

Big Mac Spatula Project

McDonald's

TV :30

AVO: The voice of a wise, knowing storyteller. Male or female. Older maybe but maybe not.

Open outside kitchen shop, in the front window we see a STORE EMPLOYEE decorating the front display window. Cut tight to a vase containing kitchen utensils, including a SPATULA which appears to be looking down.

AVO: It seemed almost unfair.

Cut to SPATULA'S pov, we see a man eating a Big Mac looking up at him.

Cut back to the SPATULA, and now the angle is changed slightly, so he's looking up.

AVO: Each day, he was front and center...

Cut to SPATULA POV, across the mall hallway is a McDonald's, and inside the McDonald's we can see another McDONALD'S SPATULA at work, making a Big Mac

AVO: ...forced to watch the life he wished was his.

Cut inside McDonald's, where on a counter we see the Big Mac box, the two beef patties being cooked by the McDONALD'S SPATULA, and finally it stacks the 2nd patty on the Big Mac in progress.

AVO: How wonderful that must be, he thought. Flipping those 100% beef patties. Crafting the 100% legendary, 100% original... Big Mac.

Cut to behind SPATULA in the window, he's looking across the way, and a cork screw (or any utensil with an "arm") has his arm around SPATULA, consoling him.

Cut to a shot outside the kitchen shop, and we see a WOMAN pointing up to the SPATULA as the EMPLOYEE takes it out of the vase. SPATULA is being purchased.

AVO: Sadly for him...

Cut to WOMAN walking out of the store holding a shopping bag with SPATULA looking at the McDonald's.

AVO: It just wasn't meant to be.

The WOMAN continues walking, right in front of the McDonald's.

AVO: But you, well, you're not a spatula, are you.

We go in tight on the SPATULA, and in it's reflection see people in the McDonald's enjoying Big Macs.

AVO: The simple joy of complete fulfillment.

MUSIC/LOGO: BA DA BA BA BA