

Cool Breeze –
A gender-neutral fragrance.

Script written and devised by Claire Huckle

We see our character smartly dressed in a crisp white shirt. Looking like they are preparing for an interview, they sit at a bus stop waiting for their bus. Carrying a briefcase in one hand, and their immaculate looking CV in the other. They look professional and ready to impress.

The character practices their hand shake along with their greeting in different ways, for example:

“Great to meet you”, “Hello, pleasure to meet you” etc.

Note that the candidate can improvise up to three greetings of their choice.

They suddenly see the bus arriving, and show a mixture of apprehension and confidence. They stand and wave the bus down on the curb.

To their horror the bus pulls up and splashes them from head to toe in a muddy puddle.

Shocked and soaking. They reluctantly wave the bus on, and sit back down. Panicked and upset they seem to have lost all confidence. Note that the candidate can include dialogue here, if desired.

They then have a brain wave; they smile and open their briefcase. We watch them pull out a trendy blue bottle and spray themselves with the gender-neutral fragrance Cool Breeze. They breathe a sigh of relief and we watch them relax. They smell gorgeous.

The next bus arrives and they wave it down in a confident and relaxed manner.

*(The final written slogan in this commercial would be
“Cool Breeze. Keeping you cool in every situation”.)*