



Close Up of TV



TV channel changes



Medium Shot



Close Up
(Thumb pressing the Channel Up button)

1a



Close Up of TV

1b



TV channel changes

2



Full Shot
(Guy sinking farther into couch then jumps forward after hearing a moan from the TV)

3



Close Up
(Thumb pressing the Channel Down button with force)

4a



Close Up
(Camera zooms in, focussing on the guy's brightening eyes and reflected TV picture)

4b



Close Up - slow motion
(Guy's hand releases remote)

5



Close Up - slow motion
(remote falls to the ground)

6



Medium Shot
(Guy leans in closer to the TV)

7



Close Up
(Guy's hands shuffle through magazines on table)

8a



Medium Shot
(Guy frantically looking around him)

8b



Medium Shot
(Guy looks to his left and finally sees what he's looking for)

9



Full Shot
(A Kleenex box laying on a nearby corner table... enshrouded in light)

10



Medium Shot
(Guy puts his hands together, looks up and mouths the words "thank you")

11a



Full Shot
(Guy's hand comes in frame left and snags the Kleenex box)

11b



Full Shot
(Guy methodically placing tissues on the table in front of him)

12



Picture fades out as logo, quote and Kleenex box fades in.

13

14

15

End Title

Kleenex Commercial Storyboard
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