

'RELEASE THE BLITZ' :30

Here are a few thoughts and ideas on how we can bring this script to life.

We open up on our cashier sitting quietly behind the counter of a convenience store. She looks bored. It might be nice to board a few shots of random things around the store to accentuate the mundane-ness of the whole scene. A close up of the hot dogs spinning on the cooker thing. A shot of the circular mirror up in the corner that shows a few of the mostly empty aisles. And then a close up of the little bell as it rings when the door opens.

We'd cut wide to see our hero customer walk in, maybe grab a couple of quick items off the shelves and then he approaches the front counter. He puts down his few items, looks up and sees the massively giant Blitz Bro poster behind the cashier, which reminds him to ask for a Cash Blitz scratcher as well.

CUSTOMER:and a Cash Blitz please.

The cashier looks up at him and takes a beat. She knows what's coming. The customer stands there oblivious to what is about to go down.

The poster starts shaking along with a few items in its vicinity. The cashier grabs her phone off the counter and moves to her right clearing some space. Maybe we even get her to pop a couple of those squishy earplugs in. The customer looks a bit confused and slightly concerned. The poster shakes more and more. A rumbling sound starts to build.



All of the sudden Blitz Bro rips through the poster with a manic energy. The store lights dim as flashing strobe lights, theatrical smoke and a disco ball falls into frame. An awesome music track kicks in as Blitz Bro strikes his signature manic pose. The screen freezes at the best possible moment as an equally awesome title comes up over the picture accompanied by some wicked sound design.

TITLE: BLITZ BRO

The picture unfreezes and picks up right where it left off. Although only a mere foot or two away from our customer, Blitz Bro screams out to no one in particular...

BLITZ BRO: DID SOMEONE SAY CASH BLITZ?!?!?!?

Although he started out a bit confused and even a bit sheepish, our customer has now sorted out what's going on and he's super excited.

CUSTOMER: I did!

Blitz Bro reasons with an equally manic and excited...

BLITZ BRO: PRIZE-TASTIC. RELEASE THE BLITZ!!!!!!

Blitz Bro lets out an excited whoop and throws a handful of confetti at our customer and in a single bound, leaps the counter and drapes a glitter

sequined cape over his shoulders. More confetti cannons explode off screen and all over the scene. The lights still flash and the dry ice still bellows. The music is pumping. The customer admires his new wardrobe and gushes..

CUSTOMER: YES! I LOVE SEQUINS!

At this point we'd get a quick cutaways to our cashier who is standing nearby behind the counter. She's on her phone and barely paying any attention. She wipes some confetti from her shoulder. And blows some up her face towards her hair.

Meanwhile Blitz Bro grabs the scratchers from the counter and hands them to the customer.

BLITZ BRO: JUST SCRATCH THAT TICKET!

He then strikes what can only be described as a magnificent pose of him scratching. The customer looks at the Blitz Bro god and mimics the exact pose and starts scratching.

BLITZ BRO: THE BLITZ IS BACK BABY!!!!!!

The customer who's now excitedly scratching away lets out a loud...

CUSTOMER: YEEEEEEEEAAAAAHHHH!!!

They are blitz bro-ing out. It's all very charming and funny and manic. The customer reaches up to give Blitz Bro a fist bump. They hit their hands hard together.

It might be funny to try a few alts here where the customer goes to give a high five and Blitz Bro does a fist bump and it gets awkward. Or the customer throws up a high five but Blitz Bro doesn't see it and accidentally but awkwardly leaves the customer hanging.

Maybe our customer goes in for a chest bump and Blitz Bro is so much stronger that the customer kind of stumbles out of it. But he doesn't care, cause he's hanging with Blitz Bro!

At this point we should also cover a cutaway to another random store customer who happens to enter the store as this whole thing is going down. A nice deadpan reaction would be very funny right here.

Over all of this posing, ticket scratching, fist bumping awesomeness a VO comes up over the action.

VO: Bust out the fun with Cash Blitz - the Scratch-off packed with top prizes, Bro!

The customer and Blitz Bro are still in full pumped up excitement mode as they yell out in tandem..

BLITZ BRO/ CUSTOMER: SCRATCH THAT BLITZ!!!!

