

M&S Spoof Ad Sketch

By

Matt Fishwick

26th August 2011.

<http://ilovemattfishwick.com> matt@ilovemattfishwick.com

Title: M&S Spoof Ad v1.0 - 20110826

Written By: Matt Fishwick (<http://ilovemattfishwick.com>)

DARKNESS

GRAMS: The M&S food music theme begins to play.

A live, and clearly terrified, cow begins to fall from the top of the frame in slow motion as:

SEXY FEMALE VOICE OVER
This is not just a cow. This is a
prize winning Aberdeen Angus cow
terrified to perfection.

The cow has now fallen out of shot.

FX. THUD OF COW HITTING THE FLOOR.

FX. COW IN PAIN.

FX. BOLT GUN.

CUT TO:

A PLATE

A slowly revolving plate on which stands the bottom half of a burger bun.

SEXY FEMALE VOICE OVER
This is not just a burger, this is
a twenty four ounce Aberdeen Angus
burger...

The beef patty is placed on the bun by some well manicured female hands.

SEXY FEMALE VOICE OVER
Topped with melted Pepperjack
Cheese...

A piece of melted cheese is placed on the burger pile by the same hands. As the hands leave the frame it can be seen that the hands have a little melted cheese on the fingers.

SEXY FEMALE VOICE OVER
Cherry Tomatoes...

(CONTINUED)

Some sliced cherry tomatoes fall from the top of the frame from the manicured hands and land on the burger pile (though some do bounce off in a haphazard way)

SEXY FEMALE VOICE OVER
Dill pickles...

Some dill pickle fall on the burger pile and bounce off.

SEXY FEMALE VOICE OVER
And crispy bacon that's smokier
than my voice.

Crispy bacon is placed on the burger pile so that it stays where it is placed.

The manicured hand picks up a pickle and places it back on the burger pile.

SEXY FEMALE VOICE OVER
All served in a brioche bun.

The manicured hand places the last part of the burger bun on top of the pile.

There is still melted cheese on the woman's fingers. We follow her fingers upwards to:

CLOSE UP OF A WOMAN'S MOUTH

The woman begins to suggestively suck the cheese off her index finger.

SEXY FEMALE VOICE OVER
(moans slightly)

The woman stops sucking the cheese from her finger.

SEXY FEMALE VOICE OVER
This isn't just any woman...

A beat.

The camera pulls back a little to reveal (tight shot on face):

SEXY FEMALE VOICE OVER
This is nineteen ninety two British
Olympic four hundred metre hurdles
Gold Medalist Sally Gunnell...

The camera pulls back all the way to reveal:

(CONTINUED)

SEXY FEMALE VOICE OVER
...dressed as a life size chocolate
bar.

CUT TO:

A RUNNING TRACK

Sally Gunnell, dressed as a life size chocolate bar, with
burger and plate in hand shows it to someone off camera and
then begins to run away around the running track.

Into frame walks a FAT MAN. He wants the burger. He begins
to jog after Sally Gunnell and the burger.

The FAT MAN jogs a few steps and then collapses on the
ground.

SEXY FEMALE VOICE OVER
This isn't just anyone's terrible
idea to tackle obesity...

Two PARAMEDICS rush to the FAT MAN and begin to give him
CPR.

SEXY FEMALE VOICE OVER
This is your government's terrible
idea to tackle obesity.

SUPER: DEPARTMENT OF HEALTH LOGO

In the background one of the Paramedics shakes his fists at
the sky as:

PARAMEDIC
(very very feint)
No!

While at the same time, the other Paramedic shakes his head
and puts his jacket over the head of the FAT MAN.

END SKETCH.