

(Printed with the demonstration version of Fade In)

Indifference - 'Distinguished' Commercial

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V1.0

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INT DIVE BAR DAY - MOS, COLOUR

We see a DISHEVELED GENT (masc, 30's) seated at the bar. He rubs the bridge of his nose as he nurses a PINT. He casts a baleful glance to the GRUNGY FEMME (femme, 30's) beside him. She leans in to insult him, gesticulating angrily. He blinks back towards the bar, where we see the bartender's hand slide a large, expensive RECEIPT towards him.

We see our GENT pull out his WALLET and open it up; it's empty. Our GENT looks morose. We see from below the bar that the GENT is taking a distinguished looking BOTTLE out of a crummy PAPER BAG. He shakes his head. The GRUNGY FEMME starts poking at him; the bartender's hand points accusingly at him as we push in. We see the BOTTLE being removed from the BAG.

We see an EIGHT BALL being sunk in a pool table, and then the GENT spritzing himself with the BOTTLE - a BOTTLE of Indifference. Along with the spritz comes a MIST...

DIP TO WHITE

INT FANCY BAR DAY - MOS, BLACK & WHITE, HIGH KEY LIGHTING

We see our GENT at a Fancy Bar, now looking distinguished. He's wearing a SUIT and looking Bond-like. At his side is the same GRUNGY FEMME as before, but she is now looking debonair, in a fancy DRESS. She flashes a glittering smile and sits next to him at the bar. The bartender slides our Gent a MARTINI, which he picks up and takes a sip. Our GENT and FEMME get close. We see her reveal a BOTTLE of Indifference, and they both laugh heartily.

PRODUCT SHOT - MOS

We see a bottle of Indifference, slowly turning.

NARRATOR

Indifference - a scent which smells like it sounds. The new gender-indifferent (gender-apathetic) fragrance.

INT DIVE BAR DAY - COLOUR, WITH SOUND

Cut back to dive bar. We hear the room tone atmosphere of the scene. Our GENT looks miserable. He rips the spritz top off, and drinks straight from the BOTTLE of Indifference.