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# **20 TV Commercial Comedy Sketches**

A parody collection of TV  
commercial take-offs

by CHRISTINA HAMLETT

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**Contemporary Drama Service**

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***To Bruce, Mary and George for laughing  
in all the right places***

## ***PRODUCTION NOTES***

Looking for just the right filler between set-changes? Need something short and creative to videotape in your television production class? The twenty commercials in this booklet can meet both needs. Easy to stage or film, these spoofs of popular advertising all utilize small casts, minimal props and virtually non-existent sets. Staging can be as elaborate or as simple as budget and taste dictate. The variety of mini-stories offered also provides an extensive potpourri of styles for actors to try out and directors to integrate into a school program of one-acts or holiday theme material.

Yet another alternative for budding thespians would be to use the complete package as a short, fast-paced theater program itself. The production could easily be presented on a "sound stage," utilizing additional actors as technicians, sound effects assistants, camera operators, etc. Whereas regular, contemporary plays emphasize realism in acting, these commercials would best be compared to techniques found in melodrama, stressing exaggeration and high energy. Whether you're pitching Gargoyle Gargle or Time-Lapse Photography, the idea to communicate to your audience is that this is truly a product they can't live without. Further examples of how to do this are as close as your television set . . . Enjoy!

— *Christina Hamlett*  
*Playwright*

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## “Italian Express” Commercial

**CAST:** Julius Caesar (in Roman tunic and crown of olive leaves);  
ET (in a rubber ET mask)

**PROPS:** Italian Express credit card, telephone

**CAESAR:** When I sally forth to plunder and loot other countries, people don’t always recognize my face. That’s why I carry this — *(Pulls card out of tunic)* The Italian Express Card.

With Italian Express, I can make anyone an offer they can’t refuse. It’s good for charging grapes, chariots, dancing girls . . . even souvenirs for the folks back home. Better than that, Italian Express gives me a choice of three payment options: pay my bill off all at once . . . make partial payments every Ides of March . . . or, my personal favorite, take over the bank, enslave the tellers, destroy the records, and owe nothing at all.

So remember *(ET walks by in front of Caesar with a phone in his ear)*, whether you’re traveling down to the pizza parlor . . . or across the universe, Italian Express is the card for you. Et tu, ET? *(ET nods in agreement. CAESAR holds up card.)*

Italian Express. Never leave Rome without it!

## “Parts R Us”

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**CAST:** Igor, appropriately garbed in ragged clothes, hunchback, etc.

**PROPS:** Display shelves of plastic mannequin arms, etc. with prices

**IGOR:** When my master needs a hand or wants to get a head, he sends me here . . . to Parts R Us, the only body shop with two-for-one, half-off, and cut-rate specials seven days a week. And now, Parts R Us is open past midnight for do-it-yourselfers who just can't wait. At Parts R Us, they've got everything . . . and if they don't, their staff of trained professionals will be happy to go out and get it for you at a price that won't cost an arm and a leg. Last of all, the people at Parts R Us have really got heart . . . and lungs . . . and brains . . . and . . .

## “Deals on Wheels”

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**CAST:** Oggie Kaboom (a fast-talking cave salesman) attired in leopard furs

**PROPS:** Three “wheels” (can be made of cardboard or papier mâché: 1st one is a roughly cut out doughnut-shape wheel; 2nd one is square granite with square hole; 3rd is a “melting” ice wheel); Banner overhead proclaims “Deals on Wheels”

**OGGIE:** **Hi-ya, hi-ya, hi-ya, folks. Oggie Kaboom here of Oggie’s Deals on Wheels . . . where we roll ’em in and you move ’em out. (*Approaches 1st wheel.*) Take this little beauty in solid granite. Only driven fifty feet by a little old Neanderthal from Pasadena. (*Moves to 2nd wheel.*) Or how about this fixer-upper? We’re talking trade-ins, folks . . . your tools, your flint, your mother-in-law . . . (*Moves to 3rd.*) And last but not least, this hot little number straight off the Ice Age floor. But better hurry — it won’t be here for long! So take it from me and remember Oggie’s Deals on Wheels — the only place you can get a mammoth bargain at rock-bottom prices!**



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