

COMMERCIAL IDEAS FOR HARLAN CABINETS

Harlan Woodworking - Created 2/99

:30 Second TV

Version One

FADE IN on an ordinary Magician, outfitted in black hat and cape, up on a wide stage. He does two spectacular tricks very fast. First, we SEE his hand as it pulls a large ostrich out of a typical Magician's hat. Next, we SEE a stationary lion beside a tiny cage. After some CLOSE-UPS of the Magician grimacing, coupled with squeaking NOISES and the SOUND of the lion roaring, we SEE the lion's tail sticking out of the fur-packed cage. INTERCUT with him are shots of the audience, twenty or so bored looking individuals scattered about a medium-sized auditorium.

Finally, his assistant wheels out the last trick: a large velvet-covered object. The Magician stands next to it, holding the sheet in both hands, and whisks away the covering. We SEE the reaction in the faces of the crowd, all now fascinated, clapping and cheering.

The Magician bows left and right. FADE TO a black screen with the words "See Our Latest Marvel At The Coliseum, February XX. You Will Be Amazed!" in white, together with the Harlan logo, appear SUPER on the black screen.

CUT TO the Magician, who craftily holds up a crosscut saw (supposedly to cut the unseen object in half). We SEE the audience go wild in sudden anger. CLOSE UP of studied confusion registering on the Magician's face.

Version Two

We SEE a Determined Man waiting calmly for a bus. The bus pulls up and he gets on, and finds a seat behind the Driver. A Little Old Lady beside him, calmly knitting, asks politely, "Where ya headin,' deary?"

"I'm going to the Coliseum. Gonna see the new Adult Toy Box!" Cut to the Driver, looking up in the mirror, overhearing, interested. A Young Couple behind the Determined Man says, "Ooooh, that sounds exciting! What is it?"

"Oh, you've got to see it!" is the Man's energetic response.

"Eh, the Coliseum's the other direction!" laughs One Construction Worker, his lunch across his lap, sitting across the aisle. A Second Construction Worker, also eating, laughs too.

The Driver hits a button, and an overhead light flashes, "Hold On! Evasive Maneuvers!" Suddenly the Driver swings the bus into a hard U-turn, throwing the riders into chaos. The Old Lady's knitting goes one way, the lunches go another. From the outside, we SEE the bus straighten out, just as it passes a green direction sign with the words "Coliseum Straight Ahead."

Inside the bus, the Driver smiles, and the Determined Man holds up a sandwich from one of the Construction Workers. The Man glances at the Old Lady, her hat askew, just recovering from the hard turn. "Mmmm, bologna and cheese. My favorite!" he says.

Quick FADE to black, and the words "Rush On Down To The Coliseum For A Peek At The New Adult Toy Box, February XX" with the Harlan logo appear SUPER on the black screen.

The last shot is of the First Construction Worker, holding up a large deli pickle with two knitting needles stuck into it. The Second Construction Worker comments meaningfully, "Ouch!"

Version Three

A Young Man, apparently a farm worker from his bib overalls and straw hat, goes up to his Parents. "Mom, Dad – I'm off to seek my future in the big city," he says solemnly. The Mother breaks down in tears, while the Father bites his lip and pats him on the back.

We see the Young Man, an old suitcase in hand, waving from the bus stop. Mother waves a hankie, Father holds up a single hand.

Inside the bus, a dozen or so Riders look up at him (including one woman in a gorgeous red dress). The Young Man asks the Driver, in a shy, halting voice, "Does this bus go to the Coliseum?"

"Why, yes it does," the Driver kindly replies.

"Hooeeeeee!" the Young Man cries out in reply. Suddenly, he throws open his suitcase and begins tossing clothes everywhere. The Riders look a little concerned, as a shirt lands on one Man's head, a pair of pants in an Old Lady's lap. We now see the Young Man in a fancy outfit, yellow sport coat and sky-blue neckerchief, slide into the seat next to the Woman In Red. He says smoothly, "I'm heading down to see the new Adult Toy Box." Leaning over, he adds suggestively, "Wanna come along?"

Quick fade to black. We HEAR a slap, while the words “See The New Adult Toy Box At The Coliseum, February XX. Come Alone Or Bring A Friend.” and the Harlan logo appear SUPER on the black screen.

The last shot is of the Young Man, a bright red mark across his cheek. He recovers his poise and tries again with the words, “I’ve got a tractor and two horses?” Another FADE to black, another SLAP, and we HEAR him say “Hey, what was that for?”

Version Four

WIDE SHOT, ZOOM IN as a wife walks her husband up to a large covered object in their living room. “All right honey, just stand right here.”

“Okay, okay, what is it?” he asks impatiently.

“Ready? Voila!” she yells, as she snatches the sheet away from the object. As with the Magician, we don’t see the object, but we do SEE the reaction on the Husband’s face. He looks surprised and pleased, and his eyes try to take it all in.

“Wow, honey, it’s great! Where’d you get it?” he puts an arm around her while he studies the object appreciatively.

“I got it at the Coliseum. Isn’t it beautiful? And think of all the great stuff we can put in it!”

“Thanks, honey. I love it!”

Quick FADE to black, and the words “Pretend It’s Her Idea When She Brings Home The New Adult Toy Box. February XX At The Coliseum.” and the Harlan logo appear SUPER on the black screen.

The last shot is of the Husband and wife in another WIDE SHOT, arms around each other, contemplating their new addition. The Wife says, “Next week, we’ll get you something special.” CLOSE UP of the Husband as his eyes widen and he smiles knowingly.

ALTERNATE ENDING:

Instead of the last line, the Wife says, “Now honey, there’s another addition to our household I need to tell you about.” CLOSE UP of the Husband’s smiling expression freezing into one of sudden concern.

Version Five

We SEE two kids playing with their toys in the den, when OFF CAMERA, one mother CALLS out, “Johnny! You and Billy put your toys away. It’s time for dinner!”

“Okay!” Johnny calls back. The two start piling toys into a toy box, and Johnny closes the lid. We FOLLOW the boys as they walk through the house, into a long hallway.

“Boy, you got a lot of neat toys, Johnny,” Billy says.

“Yeah. Guess I’m kinda lucky.”

Still FOLLOWING, the two exit a hallway and enter the living room. Billy looks off to his right, and halts in his tracks. CUT to a CAMERA POV, with Billy staring wide-eyed right into the camera. “Wow! What’s that?” he cries out, totally amazed.

Beside him, Johnny smiles wistfully. “That’s my dad’s toy box.”

Quick FADE to black, and the words “What Kind Of Toys Will You Put In Your Adult Toy Box?. February XX At The Coliseum.” and the Harlan logo appear SUPER on the black screen.