

Flyer  
by  
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for Pfizer

BAMUGO

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EXT. CLIFF OVER CANYON - MORNING

Slight sepia tone

S.O. Slow triumphant brass/orchestra

The sun rises and the red sandstone of the canyon flares brightly.

A lone figure, THE FLYER (a middle aged man), stands in silhouette on an outcropping.

CLOSE UP - THE FLYER

The Flyer is dressed in an athletic jumpsuit, elbow and knee pads, a bicycle helmet, swimming goggles, rubber dish gloves (his watch is fastened outside the glove), and a beach towel worn as a cape. He looks like a kid playing superhero.

The Flyer examines a dog-eared leaf of paper, then folds it up and tucks it into his glove.

He checks his watch. It's counting down to zero - only a few more seconds to go.

He limbers up his joints, preparing for something big.

He adjusts his goggles.

The watch reads 0:00:02.

MEDIUM SHOT - THE FLYER

The Flyer runs toward the edge of the outcropping.

EXTREME CLOSE UP - WATCH FACE

0:00:00

LONG SHOT - CLIFF TOP

The Flyer flings himself from the edge of the cliff and plummets toward the ground face down, spread-eagle.

The leaf of paper slips from his glove and flutters away.

EXTREME CLOSE UP - WATCH FACE

The watch is counting up now: -0:00:03, -0:00:04, etc.

REVERSE - THE FLYER'S FACE

Teeth gritted, eyes squinty under the goggles. He shies ever so slightly away from the approaching canyon floor.

LONG SHOT - THE CANYON FLOOR

O.S. We hear the rush of the falling man.

Suddenly he enters the frame from above, falling fast.

Just before he hits the ground his fall grinds to an abrupt halt and The Flyer hangs in mid-air, not two feet from the ground.

EXTREME CLOSE UP - WATCH FACE

The watch flashes -0:00:10 over and over.

REVERSE - THE FLYER'S FACE

The Flyer grins, the sweat of anxiety dripping from his nose.

ANGLE

The leaf of paper flutters to the ground right underneath The Flyer. It has been unfolded by the wind and we now see it is covered in equations and calculations.

The Flyer takes a felt marker from a pocket and makes a big check mark on the sheet. He drops the marker by the paper and flies off, Superman style, towel cape fluttering behind him.

FADE TO:

PFIZER LOGO ON BLACK

(V.O.)  
Pfizer. Better living through  
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