

# VIAGRA®

(sildenafil citrate) tablets

8/16/04  
R

Client: Pfizer/Viagra  
Agency: \_\_\_\_\_  
Comml No.: VG214415

Title: "Shopping" \_\_\_\_\_  
Time: :30  
Air Date: August 17, 2004

Creative Directors: \_\_\_\_\_  
Producer: \_\_\_\_\_



MUSIC UP  
SFX: Bag swoosh  
VO: Remember



that guy



who used to



be called



"Wild Thing"?

MUSIC: Guitar riff



The guy who wanted to spend



the entire honeymoon indoors?



Remember



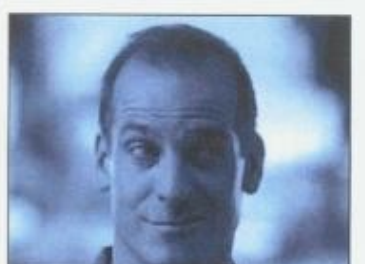
the one who



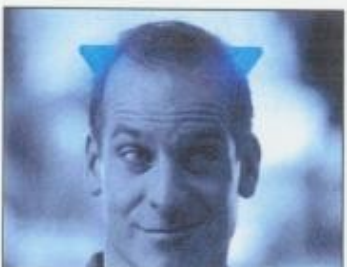
couldn't resist



a little mischief?



Yeah, that guy.



SFX:: trumpet blasts



He's back!



VO: Viagra. Not all medications are for everyone.  
SUPER: VIAGRA (sildenafil citrate) tablets



VO: Ask your doctor if Viagra is right for you.  
SUPER: Pfizer logo  
blue.viagra.com 1-888-4VIAGRA

8/16/04  
(R)

# VIAGRA<sup>®</sup> (sildenafil citrate) tablets

Client: Pfizer/Viagra  
Agency: \_\_\_\_\_  
Comml No.: VG214424

Title: "Shopping" \_\_\_\_\_  
Time: :15  
Air Date: August 17, 2004

Creative Directors: \_\_\_\_\_  
Producer: \_\_\_\_\_



MUSIC UP  
VO: Remember that guy



who used to be called

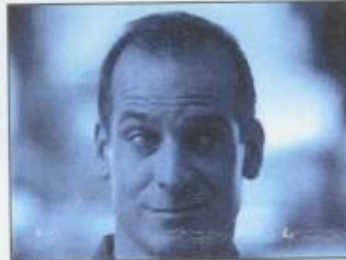


"Wild Thing"?

MUSIC: Guitar riff



Yeah,



that guy.

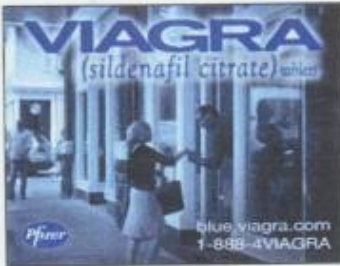


He's back!

SFX: Trumpets blast



VO: Ask your doctor if Viagra is right for you.  
SUPER: VIAGRA (sildenafil citrate) tablets



SUPER: Pfizer logo  
blue.viagra.com 1-888-4VIAGRA