

If you lose your pen...

Story behind, storyboard, script, voiceover script

The inspiration behind our story is a 2010s Romanian rage comic. You can see the meme and the translation below.



If you lose your pen = no pen

No pen = no notes

No notes = no study

No study = no diploma

No diploma = no job

No job = no money

No money = no food

No food = you lose weight

You lose weight = you become ugly/ undesirable

You're ugly = no relationship

No relationship = no marriage

No marriage = no children

No children = loneliness

Loneliness = depression

Depression = illness

Illness = death

Conclusion: Don't lose your pen!

This leads us to our story. A homeless man from Eindhoven is asked about his life pro tip, and he suggests always having a pen. His story begins when he was a young boy and lost his pen in school. He couldn't take notes, and didn't know when his exams were coming. Because of that, he couldn't pass, and with no graduation diploma, he didn't succeed in getting a job. He tried to exchange his jewelry and other goods for food, but that didn't last for long. Everyone else around him was making moves in life, starting families, but not him. He was so skinny that he wasn't only getting rejected, but he also got ill. And this is how he ended up being homeless.

The story ends with the interview progressing into a teleshopping ad for pens.

STORYBOARD



New table

Scene 1

Beginning

A homeless man's life pro tip during an interview is to always have a pen.



New table

Scene 2

Retrospection

When he was young, he lost his pen and failed his exams.



New table

Scene 3

Action

Without a job, he sold everything he had for food.



New table

Scene 4

Action

He couldn't have a family, and he fell ill because of loneliness.



New table

Scene 5

Action

Back to the current timeline, the interviewer is crying from hearing the sad story of the homeless man.



New table

Scene 6

Ending

The interview shifts into an ad for pens.

SCRIPT

SCENE 1. (on the street, news type of video)

Interviewer: Today we are going to interview the ill and homeless people around the world, to find out their best advice for us, based on their regrets and wishes. We will start in Eindhoven, the Netherlands.

interviewer approaches old man

Interviewer: Hello, could you tell us what your biggest regret in life is/ some valuable advice for the youth?

Old homeless man: Of course my dear. My biggest regret in life is not having had a pen.

Interviewer: How come?

Old homeless man: Well, it all started when I was a young boy...

SCENE 2

*with old man as narrator

younger version of old man starts walking on the street, pen sliding out of his pocket on the ground with him not realizing

video shows him not taking clothes during class

When I was about your age, back when phones and (Pop culture reference to make Josh laugh?) didn't exist, I lost my pen. I got to school and couldn't take any notes, including a note of when our exams would be and what we would have to study in order to pass.

video shows him coming to the exam late and not writing anything

So, I didn't get to pass. I didn't get a diploma.

SCENE 3

I couldn't get a job, so I did whatever I could do for as long as I could (video shows him with a gangster vibe possibly dealing drugs/ making a deal with someone).

But, this didn't last for long. I didn't have enough money for food (video shows him pass by an albert heijn, looking at it, checking his empty pockets, and looking down then walking away)

I lost weight. I was so skinny nobody looked at me, and girls would always reject me (video of guy mimicking try to flirt with a girl and her rejecting him and leaving)

Everyone was in a relationship but me (video of people holding hands and him walking past while being sad)

All my friends eventually got married, while I didn't. (ripping wedding invitation in anger)

They were having kids, but I just grew lonelier and lonelier. (scrolling on Instagram looking at baby videos, then throwing phone away and being sad on a couch)

Scene 4 (I have yet to think of a way to illustrate this)

I easily sank into depression. Life not only got to feel like a black hole, but it started being one. Joint pain... back pain... diabetes... the list goes on and on, I got so many illnesses.

(back to old man and interviewer) I know I will die soon. (next to interviewer crying and wiping her tears while holding the microphone) So, kids, please buy a pen. This is the best advice I can give you.

SCENE 5 (becomes an ad – outro)

"The Ultra 5.0 PEN – here for a limited time and an exclusive price. For more details go to the thiswasallanad.com page" (cool video and music of a pen)

credits roll

SCRIPT VOICEOVER

It all started when I was young... voiceover starts.

*with old man as narrator

younger version of old man starts walking on the street, pen sliding out of his pocket on the ground with him not realizing

video shows him not taking clothes during class

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