

Doc Martens Advertorial Script
Draft 2 (Complete Version)
By Sean Lawson and Mhairi Fox

FADE IN:

INT. DUNCAN'S FLAT – DAY

Three different ways of putting Docs on. Mhairi tucks their jeans into their shoes, they are in the hallway, they then walk into the kitchen and begin to make food. Jack sits on the bed leaning really far back pulling the shoes on and end up on their entire back with one foot straight up in the air. Joe YAWNS and begins to slide into his shoes, he stops for a moment and stretches out, the TV NOISE fills the room, he then grabs the remote and switches it off and puts on the last Doc and heads out.

We then see Mhairi in the kitchen, they sleepily trudge around the kitchen, making some pancakes, we hear the sounds of BOWLS CLANGING, CUTLERY RATTLING, FOOD BEING MIXED on a countertop. They then flick on the kettle, which we hear BOIL, they pull a cup from the cupboard and pop a teabag in the cup. They then go back to mixing up the food where 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 They then head out of the flat to the forest, the pick up a camera that's on the countertop as they leave

Jack heads out to ride a Harley they pick up a motorbike helmet and head towards the door.

Mhairi ties her shoe laces, we then cut to a shot of Jack opening to door, then Mhairi walks through the door instead of Jack.

EXT. FOREST AREA – DAY

Ambient sounds fill the screen, the sound of WIND BLOWING, BIRDS CHIRPING as we have different cutaways of trees, birds and the sky, all which will look like Mhairi is taking the photos, as we will hear CLICK of the camera. Then we see the bottom half of someone walking, they grasp the camera in one hand at their side, 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. They then take some photos of their surroundings; we hear the CAMERA CLICKING.

EXT. YORK (BLACK SWAN, THE WALLS, TOWN CENTRE) – DAY

They walk down the wall steps, their feet TAPPING on the ground as they walk. Sounds of PEOPLE CHATTERING, TRAFFIC in the background as the person ducks around people as they travel down the street. We focus in on the shoes as the person walks, not getting any higher than the knees. We get a reflective shot of the shoes in the glass building as they continue to walk down the street. They then dive into the Black Swan and meet up with a friend, they then give said friend a hug and go to the bar and order a drink. 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. The two friends have a drink, the sound of their GLASSES CLINKING echoes out the room.

EXT. COUNTRYSIDE – DAY

They slip into some biker overalls, the sound of FABRIC SHIFTING as they put it on. They then check the laces on the Docs the sound of LACES BEING FASTENED, we get a nice close shot of this happening. They set the bike up, checking the fuel and the tyres. They then put their helmet on and begin to mount the bike, CREAKING BIKE as they sit upon it. They then start the engine, the ENGINE ROARS, they then give a nice REV pulling on the handle bars and begin to ride off down the road. The sound of the BIKE SHIFTING GEARS as it goes. We get big wide shot of the bike travelling down the road, the ENGINE ROARING in the distance to signify use being far away from it. We then switch to a head on shot of the bike approaching the camera, the engine gets louder as it approaches the camera. Then we get a nice low shot of the tyres passing by.

INT. LIVING ROOM – EVENING

The sound of a DOOR CLOSING is heard, the distant footsteps of shoes on the ground can be heard. Some shoe's line up on the wall there is space for another three pairs of shoes at the end of the line. We focus in on each person taking their shoes off individually, we have fast paced cuts of them being placed next to each other one after another. The sound of the SHOES BEING FLUNG off can be heard. Jack the final person then proceeds to enter the living room, the previous two people are already in the living room with their feet up on the coffee table, the final person joins them and places their feet on the coffee table as well, they then stretch their toes. We get a shallow depth of focus of the people holding a remote, then two of them hold cups and they CLINK them together and take a sip. This entire shot will be focused on their feet, the sounds from the TV and CONVERSATION can be heard.