

# **BOOST MOBILE**

## **"BOOST CINEMATIC UNIVERSE" - LAURA WILLCOX**

OPEN ON a dystopian, ruined city. ZOMBIE WIRELESS CUSTOMERS slump about with their phones, searching for service, fighting each other for the last remaining gig of data. Over this we hear:

**GRIZZLED MAN (VO):** Our world, driven to ruin by the greed of a few evil people: the CEOs of big wireless.

CUT TO VERIZON CEO HANS VESTBERG looking down upon the rubble from his evil lair. He strokes a cat and smiles evilly. A lower third reads: "Hans Vestberg, Verizon CEO\*." (\*real name, not the real guy)

**GRIZZLED MAN (VO):** Makes ya wonder, what could drive a man to such evil?

FLASHBACK: LATE 90S/EARLY AUGHTS: A 20-something HANS VESTBERG bumps into REBECCA, a beautiful American study-abroad student, in front of the EIFFEL TOWER. It's love at first sight. LATER, they stroll hand in hand down a cute cobblestone street, eating croissants.

CUT TO: Splitscreen of Hans and Rebecca on their giant NOKIA phones, back in their respective countries, trying to maintain a long distance relationship. It's not working out.

**REBECCA:** Hans, I can't hear you! And I can't afford these international fees. I'm sorry, but it's over!

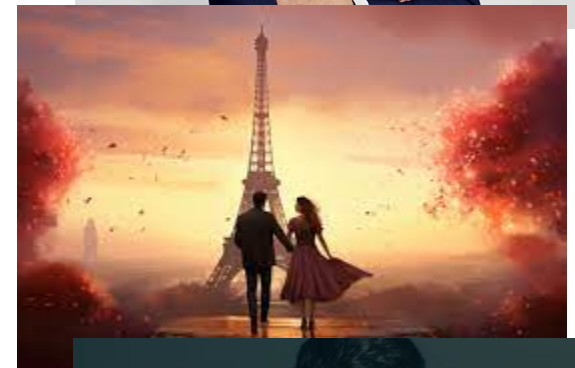
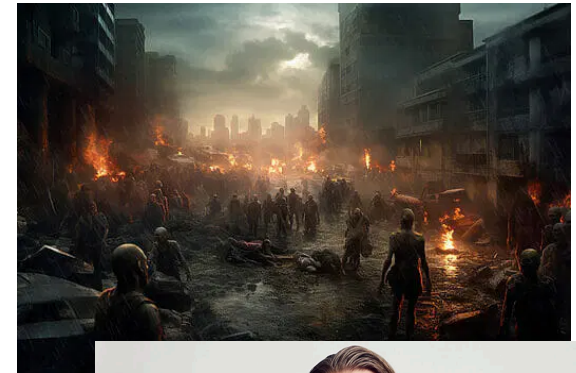
OFF Hans' absolutely crushed face we see quick cuts of his EVIL TRAJECTORY:

**GRIZZLED MAN (VO):** Hans wouldn't rest until everyone suffered like he did.

NOW a hardened Hans gets an entry level job at Verizon. NOW he's shaking hands with other BIG WIGS, wearing a suit. NOW he stands at a podium, speaking to a massive, Draconian hall of Verizon workers.

**HANS VESTBERG:** Prices will increase, while coverage will be inconsistent at best!

OFF the VERIZON EMPLOYEES' worried faces we CUT TO:



TODAY. Hans in his lair, stroking a cat, looking down upon the ruin he hath wrathed.

**HANS:** Can you hear me now, Rebecca? (EVIL LAUGHTER!)

**GRIZZLED MAN (VO):** I know it looks bleak. But there's hope.

CUT TO: Our hero in a safehouse, a Chris Hemsworth-type, BOOST CEO CHARLIE ERGEN\* (subtitles: \*Actor portrayal.)

He holds a GLOWING CELL PHONE bearing BOOST INFINITE'S LOGO.

**CHARLIE ERGEN:** A wireless plan that's only \$25 a month, forever. No contracts, no hidden fees, great coverage. No evil CEO. (SHRUGS) I love therapy.

*ALT:* What can I say? I had a pretty normal childhood.

He tosses the Boost phone into a bag. His side-kick DIAL TONE, a sentient clear phone from the 90s, RINGS

**DIAL TONE'S SUBTITLES:** "Finally, a GOOD CEO who will donate all his profits to char--"

**CHARLIE ERGEN:** Whoaaa! Haha, very funny Dial Tone. Let's not go crazy here.

Charlie grabs his back and Dial Tone, gives us a cocky wink, and journeys forth to save the world.

**SUPER:** [BOOST INFINITE LOGO]

**VO** Infinitely better. Infinitely less evil.



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mobile®