

STEPHEN DORFF BLU E-CIG COMMERCIAL

"TOP OF YOUR GAME"

Written by

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FADE IN:

EXT. STOREFRONT - NIGHT (B&W)

STEPHEN DORFF (40), light facial hair, tired eyes, leans against a glass display window in an Armani tuxedo.

He straightens his tie and collar.

DORFF

I'm Stephen Dorff and I've been a smoker for twenty years. But now, I found something better.

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

CUT TO:

EXT. RED CARPET PREMIERE - NIGHT (B&W)

Dorff, dressed in his tuxedo, clean-shaven, gladhands with a group of ACTORS as PHOTOGRAPHERS take their picture, M.O.S.

DORFF (V.O.)

My new Blu E-cigs. They're vapor, not tobacco smoke, so there's no offensive odor.

Dorff turns to head inside and waves to the crowd as he goes.

DORFF (V.O.)

It's the only cigarette you need when you want to be your best self.

His pearly-white teeth to glisten with the camera flashes.

CUT TO:

EXT. STOREFRONT - NIGHT (B&W)

Dorff stands straight, takes another drag from his Blu E-cig.

DORFF

(Winks)

Blu E-cigs: stay at the top of your game.

Slowly, the sound fades back in. Two separate alarms blare; a security alarm and a police siren.

COP (O.S.)
Hey, you!

We pan to a CHUBBY COP rushing towards Dorff with his flashlight out then we pull back, but Dorff is gone.

Dorff splashes through puddles in a nearby alley, O.S. as all that's left in the air is the vapor from his Blu E-cig.

INSERT: BLU E-CIGS LOGO

CHUBBY COP
(Into radio)
He got away. Repeat: suspect got
away.

Chubby Cop looks into the display window to see the store sells high-end tuxedos.

FADE OUT.