

INFOMERCIAL

Written by

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INT. OFFICE - DAY/NIGHT

A man (CLYDE) sits at a desk, visibly and exaggeratingly upset with a stack of papers.

An instrumental similar to "FANCY" by Drake plays in the background, but grinds to a halt at "frustration" on screen.

NARRATOR (V.O.)
Have you ever been so frustrated,
you just can't put it into words?

CUT TO:

INT. MOVIE THEATER - DAY/NIGHT

A group of people in a theater. One man (HORTON) is visibly more excited than the rest, but suddenly frowns as he looks around at a stoic audience.

NARRATOR (V.O.)
Or at a movie that the audience
just can't seem to get excited for?

PERSON IN BACKGROUND
(Almost muffled)
... It's definitely cancer...

CUT TO:

INT. OFFICE - DAY/NIGHT

A button appears on the desk in front of CLYDE. It looks like the Staples "Easy" button, but has wraparound sunglasses in front of it, and sits on top of a pair of Nikes.

NARRATOR (V.O.)
Introducing the SWIZZ BEATS BUZZER
BUTTON! Just one tap, and SWIZZ
BEATS himself will put into words
what you can't!

CLYDE taps the button, which lets out a recorded phrase.

SWIZZ BEATS BUTTON
(in Swizz Beats' voice)
GODDAMNIT!

CLYDE smiles at the SWIZZ BEATS BUZZER BUTTON (SBBB), then flashes a big thumbs up at the camera.

CUT TO:

INT. MOVIE THEATER - DAY/NIGHT

A SBBB appears on top of SCIEL'S popcorn, spilling all over him. He smashes the button.

SWIZZ BEATS BUTTON
SHOWTIME!

The people around SCIEL look visibly annoyed.

SCIEL
(Loudly whispering, to
camera)
Thanks Swizz Beats!

An USHER walks over with a pen-flashlight and begins to give SCIEL a warning.

USHER
(Low voice, whiny,
quickly)
Ma'am, we're going to need to ask
that you watch the volume, we've
gotten—

CUT TO:

INT. RESTAURANT - DAY

A waiter (HORTON) approaches a table at a restaurant. His conversation with the customer(s) at the table is inaudible.

NARRATOR (V.O.)
Sometimes, you just need someone
who can't say what you can when
life throws a nasty surprise your
way.

HORTON sees the receipt, and a large "0" above the "tip" line. He shrugs in an exaggerated way, frowning, and pulls an SBBB out of his apron pocket.

SWIZZ BEATS
(From recording)
In life, we gotta face our poisons
in order to poise on.

The CUSTOMER, who is still within earshot and walking away, whips around.

CUSTOMER
(Angrily)
Poison?! What the fu—

I/E - PRODUCT DISPLAY - N/A

The SBBB is displayed with a phone number at the bottom of a screen.

NARRATOR (V.O.)

This offer won't last forever- call
now and order yours!

(rapidly, added on)

Alicia Keys not included.

CUT TO BLACK

CREDITS