

ALWAYS A GOOD TIME: KETEL CAMPFIRE
By Ryan Reeves

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FADE IN:

EXT. SPORT UTILITY VEHICLE - TRAVELING - DAY

4 friends, 2 GUYS and 2 GIRLS, are traveling on a remote two-lane highway. They're listening to music, laughing and having a great time.

CLOSE UP on the back of the SUV, piled high with CAMPING GEAR.

CLOSE UP on a CAMPING PERMIT, resting proudly upon the dash.

The friends continue to drive along, care-free, when suddenly the engine begins SMOKING profusely. Uh oh.

FREEZE FRAME on the four friends' faces as they react in horror.

NARRATOR (OR TITLE CARD)

There's never a good time for your
engine to blow a gasket.

CUT TO:

EXT. SPORT UTILITY VEHICLE - DAY

The friends stand around helplessly outside the SUV. GIRL 1 holds up her cell phone. CLOSE UP on the screen - no signal.

GUY 1 (the driver) pops the SUV's hood and smoke bellows out into his face. He looks at his distraught friends and then at their surroundings - nothing and no one for miles.

GIRL 2 and GUY 2 open the back hatch and look through the camping gear. Suddenly, Girl 2 sees several BOTTLES of Ketel One, sitting pristinely amongst the camping gear. They were packed with care.

NARRATOR (OR TITLE CARD)

Fortunately, there's never a *bad* time
for Ketel One.

2.

Girl 2 and Guy 2 look at each other, then out at the nothingness. A quick peek at the engine, still spewing smoke, then back at each other. They both smirk.

CUT TO:

EXT. DESERT - NIGHT

The four friends dance around a campfire, drinks in hand. We pull back to see the SUV, hood still popped, sitting quietly in the distance behind two TENTS.

The group has set up their campsite here, in the middle of nowhere and yet, from the joy on their faces, there could be nowhere better.

CLOSE UP on the Ketel One bottle in the foreground, as the group continues to dance in SLO-MO around the campfire.

NARRATOR (OR TITLE CARD)

Ketel One: Always A Good Time.

The group all raise their CANTINES in celebration of their unexpected adventure.

FADE OUT:

END SCENE.