



“THE OFFICIAL BURGER OF CALIFORNIA”
COMMERCIAL CAMPAIGN SPEC

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ONE.	THE BEACH
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THREE.	THE REDWOODS
FOUR.	BONUS, THE LAB

THIS IS CALIFORNIA, #1
TELEVISION SPEC COMMERCIAL



EXT. BEACH CEMENT PATHWAY - DAY

A pathway runs parallel to the beach, we slowly move down it. People walk, only their feet visible, varied, disorganized, human slow motion. Waves crash in the background.

A pair of skateboarders, kick flip, wheels scrape as they fly by--

A small street-cart, a vendor selling cold fruit and juice.

High heels click along, briefcase rolling.

NARRATOR

This is California.

Bare-feet, wet-suit, the corner of a surfboard comes up, crossing the pathway at a slow jog towards the water, almost trips over the briefcase.

WOMAN

Whoops.

SURFER

Oh, sorry, my bad.

The woman keeps walking, out of frame, in front of three pairs of--

Work-boots, denim jeans, a jackhammer working on a section of the pathway, cordoned off with cones.

A pair of sneakers walks by, a chunky mutt of a dog comes up to the camera, sniffs it, takes over the frame.

MAN

Come on, Beans.

A curb. The end of the path.

Three 20-somethings sitting, only faces shown. Next to them--

IN-N-OUT BAGS AND DRINKS. They eat burgers and fries. Smiling, laughing.

NARRATOR

And this is the official burger of California.

(beat)

In-n-Out; "Quality you can taste."

Photos; Unsplash | Blake Guidry | Blake Hunter
Apostolos Vamvouras and Petmeds.org

EXT. CITY STREET - DAY

A sidewalk, big skyscrapers, newspaper stands and trashcans. Loud cars in the distance, the rumble of a streetcar, a construction truck backup beeper.

NARRATOR

This is California.

A bicycle weaves through traffic, up the sidewalk and then back onto the street past a--

Deliveryman with a dolly wheeling boxes into a building.

Two tech bros/pairs of sneakers step out, holding the door for the deliveryman.

DELIVERYMAN

Thanks.

TECH BRO

No problem.

A line of toddlers, cute light up shoes, all holding onto a walking-rope waddle behind a woman with beat-up chucks and ankle-jeans.

A group of pigeons fight over some french fries.

A pair of EMT's rolls a stretcher across the sidewalk into an ambulance, followed by a man holding a duffle bag, on his phone.

HUSBAND

Hey! Mom! It's happening! Her water broke, we're going to the hos--

WIFE

Shut up and get in here!

The EMTs laugh, close the door. Drive by a--

Bench. A man in a suit and tie, an elderly couple and an artsy woman sit eating BURGERS Next to them are

IN-N-OUT BAGS AND DRINKS

They joke and chat easily.

NARRATOR

And this is the official burger of California.

(beat)

In-n-Out; "Quality you can taste."

THIS IS CALIFORNIA, #2 TELEVISION SPEC COMMERICAL



Photos; Unsplash | Benjamin Voros | Jack Alexander | Kevin Grieve | Ashley Green

THIS IS CALIFORNIA, #3
TELEVISION SPEC COMMERCIAL



Photos; Unsplash | Victoria Palacios | Vincent van Zalinge
| Brian Yurasits | NeONBRAND

EXT. REDWOOD FOREST/BEACH - DAY

A wooded path through the forest. Dappled sunlight peeks through. Everything is green and lush.

Moss. Old downed woods showing remnants of a forest fire. Mushrooms and lichen on rocks.

NARRATOR

This is California.

A banana slug on a rock.

A blue jay swoops through.

Monarch butterflies twinkle in the sun.

The forest starts changing as we walk further out from its center.

NARRATOR

This is California.

Sandy floor, redwoods roots giving way to dunes, some rocks, ice plants. A hermit crab moves slowly through.

The ocean crashes in the distance. Seagulls call out.

Dunes start spreading out, sloping down towards the water.

NARRATOR

This is California.

The beach. Bright water, white waves.

A man in flip flops walks towards a blanket on the sand. A woman in shorts sits facing the ocean.

The man puts down an IN-N-OUT BAG and a drink next to her and sits down to watch the ocean, bumping her shoulder amicably. They pull out the burgers.

NARRATOR

And this is the official burger of California.

(beat)

In-n-Out; "Quality you can taste."

INT. SCIENCE STATION, MARS - DAY

Stark white walls, metal floors. The camera moves through at ground level. A small white robot with four wheels rolls by, beeping and picking up small debris with a pivoting arm.

Technology beeps in the background. A window shows Mars landscape outside. A NASA logo on the wall.

A virtual display shines in the middle of the room, showing Martian geography and data points in LED lights.

NARRATOR

This is not California.

Modern lightweight shoes walk by. A woman stops at a standing desk, and starts typing. She lifts a foot to scratch the back of her calf absentmindedly.

A klaxon sounds. The woman stops what she's doing and moves towards the station entry. We follow slowly behind, taking in other parts of the station.

NARRATOR

This isn't even close to California.

A lab table with plant specimens sits next to some beakers and a whirling centrifuge. A floating digital display shows data about the plant growth.

A second small robot whirrs through, a small box with supplies balanced on top of it.

We meet back up with the woman, who is pressing a few buttons on a panel to open up a sealed bay door.

A man in a space suit steps forward, takes off his helmet. He opens a sealed bag that he was carrying in, pulls out--

An IN-N-OUT BAG and DRINKS.

WOMAN

Alright, awesome.

NARRATOR

But that doesn't mean you can't enjoy the official burger of California.

(beat)

In-n-out; "Quality you can taste."
Opening soon in your city.

THIS IS (NOT) CALIFORNIA TELEVISION SPEC COMMERCIAL BONUS AD



Photos; Unsplash | Margaux Olverd | Adam Miller |
'Chuttersnap' | Andrew Weibert