

WILL HINES IN A
NATIONALLY AIRING COMMERCIAL

by Daniel Bell

FADE IN:

BLACKSCREEN:

SUPER:

"WILL HINES IN A NATIONALLY AIRING COMMERCIAL"

FADE IN:

INT. CLEAN HOUSE - DAY

We see a close up shot of a television playing the commercial with Gallager (fruit) and WILL. We see near the end of the commercial. We watch from the vantage point for five seconds. The camera then zooms out as it plays. The camera turns towards MAN who is off the the right watching on. He is pleased to see WILL in a commercial.

MAN

(excited)

This is great.

CUT TO:

INT. CLEAN HOUSE - LATER

We are zoomed into a youtube video (on a laptop). We see the the last few seconds of the last video in the play list. The page go to the next video. And of course before the video can begin we get an ad. It is the same ad with WILL but this time we see the very beginning of the ad. The camera then zooms out as a few seconds of it plays. The camera turns towards MAN whose head is off the the left of the frame.

MAN

(excited)

HA. There he is again. It is so weird to see someone you know pop up in a commercial.

I hope they don't play the hell out of this.

CUT TO:

INT. CLEAN HOUSE - EVENING

MAN is in another room. This room has a larger TV in it, and it is on. It is impressively large. Man walks past the TV. We see the the last few seconds of the last show. We see The Ad. It is the same ad with WILL. The camera then zooms out as a few seconds of it plays. The camera turns towards MAN.

MAN

(some of the shine has worn off)

Hasn't Gallagher had a ton of heart attacks.
Must be hurting for money.
Will plays annoyed and befuddled very well.

CUT TO:

INT. CLEAN HOUSE - LATER IN THE EVENING

Real quick series of shots where we see several youtube videos playing the ad as a preroll. With every video man gets more and more annoyed. We see clips here and there of the ad from spots in the ad we haven't previously seen. Not a whole lot, but enough that he just wishes that another ad would be thrown in. But at the same time, he is happy that WILL is getting so much airplay. Even good things lose their luster when they are overdone.

CUT TO:

INT. CLEAN HOUSE - LATE EVENING

Watching the end of the nightly news we see MAN relaxing and mentally preparing to power down and go to bed.

NEWS ANCHOR

...Local insane man is on the loose. May appear friendly but will end up sleeping on your couch and stealing your couch money.

The news ends and goes right into The Ad.
Well not right into it. Have you ever noticed how nightly news always has that

weird two second (feels like forever)
blackscreen pause before commercials?

The Ad begins.

MAN
(dismissive)

Ugh.

MAN quickly changes the channel. And then turns it off. The night is over.

MAN goes to get up from his couch.

Someone is in his house. There is moody music. But he doesn't notice.

We see the back of a man's head. Is this WILL HINES?

KEVIN HINES
(excited)

What's up boy!?

KEVIN HINES, WILL's brother scares the living poop out of MAN. MAN is panicked. KEVIN is smiling. If it weren't for this situation, it would be a nice smile. But KEVIN is nuts.

KEVIN HINES
(excited and aggressive)
Like what you see!? Boy, boy!

MAN
(scared)

Ahhh!

We see red stuff on KEVIN's shirt. MAN is worried. Did he kill his brother in a jealous rage? Is he his brother in disguise? The Brothers Hines do look similar.

KEVIN HINES
(excited and aggressive)
That is just a bit of jam!

MAN scrambles away and tries to flee he trips and hits the TV remote. The Ad comes on TV.

KEVIN HINES
(manic and aggressive)
GEICO! GEICO! GEICO!

MAN is on the floor. KEVIN is closing in on him. The commercial is menacingly on in the background. This is not good.

FADE OUT:

FADE IN:

EXT. UCB THEATRE - UNDER AWNING - SUNSET

MAN and WILL HINES are outside the UCBT. There is a line of improv students and fans along side the building. Like there always is.

WILL HINES

(sarcastic and dismissive)

Wow that is really great that you had that dream.

MAN

I thought you might like to hear about that.

WILL HINES

Kevin is the worst. I know because I grew up with him. I told you not to let him into your house. He steals your couch money and then he somehow seeps into your dreams.

MAN

I should have listened.

WILL HINES

I wouldn't let that guy into my house. We only perform together. We kicked him out of the family.

MAN

Did I hear that you were canceling tonights Stepfathers show?

WILL HINES

Yeah. I've got that commercial money now and

the commercial pus that comes with it.

I am only here to piss on the theatre.

MAN

(shocked)

That was quick (referring to how he has changed).

WILL HINES

(bragging about peeing)

I already did my thing on the stage and in the green room.

A loud beep is heard O.S. and WILL's mood changes. He is no longer interested about talking to lowly people like MAN. He has plans to do.

WILL HINES

Gallager and I are going to Vegas. Fuck this town and fuck you (he says to the improv students).

I am better than every single one of you.

And for the last time, perform to the height of your intelligence, you dumb "shitz".

Everyone is devastated. The students, MAN and even the theatre weeps. Geico has caused nothing but pain and suffering in the sketch/improv world.

He jogs off into the street. He meets up with GALLAGHER who is in a Mercedes Benz painted like a watermelon.

FADE TO BLACK: