

CONCEPT: BLU-RAY

# Boxheads





## VIDEO

CARLO, a large man in a velour track suit, sits on a couch. An Amazon box sits upside down on his head, obscuring his face. He gesticulates freely with his hands, which are loaded with man jewelry.

Product shots of Blu-ray discs swirl around the amazon.com logo.

Wider shot of Carlo on the couch. Next to him and also wearing an Amazon box, is his wife. Curlers stick out from under her box.

## AUDIO

**CARLO:** There's been some accusations, yeah. "Oh, that Carlo, he musta robbed a Blu-ray truck." Or "Carlo, he got a connection in Malaysia" or some nonsense like that. Okay, yeah. I get all the newest titles on Blu-ray. And okay, I can get as many as I want for my buddies, no problem. And, yeah, I pay significantly less than other people. So? So what? I got a guy. That's all. I got a guy.

**Versionable Donut with VO:** Every Blu-ray title on the planet is available on Amazon.com. Check out our low prices on: "Goodfellas", the extended cut of "Donnie Brasco", and collectable versions of "The Sopranos".

**CARLO:** Tell em.

**CARLOS' WIFE:** He's got a guy. Big deal.

**CARLO:** Big deal.