

PUP UPS

(COMMERCIAL PARODY)

Written by

Jimmy T. Martin

Mayamo Jimmy Productions  
Jimmy T. Martin  
405 Park Ave  
Weehawken, NJ 07086  
mayamojimmy@gmail.com  
570.817.2745

FADE IN:

INT. APARTMENT - DAY

A GIRL is reading a BOOK alone on the COUCH. She notices her PUPPY in the distance.

SFX: PLAYFUL PIANO ARRANGEMENT

(V.O.)  
There's nothing like making room  
for that special someone.

She closes the book and signals for Puppy to come onto the couch. The Puppy walks away instead.

(V.O.)  
But what happens when that someone  
doesn't feel special anymore?

SFX: SOLEMN PIANO ARRANGEMENT

CLOSE UP: GIRLS FACE.

EXT. DOG PARK - DAY

A GUY throws a TOY hoping to play fetch with the same Puppy.

SFX: PLAYFUL PIANO ARRANGEMENT

(V.O.)  
When the only trick they want to  
play--

The toy bounces past the puppy, who is now playing DEAD.

SFX: SOLEMN PIANO ARRANGEMENT

(V.O.)  
--is dead?

CLOSE UP: A CONCERNED LOOK ON THE GUY'S FACE

INT. VETERINARIAN'S OFFICE - MOMENTS LATER

The Guy and Girl now together with the Puppy. The VETERINARIAN reaches into her medicine cabinet.

SFX: UPLIFTING PIANO ARRANGEMENT

(V.O.)

That's when you need to take  
matters into your own hands...

The Veterinarian extends her hand to reveal...

CLOSE UP: THE CAN OF PUP UPS

(V.O.)

... with PUP UPS.

INT. KITCHEN - MOMENTS LATER

The Guy pours that same CAN of PUPS UPS into a DOG BOWL. He places it onto the floor and watches the Puppy joyfully rushes to it to eat.

(V.O.)

PUP UPS will do more than just feed  
your puppy. It'll bring some much  
needed color back into their black  
and white world.

The Guy gets up and next to the Girl. They embrace.

(V.O.)

PUP UPS is not only delicious, but  
it also contains the strongest mood  
enhancers known to modern  
psychiatry.

The Puppy finishes the food. The Guy then pulls out a TREAT from his pocket.

(V.O.)

The perfect treat for your puppy's  
mood disorders.

The Puppy suddenly ROLLS OVER. The Guy rewards the Puppy with a treat.

(V.O.)  
Trust us, your puppy will be  
"rolling over" when it gets a taste  
of our medicine.

EXT. DOG PARK-- MOMENTS LATER

The Guy and Girl are together playing fetch with their overly energetic Puppy.

(V.O.)  
Puppies are cute and full of life.  
They're also like little hairy  
humans who can't talk about how  
they feel.

INT. LIVING ROOM - MOMENTS LATER

The Girl, now in yoga clothes, doing a DOWNWARD DOG position.

(V.O.)  
So if you see signs that your puppy  
is down, don't be silent. Speak to  
your Vet today to see if Pup Ups is  
right for your special someone.

The Puppy rushes under the Girl and licks her face.

SERIES OF SHOTS:

A.) The Girl on a play date with another woman and her Puppy.

(V.O.)  
PUP UPS is not meant for all  
breeds, especially those with a  
genetic history of depression due  
to unappealing features.

B.) The Puppy bringing over a sock from the floor while the Girl is doing laundry.

(V.O.)  
Please avoid PUP UPS if you plan on  
getting your puppy pregnant to make  
money. Some if not all side effects  
may occur while taking PUP UPS,  
including...

C.) The Guy, in a bubble bath with his Puppy.

(V.O.)  
Dizziness, sensitivity to light,  
upset stomach, shortness of breath.

D.) The Girl painting both her and her Puppy's NAILS in bed.

(V.O.)  
Excessive toy playing, Chapped  
tongue, silent barking, obsessive  
air humping

E.) The Guy, with a TOY ROPE in his mouth, playing a tug of  
war match with his Puppy.

(V.O.)  
...hypermasculine grunts, irritable  
growl syndrome, discrimination to  
minorities, unannounced  
vulnerability or mild fever.

INT. LIVING ROOM - MOMENTS LATER

The Guy and Girl sit on the couch. Their puppy lays in  
between them.

GIRL  
Life use to be "rough" without PUPS  
UPS.

GUY  
But now--

He looks at the Puppy.

GUY (CONT'D)  
--we're both in good hands.

INT. KITCHEN - MOMENTS LATER

CLOSE UP: THE CAN OF PUPS ON A TABLE.

(V.O.)  
PUP UPS. Helping your puppy's mood,  
one helping at a time.

FADE TO BLACK.

THE END