

The Crazy Man

(Doritos 30' Ad - Crash the Superbowl Contest)

Perestroika Creative School 2009

Story by
Daniela Soares

Written by
Daniela Soares, Marco Carvalho
and Tiago Mattos

Directed by
Marco Carvalho

Marco Carvalho
6500 Green Valley Circle #307 - Culver City
1 310 936 6667

INT. SUPERMARKET - DAY

A young man is in the supermarket grocery shopping. The cashier, a young woman asks:

CASHIER
Did you find everything you wanted?

Instead of agreeing with this normal question, the customer says:

CUSTOMER
Actually, no. I can't find the Doritos.

The woman, afraid to be discovered, in a very suspicious move kicks a box full of Doritos to under the register, and says:

CASHIER
We don't have any.

The man notices her move, and says:

CUSTOMER
I can see it from here.

She kicks it again, and says:

CASHIER
No, you didn't see anything.

CUSTOMER
Oh come on. Who's the manager?

The manager appears suddenly, behind the cashier, with his mouth full of Doritos and says:

MANAGER
Sir, we don't have Doritos.

The man, quite disappointed, starts to look around for Doritos. For his surprise there is plenty: at the cashiers purse, at the manager's pocket and even in an alley two employees hanging out eating Doritos from big packs. Angry, the man tries to jump the cashier to get the Doritos from the box, the manager concerned about the safety of the Doritos calls the security:

MANAGER (CONT'D)
Security!

A strong man, dressed in black comes and take the customer out of the store.

EXT. SUPERMARKET - DAY

The security guard pushes the costumer out of the store, after that, with a smile on his face, he grabs from his pocket a pack of Doritos and start to eat laughing at the man.

FADE TO BLACK.

Doritos animated logo.

SUPERTEXT: SAVE YOURS.

EXT. SUPERMARKET - DAY

An warehouse clerk is going with a dolly full of Doritos boxes. The customer, who at few minutes ago was threw out of the store, seeing it says:

CUSTOMER

Hey you!

The clerk start to run from the man, with the dolly.

FADE OUT.