

ALWAYS A GOOD TIME: LOST IN THE WOODS

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FADE IN:

EXT. WOODS - AFTERNOON

Two friends are hiking deep in the wilderness. As they pass by a large tree trunk, they mark it with yellow chalk.

CLOSE UP on tree trunk with yellow chalk 'x' on it.

CUT TO:

EXT. WOODS - EVENING

As night falls, FRIEND 1 is SQUINTING HARD, trying to read a MAP. Suddenly, FRIEND 2 stops dead in his tracks. They're back at the exact same tree trunk.

CLOSE UP on the same tree trunk with yellow chalk 'x' on it. It stares back at them ominously.

FREEZE FRAME of the friends looking at one another. They both know they're screwed.

NARRATOR (OR TITLE CARD)

There's never a good time to get
lost in the woods.

Something makes a terrifying sound in the distance, making them both jump. Friend 1 looks in his backpack, pulls out a flashlight and, shaking, shines it on the bushes. Silence.

A BEAT, and then another terrifying sound. Whatever is making it is getting closer. Friend 2 reaches into his backpack for something to defend themselves with. They don't have much time!

Friend 2 grabs a Ketel One BOTTLE and is about to throw it into the bushes until Friend 1 shines the flashlight on the bottle, waving his hands back and forth, imploring his companion to stop what would have been such a travesty.

NARRATOR (OR TITLE CARD)

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

Friend 2 realizes the error of his ways. They both look at the bottle for a BEAT and we can almost see the light bulbs flicker on in their heads: 'Why not?'

CUT TO:

EXT. WOODS - NIGHT

The friends sit by a campfire, roasting marshmallows, laughing hysterically and enjoying Ketel One together. Friend 1 pours a drink and hands it to his left. A LARGE PAW reaches to receive it.

We pull back to see that they're hanging out and drinking with a bunch of WOODLAND CREATURES. We pull back to a wide aerial shot, revealing that more creatures are coming in droves.

There's going to be one hell of a party in the woods tonight!

NARRATOR (with super)

Ketel One: Always a Good Time.