STEPHEN DORFF BLU E-CIG COMMERCIAL

"Riding High"

Written by

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FADE IN:

EXT. OPEN AREA - DAY

CU: STEPHEN DORFF (40), dirty dress shirt and khaki shorts, walks. Seagulls wail overhead.

DORFF
High prices, ash everywhere and
don't even get me started on that
ungodly smell.

Dorff looks up to the blinding sun.

DORFF
I'm Stephen Dorff and I've been a
smoker for twenty years. The smell
was the worst. Even while riding
that nicotine high, I would
continue to be dragged down by that
cigarette residue.

Dorff wipes the swear off his brow.

DORFF
I kicked that smell and I kicked
cigarettes, too. Wanna know how?
Wasn’t fancy science.
(Scoffs)
No.

Dorff pulls out a Blu E-cig.

DORFF
This little baby. Blu E-cigs.

Dorff puts the E-cig in his mouth, takes a drag. The tip
lights up blue.

DORFF
It's vapor. Not tobacco smoke. All
the negatives about cigarettes are
just a thing of the past.

Dorff looks down. Something catches his eye. He bends down.

DORFF
With Blu, you never get dragged
down.

Dorff unfolds a dirty lawn chair, takes a seat. It’s revealed
that Dorff is in the middle of a landfill.
Seagulls eat trash off the pile. A loud bulldozer plows garbage behind Dorff.

DORFF
You're always riding high with Blu.

Dorff lounges in the chair. He takes another drag. He puts on a pair of sunglasses to shield his eyes.

INSERT: BLU E-CIGS LOGO

FADE OUT.