

*DollarShaveClub.com –Our Blades Are F\*\*\*ing Great*

*[Mike is sat at office table. Close-up shot of head and shoulders. Suspicious amount of children toys are hung up all over the background wall. Camera slowly zooms out as Mike begins to speak.]*

**Mike:** ‘Hi. I’m mike - founder of dollarshave.com. What is dollarshave.com? Well, for a dollar month we send high quality razors right to your door. *[Mike stands up and begins moving around the desk towards the door.]* Yeah. A dollar. Are the blades any good? No. *[Stops in doorway and points at the poster to the right]* Our blades are fucking great.

*[New shot of wall in factory. Mike bursts through tissue paper wall holding razor example and cont. walking through factory floor]*

**Mike:** ‘Each razor has stainless steel blades and Aloe Vera lubrication strip and a pivot head. *[Passes a toddler sat with shaving a man’s head as he reads calmly.]* It’s so gentle a toddler could use it.’

*[Mike cont. walking along factory floor, towards camera as camera moves away.]*

**Mike:** ‘And do you like spending 20 dollars a month on brand named razors – 19 go to roger Federer – *[A tennis racket is thrown in from the side.]*

**Mike:** I’m good at tennis...*[Tennis ball is also thrown in. Mike misses the ball with racket.]*

**Mike***[jumping on a pickup reversing to the right of the screen]:* ‘And do you think your razor needs a vibrating handle, a flash light, a backscratcher and 10 blades? *[Passes an old photo of grandfather on wall behind]* Your handsome-ass grandfather had one blade *and* polio.

*[Camera zooms and remains on portrait]*

**Mike:** Looking gooooooood poppop!

*[Back on factory floor, Mike moves towards table displaying a box of razors about to be packaged.]*

**Mike:** ‘Stop paying for shave tech you don’t need and stop forgetting to pay for your blades every month - Alejandro and I are gonna’ ship them right to ya’. *[Worker Alejandro pulls tape across box, which Mike then cuts with ridiculously oversized sword, before throwing the package to a man dressed in a bear suit. Camera swings round to the bear-man who misses the box before putting his thumb up to address the camera in a friendly and cheerful manner.]*

*[Cuts to shot of Mike and Alejandro working together in a wheel barrow. Mike sits back, wrapping his legs around Alejandro as they move along.]*

**Mike:** ‘We’re not just selling razors, we’re also making new jobs. *[Addressing Alejandro]* Alejandro, what were you doing last month?’

**Alejandro***[grinning]:* ‘Not working’

**Mike:** ‘And what you doing now?’

**Alejandro** *[still grinning]:* ‘Working.’

**Mike:** ‘I’m no Vanderbulit but this train makes hay’ *[Mike motions tooting a train’s horn in time to sound]*  
\*beepbeep\*

**Mike** *[moving across factory tables this time]:* ‘So stop forgetting to buy your blades every month and start deciding where you’re gonna’ stack all those dollar bills am saving you.

*[Mike moves into background consisting of the man-bear, who reveals an American flag and who holds stacks of dollars.]*

**Mike:** We’re Dollarshave.com and the party, is on.

*[Cuts to music “Karate” by Kennedy (real funky) ...And Mike blowing money around with a leaf blower.]*