

Doc Martens Advertorial Script

By Sean Lawson and Mhairi Fox

FADE IN:

EXT. FOREST AREA – DAY

Ambient sounds fill the screen, the sound of WIND BLOWING, BIRDS CHIRPING as we have different shots of trees, birds and the sky. Then we see the bottom half of someone walking, their top half obstructed by branches and leaves, they stomp over branches and rocks, we hear sounds of the BRANCHES SNAPPING and ROCKS SCRAPING under the shoes. We then get a good view of the shoes, they are Doc Martens. The person proceeds to walk through the forest, we get close ups of them stepping on the sharp rocks, showcasing the durability of the Doc Martens.

INT. KITCHEN – DAY

Open to see someone frantically running around the kitchen, only their bottom half however, we hear the sounds of BOWLS CLANGING, CUTLERY RATTLING, FOOD BEING MIXED on a countertop. We then see the person running over to the fridge, the sound of their FEET TAPPING along the floor and pulling open the fridge, we hear the FRIDGE OPENING and SLAMMING CLOSED. The person then scurries over to the countertop where they were working before and begins mixing up food. We then see a close up of the Doc Martens that they wear. Flour spills onto the shoe, we hear a SIGH come from the person and then the RIPPING OF A PAPER TOWEL, they then begin to wipe of the flour in one swipe and carry on preparing food. Show casing that you can spill almost anything on the Doc's and it not be an issue.

EXT. BEACH – DAY

Sound of WAVES SPLASHING in the background as someone strolls along a beach, the dry sand bounces off the shoes, we get a slow motion shot of this and the sound of SAND FALLING. The person drops a bag onto the sand and pulls out a towel, the sound of the TOWEL FLAPPING in the wind is heard. They lay on said towel and have one foot over the other, we slide past this and get an under the shoe shot of the Doc Martens as the person chills out. The sound of the WAVES SPLASHING throughout the entire scene.

INT. PUB – DAY

It's crowded, we hear the PEOPLE CHATTING amongst themselves. Drinks are getting poured at the bar and MONEY PINGS about, the sounds of GLASSES CLANKING about can be heard as well as the sound of POURING DRINKS. We slide along at waist level to a table, beers and other objects litter the table. We pan down to see the pair are both wearing Doc Martens. A PHONE VIBRATES on the table and one pair of Doc Martens leaves while the other remains, we follow them till they leave out of the pub, the sounds of their FEET STEPPING as they walk.

EXT. OUTSIDE OF A HOUSE – DAY (Jack's Dream)

We see a Land Rover parked outside of a house, the sound of TRAFFIC passing by. We hear the distant sound of a DOOR CLOSING and the sounds of FOOTSTEPS ON GRAVEL getting louder as they approach the car, we slide long the ground passing the cars tyres till we get to the rear end of the car where we see a man stood and we focus in on his Doc Martens, we hear the sound of the BOOT OPENING, something THUDDING inside of it and then the BOOT CLOSING. We then follow the man walking round to the driver side of the car, we hear the Jangling of KEYS and then the CAR DOOR OPENING, it then SLAMS SHUT as we see the man stepping into the car. The ENGINE STARTS, and the car pulls away the sound of the TYRES CREAKING on the road.

INT. LIVING ROOM – EVENING

The sound of a DOOR CLOSING is heard, the distant footsteps of shoes on the ground can be heard. We focus in on some shoe's lines up on the wall there is space for another pair of shoes at the end of the line, a pair of Doc Martens are the focal point. We see the persons feet appear in frame, they are wearing work shoes, they slide them off into the space that was free, the sound of the SHOES BEING FLUNG off can be heard, the person then proceeds to slide into the Doc Martens. They walk into their kitchen and pull out a cup from a cupboard, the sound of the CUP CLANGING on the worktop is heard, they then flick on the kettle, which we hear BOIL, then they make a cup of tea. The entire time we focus on their shoes. They then move into the living room and switch the TV on, the sounds from the TV can be heard. They then put their feet up on their table and being to relax.

