

THE BRANCH

PILOT

MAXIMUM EXPOSURE

DRAFT 4
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---1ST 5 PAGES ONLY---

CREATED & WRITTEN BY

DECLAN FAY, JASON MARION,
RAY MATSEN & TERRI PSIAKIS

[1ST 5 PAGES ONLY]

EXT. A PARK OR BUSHLAND - DAY

A popular, middle aged Aussie tv actor sits in front of a set of letters eight or nine feet high that read: 'HAVEN'T'. (NB - We can green screen this)

They read from a book, but mostly looks to camera and delivers their lines with a fake sincerity. (It's a parody of the Commonwealth Bank "Can" campaign ad with Toni Collette).

DR. KARL

There's a six letter word,
that belongs to the meek,
to the losers, the boozers,
the inadequate, the weak
The word is HAVEN'T
as in haven't a clue
of how to acquire things
Does this sound like you?
You haven't a car
you haven't a home
you haven't a bed
not even a phone.
You're laying in garbage
for you haven't a bin
You haven't even a pot to piss in.
You haven't a future, you haven't a
hope
You'd hang yourself, but you
haven't a rope
But those six little letters that
end in n't,
Can change in a flash when you
leave off the n't
You can HAVE that car,
And HAVE that home
With an affordable, risk free,
low interest rate loan
We believe you can still HAVE,
a life that is good
by removing that one
insignificant 'nt.

The 'N'T' disappears leaving the word 'HAVE' as the scene DISSOLVES to a chiseled, GOOD LOOKING MAN IN A SUIT. This is the National and Regional Savings (NARS) Bank representative.

SUIT MAN

HAVE peace of mind.
And HAVE... a NARS day.

The suited man then smiles broadly, but his smile continues to stretch into a ridiculous grin, as his entire head morphs into a classic yellow, round SMILEY FACE sitting atop his normal, suited body.

The words 'NATIONAL AND REGIONAL SAVINGS BANK' appear, then move leaving just the letters NARS in the form of the bank's LOGO. Cursive writing then appears below it that reads: "Have a NARS day!"

SUPER appears below: *'All loans subject to approval. Nars cannot guarantee customers can have anything they want.'*

FAST VO

All loans subject to approval. Nars cannot guarantee customers can have anything they want.

INT. BACK OFFICE - MORNING 1

We see the ad is playing on a wall monitor. It ends.

John, the Branch Manager, is holding the remote.

JOHN

Ok, so that's the new campaign.

We see the entire staff crowded into the small office, staring blankly at the screen.

Julie has her hand up.

JOHN (CONT'D)

Julie.

JULIE

I just want to say that this ad. Is the best ad I have ever seen.

JOHN

Thanks Julie.

BRAD

Love it Johnny! Great concept. "Have". It's exciting, it's new, it's different.

JOHN

Good on you Brad.

STELLA

How is it different?

JOHN

Problem Stella?

STELLA

Our last campaign was 'Get'.

CUT TO: An old poster on the wall. It reads: "NARS. GO AND GET STUFF!" There's an image of a smiling couple, surrounded by luxury items. Underneath is written 'NO QUESTIONS ASKED'.

JOHN

Well, with that campaign we told people they could get stuff, now we're telling them they can have stuff.

STELLA

So there is no difference?

JOHN

No. Oh, except now they've got to show us how they're actually going to pay us back.

GARY KEVIN-BARRY

(Sarcastic)

That is unheard of!

JOHN

Anyway, the point is head office want maximum exposure on this, so we really need to push it. Front of house will be wearing one of these t-shirts and our sales staff will be wearing these ties.

He holds up a bright yellow t-shirt which reads, "HAVE" in large letters with "...a NARS day" in a smaller font below and a wide, bright yellow tie with "HAVE" written vertically and a smiley face at the bottom.

GARY KEVIN-BARRY

Not really my style John. Have you got something that's a bit more ostentatious?

John ignores Gary.

JOHN

And when any of you are finished with a customer, you have to say "Have a NARS Day".

BRAD

That's great! Have a nice day. Makes sense. Like it. It's nice too.

JOHN

Have a NARS day.

BRAD
Yeah, have a nice day.

John points to the NARS bank sign on the wall.

JOHN
NARS.

BRAD
(Suddenly realises)
OH! NARS?! Like the bank? Even better!

There is a knock on the door and DAN, sticks his head in.

DAN
Hey. Is this the bank?

JOHN
Yes. Dan. You found it. This is Dan everyone. Our new teller.

JULIE
How did you get in? I haven't opened the front doors yet.

DAN
I came in the back door.

John sighs.

JOHN
What are we doing here guys? Can we lock the doors? That back door's directly opposite the safe.

DAN
Yeah, I saw that.

JOHN
Ok. Well Dan, this is Brad, head of loans...

BRAD
Dan the man!

JOHN
Julie, our concierge...

Pulling her new shirt down.

JULIE
Nars to meet you.

JOHN
Our accounts manager Garry Kevin-Barry.

DAN

Gary Kevin-Barry? That's the
Aussiest name I've ever heard.

GARY KEVIN-BARRY

It's actually Taiwanese.

John turns to Stella.

JOHN

And you'll be working with Stella
on the front counter.

STELLA

Hey.

JOHN

Now head office wants everyone to
take pictures of themselves wearing
their shirts or ties and load them
on your socials with the hashtag
"have a NARS day".

STELLA

Ohhh god.

John rises to exit. Meanwhile Gary takes a large cream and
jam doughnut out of a bag.

JOHN

I know, I know. But this branch is
hanging by a thread guys so we
gotta do what head office wants or
we're gone. Now get to it.

John exits.

Gary bites into his doughnut, which oozes jam and cream onto
the table and gets all over his face.

He picks up a Nars t-shirt and wipes the desk and his face.

Stella quickly pulls out her camera and takes a photo.

STELLA

And, send.

EXT. BANK - DAY

Transition shot: HARRY, a fat security guard is asleep in
front of the main doors.