STEPHEN DORFF BLU E-CIG COMMERCIAL

"A New Beginning"

Written by

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FADE IN:

INT. BAR - NIGHT

The club bristles with young, hip PATRONS. Music thumps and spotlights flicker.

Gruff yet classy-looking STEPHEN DORFF, (40) spins around on his bar stool.

DORFF
As a film legend and lifelong smoker, my life has been filled with many new beginnings.

Dorff reaches into his Armani jacket, removes a Blu E-cig.

DORFF
With Blu E-cigs, this new beginning is the best yet.

Dorff takes a drag. The tip of the E-cig illuminates blue.

DORFF
That's good. And the best part? It's vapor and not tobacco smoke. That annoying ash and smoke is a thing of the past.

A BARTENDER takes away several empty shot glasses as he approaches Dorff, slaps a credit card on the counter.

DORFF
Come on, guys. We're all adults here. With Blu E-cigs, I started my new beginning. Will you be starting yours?

Bartender clears his throat. Dorff looks over his shoulder.

DORFF
(Irritated)
What?

BARTENDER
Card’s declined.

A frustrated Dorff spins around, faces the Bartender.

DORFF
That’s impossible.
BARTENDER
Not really.

DORFF
Look. Y’see this camera crew? See this face? I’m Deacon Frost. Run it again.

The Bartender sighs as he walks away. Dorff takes another drag. Pounds his last shot. Steps out of the stool.

DORFF
Life without cigarettes is not the end, guys. It’s a new beginning with Blu E-cigs.

Dorff steps out of frame.

INSERT: BLU E-CIGS LOGO

The Bartender looks over to see Dorff’s already gone.

BARTENDER
Hey!

FADE OUT.