMS] Thanks to the once-a-day treatment that's prescribed by more doctors for every common type of hep C virus.

Don't look back. Talk to your doctor today about Mavyret. And start making plans for how good your cure is going to feel.