

SHAME.

Open on a person eating fast food in a parking lot. It's clearly a McDonald's, but we don't need to explicitly state that. The person sighs as they unwrap their greasy burger, and look as if they're reconsidering their entire life as they prepare to take their first bite. Just as they're lifting the dripping meat patty to their mouth, they stop, as something catches their eye outside of the vehicle. Behind the Drive-Thru exit sign stands The King. He stares into the person's soul, disapprovingly. He feels your shame. He wants better for you. The person shakes their head to get rid of the upsetting visage, and when they look back up, The King is gone. Relieved, they attempt another bite, but this time notice that The King is back, and even closer. Still judging their culinary decision as the grease drips from the burger onto the unsuspecting customer's jeans.

PERSON

I know! I know!

The person closes their eyes as they shout to the silent King. Holding back tears, knowing their decisions were poorly made. As they open their eyes, coming to grips with their emotions, The King is beside them in the passenger seat. He reaches a hand out to the shoulder of the person, in an effort to console them. The person looks up, desperately, to The King.

PERSON

Help me.

The King reaches into his coat and pulls out a 100% beef burger, with no artificial colors, flavors, or preservatives, and swaps it out for the greasy sludge in the person's hands. The person makes a face that says "this is a better decision", then goes in for a bite of the burger. Satisfied, the person looks back up to The King, who is now gone.

PERSON

Thank... [notices King is gone] ...you.

END CARD

Burger King. Less shame, more burger.
Try our updated menu today and never eat
lunch in shame again.