

(Printed with the demonstration version of Fade In)

Indifference - 'Argument' Commercial

Written by
Gav Sarafian

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gavsarafian@gmail.com

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INT DIVE BAR DAY

We see a COUPLE (JACOB, masc, 30s, and AMANDA, femme, 30s) seated at a booth. They have a PINT each in front of them - JACOB's is nearly finished already.

AMANDA
You're UNBELIEVABLE, JACOB!

JACOB
Look, Amanda, it's not a big deal-

AMANDA
You left me with the bill, and then you made out with our neighbors!!!

JACOB
That. Is. That's just completely ridiculous. And also false.

AMANDA
You were so drunk, that you said you were quitting your job, and were going to start trading NFTs on the dark web!!!

Some of the other patrons turn, noticing the argument getting louder.

JACOB
I had a few drinks, Amanda. Yes, I got a little drunk, and yes, I did spend our savings on NFTs - but it's not like last year on my birthday when you started stripping at the club and tried to take home a bunch of college kids!

AMANDA
You WHAT??? I can't believe you- after all of our couple's therapy sessions - which I PAID FOR!!!

JACOB turns to face AMANDA.

JACOB
Amanda, do I look like I give a fuck?

AMANDA
You're unbelievable. You're so shallow-

JACOB
Do I smell like I give a fuck?

AMANDA

Wh... What?! Jacob, I don't-

JACOB

Smell me. Do I smell. Like. I give. A fuck?

AMANDA indulges JACOB. With an eye roll, she leans in to sniff him. She looks surprised, and completely taken aback.

AMANDA

...Wh...what?? You... you don't!

We see the couple looking at each other- JACOB, smug; and AMANDA, seriously perturbed by what has just happened.

INT - DIVE BAR - DAY

We see a PRESENTER (enby, 30's), standing in another part of the bar, holding a PLATTER with a VELVET CLOTH on top of it. They reveal a BOTTLE of Indifference underneath, with several dead ROSES arranged neatly in front of it.

PRESENTER

For him, for her - and them:
Indifference.

AMANDA emerges from behind, furious. She smashes the PLATTER down as she storms out of the bar.

AMANDA

And for the record, I'M FUCKING YOUR
BOSS!!!

The PRESENTER slowly turns to glance at JACOB, who is peering from the table, looking stunned. The PRESENTER blinks back at the camera.

INSERT - PRODUCT SHOT

Closeup of a BOTTLE of Indifference on a black background, nicely lit, with some smoke effects in frame. The product name, a slogan, and "Available Nowhere" appear.