

New CS-40 Advert Idea...

<Background info>: I'm basing this one on the latest Cillit Bang advert (the one where Barry Scott knocks on some random woman's door, invites himself in, then tells her how to clean her floor – keeping her daughter's white socks clean!)

If the project ever goes ahead, this is what I hope the production should go like:

fade

Scene: We are in someone's living room, the camera is facing the subject, who is sitting at his/her coffee table on a sofa with his/her feet up, the floor is laminate.. If the subject is male, he will be wearing nothing but a vest, shorts, and will be in bare feet, which are almost totally covered in muck (taking a dirty floor to the extreme as it's a parody).. On the other hand, if the subject is female, she will be sensibly dressed but the most important thing to notice is the fact she is wearing white socks, which once again, are grubby to the extreme!

Ambient Noise: **Door bell**

Subject gets up and walks to the door; camera follows him/her, as the door is being opened, the Cheesy music starts to play, and the subject gets a surprised look when he/she sees "Chris Wright" on the other side of the door

Chris: HI, I'M CHRISTOPHER WRIGHT! *(walks in, uninvited, looks at floor)*
THIS FLOOR IS FILTHY, YOU SHOULD TRY NEW CS-40, WALL AND FLOOR CLEANER.

Subject: What are you doing in my house?

Chris: *(still shouting)* JUST LOOK HOW A LITTLE BIT OF NEW CS-40, WALL AND FLOOR, IN A BUCKET OF WATER, BUSTS THROUGH THIS DIRT!

Mops the floor in a straight line, clearly showing a difference!

Chris: GOOD AS NEW, THANKS TO CS-40 WALL AND FLOOR!

Subject: I'm calling the police! *(takes out mobile phone)*

Cut scene to the bathroom

Chris: CS-40 WALL AND FLOOR ALSO WORKS IN YOUR BATHROOM, CUTTING THROUGH LIME SCALE.

Another cut scene showing Chris cleaning glass shower door

Subject: *(on the phone)* yes, I'd like to report a strange man who's in my house, I think he's high!

Cut scene back to living room, police sirens in the background.

Chris: NO JOB IS TOO TOUGH FOR CS-40 WALL AND FLOOR!

Police run into the room

Policeman: We have you surrounded, you're under..... wow this floor is SO clean! We'll need to take this (*grabs CS-40 bottle*) for evidence!

Subject looks shocked!

Cut to shot of the CS-40 range

Chris: YOUR SURFACES LOOK GOOD AS NEW THANKS TO NEW CS-40 WALL AND FLOOR!

Cut back to the living room scene

Policeman: (*looking at Chris*) Thanks Chris!

It has been suggested there should be an alternative ending:

Police run into the room

Policeman: We have you surrounded, you're under arrest..... wow this floor is SO clean! We'll also need to take this (*grabs CS-40 bottle*) for evidence!

Subject looks shocked!

Cut to shot of the CS-40 range

Chris: YOUR SURFACES LOOK GOOD AS NEW THANKS TO NEW CS-40 WALL AND FLOOR!

Cut back to the living room scene

Chris: (*pulled out by police*)CS-40!

ALSO:

Also, another side note.. during development of the “First Chem” production, James suggested saying that CS-40 was made by “First Chem”. So possibly the First Chem logo should be shown in the bottom corner at the end.