

VIDREME SPOT

Note: Except where indicated, all of the animation in this spot should be in broad black strokes on a white background. There should be plenty of whitespace and minimal shading, if any. Also, while oval characters have facial features, they do not have heads. Any turning of direction will always involve rotating the entire oval character.

Open on a small, round oval character with spare features. It's sitting in the foreground of a blank horizon. Vaguely sad MUSIC is playing. The oval looks around sadly, grows a thin arm, and picks up a pistol from the foreground (offscreen), sadly puts it to its temple.

VOICEOVER

Are you feeling sad?

Oval nods.

As oval looks skyward, a colorful butterfly flitters through the frame. A HAPPY MELODY works into the music. With the slightest twinge of hope, the oval drops the pistol and follows, left to right.

VO

Feeling like life is eluding you?

The butterfly leads the oval playfully, then drops a slow dollop of poo on its head and flies off. The oval registers despair as the poo seeps in and disappears. The oval faces sadly back to the left as we pull back to reveal a group of other, happy ovals at the right, revelling in a mild party atmosphere, benign smiles on their faces. Some have pointy party hats on, some are dancing happily but reservedly.

VO

Feeling like others are having all the fun?

Oval nods sadly, at the ground.

VO

Well don't worry, -

We close in on one of the social ovals at the party. MUSIC comes in and out through the following sequences:

VO (CONT)

Mary here is 20,000 dollars in debt, and has no health care. She doesn't know it yet, but she has a terminal illness!

CUT - "Mary", a sad oval, horizontal, lying in a gutter, COUGHING profusely.

Another of the social ovals in the party, serenely doing the cha-cha.

VO (CONT)

And Bob, his wife is cheating on him and he wants to kill her, but he believes he'd probably just end up shooting himself instead.

CUT - A bedroom, with bed centered in frame. Two ovals on the bed are squished into one another; the one at the back is facing us, grimacing in pleasure, beads of sweat pouring profusely from it. Sound of SQUEAKING. Under the bed hides a flattened "Bob", with a can't-bear-to-look expression on his face - but he's looking.

Another of the social ovals in the party, bouncing happily.

VO (CONT)

And here's Reginald, he hides the shameful secret of what he does every evening when he goes home.

CUT - "Reginald", in his archetypal apartment. He sits on the floor. He closes his eyes, and, in deep concentration, begins to shake and vibrate. His form is squeezed flatter and narrower, and suddenly he assumes the shape of...a perfect square! A smug, shameful smile crosses his reddened cheeks.

Back to the wide shot of the protagonist oval and the partying ovals. The protagonist oval is facing forward now, with a confused expression.

VO (CONT)

You see, many people are really "messed up" but are able to hide it through carefully practiced deceit. Did you ever wonder why they're all having so much fun?

Oval looks up expectantly.

VO (CONT)

Most of them are drunk!

Oval is surprised.

VO (CONT)

But alcohol may not be right for everyone.

Pull back to closing title shot with Vidreme logo centered at top as oval scoots timidly over to party. MUSIC takes on a hopeful, heroic tone.

VO (CONT)

It's a crazy world out there. Maybe you should take a pill.

QUICK FADE.

END.