



Anchorman 2

M&M Awards submission film short: script (v4)

Crystal ball visual; swirling mists, imagery fading in & out, possibly faded image of Ron's face as if he's gazing into the ball from a darkened room.

Ron (V.O.) – speaking mystically

"Heyyyyyy... hellooooo..... is there anybody there.....?"

<Now a bit more abruptly>

"Hey man, wake up! I wanna know my fortune, goddammit!"

<We hear some far-away, indiscernible whispering... someone is speaking to Ron from the 'other side'>

"Oh, now I hear you – cool, cool – yeah, I do look great, don't I? Hah! Thanks man. Whass' that you say? You *what*? We **won an M&M Global Award**? No way, that's frickin' *awesome*! *Anchorman 2* won?! I am in a glass ball of emotion!

Jeez, I knew we could do it. Ron Burgundy, multi-award winning newsreader. *<In a silly voice>* It's not news unless I say it is!" *<shouting>* Hey Brick, fetch that bottle of scotch in the chiller, wouldja?!

<Starts singing to himself softly the cheesy Tina Turner number> "You're simply the best! Better than all the rest...."

<Speaking in normal voice now>

"When we started making *Anchorman 2*, we knew we were in for a fight. No matter that we had an awesome producer, double the budget, and a smokin' cast – sequels are *always* a gamble. In fact, some of those dumb-ass critics didn't believe we could pull it outta the bag. *Douchebags* – don't they know my bankability?!"

"But that was half the problem. Ron Burgundy costs money *<add suitable image>*, so even though we had *double* the budget of *Anchorman 1*, Media needed to work hard to make the movie profitable. But they had this really cool idea: *Reporting on great news stories that haven't even happened yet!*"

<VFX: in the crystal ball, we see swirling mists in revealing images of the marketing campaign, the news stories, overlays, stats... stuff to bring the campaign and its success 'to life'. Ron V.O. throughout...>

"So we sucked out cool information from IGN, Microsoft, MTV and sh*t-loads of other sites to help us forecast *what* and *who* would be hitting the headlines at launch time. *<Show*



images> I'm talkin' white-hot media gold, like the MTV Music Awards, key end-of-year reviews, major sporting events... even *Royal Births*.

What's more, we tapped into social media buzz and tied in our big news stories with the launches of Xbox1 and PS4... findin' out what might be going down in 2013."

"Then, we schmoozed some of the biggest media sites, including Yahoo, MSN, and a stack of national *movie* sites to run our 'key news stories'. *<Show some of these>*. "I'm talkin' **Real-Time Bursts of Burgundy**." I was poppin' up everywhere... hey, check me *there!* I look *hot!*

"The results were *ridiculous*. Our target for video views was 11.9 million. We achieved 19.3. We also generated *8 billion impressions*. Speaking of good impressions... God, I *rock* that colour suit, huh?"

Can you believe that *Anchorman 2* generated over \$200 million bucks at the box office – that's more than double *Anchorman 1*. Wanna know what gets the marketing guys all jiggy? Their cool campaign increased the 'paid value' by 79 times – that's *over seven times* the norm! Now that, my friends, is **big news**.

<Shouting again>. "Hey, Brick! You callin' me a cab? I got an awards ceremony to get to. And get Janice on the line... I'm gonna need to look funkier than James Brown on steroids. Owwww, I'm goood!"