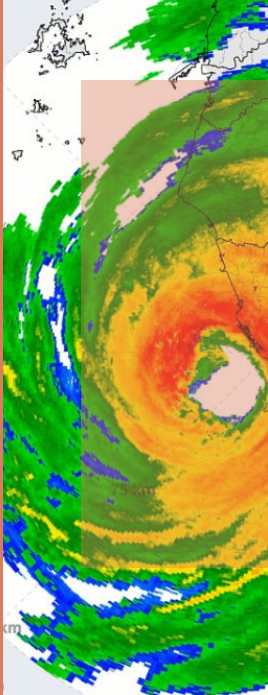




The Commercial Break-Up

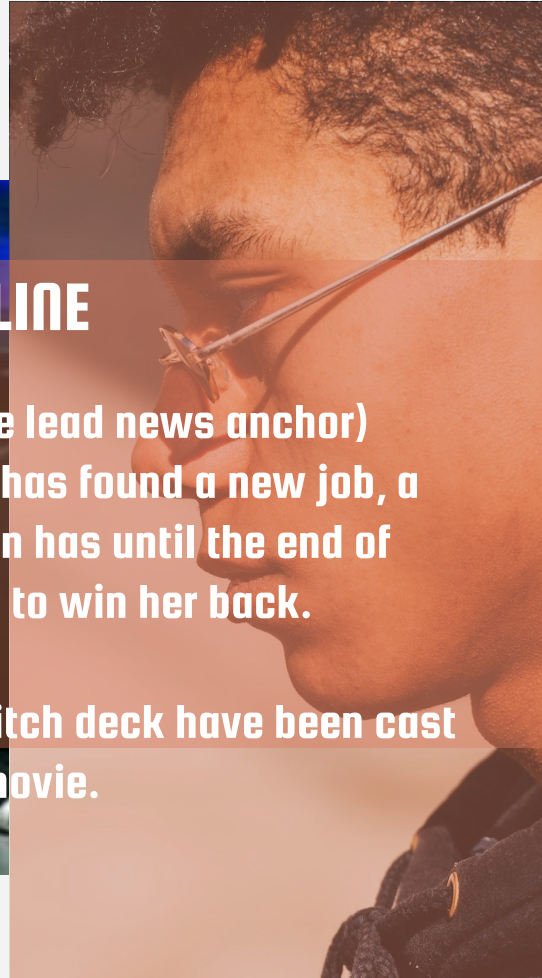
Hayes Davis
Writer, Director, Editor



LOGLINE

When his girlfriend (the lead news anchor) suddenly announces she has found a new job, a narcissistic weatherman has until the end of tonight's broadcast to win her back.

None of the actors in this pitch deck have been cast in this movie.





Hank is a narcissistic weatherman and a self-styled lothario who needs to grow up fast.

Jennifer is the broadcast lead anchor. She is a strong-willed woman who knows what she wants. The fact that she wants Hank to be responsible and commit, coincides with news that she is leaving town for a new job.



01. INTRO

03. CHARACTERS

05. ARTIST'S STATEMENT

07. CAST

09. COMPARABLE FILMS

02. LOGLINE

04. SYNOPSIS

06. ARTISTIC APPROACH

08. REFERENCE PHOTOS

10. FILMMAKER BIO



'The Commercial Break-Up' is a romantic comedy set inside of a news affiliate, during the evening broadcast. The main characters (Jennifer, the lead anchor, and Hank, the weatherman) are at the broadcast desk. They have a secret: they have been dating.

Jennifer is beginning to feel like Hank's motives for the affair are misguided and she suddenly announces that she has found a job on the network broadcast out of town. During the commercial, their argument is in comedic contrast to their usual routine. Jennifer accuses Hank of keeping their romance secret so that he can use his celebrity to seduce other women. A surprised Hank blames company policy. Their argument spikes wildly above whisper, to the shock of the camera crew.

Jennifer gives Hank an ultimatum: validation/commitment or she will leave him for good. After their torrid argument, Hank steps up to the weather chromakey and has a special announcement of his own. After he botches an attempt to cast an AI generated image of them with the theme of eternal love, she calls for acceptance and there is reconciliation.





I enjoy making people laugh. I do love the spectacle of cinema, at any budget, but if it is based on a poetic and emotional story, then I avoid it. I want to make movies about real love, not the inauthentic, doting / high-maintenance love in many movies. I want to renew individuals' faith in a post-secular religion world and tell the story of a hero in the most unlikely places. I want to explore the transcendent power of courage.

To save their relationship, she has to find the courage to stand up to him and he has to find the courage to be responsible. In the end, he cannot rely on AI to reconcile but he has to be accepting and vulnerable. Together, they must rely on what they do best: the truth.



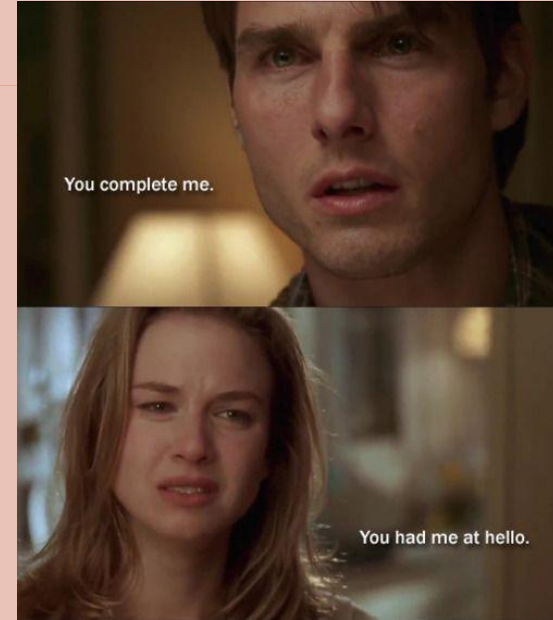


“The Commercial Break-Up” is a classic rom-com. The light-comedic tone of the romantic comedy genre calls for a film to be brightly lit. Characters are not dominated by dark motivations or forces. Instead, they are unraveled by the most neurotic of motivations or forces: manners, misunderstandings, farce, or satire.

That is why it is perfect if this film is set within the backdrop of the news affiliate. The bright set establishes the characters professional reality. The off-camera reactions will require additional lighting. As a character piece, the performances will carry the movie. It can be a fun role for actor and director because each moment contains nuance and brush strokes that can be funny and human.

There is a moment in the script where there is a representation of AI, but this filmmaker will not use AI. In that moment, Hank tries to use AI to depict their relationship as eternal love. Adobe Photoshop effects will be instead used to show the vacation of the two leads, transformed and animated via AI. Comically, the AI screws up the task and it portrays them as vampires. This will discuss the inhumanity that comes along with using AI in the media.

Also, there will be no kissing.



CASTING



Hank Lord

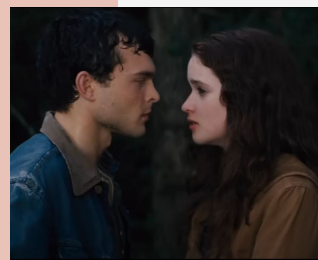
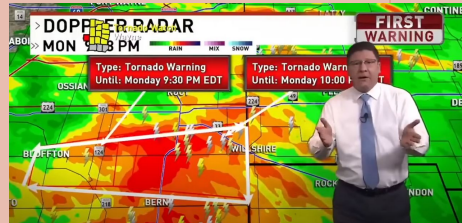
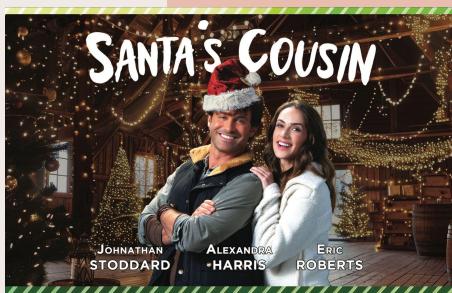
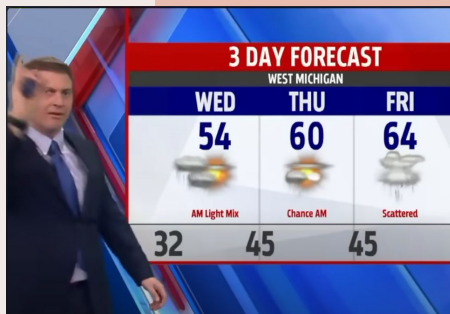
played by Ben Curnutt

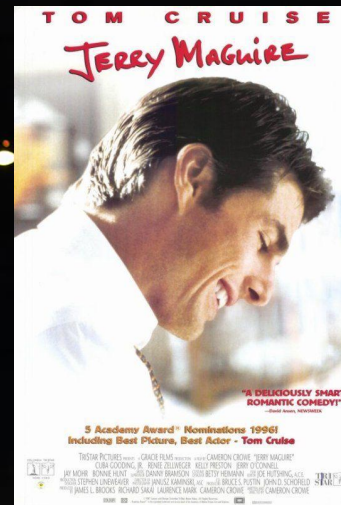
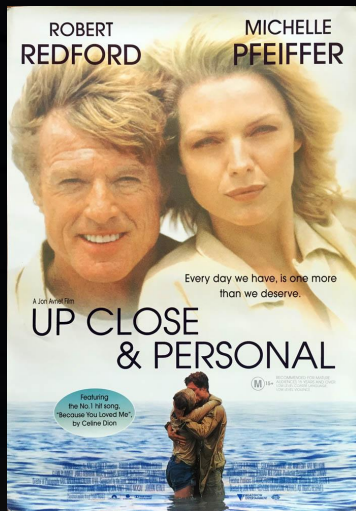
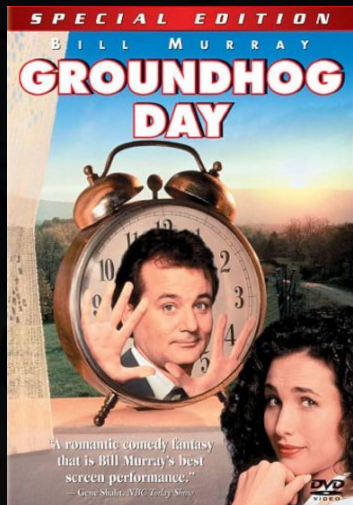


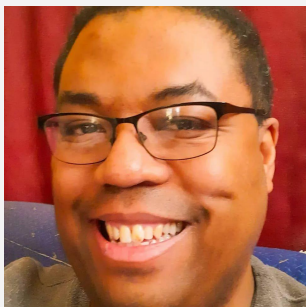
Jennifer Marquez

played by Elysse Ramirez

REFERENCE PHOTOS





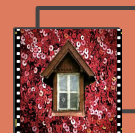


Hayes Keith Davis - BIO

Born and raised in Akron, Ohio, and finished high school in Alamogordo, NM.

Hayes worked as a production assistant on films like “Scattering Dad”, “The Hi-Lo Country”, and “The Wild Wild West”. He has an unpublished novel called “Madness”, a sitcom pilot called “Nobody’s Perfect”, and an animated series pilot called “Imaginary Friend”. He is also the author of numerous short stories.

He recently graduated from NMSU-A with an Associate of Arts degree and is now a Digital Filmmaking Major. He is also a Crimson Scholar. He graduates in May 2025.



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