

Un-aired Shoppers Ad

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Premise: A 60-second advertisement for Canadian drug store chain Shoppers Drug Mart. We hear from real customers about why they love Shoppers. Fade in straight-to-camera interviews over stock footage.

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NARRATOR (VO)

We wanted to know why Canadians love Shoppers Drug Mart. So we asked.

Fade in:

Stock footage of people outside Shoppers Drug Mart, on the street, etc.

MILLENNIAL 1

Why do I love Shoppers Drug Mart?
Because it always has what I need.

Fade in:

MILLENNIAL 2

I love Shoppers because it's there.

Fade in:

MILLENNIAL 3

I love Shoppers because it's free.

Fade in:

THRIFTY LADY

It's no contest. If I have to choose between paying for a week's worth of goods and Shoppers Drug Mart, you know where I'll be.

Fade in:

MIDDLE-AGED MAN

My mother hurt her hip real bad. For months, I struggled to keep up, pay the bills. Then my niece told me about Shoppers, where I could get all that shit for free. My mom and I have never looked back.

WHOLESOME GUY

I was like "For free?"

Fade in:

WHOLESOME LADY

For free?

She makes a "can you believe this?" face.

Fade in:

CHATTY LADY

I said "Are you fucking kidding me,
for free?" Then I started looting,
because to me, that was the tipping
point for the collapse of urbane society.

The camera zooms out to reveal she's holding a ton of stolen stuff.

Fade in:

ECONOMICS PROFESSOR

(sobbing)

I just don't understand.

Fade in:

PASSIONATE HOBO

(yelling)

I don't give a goddamn.

Fade in:

EXECUTIVE

Like it? I love it.

Fade out:

More cheesy stock footage.

NARRATOR (VO)

Shoppers Drug Mart. Everything is
literally free.

END