

MCDONALD'S TV COMMERCIAL - "MIND YOUR OWN DAMN BUSINESS"

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Scripted

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ACT ONE

[ON A PARK BENCH IN CENTRAL PARK]

[Walking past a park bench, rolling eyes, in a snide voice]

NEW YORKER GUY 1
Ugh, McDonalds? Ha, greasy low-
life.

[Partially eating, angry and defensive]

NEW YORKER GUY 2
Don't chu be gettin' up in ma face
'bout ma lunch.

[IN A MINI-VAN WITH THREE CHILDREN JUMPING ON EACH OTHER IN THE BACK]

[Passing three Happy Meal boxes to her children, hair tied back, appears rushed]

MOTHER OF 3
Okay kids, who had the
cheeseburger?

[Retorting to her mother, confused, innocent]

8-YEAR OLD DAUGHTER
Dr. Phil says McDonalds will make
us ugly and pregnant.

[AT MCDONALDS TABLE INSIDE THE RESTAURANT]

[Woman, in her 20s, dressed for what appears to be a date, swooning over chocolate cake with a single candle sticking out, but expression quickly turns to despair. Sitting across from a good-looking guy who is confused and embarrassed.]

WOMAN ON DATE
Hon, you said I can go to any
restaurant I want for my birthday!
Gosh, you haven't even touched
your McFlurry.

[MONTAGE OF MCDONALDS FOOD BEING SLOWLY, SALIVATINGLY SHOWCASED, A VOICE-OVER BEGINS]

VOICE-OVER
We know you're lovin' it. We're
glad you've had your break today.
And now we're going to stick-up
for you when someone gets in your
face as you try to enjoy your
favorite McDonalds meal.

(MORE)

VOICE-OVER (CONT'D)

So when a judgmental douchebag leaves a foul taste in your mouth, we at McDonalds encourage you to get right up in their face and tell 'em, "mind your own damn business".

[ON A PARK BENCH IN CENTRAL PARK]

[Standing, and screaming with chewed pieces of fry coming out of his mouth]

NEW YORKER GUY 2

McDonalds is awesome, so mindja awn damn business!

[IN A MINI-VAN WITH THREE CHILDREN]

[Lecturing happily to her children now sitting attentively in the back of the mini-van]

MOTHER OF 3

Kids, if Dr. Phil ever tries to pollute your mind with his life-skills bullshit again, I want you to yell at the TV, 'mind your own damn business!'.
.

[Clapping, giving each other high fives, smiling]

CHILDREN IN CAR

Yay! Woohoo! That jerk.

[AT MCDONALD'S TABLE INSIDE THE RESTAURANT]

[Frustrated, weeping because she has been offended by her boyfriend]

WOMAN ON DATE

Oh so you're too good for McDonalds? You're an arrogant slob. And we're through! So mind your own damn business!

[MONTAGE OF ALL OF THE CHARACTERS EATING MCDONALDS VOICE - OVER BEGINS]

[New Yorker 2 puts fries in his mouth with one hand while giving the middle finger to New Yorker 1]

[Children of Mother of 3 spraying ketchup on a HDTV with Dr. Phil McGraw on the screen]

[Woman on Date in McDoanlds kitchen making out with a young, greasy, pimply McDonalds employee wearing a visor, knocking

over boxes]

VOICE-OVER

And for a limited time, when you purchase three meals from McDonalds, you get a free "Mind your own damn business" red bandanna.

["MIND YOUR OWN DAMN BUSINESS" MARQUEES ACROSS THE SCREEN. THE "M" IN "MIND" WRITTEN ON THE BANDANNA IS A MCDONALD'S LOGO]

FADE OUT.

Summary

McDoanlds is looking to get their customers to be more prideful in consuming their food. Part of this is encouraging their most loyal customers to confront the people in their lives who openly criticize their choice of restaurant.