

High Pink

written by

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FADE IN

INT. GROCERY STORE - DAY

Vibrant dairy section frequented by local shoppers. GEOFF, 20s, living by himself and working 9 to 5 job is standing in front of the milk aisle examining the selection.

Geoff reaches out to open the transparent cabinet door to pick out a carton of milk but upon retrieval he drops it on the floor and milks spills everywhere.

Geoff gesticulates visible irritation.

SFX (pre-lap) TRAFFIC NOISE

EXT. TRAFFIC INTERSECTION - DAY

Darker vibes than previous scene, Geoff is driving with his groceries on his way home but the traffic light in the intersection just turned red and he must come to a stop.

SFX CAR HORN BLOWING

Geoff sighs and rolls his eyes.

SFX (pre-lap) KEYCHAIN JINGLE

INT. APARTMENT BUILDING - NIGHT

Stairway entrance to Geoff's apartment. Geoff is fiddling with his keys as he approaches the door but can't unluck it because the lock is jammed.

GEOFF

(yelling)

God dammit! Why is this happening!?

Proceeds to throw keys on the ground in anguish.

INT. GEOFF'S APARTMENT KITCHEN - NIGHT

Product drink HIGH PINK is introduced on countertop. Geoff enters from off camera, grabs drink and takes a sip.

SFX ELECTRONIC MUSIC STARTS PLAYING UNTIL END OF SCENE

GEOFF
(Smiling with open mouth)
Ahhhhhh.

Geoff goes off camera and turns off lights. Scene fades to black.

INT. GROCERY STORE - DAY

Same grocery store as in first scene. Dairy section Geoff looks happy and has more stride in his posture. He grabs a milk out of cabinet in the milk aisle and does drop it and is showing signs of gratitude.

SFX (pre-lap) TRAFFIC NOISE

EXT. TRAFFIC INTERSECTION - DAY

Same intersection as in second scene. We see Geoff driving and smiling without coming to a stop.

SFX (pre-lap) KEYCHAIN JINGLE

INT. APARTMENT BUILDING - NIGHT

Geoff is seen inserting the key, unlocking the door on his first attempt.

GEOFF
(shouting)
Yes! Finally!

SFX (pre-lap) ELECTRONIC MUSIC STARTS PLAYING

INT. GEOFF'S APARTMENT KITCHEN - NIGHT

Product drink HIGH PINK on table countertop. Product name displayed in illustrated visual text next to drink alongside additional info.

FADE OUT

THE END

HIGH PINK - SHOTLIST

Shooting order	Scene Order	Shot #	Location	Time of Day	INT/EXT	Camera Angle	Camera Move	Audio	Subject	Shot Description	Props
1 st scene 2.5 seconds	1	1	Grocery Store	Day	Interior	Full shot	Pan	VO, SFX sound	GEOFF, bystanders	Camera pans over milk aisle, Geoff pops into frame, is looking at milk.	Milk
	1	2	Grocery Store	Day	Interior	Cowboy Shot	Static	VO, SFX sounds, SFX (pre-lap) TRAFFIC NOISE	GEOFF	A bit closer to Geoff, we now see him take a carton of milk out only to drop it on the floor so it spills. Geoff shows discontent.	Milk
2nd scene 2.5 seconds	5	3	Grocery Store	Day	Interior	Full shot	Pan	VO, SFX sound	GEOFF, bystanders	Camera pans over milk aisle, Geoff pops into frame, has better posture and is again looking at milk.	Milk
	5	4	Grocery Store	Day	Interior	Cowboy Shot	Static	VO, SFX sound, SFX (pre-lap) TRAFFIC NOISE	GEOFF	Close up of Geoff grabbing milk, dropping it again, yet catching it midair this time	Milk
3rd scene 3 seconds	2	5	Traffic Intersection	Day	Car Interior	Medium Closeup	Static	VO, SFX MUFFLED TRAFFIC	GEOFF, traffic	Geoff is approached an intersection with the camera position in the passenger seat with the top of the grocery bag in the bottom of the frame.	Car, Grocery Bag
	2	6	Traffic Intersection	Day	Exterior	Closeup	Static	SFX UNMUFFLED TRAFFIC	Traffic Cone	Camera cuts to show a closeup of the red lamp in the traffic cone switching on.	N/A
	2	7	Traffic Intersection	Day	Car Interior	Medium Closeup	Static	VO, SFX CAR HORN BLOWING, SFX (pre-lap) KEYCHAIN JINGLE	GEOFF, traffic	Back to Geoff in the car disgruntled by not making it across when it was green. Geoff rolls his eyes visible to the camera.	Car, Grocery Bag
4th scene 2 seconds	6	8	Traffic Intersection	Day	Car Interior	Medium Closeup	Static	VO, SFX MUFFLED TRAFFIC, SFX (pre-lap) KEYCHAIN JINGLE	GEOFF, traffic	Geoff is seen driving through an intersection smiling happily.	Car, Grocery Bag
5th scene 3 seconds	3	9	Apartment Building	Night	Interior	Medium Wide Shot	Zoom or Dolly	VO	GEOFF	Geoff is seen from behind in front of his apartment door fiddling with his keys unable to unlock the door. He exclaims profanities in distress throwing his keys to the ground.	Bundle of Keys, Apartment
6th scene 2 seconds	7	10	Apartment Building	Night	Interior	Medium Wide Shot	Zoom or Dolly	VO, SFX (pre-lap) ELECTRONIC MUSIC	GEOFF	Geoff is seen from behind inserting the key and unlocking the door in one go, shouting a celebratory word.	Bundle of Keys, Apartment
7th scene 3 seconds	4	11	Geoff's Apartment Kitchen	Night	Interior	Closeup	Static	VO, SFX DOOR CLOSING, SFX ELECTRONIC MUSIC	HIGH PINK Drink, GEOFF	Camera is focused on HIGH PINK drink which is resting on countertop. Geoff approaches from out of frame and in the background of the shot and grabs the drink and takes a sip. He smiles and gesticulates a subtle nod to acknowledge effect of drink. Geoff walks off camera and turns off lights.	High Pink Product
8th scene 2 seconds	8	12	Geoff's Apartment Kitchen	Night	Interior	Closeup	Static	VO, SFX ELECTRONIC MUSIC	HIGH PINK Drink	Product is seen on countertop, VFX displaying product name / info.	High Pink Product

Casting Contract

I _____ express interest in playing
the role of _____ in the promo commercial named

High Pink which is produced and directed by Benjamin King. I
hereby claim that I will be available to the director whenever
I am needed in the making of the video and I will put my best
to it.

This interest is subject to the actor's availability and the
future agreement to the terms of employment between actor and
producer.

Thank you for your cooperation.

Signed _____

Director/Producer

Benjamin King

Actors Signature

Date signed
