

The background is a solid teal color with several overlapping, semi-transparent geometric shapes in lighter shades of teal. These shapes include triangles and polygons of various sizes, creating a layered, abstract effect. The shapes are primarily located on the left side and bottom of the frame, with some extending towards the center.

**THE JOINT CHIROPRACTIC: THROUGH THEIR EYES**

## THE JOINT CHIROPRACTIC: THROUGH THEIR EYES

When someone is in pain or discomfort, they often don't realize the full impact it's having on their lives—but the people around them do. They notice when mom can't play along like she used to. They notice when friends stop doing activities they love. Using a twist on a testimonial format, this concept tells the story of the impact of regular chiropractic treatment through the perspective of the patient's friends and family members who witness the transformation in the patient.



THROUGH THEIR EYES: OUTDOOR

I got my hiking  
buddy back.

Welcome back to your life.

[thejoint.com](http://thejoint.com)

THE JOINT<sup>®</sup>  
chiropractic





THROUGH THEIR EYES: OUTDOOR

Me and mommy have  
dance parties again!

Welcome back to your life.

[thejoint.com](http://thejoint.com)

THE JOINT<sup>®</sup>  
chiropractic





THROUGH THEIR EYES: TV (:30)



VIDEO

We'll use real people with real stories for each iteration. The following is an example to show the style and type storytelling we would employ.

Two brothers, males in their late 20's, are in a comfortable setting while being interviewed – think couch in a living room or maybe sitting on the tailgate of a truck.

Through question prompts, the older brother tells the younger brother's (the patient) story. We allow the dynamic of the brothers to drive the storytelling and the energy of the story. We want their authentic banter and conversation to shine through.

As the story finishes and the VO comes on, the background of the brothers interacting with each is blurred. The supers appear on screen over the blurred background, before transitioning to the end slate.

AUDIO

**Title Card:**  
Jake & Matt Arnold talk about The Joint Chiropractic

**GUY 1:** This guy right here is my little brother. *(gives a headlock noogie)*

**GUY 2:** Dude, stoop!

**GUY 1:** Anyways, we go hiking almost every weekend. I could tell something was off the last couple of times. And then he started making excuses why he couldn't go.

**GUY 2:** I did not!

**GUY 1:** Yes you did! And then after like, two months, we finally went, and I could tell he was ok now.

**GUY 2:** Dad actually drove me to The Joint. *(both laugh)* Afterwards, I was mad I waited so long to go, it was so good.

**GUY 1:** Now maybe you can actually beat me up that trail.

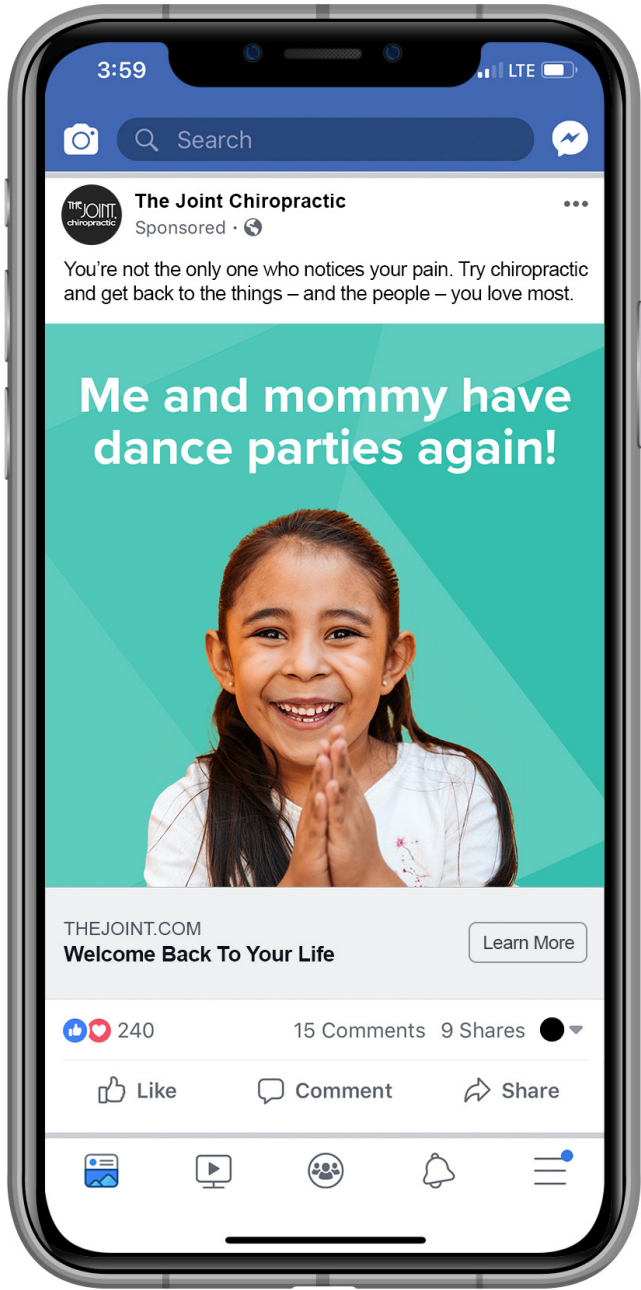
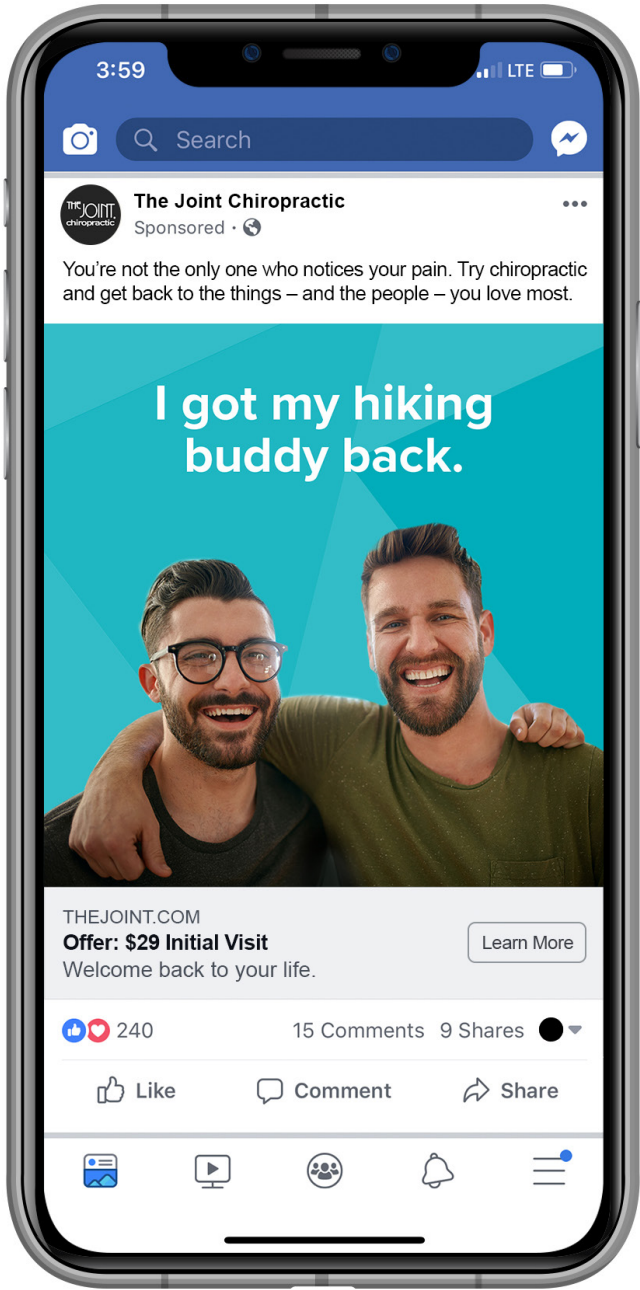
*Both argue over beating each other on the trail, while VO comes on.*

**Voice Over:**  
Visit the-joint-dot-com for a special offer for first-time patients. The Joint Chiropractic. Welcome back to your life.

**End Slate:**  
Logo and URL supers over background of brother arguing and ribbing on each other.



THROUGH THEIR EYES: FACEBOOK STATIC AD







## THE JOINT CHIROPRACTIC: MISCONCEPTIONS



## THE JOINT CHIROPRACTIC: MISCONCEPTIONS

Chiropractic is beset by misconceptions that keep people from even trying it, much less going regularly. Rather than trying to find a way around them, let's confront these ideas head on by plainly stating the objections, then countering them with what people really think once they finally try chiropractic treatment. It's a bold, thought-provoking approach that's sure to grab attention and leave people questioning their assumptions.



MISCONCEPTIONS: OUTDOOR

once you go,  
**you know.**

thejoint.com

THE JOINT<sup>®</sup>  
chiropractic



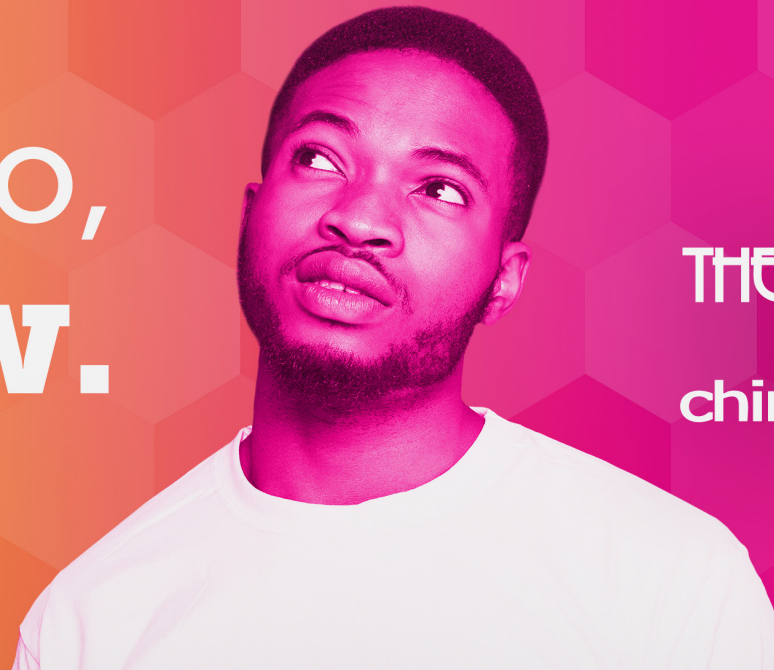


MISCONCEPTIONS: OUTDOOR

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MISCONCEPTIONS: TV (:30)



VIDEO

We start with various people alone on isolated, bright-colored background, each listing a chiropractic misconception. We quick cut between each person as they make their statement.

When speaking in unison, we show all talent on screen at once, unifying a group of people who all had different negative perceptions of chiropractic.

We switch back to quick camera cuts as our talent negates the negatives with the positive truths.

Once again, the talent is shown all on screen at once, unifying the positive experience each actually had with chiropractic and The Joint.

End slate and supers appear as VO comes on.

AUDIO

**PERSON 1:** Chiropractic is expensive.

**PERSON 2:** They're never open when I need them.

**PERSON 3:** I hate making appointments.

**PERSON 4:** I don't have back pain.

**PERSON 5:** It's not going to help anyway.

**IN UNISON:** At least, that's what I thought.

**PERSON 5:** The Joint Chiropractic is different.

**PERSON 1:** It was so affordable.

**PERSON 3:** I can just walk in, no appointment.

**PERSON 2:** They're open on weekends.

**PERSON 5:** They helped my neck

**PERSON 3:** My shoulder

**PERSON 1:** My hip

**PERSON 2:** My balance

**IN UNISON:** Now I know.

**Voice Over:**  
Visit the-joint-dot-com to find a location near you. The Joint Chiropractic. Once you go, you know.

**End Slate:**  
Logo, tagline, and URL supers over gradient pattern background.

THROUGH THEIR EYES: FACEBOOK CAROUSEL AD

