

- **KFC ADVERT SCRIPT – ‘HANDMADE’-**

**LOCATION(S):** A town high street (mid-day), a professional kitchen.

**DIRECTOR(S):** Ben Mullins

**ACTOR(S):** TBC (6 Actors, 1 Narrator)

**EDITOR(S):** Ben Mullins

Opening Scene:

We open with an over-the-shoulder shot of Actor 1 and Actor 2 (a young couple aged in their early twenties) looking at a KFC billboard.

ACTOR 1

Wow. An Original Recipe Ricebox? That sounds like lunch sorted then.

The camera cuts to a medium low angled shot of the couple from the front. Actor 2 turns and leans into actor 1.

ACTOR 2

KFC? Well Anne’s cousin’s friend’s mum told me that KFC is made from the cheapest nastiest chicken available. You won’t catch me eating there

The camera cuts to a side shot of the couple and Actor 3 (a woman in her early 30s) appears suddenly next to the couple. The couple move back with startled expressions.

ACTOR 3

That's right. And I heard that they only use six herbs and spices.

Not the eleven that they claim to use. I can't believe it.

Close up on Actor 1's face as he attempts to talk but is cut off by a distant voice.

UNKNOWN VOICE

(Low volume from a distance) Well I heard...

The camera cuts to a long shot of Actor 4 (an eighteen-year-old boy) on a BMX bike coming down the path towards the group of previously introduced actors. A dolly shot is used in front of Actor 4 to track his movement towards the group.

ACTOR 4

That KFC don't even make their own recipe. My dad said that KFC stole their recipe from the chicken shop on my street.

Cut to a close medium shot of all 5 introduced actors standing in a group. Actor one looks around at everyone and begins to talk.

ACTOR 1

Well that can't be...

Actor 1 is cut off by a whistling sound from across the street. The camera quickly pans around to show a medium shot of Actor 5 (a man wearing business attire in his late twenties)

ACTOR 5

Are you talking about KFC? My associate heard a rumour that  
KFC employ chefs with no cooking experience or previous  
kitchen work. How unprofessional.

The camera cuts back to a medium shot of the group, with actor 5 appearing from the left of the camera to join the rest of the group.

ACTOR 2, ACTOR 3, ACTOR 4, AND ACTOR 5

\*Unintelligible rambling aimed at Actor 1\*

The camera slowly zooms from a medium shot to a close up of Actor 1's face. A boiling kettle sound effect plays in the background as the volume of the rambling group slowly fades out. The sound effect stops as Actor 1 speaks.

ACTOR 1

(Shouts) ENOUGH

The camera cuts back to a medium shot of a shocked looking group, all silent.

ACTOR 1

Instead of listening to rumours why don't we ask a  
professional what they think about KFC?

Actor 1 clicks his fingers and the group are transported to a professional kitchen. The group all appear stunned.

ACTOR 1

So this is my friend Stacey. She's a professional chef.

Camera pans to Actor 6 (Stacey, a professional chef in her thirties) she is preparing food.

ACTOR 6

Hello there.

Camera pans back to Actor 1.

ACTOR 1

Stacey how do KFC prepare their chicken?

Camera cuts to a medium shot of Actor 6.

ACTOR 6

KFC only use the finest chicken available. All of their chefs are trained to the highest standards and are put through vigorous health and safety checks. The secret blend of eleven herbs and spices are a unique and original recipe exclusive to KFC unmatched by any other restaurants around. Don't believe me? Try it for yourselves.

Actor 6 hands out KFC chicken. The camera pans on a close up of each actor as they take a piece of chicken each and eat it.

The actors all have positively surprised facial expressions. Actor 2 turns to Actor 1.

ACTOR 2

You know what? Maybe I was wrong. How about that lunch then?

The scene crossfades to a panning shot of KFC lunch products with a spotlight and black background.

NARRATOR

Trust the professionals. Not the rumours.

Try Original Recipe Chicken exclusive to KFC.

It's finger lickin' good.

Advert fades to black.