

BORIK ADVERTISING INC.

Client: **Cactus Inc**
Product: **Man Therapy**
Title: **A Manly Day**
Length: **30 sec**
Writer: **Tomer Borik**

Video	
1. Eddie is sitting in his living room in a sofa chair that is clearly too small for him. He is eating a bowl of oatmeal that looks incredibly small compared to his hands.	
2. Eddie is sensually massaging a brisket with a spice rub he made as he prepares a brisket for the smoker.	
3. Eddie is deadlifting over 500 pounds at a gym with an intense look on his face as he sweats trying to get that weight up.	
4. Eddie is installing a shelf for his wife with perfect precision. He uses a leveling tool as his wife	

<p>is clapping enthusiastically with a comically large smile on her face. Eddie looks confident and proud about his handiwork.</p>	
<p>5. Eddie walks into a therapy office door where his therapist is also a strongman but he is in a polo and pants waiting for Eddie's session.</p>	
<p>6. Eddie and his therapy talk together about mental health. They are both too big for their seats but continue to speak together in a relaxed and "manly" fashion.</p>	
<p>7. Dr. Rich Mahogany is sitting at his desk with his feet up while he is eating some of the leftover brisket that Eddie made.</p>	
<p>8. End title card for Man Therapy comes up.</p>	

AUDIO

1. This is Eddie. Eddie is full of life... and oatmeal.
2. Just look how sensually Eddie rubs that brisket. MMMM, save me a slice. SOUND: fire crackling.
3. Eddie's able to tackle almost everything life has offer. And look at that beautiful form. SOUND: Intense grunting.
4. And that expert precision! Now that's a man. SOUND: Enthusiastic clapping.
5. And what's this? Eddie's going to his weekly therapy session. Look at the confidence of that man.
6. Look at those two manly men spilling those beans to each other. So strong.
7. So if you feel like you have beans to spill or weight to let off your shoulders, then visit Man Therapy and take our patented 20-point head inspection. Because sometimes, that weight is too much to carry.
8. But not for Eddie; Eddie's pretty strong. FADE TO: END
TITLE CARD: MAN THERAPY.