

# FROZEN PIZZA COMMERCIAL

## Audition Script

### SCENE ONE

ACTION: We open on a golden plaque: "Cheese Lover's Choice | Consumer Reports."

#### Spokesman

Awards are cool...but you can't eat 'em.

ACTION: He stands and turns, raising a slice of Screamin' Sicilian as to motion to the camera to follow his lead as the wall exits the frame revealing him entering a simple, clean commercial kitchen with additional accolades throughout and portraits highlighting the familial history of the brand.

The spokesman turns to address the camera and takes a bite of the slice he's holding.

#### Spokesperson

Now, our pizzas... They're like delicious awards for your mouth. Buttery crust. Secret-recipe sauce. Mounds of whole-milk mozzarella and \*tons\* of toppings

ACTION: Cut back to the room, and the spokesman is now flanked waist up by freshly baked, still steaming pizzas and struggling to hold an armful of trophies and Screamin' boxes. He addresses the camera as to act unhindered by the weight in his hands\*\*\*\*.

\*\*\*\*As to accentuate his struggle, a trophy drops from above behind him.

#### Spokesperson

Award your mouth with Screamin' Sicilian, the premium frozen pizza with...

ACTION: He lifts his arms slightly to emphasize the trophies.

SUPER: AWARD YOUR MOUTH WITH AWARD WINNING PIZZA

ALT SUPER: TASTE WHAT ALL THE SCREAMIN' IS ABOUT.

### SCENE TWO

#### Spokesperson

Awards are cool... but our Screamin' Good pizzas?

ACTION: Camera pulls out to reveal two complete pizzas in the foreground.

#### Spokesperson

They're like awards you can eat.

ACTION: Our spokesman raises up and takes a bite of the slice he's holding, responding with a satisfied "mmm" and confidently looking into the camera.

SUPER: AWARD YOUR MOUTH WITH AWARD WINNING PIZZA  
ALT SUPER: TASTE WHAT ALL THE SCREAMIN' IS ABOUT.

Additional and Quick Improv for Audition