



Cartoon Concepts for Viagra Newsletter

1. A genie is speaking with a man who has rubbed his bottle. Arms folded, the genie says: “Omnipotent?! I thought you said *impotent*... Too bad you’re out of wishes.”
2. A husband and wife are in bed. The man peeks at his own penis beneath the covers. The woman looks concerned. Caption: Viagra—Need a lift?
3. A husband and wife “pose” for our picture. The wife fondles the man above the waist. Caption: Viagra: It’s been so long.
4. A wife waits for her husband in bed. He comes out of the bathroom wearing a devilish grin. Caption: Rise and shine before you ever go to bed.
5. A husband lays in bed with frustrated wife. Caption: Is it really the *man* who suffers from erectile dysfunction?
6. A computer nerd leaves the computer shop with a sexy woman. He looks over his shoulder to wink at us. Caption: Upgrade your floppy disk to a hard drive.
7. A man is with a medium during a séance. The medium says, “Your wife wants to know why you still take Viagra.”
8. Two men are sitting on a park bench. One says brightly out of the blue, “Third erection today.”
9. Two clowns are discussing the portrait of an old-fashioned clown. One says, “And this is Great Grandpa Bobo. He was known for making balloon erections long before it was stylish.”
10. Two horse breeders look into a stable, where we find two horses having a romantic dinner. One of the breeders says, “I spiked his wine with Viagra.”
11. I think I already pitched the old line by Mae West: “A hard man is good to find.” The illustration could be as simple as a woman hugging her man.
12. A man steps away from his pharmacist holding a bag labeled *Viagra*. Caption: “Let us rise up and be thankful. — Buddha.”
13. A married couple is having trouble erecting a tent. Tent pieces in hand, the wife says: “If only they made Viagra for tents.”

14. Two women are discussing their husbands, who are barbecuing beyond. One woman says: “You’ll have to excuse my husband. He’s hard of hearing.” The other says confidentially: “At least he’s hard of something.”

15. A man is unbuttoning his shirt as he gets into bed. He wears a devilish smile. Caption: Viagra: Give her a hard time.

16. A paramedic gurneys a man into the hospital. Under the sheet, the patient’s erection has formed a tent-like structure. The paramedic says: “This one O.D.’d on Viagra.”

17. At a construction site, the foreman speaks emphatically to three execs: “I will erect this building. I WILL erect this building. The damned building is going to be *erect*...”
Caption: The board was starting to suspect that this wasn’t about the building anymore.

18. Inside a saloon, Mae West says to one of the cowboys: “Is that Viagra in your pocket, or are you just happy to see me?”

19. At the pharmacist is a sign for Viagra with the motto, *Just do it*. Caption: Nike sells its slogan to a more logical recipient.

20. A ventriloquist sits beside his dummy on stage. The dummy says: “My name is Woody, because I’m always hard. My friend doesn’t have that problem.” The two exchange an awkward glance.

21. A man has laid out a romantic dinner for his partner. He checks his watch as he lights the last of the candles. Caption: Viagra—for those times when you just have to rise to the occasion.

22. ❶ A woman screams, “Honey, it’s a spider. Get it, get it, get it.” ❷ Her husband walks in like a superhero: “Step back. I will slay it with my penis.” Caption: (Viagra is not to be used in a manner inconsistent with its labeling.)

23. At a cocktail party, a man extends a handshake to a woman and says, “Hi, my name is Daniel.” And from his groin area comes a thought bubble: “And I am known as Viagrat-
tor.”

24. A news reporter delivers the news beside a graphic of John Gray: “The world of interpersonal relationships was dealt a blow today when John Gray, the author of *Men Are from Mars, Women Are from Venus*, confessed that the real secret to a happy marriage is, in fact, Viagra.”

25. A man is speaking confidentially with his psychotherapist: “Then last night we were supposed to make love, but something didn’t come up.”

26. A man walks into the bedroom, where his wife awaits in bed. He says with a mischievous smile: “Man, that Viagra went right to my head ... and you know which head I’m talking about.”

27. A trapeze girl is speaking with a clown whose shoes are super-long: “That’s amazing. You wore only a size seven shoe before taking Viagra.”

28. A buck (male deer) takes a deep breath and says to his buddy, “Since I’ve been taking Viagra, I don’t like a buck ... I feel like a million bucks.”