

**INT. APARTMENT LIVING ROOM - DAY**

MARINA, late twenties, is in a messy living room. She is biting a pencil between her teeth as she speaks. She makes weird faces.

MARINA  
She sells seass...  
She sells sheashells  
by... aargh!

EXPERT's voice, male, early forties, comments.  
Marina repeats her diction exercise.

EXPERT (O.S.)  
Pronunciation  
exercises are tricky  
and leave your mouth  
fluffy. But great  
diction can change your  
life...

**INT. OFFICE CONFERENCE ROOM - DAY**

A group of COLLEAGUES seated around a long table in a conference room. MARINA is standing and talking. She stutters. She turns red as she turns and looks at THE BOSS, sixties, sitting at the end of the table.

EXPERT (V.O.)  
So that no-  
one denies you that  
promotion you are  
longing for.

**EXT. RESTAURANT TERRACE - NIGHT**

A busy restaurant terrace. Marina is seated at a table with a FEMALE FRIEND. An ATTRACTIVE YOUNG MAN walks by, stops and addresses Marina.

ATTRACTIVE YOUNG MAN  
Ohh hey there, good  
evening young lady.

MARINA  
Hell... Hell... Hell!!

The young man walks away. Marina has a sad look on her face.

EXPERT (V.O.)  
So that you  
may switch the teddy in  
your bed for a real  
human for once.

**INT. 3D ANIMATION BACKDROP**

The expert walks in front of a 3D animated backdrop - showing the Blackwing 602 pencil and its technical features. He has a Blackwing 602 in his hand and addresses the camera directly.

EXPERT

No more stutters. No more slips. Blackwing 602's semi-hex shape offers the perfect grip for your teeth.

The 3D animation fills up the screen.

EXPERT

Its genuine cedar wood brings your mouth the comfort it deserves.

**INT. APARTMENT LIVING ROOM - DAY**

Marina is biting a Palomino Blackwing 602 between her teeth, doing her diction exercise, with a smile.

MARINA

She sells seashells by the seashore of Seychelles.

EXPERT (V.O.)

Get one today and improve your diction.

CHART

SUPER: Half the pressure. Twice the speed. Infinite the use.

**INT. GREEN SCREEN STUDIO**

The expert is at the same spot. There is no animation. Only a green screen. He is scratching his back with the pencil. He talks to someone off-screen, looking at a different point in the room.

EXPERT

Ohh yeah... that spot right there, only a Blackwing 602 can reach that.