

## **Papa John's :30 Television Spot**

Concept/Script

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### **Option 1: Delivery Issues**

#### **[V/O AND A GRAPHIC:]**

Chuck Norris's house doesn't have any doors or windows – just walls that he breaks through...

**[CUT 1]** Young Papa John's delivery boy struggling to deliver a pizza to a door-less house

[D.Boy] *Uh, Mr. Norris – I've got your pizza?*

**[CUT 2]** Keith and Chuck in the house, Keith staring at Chuck confused

[Keith] *A little help Chuck...*

- Norris kicks down wall -

**V/O OFFER: For a limited time Papa John's has \$12 any size pizzas.**

**[CUT 3]** Stunned delivery guy hands them pizzas

AUDIO: Papa John's pizza is Chuck Norris approved.

**STAMP LAID OVER**

**[CUT 4]** Better ingredients. Better Pizza. Papa Johns.

### **Option 2: Too Hot**

**[V/O] For a limited time only, get any size pizza for only \$12**

[Delivery guy at door - panning down to steamy pizza box]

[D. Boy] *Here's your large \$12 pizza Mr. Norris, fresh out the oven so be careful it's very ho –*

**[CUT 1]** Chuck Norris takes final bite, burps out steam and then folds the pizza box into a crumple

**[CUT 2]** Stunned delivery guy

[D.Guy] *Hot. It's very hot...*

**[CUT 3]** Chuck Norris hands the delivery guy a large battle axe as payment, closes the door

[D. Boy] *I guess I'll keep the change?*

AUDIO: Papa John's pizza is Chuck Norris approved.

**STAMP LAID OVER**

**[CUT 4]** Better ingredients. Better Pizza. Papa Johns.

### **Option 3: Dinner is Body Slammed**

[Hostess/Wife] *Thanks so much everyone for joining us for this wonderful meal around the table*

[Gestures to an elaborate and clearly time-consuming meal]

[Hostess/Wife] *I especially want to thank you Chuck for being our special guest tonight*

**[CUT 1]** The camera pans to a smiling Chuck, suddenly two ninjas crash through the window and immediately begin fighting with Norris who slowly smashes the table/meal – as he hurls his final assailant against a closet of fine China we pan back to the wife/hostess, now whimpering into a hankie]

**[CUT 2]** Keith, seated beside the hostess, whispers

[Keith] *Don't worry honey, for a limited time you can get any sized Papa John's pizza for just \$12.*

**[Presses order on the app]**

**[CUT 3]** Everyone eating pizza in the rubble of the meal, Chuck looks pleased.

AUDIO: Papa John's pizza is Chuck Norris approved.

**STAMP LAID OVER**

**[CUT 4]** Better ingredients. Better Pizza. Papa Johns.

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