

LUNEX DIRECT AD 1: "THE SHAKE DOWN"

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EXT. QUAIN T HOME. DAY.

Establishing shot of an "American Dream" picturesque bungalow.

INT. QUAIN T 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.