

"THE VALENTINE'S DAY AD"

By

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FADE IN:

INT. LARGE CONFERENCE ROOM - DAY

The room has high quality furnishing and state of art electronics.

ANTHONY PICCIO, about 50, distinguished looking, sits at the head of a conference table. Sitting on Anthony's left and right are is with KATHY MAGUIRE, mid-30s, attractive, and MURRAY STEIN, mid-30s, bespeckled, thin, unremarkable looks.

The COGET OWNER sits at the opposite end of the table.

COGET OWNER

The ad campaign for our jewelry last year was a flop. We paid top dollar for a super model to be in our ads and our sales were dismal.

Kathy and Murray write on note pads as Anthony appears sympathetic.

COGET OWNER (CONT'D)

For our Christmas ads we doubled down. We had a supermodel and the top male model. The rest of our merchandise did a respectable business but our jewelry sales were terrible.

Kathy and Murray write on note pads.

COGET OWNER (CONT'D)

If our jewelry doesn't have a good showing for Valentine's Day, we'll have to think about getting out of the jewelry business.

Kathy turns to the COGET Owner.

KATHY MAGUIRE

What would you want the customers to know about your jewelry line?

COGET OWNER

The same I want them to know about everything else our chain sells. I want them to know we sell high quality products at economical prices.

INT. SMALL CONFERENCE ROOM - DAY

Kathy and Murray sit at a small table with product samples.
Kathy chuckles as she looks over the samples.

KATHY MAGUIRE

He's got to be kidding. High quality? I wouldn't be caught dead wearing these.

MURRAY STEIN

You're saying they're not worth the price?

KATHY MAGUIRE

Sure, they're worth the price but hamburger meat at a discount price is still hamburger meat.

Murray picks up a pair of diamond stud earrings.

MURRAY STEIN

How much would this cost in a jewelry store?

Kathy examines the earrings.

KATHY MAGUIRE

200.

MURRAY STEIN

They sell for 99 dollars.

KATHY MAGUIRE

We can't just talk price when selling jewelry. This is a Valentine's Day add. Women want to be romanced.

MURRAY STEIN

Men are doing the buying. Take that ad they ran last year.

KATHY MAGUIRE

The one with Bianca?

MURRAY STEIN

To be technical it's the one with Martha Hoffmann, that's her real name. She is from Michigan. She made 9 million last year and she acts as if she'd be happy with \$200 worth of jewelry.

Kathy looks amused.

MURRAY STEIN (CONT'D)

If we run the numbers with that the typical woman who's a COGET customer that woman should be happy with a candy bar.

KATHY MAGUIRE

You're saying we should gear the commercial to men who take home less than 50,000 a year?

MURRAY STEIN

You got it.

KATHY MAGUIRE

This is risky.

MURRAY STEIN

If we don't take a risk, we'll lose the account anyway.

KATHY MAGUIRE

We'll make a standard commercial and one with your approach. That way if we lose the account, we won't lose our jobs.

INT. A LIVING ROOM - DAY

It is spacious with upscale furnishings. There are football themed banners and decorations. There are bowls and trays of snacks and finger foods.

Anthony, Kathy, Murray, and others are celebrating.

Anthony is talking to a couple of guests.

ANTHONY PICCIO

This is very important for COGET since they want to expand their market.

Murray talks to a woman.

MURRAY STEIN

We got someone from the B list so it cost next to nothing to make.

Kathy talks to a couple.

KATHY MAGUIRE

We even did some product placement to defray the cost of the Super Bowl slot.

ANNOUNCER (O.C.)

The kickoff is up next.

KATHY MAGUIRE

We're coming on!

Everyone gathers around the television screen.

ON SCREEN - The SPOKESMAN, mid-30s, average face, out of shape, wearing a football jersey sits in an armchair. There is a coffee table in front of him with pretzels, potato chips, and beer cans. A small table next to the armchair has a small flower bouquet and a heart shaped candy box.

The SPOKESMAN points to the audience.

SPOKESMAN

You know what's coming up? Right, the Super Bowl. You know what else is coming up? Valentine's Day. (BEEP) Valentine's Day. You're just getting you (BEEP) out

of hock from Christmas and how you've got
to buy a gift for (BEEP) Valentine's Day.
What does she (BEEP) want?

He lifts the bouquet.

SPOKESMAN (CONT'D)

Flowers?

He lifts up the candy box.

SPOKESMAN (CONT'D)

Chocolates? No (BEEP) way! Diamonds,
(BEEP) diamonds. You know what you got to
(BEEP) do? Get them at COGET. You can
get this (BEEP) at half the price that
you'd (BEEP) pay at those fancy (BEEP)
stores. It's the same (BEEP). The (BEEP)
best part is you don't have to leave your
(BEEP) chair.

A web address appears at the bottom of the screen.

SPOKESMAN (CONT'D)

You see this (BEEP) writing down here?
You can order (BEEP) online. You (BEEP)
order online and you'll also get a (BEEP)
uncensored video of my (BEEP) stand-up
routines. That includes this (BEEP)
commercial that includes all the (BEEP)
words those pain in the (BEEP) censors
(BEEP) beeped out.

FADE OUT:

THE END