

Name: BRS NEW INVESTIGATOR REFS

Email address: NIREFS@BONE-RESEARCH-SOCIETY.ORG

Title of video: LAUNCH OF THE NEIL MACKENZIE 2017 AWARDS

Target audience: POTENTIAL AWARDED APPLICANTS

①

Description: TITLE START SCENE

②

Description: People jumping/clapping
Text swirls in...
We are v. happy to announce

③

Description: Picture of Neil Mackenzie + text as to why we launched this award

④

Description: Person points @ screen.
"we need you" Big text

⑤

Description: To design a storyboard
Images of example storyboards stacked up

⑥

Description: On any aspect of basic, clinical or translational research in min. 135w

Name: BLS NEW INVESTIGATOR REFS

Title of video: LAUNCH OF THE NEW MACKENZIE 2017 AWARDED TARGET AUDIENCE: POTENTIAL AWARDED APPLICANTS

Email address: N1REFS@BONE RESEARCH SOCIETY.ORG

7) 2 EXAMPLE: BENEFITS OF EXERCISE



Description: People doing exercise

8) HOW OSTEOCLASTS WORK



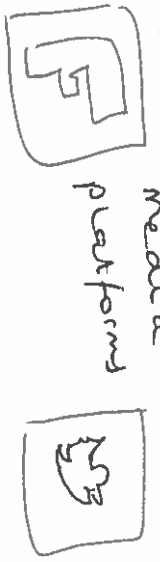
Description: Cell stays in same place but matrix decreases to show resorption.

9) The winner will present at BRS 2017 BRS 2017



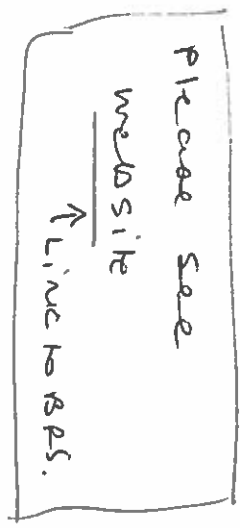
Description: Person holding certificate + jumping. BRS 2017 images to stack up

10) + on our social media platform



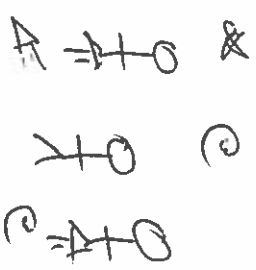
Description: Our facebook / twitter account swim in

11) Please see website for more info



Description: simple text with website for more info

12) We look forward to your applications!



Description: Same as 2) but different text