

**KRISTA FATKA**  
Copywriter

**ARGONAUT**

CRICKET

WIRELESS

**Cricket Wireless asked for animated character driven scripts based on entertainment industry tropes to highlight their new rates even a struggling actor could afford.**

# ARGONAUT// CRICKET WIRELESS

**“Celebrity” :15**

Open on Ramon walking through a busy city street. There’s a Cricket ad with his likeness in the background. Suddenly, we hear the scream of a fan.

**FAN: It’s YOU! You’re the Cricket guy!**

The fan and her gaggle of friends run up to Ramon.

**FAN: Can you say the line!? Oh, PLEASE say the line!**

She puts up her phone to get a selfie video with Ramon. Ramon sighs. Then puts on a big smile, and delivers the line with high energy.

**RAMON: At Cricket, get unlimited data for \$50 a month on AT&T’s powerful network.**

Ramon flexes his arm on the word “powerful”

**FAN: Yes!!! Oh wait, I forgot to press record.**

**CARD: Smile. You’re on Cricket.**



# ARGONAUT// CRICKET WIRELESS

**“Hummus” :15**

Open on craft services at the commercial set for Cricket Wireless. Miles is at the lunch buffet while going over his lines. Without paying attention, he puts a ton of hummus on his plate.

**MILES:** Not only is Cricket on AT&T’s powerful network, but you can get unlimited data for \$50 a month. **UNlimited data. UnLIMITED.**

Rose, in line behind him, is annoyed.

**ROSE:** Hey Miles, you know what’s not unlimited? The hummus.

We pan to see an empty tray of hummus. Miles has taken it all.

Miles puts the smallest possible spoonful of hummus back into the tray.

**CARD:** Smile. You’re on Cricket.



# ARGONAUT// CRICKET WIRELESS

**“Pennies” :15**

Open on Miles at an audition. There’s a guy holding up a cue card, and he reads from it.

**MILES: At Cricket Wireless, plans start at just \$30 month, all on AT&T’s...**

Miles interrupts himself.

**MILES: Wait, just \$30 a month?**

**Is that for real?**

**Can I switch now?**

**Can I PAY now?**

Miles reaches into his pockets/body and dumps out a mountain of coins. Miles’s triangular shape, with all the coins gone, becomes a skinny cylinder.

**MILES: Do you take pennies?**

**CARD: Smile. You’re on Cricket.**



We'll never  
forget you.

//

We'll always  
remember you.

# BOLT

**Bolt, a payment network,  
wanted scripts and billboards  
focusing on the friction  
customers face online shopping  
in new venues.**

# BOLT

We'll never forget you.

DOG :30

Open on a woman coming home from her work day. She sees her lovable dog.

**WOMAN:** Hey there Pancake!.

She opens her arms in preparation for the classic dog runs up to owner / jumps in their arms moment. But the dog just sits there.

**WOMAN:** Pancake? It's me, Amy!

Dog head tilts to the side.

**WOMAN:** I rescued you from the pound? We've gone on walks together everyday. For the past seven years...?

**VO:** Hate not being remembered?

We see the woman on her phone using Bolt to get a doggie sweater.

**CARD:** Bolt Network.

**VO:** Check out with one click anywhere on the Bolt Network. We'll never forget you.

Private and Confidential

CoLab Group



# BOLT



# JDATE

These commuter concepts were pitched for a comedic campaign aimed at bringing new users to the platform in NYC.



# PUNCH GUNK

## TV CONCEPTS

Punch Gunk, a topical recovery ointment with a strong presence in MMA, wanted comedic scripts that emphasize new audiences for their product while leveraging talent from the MMA community.

# NEW TRAINER

Concept: an ordinary woman works with an MMA fighting personal trainer with a little help from Punch Gunk...

**SUSAN:** I've been working with a new trainer, Heinz.

*Heinz yells at Susan while she struggles to eat with weights on her arms.*

**HEINZ:** Destroy this cereal, Susan!

*Susan tries to walk toward the playground while dragging Heinz behind her, clutching her ankles.*

**HEINZ:** Crush your goal of picking up your kids!

*Susan speaks straight to camera in her living room.*

**SUSAN:** His methods are aggressive, sure.

*Heinz punches Susan, she evades and slams him to the floor.*

**Susan:** And that's why I use Punch Gunk.

**HERO SHOT:** *Product on a gold tray forefront, while Susan applies Punch Gunk to the injured Heinz after slamming him.*

**VO:** Punch Gunk. Because pain is part of the process.



# PROMOTION

**Concept:** Fighting to get ahead in the workplace takes on a whole new meaning as The Office meets The Octagon..

*A CEO **holds up two resumes** and eyeballs two similar looking men sitting nervously across her desk.*

**CEO:** Two nearly identical resumes. Only one way I can think of to solve this.

*Jump to: The two men are **shirtless in a boxing ring**. The CEO has let her hair down to reveal her **mullet and tattoos**. The bell dings. **Jim punches James in the face**.*

**JAMES:** Seriously, man?

**JIM:** Nothing personal...

*Jim sweeps his legs and **James falls hard on his face**.*

**JAMES:** My eye!

**JIM:** Sorry, man. Deb's pregnant again. I really need this promotion.

*Jim puts James in an **elaborate hold**.*

**JAMES:** I yield! Uncle! UNCLE!

*After the fight, we see Jim tenderly applying **Punch Gunk** to James' wounds.*

**JAMES:** You're gonna make a great regional manager, Jim.

**VO:** Punch Gunk. Gets you back to work.

**HERO SHOT:** *Jim holds a trophy overhead with the CEO, **holds Punch Gunk straight to camera in the other hand**.*



# PAIN IS PART OF THE PROCESS

**Concept:** In the midst of a lively wrestle mania style match, we're in the corner of the underdog, Zach (AKA "Zackass" New cast member of Jackass Forever).

**COACH:** You got this, Zack. Give 'em the old diving clothesline!

*Across the ring, two muscle bound wrestlers salivate. Zack runs towards them screaming as they easily slam him to the floor.*

**ZACH:** Coach?!?! Ummmm....coach?

*The brothers lift Zack into the air, spinning him.*

**ZACH:** Mama!

**THE BROTHERS:** The Gorilla gutbuster takedown?

**ZACK:** Well that doesn't sound good.

*The brothers slam Zack to the ground again. Down for the count.*

*Back in his corner, Zach's coach applies Punch Gunk to his bruises.*

**COACH:** Maybe it's time to diversify revenue streams? Something that doesn't involve you getting hurt?

**ZACH:** Nah. Pain is part of the process.

*Coach picks up a tube of Punch Gunk and looks at Zach.*

**COACH:** We're gonna need a bigger tube.

**HERO SHOT:** *A comically large tube of Punch Gunk.*

**VO:** Because pain is part of your process, get the gunk. Punch Gunk.



THANK YOU!