

STEPHEN DORFF BLU E-CIG COMMERCIAL

"Leader of the Pack"

Written by

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FADE IN:

EXT. CITY STREET - NIGHT

Dapper STEPHEN DORFF (40) struts along the sidewalk without a care in the world. A line of CLUB HOPPERS wait in line as he casually passes by.

DORFF

These days, it seems like
everybody's pretending to be
someone else.

The club hoppers watch as Dorff bypasses them.

DORFF

Being a lifelong smoker, I know the
feeling. Every time I needed a
nicotine fix, I felt like I was
just one of the pack.

The club hoppers grumble and glare as Dorff continues onward.

DORFF

With Blu E-cigs, now, I'm the
leader of the pack.

Dorff stops at the nightclub entrance. A large BOUNCER (20s) blocks Dorff's path. He tries to maneuver around the Bouncer.

DORFF

Ray, how's it goin'?

BOUNCER

(Sighs)
Not you, again.

DORFF

I gotta get inside, Ray. Got
friends waiting.

The Bouncer puts his hand firmly on Dorff's shoulder.

BOUNCER

Get lost, Dorff.

Dorff takes a drag of his Blu E-cig. The tip lights up blue.

DORFF

I thought we were cool, Ray.

BOUNCER

My name's not Ray.

Dorff cocks his head, unsure of himself.

DORFF
(Thinks hard)
Rodney?

The Bouncer turns his attention away from Dorff.

Dorff takes another drag. Looks to the ground then around, confused. He walks to the left, out of frame.

INSERT: BLU E-CIGS LOGO

FADE OUT.