

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 sweat 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.