

PAUL MILLER'S - 60 SECOND AD

OPEN ON: A COUPLE (CECILY AND TARAN) SITTING IN A BOOTH AT A DINER TYPE OF RESTAURANT. OTHER COUPLES AND PEOPLE ARE SEATED AROUND THEM AND A WAITRESS OR TWO ARE BUSY MOVING ABOUT SERVING EVERYONE. PEOPLE LOOK FRUSTRATED. A MAN BEHIND CECILY AND TARAN BEGINS TO SHOUT AT THE WAITRESS.

RANDOM MAN

Miss this isn't even what I ordered. I've been waiting 30 minutes already.

CECILY

Lucky him, at least he got something. No one's even been by to take our order.

TARAN

Let's get out of here, I know a place we can go.

TARAN STANDS UP AS DOES CECILY. HE TAKES HER HAND AND THEY BEGIN TO WALK AWAY.

CUT TO: THE INTERIOR OF A DOWN HOME COUNTRY RESTAURANT (THINK A CRACKER BARREL TYPE OF JOINT). THERE ARE SMILES ALL AROUND, INCLUDING ON CECILY AND TARAN AS THEY WALK IN AND HAVE A SEAT IN A BOOTH. A WAITER WALKS UP TO THEM WITH A COFFEE POT IN HAND.

WAITER

Welcome to Paul Miller's. Care for some coffee?

CECILY

Why yes thank you so much.

CUT TO: THE TABLE AS THE WAITER STARTS TO POUR OUT THE COFFEE INTO RATHER LARGE MUGS.

CUT TO: CECILY WITH A SURPRISED BUT PLEASANT LOOK ON HER FACE.

CECILY (cont)

That is a big cup of coffee.

CUT TO: TARAN SMILING, LOOKING RATHER HAPPY WITH HIMSELF.

TARAN

The portions here are great.

WAITER

Can I tell you about our specials today?

TARAN

Please.

WAITRESS

Well today we are featuring our Pigs of Three Nations burger.

CECILY

Three nations?

WAITER

Yes ma'am. First we start with...

AS THE WAITER BEGINS TO DESCRIBE THE BURGER THE SCREEN WILL SHOW A VISUAL OF THE BURGER BEING BUILT FROM SCRATCH.

WAITER (cont)

...a fresh baked pretzel roll. Next we add our hand pressed one pound Miller Burger, made with grade A ground sirloin. Then we place a slice of pure Wisconsin cheddar on top, followed by the best part of all. The pigs of three nations. A thick cut slice of Canadian Bacon, four strips of hickory smoked American Bacon, and last but not least a big ole slice of imported Irish Bacon.

CUT TO: CECILY REACTING HAPPILY TO THE DESCRIPTION

CECILY

That sounds amazing.

WAITER

Well hold on their young lady, I'm not done yet.

CUT TO: A VISUAL OF THE BURGER AGAIN AS THE WAITER CONTINUES HIS DESCRIPTION.

WAITER

To give it even more of an international flavor, we put on slices of imported swiss and smoked gouda cheeses before topping it with Paul's signature sauce and serving it to you.

CUT TO: TARAN, WHO IS EXCITEDLY WAITING TO ORDER.

TARAN

We'll take two!

THE WAITER SMILES AND WALKS AWAY. TARAN AND CECILY ARE LEFT AT THE TABLE SMILING AS WELL.

CUT TO: THE MEAL IS NOW FINISHED. TARAN AND CECILY ARE LOUNGING BACK IN THE BOOTH, COMPLETELY STUFFED, WITH MESSY FACES, NAPKINS STREWN ALL OVER, BUT MOSTLY EMPTY PLATES, MINUS A FEW SCRAPS. THE WAITER WALKS UP TO THE TABLE. HE IS SMILING TOO.

WAITER

So how was it?

TARAN

Amazing. We're stuffed.

WAITER

Well I hope you left some room for dessert.

CECILY

Actually, we'll just take...

THE WAITER CUTS HER OFF AND STARTS DESCRIBING THE DESSERT. AS THAT HAPPENS WE CUT TO A VISUAL OF THE DESSERT BEING BUILT.

WAITER

Our dessert of the day is the Ooey-Gooey Fresh and Chewy. Inside a waffle cone bowl, we pop in a fresh Paul Miller's cinnamon roll. Then we pile on two scoops each of vanilla, chocolate and strawberry ice cream, hot fudge, caramel sauce and Mrs. Miller's homemade cinnamon-sugar frosting. Top it with a cherry and some fresh whipped cream and it's all ready for you to enjoy.

CUT TO: AN OVERLY HAPPY TARAN, WHO STILL LOOKS DISHEVEILED FROM EATING THE BURGER EARILER.

TARAN

I think we could split one.

THE WAITER SMILES AND WALKS AWAY. TARAN AND CECILY START TO SIT UP GETTING READY TO EAT ONCE AGAIN.

CUT TO: AN ART CARD OF THE OUTSIDE OF THE RESTAURANT WITH ITS
SIGN IN THE BACKGROUND.

ANNOUNCER

Paul Miller's. Feeding you like family.
If you're family is trying to kill you.