

King of Crocs

a.k.a

John Eden's Croc Emporium:
Warehouse Fire!

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Premise: An low-budget local commercial for a man's Croc warehouse/emporium.

EXT. CROCS WAREHOUSE - FAÇADE - DAY

The camera starts rolling on a dishevelled older man, 40s, for about a second before he realizes he's being filmed. JOHN EDEN turns to camera with a put-on smile.

JOHN

Hello and good afternoon to you.
My name is Jooooooooohn Eden and
there is only one thing I love
in life. That's right! Life holds
no meaning for me beyond the
purchase, distribution, and
sale in bulk of America's #1
rubber, hole-filled footwear.
Can you guess what it is?

Beat.

JOHN (CONT'D)

(aggressive)

Guess.

(then)

That's right! You nailed it.
It's crocs. Very smart, very
good. It's the only thing I
could ever love, and here's
why you can too!

John points at the sign on the building: *JOHN EDEN'S CROC
EMPERORIUM / WAREHOUSE.*

JOHN

Everything must go! Please.
You hear me? I am sinking
into debt and each day the
struggle worsens.

(laughs)

But enough about me, you're
here for the Crocs probably!

He gives a badly-acted, overly-theatrical 'follow me' gesture.

Small beat.

JOHN

Come on down!

Hold for 1 second too long before Cutting To:

INT. CROCS WAREHOUSE FLOOR - DAY

JOHN

Just like they say on MTV's *The Real World*, this is where the magic happens. We've got all styles and size ready to fly from the shelves. The only thing missing is *you*.

John points to camera.

Cut to:

Wide angle. John, arms wide.

JOHN

(shouting)

Here is for shoes like Mecca is to Islam! Family Fun all around.

Cut to:

Medium close-up.

JOHN

And with Crocs on your hands or feet, you can do it all! Like this:

Cut to:

<https://www.youtube.com/watch?v=2NL2lRw1Dbw>

[Alternates: 1) <https://www.youtube.com/watch?v=bOuK0y8MKhw>,
2) <https://www.youtube.com/watch?v=jHz2Wz-HK6I>]

Cut back:

JOHN

Or this!

Cut to:

<https://www.youtube.com/watch?v=NP7bicZMR68>

Cut back:

JOHN

Or even--

Cut to:

<https://www.youtube.com/watch?v=-nyZSxmNiI>

Cut to:

EXT. CROC WAREHOUSE - FAÇADE - DAY

JOHN

And the best part is that
EVERYTHING! MUST! GO!
That's right, I am in the
midst of an extended legal
battle with my late wife's
estate, and I'm passing the
savings on to you.

John points at the camera again.

JOHN

And if you're not 100% satisfied
with your new pair of pups, you
can come on over and take a shit
in my house.

A '100% guarantee' logo sticker appears in the bottom-right
corner of the screen.

JOHN

But don't take my word for it.

Fade in:

EXT. URBAN STREET CORNER - AFTERNOON

Man-on-the-street interview segment with several clearly
unprepared pedestrians.

The mic tries to follow a businessman walking quickly down the block, who completely ignores the attempt. Doesn't notice at all.

Cut to:

OLD SPANISH MAN
John(?) es... es el número uno
en esta industria.

He gives a big cheesin' smile and thumbs-up. Then, a nervous look off-camera.

Cut to:

OLD WOMAN
These are crocs.
(nervous laugh)

Cut to:

EXT. CROCS WAREHOUSE - ROOF - EVENING

JOHN
So if you've got questions, I've
got Crocs. Take a look and we'll
both enjoy! Act fast while the
sale is now.

Pan Left:

A semi-inflated wacky waving tube man limply flapping in the wind. (Basically, re-create the plastic bag shot from *American Beauty*.)

Slow Fade to Black.

END