

"ROYAL GUARD"

spec GEICO commercial

by

Barry Katz

BKatzFreelance@gmail.com

FADE IN:

**EXT. BUCKINGHAM PALACE - LONDON - DAY**

A ROYAL GUARD stands stoically in front of the monarch's residence. PEDESTRIANS marvel at his unbreakable demeanor.

An obnoxious and colorfully dressed TOURIST tries feverishly to make the guard flinch.

**SERIES OF SHOTS**

A) The tourist jumps around like a buffoon while flashing a disturbing array of not-so-funny faces at the guard.

B) The tourist attempts to breakdance with ghetto blaster in tow. *"Is this guy for real?"* He tries to spin on his head, but can't stay vertical for more than a millisecond.

C) The tourist proudly displays an entire bulb of garlic. He peels and ingests each clove, takes a deep breath, then vigorously exhales into the guard's nose.

NARRATOR (V.O.)

If you're a Royal Guard, you ignore people. It's what you do.

**INSERT - SMART PHONE, which reads:** "GEICO. You could save 15% or more."

NARRATOR (V.O.) (CONT'D)

If you want to save fifteen percent or more on car insurance, you switch to GEICO. It's what you do.

The tourist attempts to juggle chainsaws. A WOMAN walks by with a GREAT DANE who proudly wears a flashy GEICO dog collar. The dog lifts its leg on the tourist. The Royal Guard cracks a weak smile.

FADE OUT.