

Planned Parenthood Advocates of Texas

PPTV enlisted us to run an awareness campaign about a lawsuit in Texas where the Governor and AG were suing for \$2B and would have effectively closed every Planned Parenthood in the country. The details of the lawsuit were incredibly wonky and in-the-weeds, so I opted to strip all that away and write scripts focused on healthcare and access to healthcare. Below are two of those scripts.

Concept 1: These Two Guys

- Targeting: TX clinic visitors
- Length: 15 seconds
- Size: 1080x1080, 1920x1080
- Tone: Positive, aspirational, then defiant

Visual	Text on Screen	Audio/Voice Over	SFX
Tiles covering the screen of women's faces staring straight to camera	100,000+ patients.	100,000+ patients.	
Pink outline of the state of Texas with yellow and navy stars (colors from this graphic) that pop up where their health centers are	40 health centers.	40 health centers.	
Protest footage that features a sign that says "Abortion is health care"	86 years.	86 years.	
Side by side of Ken Paxton and Greg Abbott in grayscale with labels that tell us who they are (Attorney General Ken Paxton and Governor Greg Abbott)	These 2 guys are trying to take it all away.	And these 2 guys are trying to take it all away.	Record scratch/freeze frame effect
Fade out Paxton and Abbott and fade in PP protestors in TX	We're not going anywhere	We're not going anywhere	
The screen goes to black and this phrase appears in caps in pink.	Texas needs health care.	Texas needs health care.	
"Texas needs" stays, but "health care" flips to "Planned Parenthood" in the yellow from this graphic .	Texas needs Planned Parenthood.	And Texas needs Planned Parenthood.	
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Concept 2: Texas needs Planned Parenthood

- Targeting: TX clinic voters
- Length: 15 seconds
- Size: 1080x1080, 1920x1080
- Tone: Defiant, informative

Visual	Text on Screen	Audio/Voice Over
	Texas needs...	Texas needs
These phrases (one per line) scrolling the screen like end credits in a movie, similar in style to this . Asterisk statement appears at the very bottom in italics.	Breast cancer screening Cervical cancer screening STI testing & treatment HPV vaccine Pregnancy testing Birth control Emergency contraception Gender affirming care UTI treatment Vasectomy PREP & PEP Primary care Abortion* <i>*When not banned by anti-abortion politicians</i>	cancer screenings, vaccines, pregnancy testing and birth control, primary care, UTI treatment abortion, and more.
As these words scroll to the top, the screen goes black and this phrase appears in caps in pink.	Texas needs health care.	Texas needs health care.
"Texas needs" stays, but "health care" flips to "Planned Parenthood" in the yellow from this graphic .	Texas needs Planned Parenthood.	Texas needs Planned Parenthood.
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