

Doritos : The Agressively Nice Guy. :30



Open on a suburban street corner. The sound of footsteps in the distance are quickly accending on a single person.



The two men are obviously from the same neighborhood. The man offers up his jacket to the stranger.

**JON:** Here! Take mine, it's warmer than yours!



Cut to A tight shot of a list where Jon checks off a box with the the words, end pain and suffering.

**V.O.:** Meet Jon. He's nice. Aggressively nice.



Jon sprints by and decks a homeless man in the face with a huge wad of cash.



Jon checks off the next box on his list as the man screams back at him.

**MAN:** I'm not homeless!



Jon removes a fish from a Koi pond and holds it up in distress.

**JON:** Help...somebody, these fish are drowning!!!



This continues well into the evening with Jon doing various noble acts and good deeds.

**ELDERLY WOMAN:** Stop, stop...I don't want to cross the street!



Cut to Jon as he settles in to watch the big game. His kids quietly watch him as he eats his Doritos.

**V.O.:** But no matter how hard Jon tried...

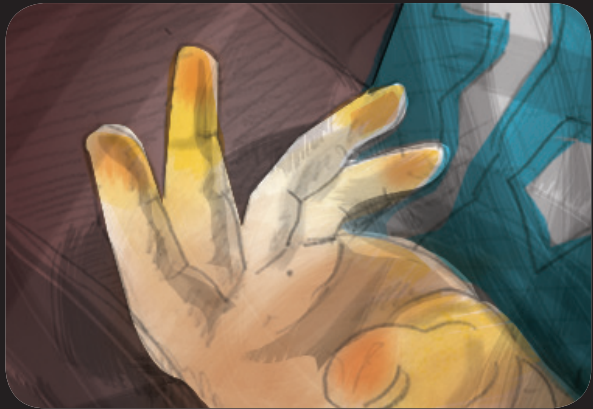


The doorbell rings, Jon opens to reveal Frank with an armload of Doritos.

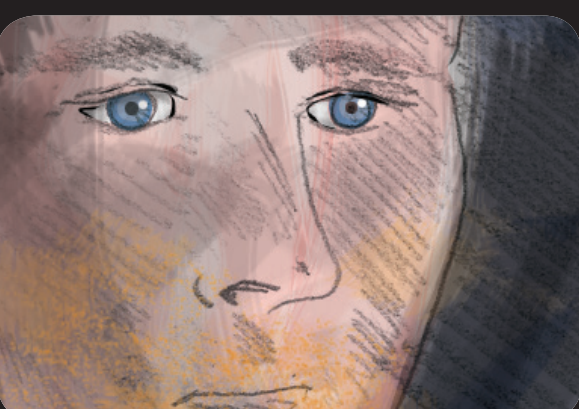
**V.O.:** ...he could never be as nice as Frank.



Jon's cheese covered hand pauses over the final item on his list – it quickly moves away, he can't do it.



We watch Jon eat chip after chip without offering any to his children. Finally the bag is empty. Jon looks at his cheesy fingers—then to his kids.



He's embarrassed.

**KIDS:** Can we have some of your Doritos daddy?



**V.O.:** .Yes, Jon will **never** be as nice as Frank.



Jon's children start chanting Frank's name.

**KIDS:** “Frank! Frank! Frank! Frank!”



**CHILD:** Can we call Frank, daddy?