

STEPHEN DORFF BLU E-CIG COMMERCIAL

"The Modern Smoker"

Written by

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FADE IN:

INT. HOTEL - LOBBY - NIGHT

Ding. An elevator door opens.

CU: STEPHEN DORFF (40), immaculately groomed, as he steps out of the elevator.

DORFF

They're mild, they're smooth. They  
cure your scratchy throat.

(Scoffs)

Cigarettes are healthy for ya.

Dorff steps lively through the lobby.

DORFF

This ain't the 1950s anymore. It's  
time to stop believing the lie.

Dorff holds up a pack of Blu E-cigs.

DORFF

It's time for Blu E-cigs. The  
modern cigarette for the modern  
smoker.

Dorff stops at the hotel's front door.

DORFF

It's got none of the harmful side  
effects of cigarettes and it's  
fully customizable. Best of all, it  
won't drain your wallet whenever  
you want a fix.

Dorff bursts through the door.

EXT. HOTEL

A set of car keys flies straight at Dorff who snatches them out of the air.

Dorff is dressed in a red velvet vest and black slacks. He jogs towards a yellow 2014 Corvette convertible.

RICH MAN (O.S.)

Take care of my baby.

Dorff turns to the impeccably-dressed RICH MAN (mid 50s).

DORFF  
Just like it was my own.

RICH MAN  
Good man.

Dorff hops inside the Corvette, rolls down the window.

DORFF  
Come on, guys, toss out those old  
cigarettes. It's time to get modern  
with Blu E-cigs.

Dorff puts the Blu in his mouth, takes a drag. The tires  
squeal on the pavement as Dorff peels out.

The Corvette speeds away, weaving in and out of traffic.

INSERT:           BLU E-CIGS LOGO

FADE OUT.