

CLIENT: Anheuser Busch
PRODUCT: Budweiser
WRITER: Mark Latragna
LENGTH: 30

BOSS: Johnson, I need that thirty-page memo on my desk in ten minutes!

SFX: OFFICE PHONE RINGS

SECRETARY: Mr. Johnson, I could not print out those memos for you because the printer is broken.

SFX: CELL PHONE RINGS

JOHNSON: Hello?

GIRLFRIEND: Mike, I don't think it's working out between us. It's not you. It's me.

SFX: JOHNSON SIGHS

JOHNSON: Thank God it's Friday.

SFX: GLASS FILLING WITH BEER.

ANNOUNCER: Rough day at work? Nothing a tall glass of icy cold Budweiser can't take care of.

SFX: BAR NOISE

STRANGER: Excuse me.

SFX: GLASS SHATTERING

JOHNSON: Son-of-a...

ANNOUNCER: Budweiser, the true American beer, helping...well trying to help ever American get through their workweek.