

MUTHERFUCKER OF THE YEAR

Mötley Crüe

Time	Audio	Video
0:00 – 0:05		Layne enters the scene with a slow, cocky walk into the
0:05 – 0:10		company boardroom in another three-piece suit, setting an
0:10 – 0:15		aura similar to a red carpet ceremony with flashing cameras.
0:15 – 0:18		The boardroom erupts as he enters, applauding and
0:18 – 0:20		congratulating each other. The graphics show major sales
0:20 – 0:23		spikes. Layne leaves the boardroom, and wipes nearly all
0:23 – 0:26		contents off the Intern's desk on his way out of the office.
0:26 – 0:31	<i>I'm just a thorn in your side, the disrespect in your eye,</i>	A typical Boeing passenger aircraft flies across a blue sky, as
0:31 – 0:36	<i>I can't control myself</i>	Layne sits in first class sipping scotch on the rocks. A flight
0:36 – 0:41	<i>I'm like the snake in your drain, I'm taking over your brain,</i>	tracker map shows the flight path from New York to Seattle.
0:41 – 0:44	<i>'Cause I can't help myself</i>	Layne is chauffeured to Starbucks headquarters in a
0:44 – 0:49	<i>Every time I turn my head, I can hear everything that's said,</i>	limousine, where he's met with open arms by executives, and
0:49 – 0:54	<i>I know they wish I'd go awaaaaayyyyyy-haaayyyyyy</i>	given the royal treatment up the elevator and into the
0:54 – 0:59	<i>Heeeeeeeeere I aaaaaammmmm agaaiiinnn</i>	boardroom. A nine-digit Vegas slot style number meter
0:59 – 1:01	<i>Hey now, hey now</i>	appears on the bottom-left corner of the screen, representing
1:01 – 1:05	<i>I'm the motherfucker of the year</i>	Layne's net worth, beginning around \$1,700,000. Layne
1:05 – 1:10	<i>Heeeeeeeeere I aaaaaammmmm agaaiiinnn</i>	stares inquisitively at a large, white poster board with
1:10 – 1:12	<i>Hey now, hey now</i>	Starbucks' 1992-2011 logo in the center. Layne pops open
1:12 – 1:15	<i>I'm the motherfucker of the year</i>	his briefcase on the conference table, pulls out a two-piece
1:15 – 1:17		'magic paintbrush,' screws it together and paints over the
1:17 – 1:20		board with Starbucks' 2011-present logo. The executives
1:20 – 1:23		each display mixed reactions, some approving immediately,
1:23 – 1:25		others hesitantly, though eventually everybody gets on board.
1:25 – 1:30	<i>Call me the jackal in heat, the blackest cat on the street,</i>	The board members approve, Layne's net worth meter grows
1:30 – 1:36	<i>You better watch yourself</i>	to an eighth digit, and Layne leaves the office.
1:36 – 1:41	<i>A hand grenade with no pin, a razor blade going in</i>	
1:41 – 1:44	<i>I'm going STRAIGHT TO HELL</i>	A quick-paced montage begins, depicting Layne flying and
1:44 – 1:49	<i>Every time I turn my head, I can hear everything that's said,</i>	being driven all over the country redesigning major corporate
1:49 – 1:54	<i>I know they wish I'd go awaaaaayyyyyy-haaayyyyyy</i>	brand logos, blowing outrageous sums of money, partying at
1:54 – 1:59	<i>Heeeeeeeeere I aaaaaammmmm agaaiiinnn</i>	strip clubs, living the life of a rock star in his prime, and of
		Layne repeatedly handing over excesses of cash to his agent
		at the investment firm / hedge fund office. The montage
		scenes, in no particular order:
		A flight-tracker type map monitoring each of Layne's travels,
		flights and limo rides to cities within the same state; Layne
		flying in private jets; Drinking on all his flights and limo
		rides; Smoking joints, cigarettes, cigars, blunts, and bowls
		in the limo; Layne being given a similar warm welcoming
		greeting at each headquarters; Similar boardroom scenes
		with Layne painting over retired logos, and visuals zooming
		in on various cities, with landmarks protruding from the map

1:59 – 2:01	<i>Hey now, hey now</i>	almost topographically to show teams of workers taking
2:01 – 2:04	<i>I'm the motherfucker of year</i>	apart retail storefronts and reconstructing them with shiny,
2:04 – 2:09	<i>Heeeeeeeere I aaaaaammmmm agaaiiinnn</i>	new, rebranded materials; Layne's net worth meter spinning
2:09 – 2:11	<i>Hey now, hey now</i>	rapidly and increasing exponentially, especially when he
2:11 – 2:14	<i>I'm the motherfucker of the year</i>	brings cash to his hedge fund manager; Layne sits front row
2:14 – 2:17		at concerts, sports games, and theater. The flight-tracker
2:17 – 2:20		follows Layne alongside the following brand & location list:
2:20 – 2:22		Microsoft: 1987 / 2012 – Redmond, Washington
2:22 – 2:25		Twitter: 2010 / 2012 – San Francisco, California
2:25 – 2:27		Delta: 2000 / 2007 – Atlanta, Georgia
2:27 – 2:30		Yahoo: 2009 / 2013 – Sunnyvale, California
2:30 – 2:33		Domino's: 1996 / 2012 – Ann Arbor, Michigan
2:33 – 2:35		Pepsi: 2006 / 2014 – Purchase, New York
2:35 – 2:38		KFC: 1997 / 2006 – Louisville, Kentucky
2:38 – 2:40		Wendy's: 1982 / 2013 – Dublin, Ohio
2:40 – 2:43		USA Today: 1982 / 2012 – McLean, Virginia
2:43 – 2:45		Google: 2010 / 2015 – Mountain View, California
2:45 – 2:48		Arby's: 1969 / 2013 – Atlanta, Georgia
2:48 – 2:53	<i>Heeeeeeeere I aaaaaammmmm agaaiiinnn</i>	Netflix: 2000 / 2014 – Los Gatos, California
2:53 – 2:55	<i>Hey now, hey now</i>	eBay: 1995 / 2012 – San Jose, California
2:55 – 2:58	<i>I'm the motherfucker of the year</i>	Kraft Foods: 1988 / 2009 / 2012 – Northfield, Illinois
2:58 – 3:03	<i>Heeeeeeeere I aaaaaammmmm agaaiiinnn</i>	Coca-Cola: 2002 / 2007 – Atlanta, Georgia
3:03 – 3:05	<i>Hey now, hey now</i>	Toys R Us: 1999 / 2007 – Wayne, New Jersey
3:05 – 3:08	<i>I'm the motherfucker of the year</i>	Comedy Central: 2000 / 2011 – New York, New York
3:08 – 3:13	<i>Heeeeeeeere I aaaaaammmmm agaaiiinnn</i>	American Airlines: 1967 / 2013 – Fort Worth, Texas
3:13 – 3:15	<i>Hey now, hey now</i>	Visa: 2006 / 2014 – Foster City, California
3:15 – 3:19	<i>I'M THE MOTHERFUCKER OF THE YEAR</i>	Layne's net worth meter gets stuck at \$999,999,999, freezes,
3:19 – 3:20		expands, and bursts. The board members are all hovered
3:20 – 3:21		around a Cisco conference call phone, anxious, nervously
3:21 – 3:23		awaiting an answer. With the CEO and CFO sweating, all
3:23 – 3:24		freeze in position when the speakerphone motions, execs toss
3:24 – 3:25		contracts, jumping and celebrating. Layne leaves the
3:25 – 3:27		boardroom and blows a line of coke off a stripper's tits to
3:27 – 3:28		begin an accelerated montage: Layne shoots back three hard
3:28 – 3:29		liquor shots, opens a pill bottle, dumps out a handful and
3:29 – 3:32	*	tosses them into his mouth; Layne takes a huge bong rip
3:32 – 3:34	*	and blows his smoke into the sky; Layne rips open a bag of
3:34 – 3:37	*	white powder and dumps it onto his tongue; Layne fucks a
3:37 – 3:39	*	prostitute from behind, yanking her hair; Layne takes a piss
3:39 – 3:55		under a Broadway awning, and stumbles drunk into a
		limousine holding a fifth of whiskey. The montage screens
		double exponentially, each depicting Layne doing some drug,
		drinking something, or fucking something. Layne rips open
		a bag of mushrooms, dumps the entire contents down his
		throat, leaves his penthouse, walks down a New York City
		block to a subway station, and goes underground.