

Gander Mountain: Zombie Season Commercial

By

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Gander Mountain Ads and fun times

2010 Innerstage Entertainment Cleve

EXT. GANDER MOUNTAIN STORE

A Man, in full camo with rifle holstered on his back and a pump action double barreled shotgun in his hands, walks toward the camera as he delivers his monologue in the "gander mountain" voice

ANNOUNCER

Here at Gander Mountain we understand zombie huntin' season.

CUT TO

EXT. WOODS- DAY

Two people run past the camera breathing heavily. We sit with the frame empty for several moments before a zombie wanders into view.

ANNOUNCER (V.O.)

We have all the gear you'll need for everything from field slaying...

We pull out to a wider shot and the two people from before have turned about and draw out shotguns.

ANNOUNCER (V.O.)

Like our weather proof riot gear, perfect for protection from undead attacks, and if you buy one B. Campbell shotgun this weekend, we'll throw in another, free.

The pair fire on the zombie at the same time, blasting him out of frame

CUT TO

INT. GARAGE- NIGHT

A father and son stand in the garage, which has been barricaded. There is a makeshift portcullis with a rifle resting in front of it.

ANNOUNCER (V.O.)

To home protection

The father hands the son the rifle and shows him how to aim it.

CUT TO

EXT. GARAGE- NIGHT

A zombie creeps toward the house. We see him for only a few beats before his head explodes.

ANNOUNCER (V.O.)
That means barbed wire, land mines,
napalm, flood lights, and of
course...

CUT TO

INT. GARAGE- NIGHT

The son is beaming as he looks up at his father, who smiles and pats him on the back.

ANNOUNCER (V.O.)
...our two for one sale on rifle
rounds, perfect for that new
Remington rifle.

CUT TO

EXT. GANDER MOUNTAIN

Medium shot of the announcer, who is now standing still.

ANNOUNCER
Yes, at Gander Mountain you can
find all the gear and equipment
you'll need for this season's
zombie apocalypse, we even have
classes on infection detection,
survivalism, and of course: slaying
101.

The announcer pops the shotgun that he's been holding up and quickly fires.

We cut to a wide shot just before he fires to see a zombie a few feet away from him. The shot hits the zombie in the chest and sends him flying backward.

CUT TO BLACK

We hear the zombie hit the ground and the shotgun being cocked.

THE GANDER MTN. LOGO FADES INTO VIEW WITH THE SLOGAN, "WE
LIVE OUTDOORS"

3.

FIN