

TITLE: MR. OBLIVIOUS
MEDIUM/LENGTH: VIDEO/:60
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VISUAL: EXT. CAMPUS SIDEWALK – DAY

VISUAL: A PROFESSOR – who looks exactly like BRAD PITT – (50s), holds a satchel. His male British student CALLUM WILLIAMS (early 20s), wears a goofy-looking backpack. They're walking and talking.

CALLUM: The 'Ocean' movies were bollocks! None of them even had an actual ocean in them.

VISUAL: The Professor shakes his head. Callum stops as he eyes a beautiful LADY (early 40s) headed in their direction. He preens by licking his hand and running it through his hair.

CALLUM: Professor Bit, the 'student' has become the 'master.'

VISUAL: The Professor shakes his head as Callum saunters up to "unlock" the right side of an incredible-looking, new black car.

PROFESSOR: Umm, Callum?

CALLUM: Professor, your turn to 'learn.'

LADY: Nice car.

CALLUM: I happen to think so. Shall we have tea to discuss this magnificent transport?

VISUAL: She smiles at the Professor, tosses her right hand through her hair. Goes to the other side of the car. Unlocks it to Callum's surprise.

LADY: Have a great one.

VISUAL: The Professor leans against another new (silver) VW – ID.4.

PROFESSOR: I already do. You, do too.

VISUAL: She puts on her seatbelt. Starts her VW. Lowers the windows.

CALLUM: Can I give you a ring?

VISUAL: She turns towards Callum.

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LADY: I already have one. (she shows him her left hand and her engagement ring). B-T-W, your friend is really cute.

CALLUM: (in disbelief, he stares and points at the Professor) Him? Are you daft?

VISUAL: She laughs. Sticks her hand out the left window waving as she takes off in her VW – ID.4. Professor Pitt starts walking again.

CALLUM: (shouting after her flirtatiously) Can you at least drive me to the closest V-W dealership?

PROFESSOR: (admonishing) ‘Mr. Oblivious.’ (beat) Callum.

CALLUM: (annoyed) What?

PROFESSOR: She’s engaged.

CALLUM: So?

PROFESSOR: To me.

CALLUM: Seriously? (off the Professor’s serious, nodding look) You’re serious. This isn’t going to hurt my grade, is it? Is it? (attempting to flatter the Professor) Has anyone ever told you, you look a little bit like Brad Pitt?

PROFESSOR: B-T-W, I’m Professor ‘Pitt,’ not ‘Professor: ‘Bit.’

CALLUM: (laughing) That’s a great one.

PROFESSOR: No, (pointing at the car he was leaning against). That’s a great one.

ANNCR: You’ll have a great one when you drive the all-new Volkswagen I-D Point Four.

SUPER: The ID.4 EV: Winner of the 2021 World Car of the Year!
(no, that’s not a made-up award!)

SUPER: vw.com #VW

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MEDIUM: ONLINE

[Photo: On a campus sidewalk, male student named CALLUM WILLIAMS (early 20s) stares and points at BRAD PITT (dressed like a professor) in disbelief as he leans against his incredible-looking, new silver VW – ID.4.]

You'll have a great one when you drive the all-new Volkswagen I-D.4!

The ID.4 EV: Winner of the 2021 World Car of the Year!

(no, that's not a made-up award!)

vw.com #VW

Note: One time, in college, I was walking somewhere with my buddy Kevin when we saw a beautiful-looking woman headed in our direction.

I turned to Kevin and said, "Wouldn't it be funny if I tried to impress her by pretending this (pointing to a late model car) was mine and then she says, 'Excuse me boys,' and gets into that car?"

He laughed, so I knew I was onto something. No, she didn't get into that car. She heard his guffaw and immediately crossed the street... through rush hour traffic!

Years later, I was disappointed when I saw my joke "stolen" in an ad. I can't recall the make or model, but decided to build on the joke and write, "Mr. Oblivious" dedicating it to Kevin.

Further note that I was not hired by VW, Mr. Pitt, the Lady nor even Callum to write this campaign.