

TURBO TAX PITCH

Viral Campaign - Miss Turbo Tax

"FAKE"

by
Matt Ragghianti

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INT. PAGEANT HALL - BACKSTAGE - DAY

A bustle of activity. Dozens of attractive LADIES, the pageant contestants move this way and that making their final preparations before taking the stage. A few are adjusting their gowns, others perfecting their make-up. Still more taking one last look at their returns.

Yes, you read that correctly, I said **returns**. You see, this ain't just your run of the mill beauty pageant, folks. This is...

Miss Turbo-Tax 2009

Two contestants, whose SASHES identify them as MISS AGI (Adjusted Gross Income) and MISS VOLUNTARY COMPLIANCE stand in the wings, looking down their (perfect) noses at their competition.

MISS AGI
(severely catty)
Look at those things. Have you ever? I mean... wow.

MISS VOLUNTARY COMPLIANCE
(disbelief)
I know. They're huge.

REVERSE TO:

INT. PAGEANT HALL - BACKSTAGE - CONTINUOUS

Another contestant, MISS DEDUCTION sits at a vanity mirror, fussing over some unseen hair, slightly out of place. She is drop-dead-gorgeous. And, shall we say, very well built.

MISS AGI
(rhetorical)
Um, you think she got carried away there?

MISS VOLUNTARY COMPLIANCE
Ohmygosh. Totally overinflated.

MISS AGI
Suzy got dressed right next to her last night and she told me she got a good look at them up close.

MISS VOLUNTARY COMPLIANCE
(Do tell)
Really?

MISS AGI

Yep.

Into frame, comes another contestant, MISS EXEMPTION who cozies up to these two--

MISS EXEMPTION

(wants in on this)

What are you guys talking about?

MISS VOLUNTARY COMPLIANCE

Oh, the new girl. And her uhh....

MISS EXEMPTION

Oh, her deductions? I know, I heard.

ON: Miss Deduction, who rises from her seat now, grabs her Turbo Tax file and walks, in SLOW MO, through the scene, the picture of beauty and grace.

As she passes the other three, they turn to watch her go--

MISS AGI

Those things have got to be fake.