

(Printed with the demonstration version of Fade In)

DANDY SMOKES

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Commercial - Dandy Smokes

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1A EXT. DAYTIME, STREET

DANDY stands with his back to a wall, gazing at the city thoughtfully. He pulls a pack of smokes out of his pocket. He pulls a smoke out, and dips it in his lighter.

DANDY (V.O.)
DANDY SMOKES.

DANDY takes a pull, closing his eyes as if taking a deep breath. Relaxed.

DANDY (V.O.) (cont'd)
For when you've got an early start,
or your night never ended.
(alt- For your early start, or your
night that never ended.)

DANDY exhales. The smoke fills the frame, and we transition to...

3A INT. BEDROOM

DANDY stands up off the bed, barefoot. A tie is on the floor. Cut to the mirror he's looking in-- disheveled, dunked upon by the universe.

DANDY (V.O.)
For when you've gotten lucky, or for
when you've just struck out.

4A INT. LIVING ROOM, PARTY LIGHTING

DANDY grins, holds a bottle up and takes a drink, looking like he's conversing and having a great time at a raucous party. 4B Cut to DANDY yelling at the toilet he's kneeling in front of. Show him smoking - maybe gross ashtray full of butts. Alt cut: The same set up for the party, but then - Dandy turns head to face opposite direction, lighting changes, his mood drops, and he picks up a smoke. Slow motion?

DANDY (V.O.)
For when you're the life of the
party, but also want to die a little.
(MORE)

DANDY (V.O.) (cont'd)
(alt: For when you're living it up,
but you'll never live it down)

2A EXT. NIGHT. ALLEYWAY.

DANDY stumbles, drunk through the alley. He slurs through a bent cigarette in his mouth. He poises to whip a bottle at a wall.

DANDY (V.O.)

For when you've had too much, or just
not enough.

5 INT. VARIOUS

Rapid cuts between: 5A Dandy in the bath, with candles lit;
5B Staring at a wall; 5C Drinking directly out of the french
press; 5D Staring out the window...

DANDY (V.O.)

For when you're wrestling with old
trauma, or confronting/experiencing
new ones--
(alt- For when you're stewing in old
trauma, Steeling yourself to face it,
Or just living to fight another day-)

1B EXT. DAYTIME, STREET

DANDY, closeup: mouth. A smoke is brought up to meet it,
takes a puff as we pull back, revealing the same Dandy from
the first shot.

DANDY (V.O.)

DANDY SMOKES.

DANDY
(says; ADR) Because life can't take
everything from you.

Alt action: After a beat, Dandy has a wheezing cough after
taking a pull.

6A INT. DAYTIME.

Closeup on a tray, with crystal ashtray and single, lit smoke.

DANDY (V.O.)

Side effects may include: dry mouth,
nausea, suffering, anxiety,
depression, addiction, liver damage,
smoking hazards. Make *Dandy Smokes* a
part of your hazardously sexy
lifestyle today! (Alt: Take a risk,
with Dandy Smokes!)