

Pepsi Superbowl Commercial

by

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FADE IN:

**INT. SMALL APARTMENT LIVING ROOM - DAY**

Right of center you see a recliner chair with someone sitting in it, their legs stretched out with their feet on the foot rest. Center screen you see a TV, they are watching the Superbowl as it begins to cut to a commercial before the halftime show.

ANNOUNCER (V.O)

And now a word from our sponsor but  
stay tuned for the half time show  
with Ricky Martin.

The TV fades to a commercial with the She Bangs music playing in the background. The person sitting in the chair begins to tap their toes together in time to the music, they drop the footrest on the chair and in one motion they slide to a standing position. It's WILLIAM HUNG and he begins to sing in his natural voice.

WILLIAM HUNG

She bangs, she bangs  
Oh baby

William begins to dance in Elaine Bennis (Seinfeld) manner to his kitchen and refrigerator while he continues to sing.

WILLIAM HUNG

When she moves, she moves  
I go crazy  
'Cause she looks like a flower but  
she stings like a bee

William continues to hum as he leans into his refrigerator for something to drink. The view is blocked by the refrigerator door but you hear the sound of a soda can being opened. William stands up straight with a Pepsi can. After a long drink, he looks at the can and begins to sing again but this time in the voice of Ricky Martin.

WILLIAM HUNG

She bangs, she bangs  
Oh baby

When she moves, she moves  
I go crazy

William begins to dance back to his chair as he continues to sing but this time in a style like Ricky Martin, confident and smooth.

WILLIAM HUNG

Cause she looks like a flower but she  
stings like a bee  
Like every girl in history  
She bangs, she bangs

He begins to hum as he sits back down in the chair placing the Pepsi on the table next to the chair.

ANNOUNCER (V.O)

And now our half time show with Rick  
Martin.

CUT TO:

**EXT. IN FRONT OF THE STAGE AT THE SUPERBOWL - DAY**

The band begins to play the music to She Banks and from stage right Ricky Martin appears singing as he crosses to center stage.

RICKY MARTIN

Talk to me  
Tell me your name  
You blow me off like it's all the  
same  
You lit a fuse and now I'm ticking  
away  
Like a bomb  
Yeah, Baby

Talk to me  
Tell me your sign  
You're switching sides like a Gemini  
You're playing games and now you're  
hittin' my heart  
Like a drum  
Yeah, Baby

Well if Lady Luck gets on my side

We're gonna rock this town alive  
I'll let her rough me up  
Till she knocks me out  
She walks like she talks,  
And she talks like she walks

The screen switches to a full screen of the super bowl half time show.

From stage left William Hung appears singing as he crosses to center stage.

WILLIAM HUNG

And she bangs, she bangs  
Oh baby  
When she moves, she moves  
I go crazy  
'Cause she looks like a flower but  
she stings  
like a bee  
Like every girl in history

Ricky and William begin to sing together the song that now owes its fame to both of them.

RICKY MARTIN & WILLIAM HUNG

She bangs, she bangs.

They finish the song, and both leave the stage for the next act.

FADE OUT

This commercial carries on the concept that was started with the little girl Pepsi commercials starring Hallie Kate Eisenberg.

Of course, this commercial depends on two things.

1. Pepsi sponsoring the Superbowl half time show with Ricky Martin leading off.
2. The commercial is kept secret and played as a lead in to the Superbowl half time show.

Reference:

<https://www.youtube.com/watch?v=3ClI-IrOgyg>

<https://www.youtube.com/watch?v=SlsQMk1Pv8E>  
<http://www.youtube.com/watch?v=Qu7VF8jDriA>