

WET MAPS

EXT- A HIKING TRAIL

HIKER is lost in the woods. He pulls out an old dry map. He sighs.
The voiceover is a soothing presence.

VOICEOVER

Getting lost is never fun. But you know
what is less fun? Using an old dry map.

HIKER

I hate this map. It's so dry and old.

VOICEOVER

Just because using a map is old fashioned,
doesn't mean it has to look old fashioned.

Sparkly transition. Hiker is now holding a Wet Map brand map. It
looks like a regular map, but it is covered in water. He looks at it
and immediately walks in the right direction.

VOICEOVER

Introducing Wet Maps: maps that are wet.
Using our patented water wetting
technology, as well as a touch of black
magic, your Wet Map will never look old!

Close up of the product. It is a regular paper map that is covered in
a thin layer of water. The water makes the map shiny.

CUT TO:

Another trail. Backpacker is backpacking.

BACKPACKER

I've been using electronic maps but... they
just aren't wet! Wet Maps-brand wet maps
are just better and wetter in every
conceivable way!

CUT TO:

Diagram of how wet maps work. Water comes from the center of the map
and moves to the edges of the map.

VOICEOVER

Luxurious wetness to the touch with no assembly required! Our patented wetting technology works automatically to give you the wettest map possible!

CUT TO:

DESERT DWELLER in a desert holding a wet map, happy with their purchase.

DESERT DWELLER

Deserts are too dry. I don't want my maps to be dry too! Thanks Wet Map!

CUT TO:

A DIVER underwater.

DIVER

I love wet things. I used to have to wet my own maps and boy was that a hassle!

CUT TO:

Beautiful scenery and people holding maps in various locations.

VOICEOVER

Your wet maps also include a free wet map cleaner: the Wet Map brand wet map wet nap. Wet Maps: Find us at your local artisan gas station.

BLACKOUT