

TITLE: EPISODE: III. v
MEDIUM/LENGTH: VIDEO/:60
PAGE: 1 OF 3

VISUAL: EXT. MULTI-STORY STUCTURE – NIGHT

VISUAL: A reproduction of the Jedi Temple.

VISUAL: An unlit neon light in the building’s picture window spells out: “JEDI MUSEUM”

VISUAL: The structure next door looks like the Death Star under construction – like the one from *Return of the Jedi*.

VISUAL: INT. JEDI MUSEUM – NIGHT

VISUAL: Dressed as a Jedi Master, M&M BLUE flips over and slashes down with his green lightsaber at the top of Darth Vader’s helmet. DARTH VADER blocks the blow.

VISUAL: Vader counters by SLICING through Blue’s lightsaber hilt – in the middle between the sword and the grip.

VISUAL: The two pieces of the now-dismantled lightsaber crash to the floor.

DARTH
VADER: Where are the plans for the Sith Museum?!

VISUAL: Blue and M&M RED, also dressed as a Jedi Master, look at each other and shrug.

VISUAL: Red (his lightsaber harnessed) reaches out with his hand and the Force...

M&M RED: (mimicking Obi-wan, sans accent) Blue, use the Fork.

VISUAL: Blue looks in the direction that Red’s hand faces. Blue sees two dinner fork arms from a downed, dismantled 12”-Droid.

VISUAL: Blue races to the Droid...

VISUAL: ...grabs a fork.

VISUAL: Flings it into the side of Vader’s helmet.

VISUAL: Blue does the same with the other fork.

VISUAL: Vader folds his arms in disgust.

TITLE: EPISODE: III. v
MEDIUM/LENGTH: VIDEO/:60
PAGE: 2 OF 3

RED: (mimicking Obi-wan, sans accent) Use the Fork, Blue.

VISUAL: Again, Red reaches out with his hand towards the serving forks.

VISUAL: Blue grabs them.

VISUAL: Red runs, with the serving forks, around Vader.

VISUAL: As Vader stays in place tapping his foot impatiently, Red is the one to get dizzy and crashes into an R2D2 garbage can, which falls over along with Red.

VISUAL: Blue tries to pry off Vader's mask with the combined serving forks, which break.

VISUAL: Vader taps his foot impatiently and sighs.

RED: Blue. Bluuuue.

VISUAL: Once more, Red reaches out with his hand.

VISUAL: Blue sees the tuning fork on top of the piano.

VISUAL: Red tries to get up, but falls over.

VISUAL: Blue grabs and fires the tuning fork at Vader, hitting one of the dinner forks in his helmet.

VISUAL: The dinner forks VIBRATE in SLOOOOW MOOOOTION.

VISUAL: Vader's mask and helmet crumble apart – the breathing apparatus and lightsabers falling to the floor... revealing Vader as: MS. BROWN M&M.

RED: (into camera) Now that's scary.

VISUAL: Red picks up the red and green lightsabers as Blue picks up Vader's breathing apparatus.

MS. BROWN: If you only knew –

VISUAL: Ms. Brown M&M grabs the breathing apparatus from Blue, puts it to her mouth, and once again sounds like Darth Vader:

TITLE: EPISODE: III. v
MEDIUM/LENGTH: VIDEO/:60
PAGE: 3 OF 3

MS. BROWN: If you only knew the power of Dark chocolate M&Ms.

VISUAL: Blue touches four buttons on the Darth Vader costume as if opening a bank vault lock.

SFX: Chamber decompressing.

VISUAL: The suit opens revealing that Ms. Brown stands on GREEN M&M's shoulders. Considering the weight she carries, Green looks refreshed and laughs –

VISUAL: GREEN (in a poor imitation of Yoda): Strong with the Force, I am.

VISUAL: Red and Blue fold their arms in disgust.

VISUAL: Red hands the blue lightsaber to Blue as YELLOW M&M arrives looking like an ewok.

YELLOW: Look what I found stuck to my shoe in the breakroom.

VISUAL: With both hands, Yellow holds up a blue print that reads: "Sith Museum."

VISUAL: Red and Blue ignite their purple and green lightsabers, respectively. Slash at the blue print and carve out a chain of paper Yoda dolls.

VISUAL: Red and Blue turn toward the camera – and pose like Jedi Knights.

RED/BLUE: The Force is strong with us!

SUPER: The Force is strong with !

SUPER: #TheForceIsStrongwithM

SUPER: ®/TM trademarks © Mars, Incorporated

SUPER: Snickers and Mars, Inc. only use ethically grown cocoa.

SUPER: slavefreechocolate.org

SUPER: STAR WARS™

SUPER: TM & © Lucasfilm Ltd.

TITLE: EPISODE: III. v
MEDIUM/LENGTH: ONLINE AD

[Photo: In Jedi Master attire, M&Ms: RED with a lit purple lightsaber and Blue with a lit blue one, stand with one foot on top of a fallen Darth Vader. Vader's mask is broken, exposing Ms. Brown M&M's sneering face. Her arms are folded in disgust.]

The Force is strong with !

#TheForceIsStrongwithM

®/TM trademarks © Mars, Incorporated

Snickers and Mars, Inc. only use ethically grown cocoa.

slavefreechocolate.org

STAR WARS™

TM & © Lucasfilm Ltd.

Note: I took poetic license as Mars, Inc. has not yet committed to slave free chocolate. That is not to say that they use slaves or children to harvest cocoa beans or such. My hope is that they soon will make the commitment and that Hershey's Chocolates, Nestlé's Chocolates, Peter Paul and other chocolate manufacturers will also make that commitment. True, this will translate to an increase in prices, but that's a price I think we can all bear.

As for my favorite chocolate "bar," it's Reese's Peanut Butter Cup – especially the Reese's Easter Eggs, and Christmas Trees. Further note that I was not hired by Mars, Inc. to write this campaign. However, it does give you an example of the work I can do for you when we work together.