

DEODORANT COMMERCIAL (PARODY)

by

Arlo Midgett

Note: Revisions after peer script review are highlighted in yellow.

Box 210228
Auke Bay, AK 99821

(907) 790-2756

FADE IN:

INT. - NIGHT
COMPUTER DESK

DOLLY LEFT of upper shelf on desk. Geek toys, action figures, etc. are in the dark, seen only because of a flashing light emanating from a computer monitor (off screen.) In the middle, a red LED alarm clock reads 9:07.

AMBIENT (O.C.)

Muffled sounds of fighting, deaths in UT '03. Sounds from a keyboard can be heard under the commercial's music.

Cut to

OVERHEAD DOLLY shot across an endless sea of open soda cans (Mountain Dew? Code Red? Jolt?)

AMBIENT (O.C.)

Sounds continue...

Cut to

Close-up of GAMER'S face (similar lighting, although we can start to make out images projected onto his glasses and facial features.) GAMER is scruffily unshaven, dishevelled hair, sweat on his brow. His eyes are intent, darting, following the action on an unseen screen.

AMBIENT (O.C.)

Sounds continue...

Cut to

Video feed direct from computer showing the last seconds of an Unreal Tournament 2003 deathmatch.

AMBIENT

You have WON the match!

Cut to

Wide shot of COMPUTER DESK. GAMER is facing computer monitor. GAMER drops headphones to neck (music fades to background) claps

his hands twice (lights come on), leans back, wipes his brow with his forearm.

GAMER

"Pshew!"

GAMER reaches for a soda can.

Cut to

Close-up on soda cans. A hand comes into view, lifts and shakes two soda cans before finding a third can approximately 1/3 full of soda. Can is lifted out of frame.

AMBIENT (O.C.)

Sounds of empty cans shaking, sloshing liquid in full can.

Cut to

Medium shot of GAMER at COMPUTER DESK. GAMER downs the last of the soda and smacks his lips.

GAMER

Ahhhh...

GAMER turns chair towards camera and stretches with an *audible groan*. Arms extend above shoulder level and we see enormous sweat stains on his GAMER T-SHIRT.

GAMER

You think athletes on TV sweat? They should try playing Unreal for eight hours straight!

When you're down by 10 frags with two minutes to go in the match... let's face it, even the best anti-perspirants just won't cut it!

Cut to

Close-up of GAMER's hand, gripping a stick of deodorant.

GAMER

That's why I use BOOM-STICK DEODORANT
to cover up my over-night stench!

Cut to

Medium shot of GAMER

GAMER

Unlike lesser personal hygiene
products, Boom-Stick doesn't try to
stop you from sweating... Instead, it
bonds with your sweat and allows the
stains in your clothes to exude a more
"publicly acceptable" aroma.

And because its penetrating power is so
thick and clingy, you can even use it
directly on your clothes.

Cut to

Wide shot of GAMER at COMPUTER DESK. GAMER quickly applies
stick of deodorant to entire area of both sweat stains. When
finished, he sets the deodorant down and inhales deeply, head
tilted down towards one armpit.

GAMER

Ahhh... Good enough for any public
gathering! (pause)

Cut to

Close-up of GAMER's face, looking into camera.

GAMER

Yeah. Right.

(Or: As if!)

(Or: Maniacal laughter)

(Or: ??)

In one motion, GAMER replaces headphones (music swells) rapidly
swivels chair back towards monitor.

Cut to

Wide shot of GAMER finishing his rapid swivel back towards the monitor. He takes up the mouse and keyboard and starts another game of Unreal Tournament 2003.

FADE TO BLACK

FADE IN

Two deodorant containers are sitting in a PRODUCT SHOT (Gamer can still be seen playing in the background, blurred out by camera's depth of field.) Both labels are visible - "BOOM-STICK, Blue Plasma" and "BOOM-STICK, Hot Lava." A hand coming into view, setting down a third, see-through stick of deodorant - Invisibility Gel.

ANNOUNCER 1 (V.O.)
Boom-Stick deodorant! Available in
Blue Plasma, Hot Lava, and NEW
Invisibility gel!

Background fades to a washed out image as...

ANNOUNCER 2 (V.O.)
Available at these fine stores.

A TARGET LOGO (red circles as crosshairs) FADES IN over the washed out still image. Under TARGET LOGO reads: Shoot more, Run less.

ANNOUNCER 2 (V.O.)
Target. Shoot more, Run less...

Target logo FADES OUT and is replaced with a FADE IN of an S-Mart logo. Subtitle under S-Mart logo reads: Shop Smart. Shop S-Mart!

ANNOUNCER 2 (V.O.)
...and S-Mart. Shop Smart. Shop S-Mart!

FADE OUT