

Bad Marketing Strategies
(for Plumbing Companies)

HIPSTER DAY

Open on white text on black background: Monday Team Meeting. City Plumbing. Portland, Oregon.

CUT TO:

INT. CITY PLUMBING MEETING ROOM

In a nondescript conference room, BOSS in khakis and dress shirt stands at whiteboard that reads "NEW MARKETING IDEAS." Several unreadable ideas are crossed out. Three caricature plumbers (Dickies, stubble or mustache, stocky, etc.) look on in deep concentration, along with a couple of administrative staff members.

BOSS

Come on, what else? Something people like. Maybe something Portland-y, I don't know. There are no bad ideas.

PLUMBER #1 raises hand. Excited Boss calls on him.

PLUMBER #1

Hipster Day?

Boss nods, excited by the participation, uncaps marker to write on whiteboard.

CUT TO:

INT/EXT. SUBURBAN HOME

Doorbell rings. CUSTOMER opens door to reveal hefty Plumber #1 in black-rimmed glasses, scarf, and skinny jeans.

CUT TO:

INT. SUBURBAN HOME - KITCHEN

Leaning over sink working on garbage disposal, Plumber #1 flips "ON" switch. His scarf gets caught, yanking him towards/into sink.

CUT TO:

INT. SUBURBAN HOME - BATHROOM

Plumber #1, now with black eye and shredded scarf, stands over toilet operating drain snake. He is jarred by snag, and black-rimmed glasses fall into toilet. He leans over to retrieve glasses and skinny jeans split.

PLUMBER #1
(defeated)
I hate Hipster Day.

CUT TO:

INT. CITY PLUMBING MEETING ROOM

Boss crosses out "Hipster Day" from whiteboard.

FADE TO:

White text on black background [or narrator?] with 3MP logo: 3 Mountains Plumbing. No gimmicks, just great service every time. [contact info].

FINI

ECO-WEEK

Open on white text on black background: Monday Team Meeting. City Plumbing. Portland, Oregon.

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BOSS

Come on, what else? What are people into around here? What do they value? Again, there are no bad ideas. Keep em' coming.

PLUMBER #2 raises hand. Excited Boss calls on him.

PLUMBER #2

Eco-week? You know, earth-friendly stuff?

Boss nods, uncaps marker to write on whiteboard.

CUT TO:

EXT. ROUTE 26 SHOULDER

Straining and soaked in sweat, hefty Plumber #2 rides uphill on ten-speed bicycle laden with pipes and wrenches, PVC pipe strapped across his back. He approaches "Hillsboro" sign. His phone buzzes, and he stops, mops brow, and checks text message.

PLUMBER #2

Gresham?

Plumber #2 looks up at blazing sun.

BIKER (O.S.)

On your left!

Huge pod of bikers in pirate clothes (red speedos, santa suits, chicken costumes, take your pick. Ths could also be one biker to cut costs) zooms by, and Plumber #2 stumbles into roadside shrubbery.

PLUMBER #2
I hate Eco-Week.

CUT TO:

INT. CITY PLUMBING MEETING ROOM.

Boss crosses out "Eco-Week" from whiteboard.

FADE TO:

White text on black background [or narrator?] with 3MP
logo: 3 Mountains Plumbing. No gimmicks, just great
service every time. [contact info].

FINI

1800s DAY

Open on white text on black background: Monday Team Meeting. City Plumbing. Portland, Oregon.

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INT. CITY PLUMBING MEETING ROOM

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BOSS

Come on, what else? What are people into around here. What do they value? Again, there are no bad ideas. Keep em' coming.

PLUMBER #3 raises hand. Excited Boss calls on him.

PLUMBER #3

What about like an 1800s Day? Old timey tools and methods and stuff. People in Portland are into that, right?

Boss nods, uncaps marker to write on whiteboard.

CUT TO:

INT. SUBURBAN HOUSE - FLOODED BASEMENT

From behind, we see a sweaty plumber in coveralls caked in grime and soot finishing hooking up water heater as DISTRESSED CUSTOMER looks on. Plumber stands and turns, and we see it is a CHILD PLUMBER.

CHILD PLUMBER

I hate 1800s Week.
(to distressed customer)
That'll be eight cents.

CUT TO:

INT. CITY PLUMBING MEETING ROOM.

Boss crosses out "1800s Week" from whiteboard.

FADE TO:

White text on black background [or narrator?] with 3MP logo: 3 Mountains Plumbing is a proud supporter of all child labor legislation. No gimmicks, just great service every time. [contact info].

FINI

VOODOO DONUTS

Open on white text on black background: Monday Team Meeting. City Plumbing. Portland, Oregon.

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BOSS

Come on, what else? What are people into around here. There are no bad ideas. Keep em' coming.

PLUMBER #1 raises hand. Excited Boss calls on him.

PLUMBER #1

Maybe we could give away Voodoo Donuts?

Boss nods, uncaps marker to write on whiteboard.

CUT TO:

INT. SUBURBAN HOUSE - LIVING ROOM

Plumber #1 emerges from kitchen, fingers covered in chocolate frosting. Customer watches from couch, disgusted.

PLUMBER #1

Toilet's cleared! And I left you a special surprise on your kitchen counter.

Plumber #1 licks fingers. Customer is bewildered and horrified.

CUT TO:

EXT. SUBURBAN HOME

Customer slams door in plumber's face.

PLUMBER #1

I hate free Voodoo Donuts day.

[OR "I hate giving away chocolate donuts." OR "We'd be better off giving away the penis donuts."]

Plumber #1 licks fingers and sulks off.

INT. CITY PLUMBING MEETING ROOM.

Boss crosses out "Free Voodoo Donuts" from whiteboard.

FADE TO:

White text on black background [or narrator?] with 3MP logo: 3 Mountains Plumbing. No gimmicks, just great service every time. [contact info].

FINI

FORMAL FRIDAYS

Open on white text on black background: Monday Team Meeting. City Plumbing. Portland, Oregon.

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BOSS

Come on, what else? There are no bad ideas. Keep em' coming. What do people appreciate?

PLUMBER #2 raises hand. Excited Boss calls on him.

PLUMBER #2

People appreciate class. Maybe instead of casual Friday, we class it up instead. We can call it Formal Fridays!

Boss nods, uncaps marker to write on whiteboard.

CUT TO:

INT. SUBURBAN HOUSE - BATHROOM

Plumber in tuxedo and toolbelt madly plunges/snakes away at toilet. In background chaos, children scream and play. Plumber stands and flushes unclogged toilet. He dusts off his tuxedo with pride. He turns to exit the bathroom and mischievous kids douse him with tomato sauce.

PLUMBER #2

(defeated)

I hate Formal Fridays.

INT. CITY PLUMBING MEETING ROOM.

Boss crosses out "Formal Fridays" from whiteboard.

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CELEBRITY GUEST PLUMBER

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BOSS

Come on, what else? What are people into around here? There are no bad ideas. Come on, anything.

PLUMBER #3 raises hand. Excited Boss calls on him.

PLUMBER #3

Celebrity Guest Plumber?

Boss nods, uncaps marker to write on whiteboard.

CUT TO:

INT. SUBURBAN HOUSE - CELLER CRAWLSPACE

Ideally a Portland Trailblazer (ideally Robin Lopez) in Blazers uniform and headlamp is stuck in crawlspace, only his head sticking out.

TRAILBLAZER

Seriously, I'm stuck. Hello?

Headlamp burns out.

PLUMBER #1

I hate being Celebrity Guest Plumber.

INT. CITY PLUMBING MEETING ROOM.

Boss crosses out "Celebrity Guest Plumber" from whiteboard.

FADE TO:

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service every time. [contact info].

FINI