

BUSH AD

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CLAYTON IS SEATED AT A CONFERENCE ROOM TABLE. THOR ENTERS WITH A STACK OF PAPERS.

THOR

I've got the focus group results on our first round of Bush ads.

CLAYTON STANDS UP.

THOR (CONT'D)

You should probably sit down for this.

CLAYTON

Oh no. I knew it. It's bad.

THOR

Well, it's good and bad. We're definitely on the right track. Capitalizing on 9/11, using terror and fear--that really struck a chord.

CLAYTON

Oh good, because without that--

THOR

I know--nothing. That's all we've got.

CLAYTON

So if we did that right, what's the bad news?

THOR

Well, if I'm reading these numbers correctly, we weren't specific enough about the story we're telling. People were confused. So we've got to be absolutely clear about who George W. Bush is and what he can do for America. We've got to heighten it and sell it.

CLAYTON

So, make it bigger?

(CONTINUED)

CONTINUED:

THOR
Exactly!

CLAYTON
Make *him* bigger.

THOR
Right! Right!

CLAYTON
Okay. A giant Bush. The protector.
He's protecting America.

BUSH ENTERS. AND FROM HERE ON OUT, HE ACTS OUT THE AD AS IT'S BEING DESCRIBED.

CLAYTON (CONT'D)
It's September 11, 2001. He's a
giant, standing between the two
towers of the World Trade Center.

THOR
In come the planes.

CLAYTON
He sees them.

THOR
And he bats them out of the sky.

CLAYTON
He's furious at these terrorists.

THOR
But he loves the World Trade
Center. So he holds it and keeps it
safe.

CLAYTON
Right! So it's like the towers
never fell. If we make this ad real
enough, people will actually forget
that they fell and will think that
Bush's decisiveness saved them.

THOR
Yes! The decisiveness of giant
superhero Bush.

CLAYTON
Excellent! Yes! That's exactly
where we need to go with this.

(MORE)

(CONTINUED)

CONTINUED: (2)

CLAYTON (CONT'D)
(GOING BACK TO THE FOCUS GROUP RESULTS.) Also we've got two wars that need to be explained and justified in a few seconds.

THOR
That's tough. Almost impossible. But we're good.

CLAYTON
We're the best.

THOR
Okay. Stay with giant Bush. He's still lovingly protecting the twin towers but he spies something on the horizon and it makes him angry.

CLAYTON
Yes! Terrorists! In Afghanistan!

THOR
Right! So he strides powerfully across the Atlantic. And now giant Bush is standing on Afghanistan. He's right there to take care of these terrorists, personally.

CLAYTON
And he looks down and he doesn't like what he sees. Terrorists everywhere. Scurrying around his feet. Like evil ants with AK-47s.

THOR
He starts stomping on them. Stomp! Stomp! But there are too many. They cling to his feet and he shakes them off. And then he--

CLAYTON
And then he takes a mighty breath. And blows all the terrorists out of Afghanistan. He's so powerful that he's able to completely clear Afghanistan of terrorists with only the air escaping his lungs.

THOR
Right. And then he reaches into his pocket and pulls out a democratic government. And plops it down there.

(CONTINUED)

CONTINUED: (3)

CLAYTON

So easy. And as he's reaching down to shake Hamid Karzi's hand, suddenly he hears something.

THOR

Yes! The cries of the long-suffering Iraqi people.

CLAYTON

Right! And a regime that is interested in developing the capability to someday begin producing a program that might be able to build weapons of mass destruction.

THOR

Aimed at America.

CLAYTON

Yeah! He's got to save America from that possible eventuality.

THOR

For giant Bush it's just one mighty jump and he's in Iraq.

CLAYTON

And at first, he hears American business interests pleading with him to take control of Iraq's oil fields. But he says, no, no. I'm here to save the Iraqi people.

THOR

So he reaches down and tears the roof off Saddam's palace.

CLAYTON

But he's not there.

THOR

No. So Bush gets down on his hands and knees to hunt for him. And he sees him!

CLAYTON

There he is.

THOR

Saddam Hussein.

(CONTINUED)

CONTINUED: (4)

CLAYTON

In the hole.

THOR

The dirty spider hole.

CLAYTON

So giant Bush rolls up his sleeves...

THOR

He reaches down into the hole.

CLAYTON

And with his enormous hand, he plucks out the dictator.

THOR

And bites his head off.

CLAYTON

Yes. Yes.

THOR

But Saddam's head tastes terrible.

CLAYTON

It makes him physically sick.

THOR

So he spits it out.

CLAYTON

And throws the decapitated body down in disgust.

THOR

Okay, yes, perfect. And then we have to wrap it up with something even bigger.

CLAYTON

Liiike, he steps back and grows even larger.

THOR

Like God.

CLAYTON

Yes, but even bigger and better. Stronger and more powerful.

(CONTINUED)

CONTINUED: (5)

THOR

And then?

CLAYTON

He takes the world in his giant hands. And gently pulls it up to his face... and he kisses it.

THOR

He loves the world.

CLAYTON

He absolutely adores it.

BUSH

I am George W. Bush and I approve this ad.