

New Idea
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INT.- BOARD ROOM - DAY

A group of suits sit nervously at a conference desk. JOHNSON closes up a pointer

JOHNSON

And that is the end of my presentation

A stern BOSS stands up.

BOSS

I love it.

EMPLOYEE 1

But what if instead of a car, we use a plane.

BOSS

Brilliant!

EMPLOYEE 2

Brilliant!

EMPLOYEE 3

Brilliant!

JOHNSON

Thanks for the input but that kinda changes it. That has nothing to do with the commercial I have in mind for our product.

BOSS

Just brainstorming.

JOHNSON

Right.

BOSS

Continue

JOHNSON

So then we have the president walk in and he says ' I wouldn't expect anything but the best'

BOSS

Love it!

EMPLOYEE 1

But what instead of the president, what if we made it a hobo with a shotgun!

BOSS

Brilliant!

EMPLOYEE 2

Brilliant!

EMPLOYEE 3

Brilliant!

JOHNSON

That makes no sense!

EMPLOYEE 1

But what if he instead says something really offensive.

JOHNSON

To our customers?

BOSS

Brainstorming

JOHNSON

Right. So then the son and the father hug.

EMPLOYEE 2

But what if instead, what if we try to make the audience feel uncomfortable as possible

EMPLOYEE 3

Yeah. Like they can vomit on each other!

EMPLOYEE 1

And Pee!

EMPLOYEE

And poop!

JOHNSON

(sarcastic)

How about all three! An all out opulence of bodily fluid streaming out of every orifice!

silence.

BOSS
Brilliant!

EMPLOYEE 1
Brilliant!

EMPLOYEE 2
Brilliant!

EMPLOYEE 3
Brilliant!

Boss
This is going to be the best cereal commercial ever!

Fade to Black