Off-Brand Dog food Commercial

A skit

By

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CHARACTERS

Manager, 50

Writer, 22

Adam Sandler, 57

Time

The skit takes in the afternoon at a company.

PLACE

The skit takes place at a dog food company around a conference room table.

Scene I-1: Notes Meeting

(A podium rests center stage. A picture is by the podium with a flower wreath around it of a young adult who has passed. Chairs are lined up by the podium for the father, Sophie, Boyfriend, and Girlfriend. All sit and look on somber as Mother speaks.)

Manager

It’s great to sit down with you. We absolutely love the script! It’s incredible.

Writer

I am so glad to hear that! I really think it’s some of the best writing I have ever done. I think it could potentially win a Cleo.

manager

I did just have a couple minor notes.

writer

Is it the grammar? I use Grammarly, and I had a friend edit it.

manager

No the grammar is great. It’s just…

writer

Did you not like the story?

manager

No, the story is incredibly well written. It’s just that the script is a little ambitious…

writer

Well, you’re always saying you like ambition!

manager

But… I’m not sure this script makes sense within our parameters.

writer

If you have something specific, I’d love to hear it.

manager

Well, to start off with, you want the entire commercial to take place entirely in a room made out of just diamonds and to be shot both on 35-millimeter film and Oculus VR. I just don’t know if some of these things make sense for our bottom line.

writer

I was thinking we could do a multi-platform release…

manager

And you have a 20-page scene where we watch two children grow up in real time and cut intermittently to their father swimming in a swimming pool filled with gold coins. I mean, you realize this is a 45-second commercial, right?

writer

I was thinking maybe it could be a time lapse.

manager

We don’t need this elaborate a commercial! We make off-brand dog food!

writer

We won’t be an off-brand dog food company after this commercial! I think it could fundamentally change society. Break down the barriers.

manager

But there’s the thing. Do you think Chewy is spending a bunch of money on a commercial to change society? No, they’re focused on dog food.

writer

Chewy lacks my-our creative vision!

Manager

And right here, you say ‘Adam Sandler’ descends from the ceiling like an angel from a rope made of our company’s entire quarterly budget…

writer

Do you think our quarterly budget is not enough? Like maybe the rope should be from our annual budget?

manager

Why do even need that?

writer

Well, the metaphor only works if Adam Sandler’s rope is made from that much money. It’s a critique of capitalism.

manager

Also, how do you expect to get Adam Sandler to be in our commercial? We definitely cannot afford him!

writer

He’s an actor. He would probably do it for the exposure.

manageR

That seems really unlikely.

writer

It would be good for his career.

manager

But like would it though? I think it’s unreasonable to ask a famous Hollywood actor to be in our commercial for free.

writer

Maybe we could offer him a month’s worth of free dog food?

Manager

Okay. Sure. Do we even know how to contact Adam Sandler? Like do any of us even have his phone number?

writer

I have a friend of mine who says he knows Adam Sandler.

manager

Okay.

writer

But even if he doesn’t, we can just put it out there that we want him, and I’m sure he’ll call us.

manager

And right here where you have Mr. Sandler say, ‘it’s so good that it’s basically all my kids eat!’ You understand we make dog food, right? Like no one is feeding it to their kids.

writer

I was thinking that maybe we could expand to marketing our food to humans as well. That could be how we pay for the commercial is people start eating our food too. Maybe, we market Wholesome Dog Food to kids.

manager

Do you understand how big a problem that is from an FDA perspective if we advertise dog food to people?

writer

I mean I eat our food every meal.

manager

This explains so much. You eat OUR food for every meal?

Writer

I mean what else do you expect me to eat with what you pay me?

Manager

It’s still too much.

writer

(WRITER is upset. Starts to get upset.)

You think I’m paid too much! Maybe I’ll just quit!

manager

No! No! You’re great. I mean the script is too much. Like honestly, you need to aim lower. Like there’s no way Adam Sandler would just agree to be in our commercial.

(ADAM SANDLER walks in--the real Adam Sandler, not an actor playing him. If we cannot get the real Adam Sandler, an actor playing him walks in.)

manager

Holy shit! Is that Adam Sandler?

writer

I told you a friend of mine knew him!

adam Sandler

I love your dog food! It’s the best thing since we went to the moon! My kids eat it every day! I am so excited to hear that I was cast! I told my agent I needed a break, and this was it!

manager

I can’t believe you came to be in our commercial! Look, I know came a long way, but I don’t know that we can afford you. I’m really sorry.

adam sandler

I’m doing it for the exposure! It’s always good to get your name out there.

Writer

You’ll be the star of the commercial!

adam sandler

Yeah! It will be great for my career! Plus, when Jim here said you would throw in a month’s worth of free dog food, I had to say yes!

manager

Well, let’s get started!

(ALL exit.)