

Immaterial Commercial: script example Koan: Eternal event.

(98/114/K54).

- (intro-)leader and tune
- 3x black bill boarding

Ext./day, winter, at a beautiful water location at the North of Amsterdam or Scandinavia
Frozen water, favorably with snow, near a beautiful ice hole with a 2-meter diameter

Shot 1 (long, wide shot till medium close on our Fisherman)

Image : Our Fisherman is sitting along on giant flat sheet of ice, he sits on a chair wrapped in thick clothes with hat on.

He is bowing slightly, with big umbrella behind him,

warm cup of steaming liquor beside him, possibly a liquor bottle next to him, having an edgy look and tightly holding the fishing rod between both arms.

The frontal camera glides up to him, against the wind, little snow (poss. by computer manipulation) until just before the ice hole.

Our Fisherman looks towards the ice hole:

Our Fisherman: ...*what am I catching now?* ...

Image : He rocks back;

Audio : A lot of slushing water, getting stronger and stronger

Shot 2 (overshoulder Our Fisherman)

Audio : Sound of water getting stronger and stronger

Image : The camera picks up the scare backwards over from one shot to one third of the total movement, and waving something backward in setting out the hole,

a diver,

dressed in a black wetsuit with yellow stripes,

pushing himself out of the ice hole,

handing the floater to our Fisherman (no hook)

Diver (spitting out his mouth piece) : ...*Ahhh!...ahhhhh!, Ohhh!*

Shot 3 (scene is sideways, total, zooming out)

Image : The diver steps out of the ice hole

Diver : *Jehhh!...ééhh!..., tjoehhh!...ahhhh!...*

Image : The diver walks and jumps fast around the ice hole, on the ice, more space. His jumps with his flippers look overly spastic.

He rips off his mask, meanwhile leaping throws his scuba tank on the ice,

pulls the black hood of his head, unzips his diving suit before opening,

the suit is pulled on the shoulder.

Diver : *Jôohhh, ah!, tsjuuhh!, ah! yes!*

Image : The diver grabs something of his shoulder with his other hand.

Shot 4 (medium close, zooming in to small medium)

Diver (looking between his thumb and his index finger): ...*stupid flea!* ...

Image : The diver flicks it away.

Shot 5 (from medium fast zooming out to the total scene)

Our Fisherman (unruffled saying): ...*Want a drink?* ...

He grabs a bottle of gin and hands it to the diver.

Diver (accepting the bottle): *I know the use of a drink... but what about the use of a flea?...*

Shot 6

Image: The diver fills a glass of the liquor and drinks it, after that he fixes his diving suit.

Fade out to black screen

Koan:

What is the use of a flea?

Diver (with a splash):...*oohh-aaahh-iehhoo-tjoehh...*

Black

- 3x black billboarding
- (end-)leader and tune