

LUNEX DIRECT AD 1: "THE SHAKE DOWN"

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EXT. QUAINT HOME. DAY.

Establishing shot of an "American Dream" picturesque bungalow.

INT. QUAINT HOME. CONTINUOUS.

A YOUNG COUPLE - HUSBAND & WIFE(20-30s) are unpacking MOVING BOXES when they hear...

A RING at door bell. The Husband answers the door to reveal...

INT/EXT. FRONT PORCH. CONTINUOUS.

A MOBSTER(50-60s) in a suit. This character is a caricature of any mobster you have ever seen in pop culture.

MOBSTER
How ya doin'? New to the neighborhood?

HUSBAND
(confused)
Um, yeah?

The WIFE appears at the door behind her husband.

MOBSTER
I run ya local power supply company
and you's two are gonna have to
start paying me a little somethin'
somethin' from now on.

WIFE
But, why?

MOBSTER
You tryna be a wise guy?

HUSBAND
But we never called you.
(to his wife)
Did we?

MOBSTER
Listen, heres your monthly bill.
This is what you owe me. Plain and simple, capiche?

He hands them their contract. The couple eyes the amount. They're gob smacked by it.

WIFE
Is it always this much?

MOBSTER
Sometimes it goes up, but hey,
waddaya gonna do?

Just when it seems all is lost. Our hero, LUKE from LUNEX
DIRECT steps on the porch.

LUKE
Hey, guys!

MOBSTER
(re: Luke)
Ah, not this joker again.

LUKE
I can take it from here.
(re: the young couple)
With Lunex Direct you never have to
worry about dealing with
(gestures to the mobster)

MOBSTER
You talking to me?

Luke looks at the mobster - a brief glance. Then goes back to
the young couple.

WIFE
How does it work?

LUKE
Easy! I'll show ya.

Luke pulls out his MOBILE DEVICE. The mobster realizes he's
lost out to Luke again. He steps off the porch and takes his
leave.

MOBSTER
You keep this up you'll be sleeping
with the fishes!

LUKE
All you have to do is sign up on
our easy to use app from your
mobile device, select the panels
you want, and we'll deliver and
install them.

MAN
Wow, that is easy.

LUKE

And, compared to our other competitors, who charge between three-fifty to four dollars a watt, we charge around two dollars a watt. It comes out to forty percent less than the cost of traditional solar, which means our customers save up to ten thousand dollars!

WIFE

That sounds amazing!

EXT. ROOF OF HOME. CONTINUOUS.

An overhead drone shot of the house getting solar panels installed.

LUKE (V.O.)

With Lunex Direct you'll take back control of your power bill and since we are licensed installers, who guarantee products up to 25 years and do all things in house, you'll never have to deal with third party contractors again.

EXT. BACKYARD BBQ. DAY.

Luke, in an apron, grills up hot dogs and burgers for the neighborhood BBQ. The young couple are so excited about their opportunity to save with Lunex Direct that they share it with their NEIGHBOR.

NEIGHBOR

So, you always know what your bill is going to look like, and you can build your system right from your phone?

WIFE

That's right. We saved tons, with Lunex Direct.

From across the party we hear...

MOBSTER (V.O.)

Hey, ya'll having a party without me?

The mobster through the gate with a shirt that says "PAY UP!". Over it a floral shirt. He's trying to get back in the good graces of the neighborhood.

NEIGHBOR

Ah, not this guy, again.

MOBSTER

What? Ya'll aren't excited to see
me!?

The mobster feels the party turn on him. He's unwelcome.

MOBSTER (CONT'D)

Fine! I don't need you! You need
me!

The mobster takes his leave, with his attention focused on the neighbors, he turns and steps RIGHT INTO THE POOL. He falls into it in a clumsy/comical manner.

NIEGHBOR

(to the young couple)
Yeah, I'm going to have to start
using Lunex Direct.

EXT. BACKYARD. DAY.

Luke still works the grill but this time he addresses the camera and the audience at home. The party continues to play out in the background.

LUKE

So what are you waiting for? Check out our website and get an instant quote to get the quality energy supply and savings you deserve! Because with Lunex Direct, you're in charge.