

The Monk, The Stone, and The Beer

An Original Commercial Set by

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Synopsis

A set of 6 commercials with two story lines interweaved and beer interspersed. Frequent shots from POV of The Stone [SEV] - (Fisheye lens, a little hazy, muffled sound, etc.).

1 - The Monk.

Offers Stone (as from *Kung Fu*) to Guy who takes it and leaves,
He's cast out of Monastery for losing Stone,
Goes through various tribulations:

Chased by animals (release the hounds, a bear in the woods, etc.);
Doors slammed in face;
Getting splashed by a car;
Sleeps in the rain;
Fired from menial job(s);

Gets beer,
Seeks solitude in the forest by river,
Finds the Stone, considers going back to monastery,
Decides against it (flashbacks to monastery, etc.) and casts Stone away
in favor of beer,
Meets cute Girls who like bald-headed men with beer.

2 - The Stone.

Taken from Monk,
Put into Guy's pocket,
Falls from pocket, picked up by Kid,
Mother finds Stone, tosses it into river swollen from rain,
River washes Stone to feet of Monk who picks it up,
He throws Stone back into river.

Cast:

Guy
Convenience Store Clerk
Guy's Friends
Monk
Supreme Monk
Kid
Kid's Brother
Kids' Mother
Middle Aged Man
Dog
Store Managers
Coffee Shop Manager
Coffee Shop Patron
Girls
Background Actors

The Monk, The Stone, and The Beer

Episode 1: "When You Can Take This Stone"

CAST

Convenience Store Clerk	Non-descript Asian.
Guy	Keanu Reeves type.
Guy's Friends	One Asian, one African-American, and two Caucasians, (mid to late 20's).
The Monk	Shaolin monk (Age 35)

When You Can Take This Stone. . .

INT. CONVENIENCE STORE - DAY

Store clerk hands guy change from purchase of the product.

CONVENIENCE STORE CLERK

Thank you and come again.

GUY

Thanks.

EXT. CONVENIENCE STORE - DAY

Guy, product in hand, jumps onto back of jeep with Guy's Friends and drive off.

EXT. LUSH FOREST - DAY

Jeep driving through forest near river, skids to stop in front of a large Shaolin Temple. Guy and Guy's Friends get out.

GUY

(LOOKING UP AT TEMPLE) Where are we?

GUY'S FRIEND

Why don't you go inside and ask?

INT. TEMPLE - VARIOUS

Shots of Guy wandering inside temple, product in hand.

INT. TEMPLE- CANDLE LIT

Large, old wooden door opens slowly.

GUY

(Going inside) Hello?

The room is a direct rip-off of the temple in the TV show, *Kung Fu*. Large room, candles everywhere, medium light. A monk sits in the middle.

Guy walks up to the monk.

GUY

Uhh, I'm lost. Can you show me how to get out of here?

THE MONK

Ahh, Cricket. When you can take this Stone from my hand...(CONT'D)

Guy quickly takes the stone from the monk's outstretched hand, surprising The Monk and interrupting his spiel.

GUY

Whoa! Cool rock...

The Monk looks back and forth between his now empty palm and the Guy. Speechless and flabbergasted, he can say nothing.

GUY

(Takes Sip of the product) Ya...

Guy peers at stone, holding it up to the light.

INT - STONES EYE VIEW [SEV]

Looking at guy with Monk in background staring at his now empty hand.

INT. TEMPLE- CANDLE LIT

GUY

Thanks! (puts The Stone in his pocket)

[SEV]- STILL LIGHT, BUT NOW DARKER

Ambient sound is muffled.

EXT. LUSH FOREST- DAY

Guy runs up to his Friends and they drive off.

PRODUCT SPLASH SCREEN - BLACK BACKGROUND

INT. TEMPLE- CANDLE LIT

The Monk stands agog.

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Episode 2: "Cast Out"

CAST

Supreme Monk	David Carradine(?)
The Monk	Shaolin monk. (Age 35?)
Guy	Keanu Reeves type.
Guy's Friends	One Asian, one African American, and two Caucasians, (mid to late 20's).
Extra Monks	
Kid and Brother	Age 10 & 12

Cast Out

INT. SUPREME MONK'S CHAMBER — CANDLE LIT

Supreme Monk is seated amongst many Extra Monks who are agitated.

SUPREME MONK

He lost The Stone! Bring him to me!

INT. TEMPLE

Monk being led to see Supreme Monk.

INT. SUPREME MONK'S CHAMBER — CANDLE LIT

SUPREME MONK (surrounded by Extra Monks)

You have lost the stone! You are cast out! If you
find the stone, you may return.

Other monks murmur.

EXT. FOREST — DAY

Jeep skids to a stop.

EXT. FOREST, CLOSE UP OF JEEP — DAY

Guy's Friends get out of Jeep.

EXT. JEEP, CLOSE UP OF GUY'S POCKET — DAY

The Stone, perched on the top corner of his jeans pocket, falls to the ground when The Guy gets out.

EXT. FOREST GROUND – DAY

Stone hits the ground.

EXT. FOREST GROUND – DAY

Shot behind the stone with the background in focus. Guy and Guy's Friends walk off into the forest and start their hike.

EXT. FOREST – DAY

Various shots of Guy and Guy's Friends as they have fun hiking through the forest, occasionally consuming the product.

EXT. FOREST GROUND – DAY

Stone sits on the ground, etc.

EXT. TEMPLE DOOR – DAY

Door slams shut behind Monk, with a loud boom.

EXT. TEMPLE – DAY

The Monk gives a slight jump at the sound of the door. He turns around, surveying the forest.

THE MONK

Sigh... (The Monk walks away)

EXT. FOREST – DUSK

Guy and Guy's Friends exit the forest, laughing and making conversation about the great time they just had.

EXT. FOREST GROUND – DUSK

Stone still sits on the ground. The Guys throw in the empties and the jeep drives off in the background.

PRODUCT SPLASH SCREEN – BLACK BACKGROUND

[SEV] EXT. FOREST GROUND – DUSK

Kid and Brother come up and look at Stone lying on the ground.

KID

Whoa! Cool stone!

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Episode 3: "Tribulations"

CAST

Kid and Brother	Ages 10 & 12
The Monk	Shaolin monk.
Dog	Big Dog, pet/guard dog.
Medium Aged Man	Umm...middle aged...man...

Tribulations

EXT. FOREST — BRIGHT DAY

The Monk walks through the forest to a road. He walks up the road.

The sun burns brightly.

The Monk wipes the sweat off his forehead, panting as he walks the road up a hill.

The Monk reaches the top of the hill. He gazes upon the small urban homes in the distance and starts his long, hot walk down the hill.

EXT. HOUSE — BRIGHT DAY

The Monk walks up to the house and knocks on the door.

EXT. HOUSE DOOR — BRIGHT DAY

A Medium Aged Man appears at the door.

THE MONK

Greetings. I am a former Monk who...

MEDIUM AGED MAN

Another beggar!

The Man slams the door in The Monk's face.

Vignettes as scene is repeated at various homes.

EXT. FOREST — BRIGHT DAY

Shot from behind the stone. Background of the forest is in focus. The Two Kids are looking at the Stone.

KID

Whoa! Cool stone!

Kid picks it up and peers at it, as Guy did before, holding it up.

[SEV] EXT. FOREST — BRIGHT DAY

Kids looking at Stone. [as before]

EXT. HOUSE DOOR — BRIGHT DAY

Another door is slammed in The Monk's face. A flower catches his eye. The Monk bends over, looks at it, and then starts to straighten up. He comes eye to eye with a guard dog.

THE MONK

Oh...

EXT. FOREST — BRIGHT DAY

The Kid picks up Stone.

EXT. HOUSE DOOR — BRIGHT DAY

The Monk runs into the right side of frame and then out the left side of frame.

THE MONK

Aaiieehhhh!!!

The dog runs into the right side of frame and then out the left side of frame.

THE DOG

WOOF! WOOF! WOOF!

[SEV] EXT. FOREST — BRIGHT DAY

Looking at the Young Child.

EXT. FOREST — BRIGHT DAY

KID

Neat!

OTHER KID

I want to see it!

KID

You can see it when we get home. We're late, mom's gonna be mad. (Off they go.)

EXT. ALLEY — BRIGHT DAY

The Monk sits next to a dumpster, gasping for air... and missing one sandal.

EXT. FOREST — BRIGHT DAY

Young child tosses the stone in the air and catches. This continues as they walk off into the distance.

[SEV] EXT. FOREST — BRIGHT DAY

(Stone's Eye View) The camera flips end over end. Stops and then spins end over end, again. (End Stone's Eye View)

PRODUCT SPLASH SCREEN — BLACK BACKGROUND

EXT. FRONT OF DOOR — BRIGHT DAY

The dog is laying down with The Monk's sandal between his paws. He rips off a chunk and spits it to one side, a job well done in his opinion.

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Episode 4: "The Journey"

CAST

Kid and Brother Ages 10 & 12
Mother Asian. (Age 35)
The Monk Shaolin monk. (Age 35)
Car Driver Non-descript Asian driver.
Manager #1/ Manager #2/ Manager #3/ Manager #4/ Manager #5

The Journey

EXT. TOWN — OVERCAST

Kid and Brother walk up to their house by the stream near the forest. Their Mother stands outside.

MOTHER

Where have you two been? Get into the house, it's time for dinner! And it's starting to rain!

The Kid puts The Stone into his pocket as he and his Brother go inside.

EXT. TOWN — OVERCAST

The Monk walks along side the road, trying to hitch a ride into the town. It starts to rain.

EXT. TOWN — OVERCAST AND RAINING

A car comes by, hits a puddle, and splashes The Monk.

EXT. TOWN — OVERCAST AND RAINING

The Monk enters the town, soaked to the bone, his clothes are darkened due to the mud and dirt. He's still missing one sandal.

The Monk is trying to find a job. He visits several businesses to find work.

VARIOUS INT. STORES OR MANAGERS' OFFICES, #1-3

He sits in front of Manager #1's desk.

MANAGER #1-4 (Looking at Monk and application)

I'm sorry...

(CONT'D) Shots of #2, and #3 saying "I'm sorry".

INT. STORE MANAGER #4'S OFFICE

MANAGER #4 (shaking his head apologetically)

(CONT'D)...We can't help you.

INT. STORE MANAGER #5'S OFFICE — BRIGHT FLUORESCENT LIGHTS

MANAGER #5

Welcome to the team. (leaning over to shake the new hire's hand) You can start in the morning.

INT. HOUSE

The Kids and Mother sit around a small table, smiling, eating their food.

EXT. TOWN ALLEY — OVERCAST AND RAINING

The Monk sits in the lotus position under a cardboard covering. Two stereotypical bums sit to his left and right.

INT. HOUSE BEDROOM — LOW LIGHTING

The Kids sit in bed(s), their mother tucking them in.

PRODUCT SPLASH PAGE — BLACK BACKGROUND

INT. EMPLOYEE LOCKER ROOM — BRIGHT FLUORESCENT LIGHTS

Next morning The Monk stands in front of a mirror, still in wet robes and missing one sandal. He's looking in puzzlement at the standard issue company hat and holding up the apron. (Starbucks?)

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Episode 5: "Rough Day"

CAST

Coffee Shop Patron	Hip looking Asian. (Age 21)
Mother	Asian. (Age 35)
The Monk	Shaolin monk.
Coffee Shop Manager (#5)	Asian. (Age 40)
Fish	Sucker Fish

The Rough Day

INT. COFFEE SHOP COUNTER – MEDIUM LIGHTING

Monk is wearing coffee shop hat and apron over his robes. He is still missing one sandal. This is a fast-paced shop, many patrons. Sunlight flows in the windows.

COFFEE SHOP PATRON

I'll take a tall low-fat mocha café grandé with no whipped cream and extra foam with cocoa powder. Oh! Half caff', half decaff', 'Kay?

THE MONK

Right... (uneasy)

INT. COFFEE SHOP

Shot from behind the espresso machine as The Monk walks up to it. Vignettes of the Monk messing up various attempts to make coffee and do other things in the shop (knocking over products, angry customers, etc).

EXT. RIVER SHORE – BRIGHT DAY

The Mother sits at the edge of the river sorting laundry. A basket of the family's dirty cloths sits beside her. She takes out the pants the Kid wore the day before, pulls the pant pockets inside out and finds The Stone. She shrugs and throws The Stone into the water, which is flowing fast due to the rain the day before.

[SEV] UNDERWATER – LIGHT TO MEDIUM SUNLIGHT FROM ABOVE

The Stone is swept away with the current.

INT. COFFEE SHOP

COFFEE SHOP MANAGER

I'm sorry. I'm a fair man, but you're costing me money and customers. Here's pay for a full day.
(Firing The Monk)

EXT. SIDE OF THE TOWN ROAD – MEDIUM SUNLIGHT

The Monk walks along the side of the road, sighs.

PRODUCT SPLASH SCREEN – BLACK BACKGROUND

[SEV] UNDERWATER – LIGHT TO MEDIUM SUNLIGHT FROM ABOVE

Fast, rushing water pushes The Stone along. Very loud, muffled whooshing sounds can be heard constantly.

A Sucker Fish swims up and tries to eat the Stone, kissing it. Camera is pulled back and forth a few times as if being bumped.

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Episode 6: "The Decision"

CAST

The Monk Shaolin monk.
Girl #1 Beautiful brunette asian. (Age 24)
Girl #2 Beautiful blonde caucasian. (Age 24)

The Decision

INT. CONVENIENCE STORE WINDOW — BRIGHT FLUORESCENT LIGHT

Looking out onto the street. The Monk walks up and looks in. [This is the same store that appeared in Episode 1.]

INT. CONVENIENCE STORE BEER — BRIGHT FLUORESCENT LIGHT

The Monk walks up to the cooler, opens it, and pulls out a 12 pack of the product.

EXT. FOREST — MEDIUM SUNLIGHT

The Monk walks to the river in the forest. He puts the 12 pack on the rocks and opens one. Relieved, he puts his now blistered foot in the water.

EXT. FOREST WATERFALL — MEDIUM SUNLIGHT

The Stone falls off the top of the waterfall, hits a rock and bounces to the side of the riverbed, landing in the water at the feet of The Monk.

[SEV] EXT. FOREST RIVER, UNDERWATER — MEDIUM SUNLIGHT

Looking up at The Monk from under water. The Monk reaches down and picks up The Stone.

EXT. FOREST — MEDIUM SUNLIGHT

THE MONK

Huh. Look at that...

EXT. FOREST — MEDIUM SUNLIGHT

The Monk now must choose, the product or The Stone. He looks back and forth from the product to The Stone and back a few times, finally settling on The Stone.

EXT. FOREST – MEDIUM SUNLIGHT

Close up of The Monk's face as he looks up, remembering events past.

FLASHBACK – AMBIENT LIGHT

Flashback to the Monastery, getting cast out, hauling rocks and water, slamming doors, etc.

EXT. FOREST – MEDIUM SUNLIGHT

The Monk looks back at The Stone, shrugs, and tosses it over his shoulder. He takes a taste of the product as some girls walk by in the background.

Focus on the girls, they giggle. Focus back on The Monk who looks back at the camera and smiles.

PRODUCT SPLASH PAGE – BLACK BACKGROUND

EXT. FOREST – MEDIUM SUNLIGHT

The Monk and the girls, with product in hand, are sitting on the rocks by the stream under a bodhi tree.

GIRL

Your poor foot...

[SEV] UNDERWATER – LIGHT TO MEDIUM SUNLIGHT FROM ABOVE

A Sucker Fish swims up and tries to eat The Stone, kissing it. Camera is pulled back and forth a few times as if being bumped. [As before.]