

Client:  
Product: Coors Light  
Title: "Silver Saves the Day"  
Length: 30sec  
Writer: Rudi Anna

**VIDEO**

**AUDIO**

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1. EXT. NIGHT.

(MS) A MAN, JIMMY(30s) AND  
WOMAN, JENNY(20s) WALK  
TOGETHER ARM-IN-ARM DOWN  
A QUIET URBAN STREET.  
(CU) JIMMY CARRIES A CASE OF  
COORS LIGHT BEER CANS  
UNDER HIS ARM.

JENNY: Well I still don't agree with it, but I  
understand your point now.  
JIMMY: Of course you do. That's why they call it  
Mixed Martial Arts. I mean watch the way he  
punches people in the head. It's, like...  
JENNY: Artistic?  
JIMMY: (TOTAL AGREEMENT) ... Yeah!

2. (MS) JIMMY AND JENNY TURN  
A CORNER AND SUDDENLY:

MUSIC: OPEN LOUD ON ORCHESTRAL  
MELODY THEN FADE TO BACKGROUND  
AFTER 2-SECONDS  
SOUND: MOB FRENZY

3. (WS) SMALL CLUSTERS OF  
PEOPLE IN PANICKED FRENZY,  
RUNNING AWAY IN SCATTERED  
DIRECTIONS.

PERSON IN CROWD: Oh my god! Somebody  
do something!

4. (MS) A WEREWOLF IN A  
SHREDDED BUSINESS SUIT  
RUNS OUT TO THE MIDDLE OF  
THE STREET. (CU) THE  
WEREWOLF HOWLS AT THE  
SKY.

SOUND: WEREWOLF GROWLING

SOUND: WEREWOLF HOWLING

5. (WS) THE FRIGHTENED MOB  
SCATTERS TO THE LEFT AND  
RIGHT, REVEALING: (MS) JIMMY  
AND JENNY GETTING REALLY  
SCARED.

6. (CU) THE WEREWOLF TURNS  
AND LOCKS FOCUS ON (CU)  
JIMMY AND JENNY.

SOUND: WEREWOLF GROWLING

JIMMY: Oh no.

7. (MS) THE WEREWOLF RAISES

HIS ARMS IN A TERRIBLE SPECTACLE , THRASHING ABOUT, (CU) GNASHING HIS TEETH, (MS) STOMPING HIS FEET ON THE GROUND.

SOUND: WEREWOLF GROWLING, GNASHING TEETH, ETC.

8. JIMMY PAUSES, STARING DOWN THE WEREWOLF.

9. (CU) JIMMY DUMPS THE CASE OF COORS LIGHT INTO JENNY'S ARMS.

JIMMY: Only one thing works on these guys.

10. (CU) THE WEREWOLF IS INFURIATED WITH JIMMY'S INSOLENT AND FEARLESSNESS.

SOUND: WEREWOLF GROWLING

11. (CU) JIMMY EXHALES DEEPLY.

SOUND: JIMMY EXHALES

SOUND: WEREWOLF HOWLS

12. (MS) THE WEREWOLF HOWLS TO THE SKY, FURIOUS. (WS) A MAN IN THE CROWD RUNS BY AND THE WEREWOLF GRABS HIM, FLINGING HIM AWAY INTO SOME TRASH BINS.

SOUND: MAN SCREAMING INTO DISTANCE  
SOUND: MAN CRASHES INTO TRASH BINS

JIMMY: Come'n get it, Cujo.

13. (MS) JIMMY TEARS THE CASE OF BEER OPEN, PULLING OUT A CAN OF ICE-COLD COORS LIGHT.

SOUND: WEREWOLF GROWLING  
MUSIC: ORCHESTRAL MUSIC AT ITS CRESCENDO.

14. (MS) THE WEREWOLF ATTACKS. (WS) THE WEREWOLF RUNS TOWARDS JIMMY AND JENNY.

15. (MS) JIMMY, CALM, REARS BACK AND HURLS THE CAN AT THE CHARGING WEREWOLF.

SOUND: CAN HITTING WEREWOLF

16. (CU) THE CAN SMACKS THE WEREWOLF RIGHT BETWEEN THE EYES, (MS) DROPPING HIM TO THE ASPHALT.

SOUND: WEREWOLF'S BODY HITTING THE GROUND

MUSIC: UPLIFTING ORCHESTRAL FINALE

17. (MS) JENNY, RELIEVED,  
TURNS TO HUG JIMMY.

18. (MS) THE WEREWOLF IS  
COMPLETELY KNOCKED OUT.

19. INT. LIVING ROOM - LATER  
THAT NIGHT. (WS) JIMMY AND  
JENNY SIT ON THE COUNCH,  
DRINKING CANS OF COORS  
LIGHT WHILE WATCHING A  
FOOTBALL GAME ON TV. NEXT  
TO THEM ON A RECLINING  
CHAIR, THE WEREWOLF SITS  
WITH HIS FEET UP, A CAN OF  
ICE-COLD COORS LIGHT HELD  
FAST TO HIS HEAD.  
JENNY GIGGLES AND LIGHTLY  
SLAPS JIMMY ON THE ARM.  
THEY BOTH CUCKLE. THE  
WEREWOLF SHAKES HIS HEAD,  
ANNOYED.

SOUND: TV SHOWING FOOTBALL GAME  
SOUND: THREE CANS OF BEER CRACKING  
OPEN

WEREWOLF: Can we please watch something  
else?

JIMMY: Ah, quit your huffin' and puffin' over  
there.

ANNCR: Ice-cold, Coors Light Beer. Sic 'The  
Silver' on 'em.