

ACT 2 - SCENE 1
Setting Up To Film The Commercial

NARRATOR

We're back at the Sam 'n' Ella Ad Agency, which is lit by candlelight. Sam, Ella, and Allie are all asleep. Sam is sleeping awkwardly splayed out on a chair. Ella is sleeping on a table. Allie is sleeping on the floor, with her legs raised high on a chair.

JOHNNY O

(big voice)

Hellooooo??? Nine a.m. On the dot.

SAM

(stirring awake)

Shhhh.

ELLA

Nine A.M. - can't be

(music starts)

JOHNNY O

(still big voice)

Whatdoyuh mean, not so loud? You said nine a.m. Well... check it out.

song 6: It's Nine A.M. On The Dot

JOHNNY O

IT'S NINE A.M. ON THE DOT

ELLA

Oh, nine a.m.? Can't be

JOHNNY O

LET'S GET THIS SHOW ON THE ROAD

SAM

Shhhh. It's the middle of the night

JOHNNY O
SHIT, OR GET OFF THE POT

ALLIE
Oh, my head hurts

JOHNNY O
THIS PUMPKIN SPICED NIGHTMARE IS READY TO EXPLODE
Who's got the script?

(ALLIE, stirring awake - holds up the eviction notice - JOHNNY O
grabs it)

You've got two days to vacate? Eviction by court order? I don't get it.
(ALLIE flips the paper over)

Oh..
(JOHNNY O is silently reading the script)

This is the script? It says, 'they ski - they fall in love - thanks to the bra'
That's the script?

(SAM, still struggling to wake up, shake heads 'yes' - JOHNNY O
throws the script down)

Oh, come on, people - move it, move it, move it -

SAM
(holding his head)
Wait. What happened last night? I remember writing the script, and then...

ELLA
...happy hour

ALLIE
(head rises slowly, ALLIE is squinting)
Happy hour? I'll take another Yeager

JOHNNY O
It's morning, people - morn---ing. Today is the day. We make viral history.
Remember?

IT'S NINE A.M. ON THE DOT
LET'S GET YOUR ASSES IN GEAR
ALLIE, WAKE UP

ALLIE
WHAT

ELLA
JOHNNY, WE LOVE YOU, BUT

SAM, ELLA, ALLIE
GET THE HELL OUT OF HERE

SAM
Johnny. Allie. Come here. This is what I need you to do.
PICTURE YOURSELF AT THE TOP OF A MOUNTAIN,
THE WIND WHIPPING THROUGH YOUR HAIR

ALLIE
(patting JOHNNY O's head)
What hair?

SAM
YOU STEADY YOUR FEET AND YOU ANCHOR YOUR SKIS
GETTING READY TO FLY THROUGH THE AIR

JOHNNY O
I'm the king of the world!

SAM
YOU BOTH MAKE THE LEAP - YOU'RE PICKING UP SPEED
WITH A SWOOSH AND A WHOOSH AND A CRY
(ALLIE and JOHNNY O pretend to be skiing)
(JOHNNY O takes ALLIE'S hand)

JOHNNY O
Can I hold your hand?

SAM
YOU COME TO A STOP - YOU'RE FALLING IN LOVE
(SAM holds up bra)
AND THIS IS THE REASON

ELLA
HOW CAN THIS BE THE REASON

SAM
I'M TELLING YOU THIS IS THE REASON WHY

ELLA
Wait. Hold on a sec. They ski. They fall in love. And it's because of the
bra? Does that make any sense to anyone?
(ALLIE & JOHNNY O think, then shake heads 'no')

SAM
Commercials don't have to make sense. They have to sell. Period.
(SAM holds up bra)
And this... is going to sell.
(SAM looks at watch)
Holy crap. Look at the time! Time's a-wastin'! Let's do this.
IT'S NINE A.M. ON THE DOT

ALLIE
Actually, it's nine sixteen

SAM
WHO'S PUTTIN' THE PROPS IN PLACE

ELLA
That would be me, mister director, sir

SAM
LET'S GET THIS BABY SHOT

JOHNNY O
That's what I'm sayin'

SAM
LET'S MOVE IT, MOVE IT, MOVE IT
COME ON, PEOPLE, PICK UP THE PACE
ALLIE AND JOHN - GO 'N' GET INTO COSTUME
WHILE EL, SET THE STAGE, MY DEAR

ELLA

(looking around)

Hmmmm. Easier said than done

HONEY, YOU KNOW THAT WE'RE GONNA NEED SNOW
THEY CAN'T SKI ON WOOD FLOOR VENEER

SAM

Don't worry about the snow - we've got special effects are for

(SAM to ELLA)

COME, GIVE ME A HAND WITH THIS GREEN SCREEN AND STAND
HELP ME SET IT UP IN THE BEST SPOT

NARRATOR

Johnny O and Allie enter wearing ski attire

ELLA

"Ah," HERE COME OUR STARS

SAM

IT'S TIME TO SELL BRAS
THIS COULD BE OUR LAST SHOT

ALLIE

LET'S MAKE THIS SO DAMN HOT

SAM, ELLA, ALLIE, JOHNNY O
WE'LL SHOW THE WORLD WHAT WE'VE GOT

ELLA

Can someone help me move this?

ALLIE

Does this scarf make me look fat?

ELLA

Ready

ALLIE

Ready

JOHNNY O

Ready

SAM

Ready
Lights... camera...

ALLIE

actionnnnnnnn!!!

SAM

Hey, only I can say that
(ALLIE bows to SAM)
action!

ACT 2 - SCENE 2
Filming The Commercial - Day One

SAM

O.K., everyone. Places. Lights! Camera! Action!

JOHNNY O

Wait, wait, hold on. All I've got is this...
(JOHNNY O holds up the script)
"They ski. They fall in love. And it's because of the bra?" What exactly do
you want us to do?

(ALLIE stands with hands on hips - head to the side, listening
intently)

SAM

Johnny. Do what you do best. Improve. Allie. Same. And... action!

ALLIE

Hang on a sec, boss. You *know* I'm not an actress, right? If you want me to
talk, I need some written dialogue... and some cue cards!

SAM

Allie, I know you're not an actress. That's why we have Johnny, here. Let him do all the talking. You just react to what he says. Now, here's the format. We start with the opening jingle. Then, Johnny will improvise the scene. Then... at the very end, we'll sing the closing jingle. El, Allie, you guys remember the jingles, don't you?

JOHNNY O

There are jingles?

ELLA

Sang them all night in the bar. Until they threw us out.

ALLIE

Yeah, bartender hated the jingles.

SAM

Well, I love 'em. Here's the opener... I'll start.

song 7a: Commercial Opener

SAM

SPICE UP YOUR LIFE

ELLA

SPICE UP YOUR LIFE

ALLIE

SPICE UP YOUR LIFE

SAM

GIRLFRIEND

ELLA

MISTRESS

SAM, ELLA, ALLIE

OR WIFE

SAM

And then, Johnny improvises... blah, blah, blah, and then, the closer.

song 7b: Commercial Closing Jingle

SAM, ELLA, ALLIE
THE PUMPKIN SPICED BRATTE...

ALLIE
PUMPKIN SPICED BRATTE...

SAM
OH, YEAH...

ALLIE
Ladies, it's the perfect thing to...

SAM, ELLA, ALLIE
SPICE UP YOUR PUMPKINS...
(ALLIE lifts bra and winks)

JOHNNY O
Catchy little tunes.
(JOHNNY O sings)
SPICE UP YOUR PUMPKINS... Radical.

SAM
Let's do this. Johnny, Allie, you stand there. El, make it snow. I've got the camera. Green screen for the special effects. Pumpkin Spiced Bratte Commercial - take one. In three... two... one... action!

song 7a: Commercial Opening Jingle

SPICE UP YOUR LIFE

ELLA
SPICE UP YOUR LIFE

ALLIE
SPICE UP YOUR LIFE

SAM, ELLA, ALLIE

GIRLFRIEND, MISTRESS, OR WIFE

NARRATOR

Johnny O and Allie are pretending to ski. They come to a stop.

JOHNNY O

This has been the most wonderful day of my life. You know I love you.

(ALLIE reacts with delight)

SAM

Cut! Johnny, you don't love her.

JOHNNY O

I don't?

SAM

Not yet. It's the *bra* that makes you fall in love. Sniff the air a bit, improv some dialogue, then focus on the bra. Then, and only then, you fall in love. Got it?

JOHNNY O

Got it!

SAM

Pumpkin Spiced Bratte Commercial - take two. In three... two... one... action!

song 7a: Commercial Opening Jingle

SAM

SPICE UP YOUR LIFE

ELLA

SPICE UP YOUR LIFE

ALLIE

SPICE UP YOUR LIFE

SAM

GIRLFRIEND

MISTRESS

ELLA

OR WIFE

SAM, ELLA, ALLIE

(JOHNNY O and ALLIE are 'skiing' - they come to a stop)

JOHNNY O

This has been the most wonderful day of my life. You know I really *like* you.

(JOHNNY O sniffs the air)

That scent. That smell. It's... intoxicating!

(JOHNNY O gets close to ALLIE'S bra - starts coughing uncontrollably)

SAM

Cut!

JOHNNY O

(JOHNNY O is gasping)

Sorry. Just need a minute. (beat) God, that smell is strong.

(JOHNNY O takes a few sniffs)

Cleared my sinuses, though.

ELLA

Maybe we can sell it as a decongestant, too!

SAM

People, people - focus. Let's get back to it. Pumpkin Spiced Bratte Commercial - take three. In three... two... one... action!

song 7a: Commercial Opening Jingle

SAM

SPICE UP YOUR LIFE

ELLA

SPICE UP YOUR LIFE

SPICE UP YOUR LIFE

ALLIE

GIRLFRIEND

SAM

MISTRESS

ELLA

OR WIFE

SAM, ELLA, ALLIE

(JOHNNY O and ALLIE are 'skiing' - they come to a stop)

JOHNNY O

This has been the most wonderful day of my life. You know I really *like* you.

(JOHNNY O sniffs the air)

That scent. That smell. It's... intoxicating!

(JOHNNY O gets close to ALLIE'S bra)

I think I'm falling in love (beat) with your bra.

SAM

Cut! Johnny - come here.

(JOHNNY O walks to SAM - SAM puts arm around JOHNNY O's shoulder)

John. You don't fall in love with her *bra*. You fall in love with *her*.

JOHNNY O

(JOHNNY O getting testy)

Well, maybe if I had a script...

SAM

(frustrated)

You don't need a script. This is simple stuff. Any moron can do this.

(JOHNNY O gives SAM an evil look)

I.. I didn't mean *any* moron could do what you do. You're not just *any* moron, you're...

ELLA

(interrupting)
...Sam? Why don't we take five. I could use a break. Anyone else?

ALLIE
I'd like to check my make-up. Be right back.
(ALLIE exits)

JOHNNY O
I could use a break. I'm startin' to tense up.

SAM
Johnny. Bubbula. You are Johnny O - Boy Genius. Your improvs are legendary. Just keep doin' what you're doin' - it's gonna be epic!

(JOHNNY O goes to a corner of the room - talking to himself, rehearsing)

JOHNNY O
This has been the most *wonderful* day in my life. (beat) ...the most *amazing* day... (beat) ...the most *wonderfully amazing* day...

(SAM and ELLA huddle)

SAM
(soft voice)
He's not that good.

ELLA
Shhhhh. He'll hear you.

SAM
Johnny O - Boy Idiot.

JOHNNY O
What's that?

SAM
I said. Johnny O - boy you are it!

(ALLIE enters wearing sunglasses - positioning them in different ways)

ALLIE

So whatdoyuh think? Suns gotta shine bright on those ski slopes.

(ALLIE strikes a pose)

Do I look... sophisticated?

ELLA

You look lovely, dear.

(ELLA to SAM)

Doesn't she look lovely?

SAM

(deadpan)

Lovely. Can we get on with this? Johnny? Ready?

JOHNNY O

Ready!

(JOHNNY O takes position next to ALLIE - notices her sunglasses)

Hey - I like those. Where are mine?

ELLA

You don't need them, dear.

JOHNNY O

But I want a pair. We're skiing together - we should both be wearing sunglasses - like a real couple.

SAM

(SAM under his breath)

A real couple-a...

ELLA

(ELLA hands JOHNNY O a pair of sunglasses)

Here. Take these.

SAM

Those are mine! (beat) O.K. Johnny, Allie, put on your sunglasses and let's do this. Pumpkin Spiced Bratte Commercial - take four. In three... two... one... action!

song 7a: Commercial Opening Jingle

SAM
SPICE UP YOUR LIFE

ELLA
SPICE UP YOUR LIFE

ALLIE
SPICE UP YOUR LIFE

SAM
GIRLFRIEND

ELLA
MISTRESS

SAM, ELLA, ALLIE
OR WIFE

(JOHNNY O and ALLIE are 'skiing' - they come to a stop)

JOHNNY O

This has been the most wonderfully, amazing day of my life. You know I really *like* you.

(JOHNNY O sniffs the air)

That scent. That smell. It's... intoxicating!

(JOHNNY O gets close to ALLIE'S bra - starts imitating Stevie

Wonder, moving head side to side)

ISN'T SHE LOVELY... ISN'T SHE WONDERFUL...

SAM
Cut! Cut! Cut! Johnny - what the hell was that?

JOHNNY O
That, my friend was improvising. The sunglasses - totally inspiring. Made me think of Stevie Wonder. Cool, improv, huh?

SAM
Not cool.

(SAM rips sunglasses off of JOHNNY O's face)

Now let's try this again. Ski. Smell the damn bra. Fall in love. That's it.

ELLA

Don't get upset. Remember your blood pressure

SAM

(steamed)

My blood pressure's fine!

(SAM looks at the cell phone/camera)

Battery's almost drained. Got enough juice for one more take. Let's make this *the* one. And this time, no matter what happens, we don't stop - beginning to end - we keep filming. Everyone ready? Pumpkin Spiced Bratte Commercial - take five. In three... two... one... action!

song 7a: Commercial Opening Jingle

SAM

SPICE UP YOUR LIFE

ELLA

SPICE UP YOUR LIFE

ALLIE

SPICE UP YOUR LIFE

SAM

GIRLFRIEND

ELLA

MISTRESS

SAM, ELLA, ALLIE

OR WIFE

(JOHNNY O and ALLIE are 'skiing' - they come to a stop)

JOHNNY O

This has been the most wonderfully, amazing, amazingly wonderful day of my life. You know I really *like* you.

(JOHNNY O sniffs the air)

That scent. That smell. It's... intoxicating!

(JOHNNY O gets close to ALLIE'S bra)

(with each line, JOHNNY O looks at SAM for approval)
I think I'm falling in love with you... with the bra... with you in the bra...
with the bra and you, but mostly you... I love you... and your bra... I mean,
what's not to love, right?

SAM

Oh my God. That was...

(ELLA gestures for SAM to continue the commercial, prompting him
to do begin the closing jingle)

song 7b: Commercial Closing Jingle

SAM, ELLA, ALLIE
THE PUMPKIN SPICED BRATTE...

ALLIE
PUMPKIN SPICED BRATTE...

SAM
OH, YEAH...

ALLIE
Ladies, it's the perfect thing to...

SAM, ELLA, ALLIE
SPICE UP YOUR PUMPKINS...
(ALLIE lifts bra and winks)

SAM
CUT!!! That was...

ELLA
...great! A great *rehearsal*. Tomorrow, when we film the *actual*
commercial, it's gonna be even better!

JOHNNY O
(to SAM)
You... you really had me...rehearsal! And here you made me think we were
filming the actual commercial today. Well, my bad - you got me!

(JOHNNY O exiting)

Tomorrow.

(singing)

NINE A.M. ON THE DOT?

Of course, nine a.m. on the dot! Rehearsal. Boy, sure had me fooled.

(JOHNNY O exits)

(SAM, ELLA, ALLIE sit on the floor - SAM picks up eviction notice/script)

(soft music - chorus section of "It's Time For Sam 'N' Ella's Ad Agency To Be Reborn")

SAM

(SAM is looking at eviction notice)

Five days until it's over.

ELLA

(ELLA takes eviction notice from SAM)

Stop looking at this. We've got five days to turn this around.

SAM

But the commercial is a disaster... and I don't know what to do.

(SAM looks at ELLA, who shrugs her shoulders in defeat)

ALLIE

(ALLIE, ever optimistic)

Don't know what to do? Sam... and Ella... Clio winners for best commercial of the year, three years running, don't know what to do??? Well, listen, boss... howz this for a start...

song 8: We'll Write Every Line

ALLIE

AS CRUDE AS IT MAY SOUND
YOU GOTTA GET YOUR BUTT OFF THE GROUND
STOP YOUR MOPIN' AND WHINNIN' AND
BITCHIN' AND CRYIN' AND
COME ON, SAM, SHOW SOME GUTS

SO WHAT IF THEY'RE MOVIN' TO EVICT

TAKE SOME ADVICE FROM THIS CHICK'T
THERE AIN'T NOTHIN' MORE PITIFUL, SORROWFUL, SADDER
THAN A MAN WHO'S GOT NO

(ELLA offers can or dish of mixed nuts)

ELLA
nuts?

SAM
Hey! I got plenty of... guts. It's just...

ALLIE
just?

SAM
just that...

ALLIE
just that what?

SAM
Well, Johnny can't improvise.

ALLIE
(sarcastically)
Noooo

ELLA
So why don't we just write his lines?

ALLIE
Yes!

SAM
No! (beat) I mean sure... we can write his part. But he might get upset.

ALLIE
So?

So, he's a star.

SAM

Was a star.

ELLA

Still. He thinks he can wing it. Obviously he can't, but I wanna keep him happy.

SAM

(ALLIE is suddenly smart and businesslike)
Listen. Happy is good. But we've got a commercial to make. I say, let's not worry about Johnny's bruised ego - if he gets upset, he'll get over it. So? What do you say - we write it?

ALLIE

We write it.

ELLA

We write it.

SAM

We what?

ALLIE

We write it!!!

SAM, ELLA, ALLIE

WE'LL WRITE EVERY LINE - EVERY SINGLE WORD
IT'LL BE THE BEST DIALOGUE THE WORLD HAS EVER SEEN,
EVER HEARD

SAM

I'LL SPIT AND POLISH IT

ELLA

I'LL MAKE SURE IT SHINES

ALLIE

SAM
THE ONLY THING JOHNNY WILL HAVE TO DO RIGHT

SAM, ELLA, ALLIE
IS READ HIS DAMN LINES

SAM
So let's get to it.
(SAM looks at watch or clock)
Only a few hours till daybreak. Let's break it down.

EL AND ALLIE, WE NEED SOME CUE CARDS
AND A SHARPIE
(SAM holds stomach or burps)
AND BICARBONATE
NOW, EVERYONE QUIET DOWN, TRY NOT TO MAKE A SOUND
I NEED TO CONCENTRATE

(ELLA and ALLIE tiptoe around, preparing cue cards)
DAMN IT! I GOT NOTHIN'

ELLA
WELL, FIRST, THERE'S THE JINGLE, AND THEN THEY SKI

ALLIE
HOW 'BOUT IF JOHNNY LOOKS IN MY EYES, TEM'PRATURES
START TO RISE
THEN I FLASH 'EM THESE

(music stops)

SAM
Hold it. We still have no dialogue.

ALLIE
We don't need any.

SAM
Of course, we need dialogue. How will anyone know what's going on
without dialogue???
(beat)

(ELLA with an epiphany)

ELLA

Voice over.

(SAM'S eyes open wide)

SAM

Voice over. That could work.

ALLIE

(excitedly)

Ooh, voice over!!!

SAM, ELLA, ALLIE

WE DON'T NEED TO WRITE - NOT A SINGLE WORD
IT'LL BE THE BEST DIALOGUE THAT NO ONE'S NEVER, EVER
HEARD

SAM

I'LL DO THE VOICE OVER

ELLA

I'M SURE, DEAR, YOU'LL DO FINE

SAM, ELLA, ALLIE

AND BEST OF ALL JOHNNY WON'T HAVE TO RECITE
ONE SINGLE LINE

SAM

Come on, team - we can do this!

NARRATOR

(as the music continues) Sam, Ella, and Allie are conferring on the commercial, preparing cue cards, etc... As they work, they slowly fall asleep... time passes. The next morning, Sam, Ella, and Allie are once again, fast asleep.

ACT 2 - SCENE 3

Filming The Commercial - Day Two

(JOHNNY O enters - sees all asleep - wakes them up)

JOHNNY O

(big voice)

Hellooooo??? Nine a.m. On the dot.

SAM

(stirring awake)

Shhhh. Not so loud.

JOHNNY O

(still big voice)

Whatdoyuh mean, not so loud? You said nine a.m. Well... check it out.

song 9: reprise (very short): It's Nine A.M. On The Dot

JOHNNY O

IT'S NINE A.M. ON THE DOT

(music stops - JOHNNY O freezes)

SAM

Holy crap! We've got a commercial to make.

JOHNNY O

(enthusiastically)

So, guys. Last night, all I could think about is the skiing, the falling in love, the bra.

ALLIE

I'll bet.

JOHNNY O

And I've got ideas. Lots and lots of ideas. I can improvise the scene at least a dozen different ways. All night, I've been practicing different lines, inflections, even accents. Check this out. We ski, ski, ski - come to a stop - and I say,

(JOHNNY O in a British accent)

"That, my dear, was the greatest adventure. I am quite exhilarated. Quite exhilarated, indeed. "

SAM

(SAM interrupting JOHNNY O)

Hold on. John. All that's not necessary. We decided to use a voice-over...

JOHNNY O

(JOHNNY O interrupting SAM)

Or... check this out. "Skiing is my passion. My one, true passion in life. When I'm skiing, next to you, I feel like..."

SAM

(SAM interrupting JOHNNY O)

No. Johnny, Johnny. You're not getting it. We cut all the dialogue.

(JOHNNY O stands quiet, confused)

ELLA

What Sam means, is we're going to use a voice-over to tell the story. You don't speak.

ALLIE

You don't improvise.

SAM

All you do is...

JOHNNY O

(JOHNNY O getting agitated)

... no improvising? Seriously?

SAM

Of course you get to improvise. You improvise your moves... your gestures... your...

ALLIE

(beat)

...facial expressions

SAM

Right! Facial expressions. Very important stuff. Now let's do this.

(JOHNNY O is upset and pouting - mumbling to himself)

JOHNNY O

Facial expressions. Moves. Gestures. I got a gesture for yuh.

(JOHNNY O secretly flashes SAM his middle finger)

(SAM, ELLA, ALLIE, JOHNNY O are all in place to shoot the commercial)

(JOHNNY O does this commercial with a scowl)

SAM

In three... two... one... action!

song 7a: Commercial Opening Jingle

SAM

SPICE UP YOUR LIFE

ELLA

SPICE UP YOUR LIFE

ALLIE

SPICE UP YOUR LIFE

SAM

GIRLFRIEND

ELLA

MISTRESS

SAM, ELLA, ALLIE

OR WIFE

SAM/VOICE OVER

Love

It's in the *sight* of snow-capped mountains against a clear, blue sky

In the *touch* of a frosty cool winter breeze

In the *sound* of snow crunching beneath your skis
And... it's in the *fragrance* that wafts through the air

song 7b: Commercial Closing Jingle

SAM, ELLA, ALLIE
THE PUMPKIN SPICED BRATTE...

ALLIE
PUMPKIN SPICED BRATTE...

SAM
OH, YEAH...

ALLIE
Ladies, it's the perfect thing to...

SAM, ELLA, ALLIE
SPICE UP YOUR PUMPKINS...
(ALLIE lifts bra and winks)

SAM
O.K. That was... almost perfect. Allie, you were wonderful. El, spot on.
Johnny, we're gonna need joy. The joy of skiing... the joy of the pumpkin
spiced scent... the joy of falling in love.

JOHNNY O
I just gave you joy. You want more joy? If you'd just let me say the lines I
practiced, some of my improvs, I guarantee...

SAM
(dismissively)
...right, right, the improvs. No need. Just *act* it all out. The voice-over will
tell the story.

JOHNNY O
But, Sam, seriously, can I just...

SAM
...just do what I'm asking you to do.

(SAM goes to JOHNNY O - puts arm around his shoulder)
Trust me. I've been doing this for a long, long time. All I need from you is joy. A smile. Eyes bright. Maybe some subtle hand and body gestures showing happiness, joy, love. Can you do that for me?

JOHNNY O

How about one line. One line! Can I improvise one line. One little line?

SAM

(very absolute)

No lines. No improvising. Follow the script. Now let's do this. In three... two... one... action!

(JOHNNY O does this commercial with way over-the-top smile and wild, joyous hip swiveling gestures)

song 7a: Commercial Opening Jingle

SAM

SPICE UP YOUR LIFE

ELLA

SPICE UP YOUR LIFE

ALLIE

SPICE UP YOUR LIFE

SAM

GIRLFRIEND

ELLA

MISTRESS

SAM, ELLA, ALLIE

OR WIFE

SAM/VOICE OVER

Love

It's in the *sight* of snow-capped mountains against a clear, blue sky

In the *touch* of a frosty cool winter breeze

In the *sound* of snow crunching beneath your skis

And... it's in the *fragrance* that wafts through the air

song 7b: Commercial Closing Jingle

SAM, ELLA, ALLIE
THE PUMPKIN SPICED BRATTE...

ALLIE
PUMPKIN SPICED BRATTE...

SAM
OH, YEAH...

ALLIE
Ladies, it's the perfect thing to...

SAM, ELLA, ALLIE
SPICE UP YOUR PUMPKINS...
(ALLIE lifts bra and winks)

SAM
(SAM talking to ELLA)
El. You gotta talk to him. All that smiling and gyrating - like a mental patient.

ELLA
Shhhh. He'll hear you.

SAM
(SAM loudly)
I don't care if he...

ELLA
...O.K. Let me talk to him - one on one. Just go away for a minute.

(SAM exits)

(ELLA goes to JOHNNY O - ELLA sits down)

ELLA

Johnny. Have a seat.
(JOHNNY O sits)
Here's the thing. I know you're upset.

JOHNNY O
(blurting it out)
I'm not upset.

ELLA
Alright. You're not upset. I know *I'd* be upset if, being a world-class improviser, the director wouldn't let me improvise my lines.

JOHNNY O
You think I'm a world-class improviser?

ELLA
(tentatively)
Sure. But *I'm* not in charge. And Sam... well... he can be really stubborn. And since Sam *is* the director...

JOHNNY O
...it's got to be done his way.
(JOHNNY O is resigned)
I get it.

ELLA
I know you do, honey. So... just do it Sam's way. Just once. Can you do that... for me?

JOHNNY O
Trust me... the next take will be perfect.

(JOHNNY O goes to his spot - SAM enters, goes to talk to ELLA)

SAM
(too loudly)
So... did you tell him we all think he stinks?
(JOHNNY O overhears this, and reacts with a WTF expression)

ELLA

I told him *you* think he stinks.

SAM

But *you* think he stinks, too. Right?

ELLA

Yeah. He's pretty awful. (beat) He's really awful.

NARRATOR

Johnny O, having overheard these insults, dramatically grabs Ella's fat, red marker from her desk, and exits.

SAM

Can you believe he was a star? I mean, seriously. He's got no talent.

ELLA

Shhhhh. He's right over there... well, he *was* right over there.
But, yeah. He stinks, all right.

SAM

(SAM, softer voice)

And he's so, damn touchy. So, you think we can do this... will he do it right?

ELLA

He'll do it right. Come on, let's shoot it.

(SAM, ELLA, ALLIE, get in place - then JOHNNY O enters, tosses the fat marker onto Ella's desk, and then joins them on set)

JOHNNY O

Sorry guys. Bathroom break. I'm ready to go.

(JOHNNY O shoots this commercial perfectly, with proper expressions, gestures, etc...)

SAM

In three... two... one... action!

song 7a: Commercial Opening Jingle

SAM
SPICE UP YOUR LIFE

ELLA
SPICE UP YOUR LIFE

ALLIE
SPICE UP YOUR LIFE

SAM
GIRLFRIEND

ELLA
MISTRESS

SAM, ELLA, ALLIE
OR WIFE

SAM/VOICE OVER

Love

It's in the *sight* of snow-capped mountains against a clear, blue sky

In the *touch* of a frosty cool winter breeze

In the *sound* of snow crunching beneath your skis

And... it's in the *fragrance* that wafts through the air

song 7b: Commercial Closing Jingle

SAM, ELLA, ALLIE
THE PUMPKIN SPICED BRATTE...

ALLIE
PUMPKIN SPICED BRATTE...

SAM
OH, YEAH...

ALLIE
Ladies, it's the perfect thing to...

SAM, ELLA, ALLIE

SPICE UP YOUR PUMPKINS...
(ALLIE lifts bra and winks)

SAM

Brilliant!!!

(SAM goes to JOHNNY O, shaking him wildly)

Amazing!!! You were perfect!!!

(SAM to ALLIE)

And you, too.

(ALLIE is doing a little happy dance - ELLA is bowing to ALLIE and JOHNNY - SAM spinning with glee - JOHNNY O is stoic)

Everyone!!! Fan-tastic!!! That's a wrap!!! Come on everyone - this deserves a celebration - let's hit the Wild Flamingo - first drink is on me!!!

(SAM, ELLA, ALLIE exiting - JOHNNY O stays behind)

ELLA

(to JOHNNY O)

Johnny, dear - aren't you coming?

JOHNNY O

I'll be there in a minute.

(SAM, ELLA, ALLIE exit)

(JOHNNY O is pacing)

JOHNNY O

(JOHNNY O mumbling to himself)

We cut all your dialogue...

(JOHNNY O imitating SAM)

Did you tell him we all think he stinks?

NARRATOR

Johnny goes to the video camera and turns it on, and presses the record button - while the video is recording, he runs to the front of the camera, and puts his face up close to the lens...

JOHNNY O

(JOHNNY O imitating ELLA)

Oh, Johnny, you're a world class improviser.

(JOHNNY O talking to himself)

Damn right, I am. Frickin,' dumb ass, son-of-a-bitches.
(loudly)
You can all kiss my WORLD CLASS ASS!!!

NARRATOR

While the video is still recording, Johnny pulls down his pants and displays his underwear with "kiss my ass" written in fat, red marker.

(JOHNNY O defiantly exits)

ACT 2 - SCENE 4
Three Months Later - At The Mall

NARRATOR

We are back at the shopping mall - three months later.

(SAM enters the mall - depressed and deep in concentration, looking at his cell, wandering)

JOHNNY O

(heard from off-stage)
Sam! Hey, Sam! Over here!

NARRATOR

Johnny O enters wearing a bright red and white Cupid costume, complete with wings and bow and arrow.

JOHNNY O

(JOHNNY O puts arm around SAM)
How the hell are you, Sammy?
(JOHNNY O spots a customer)

SAM

Well, to be honest...

JOHNNY O

Wait, hold that thought... Get your Valentine's picture taken with Cupid.
Only \$24.95!

(pantomimes listening as customer berates him)
Come on, dude, I'm just tryin' to make a living.

(listens again)
Yeah??? I look like your grandmomma??? That's not what she said when I did her last night!!!

(ELLA and ALLIE enter)

ELLA
(ELLA, carrying shopping bags, holding ALLIE'S hand)
(sing-songy)
Look who I--- found! (beat) Hit me again.
(ALLIE sprays ELLA with perfume - ELLA is loving it - then sees JOHNNY O)

NARRATOR
Allie, who now works at the mall as a perfume salesgirl, sprays Ella.

ELLA
Johnny! Hey, it's Johnny. Wow, you really look... angelic.

ALLIE
Guys, look at this - the whole team's back together again.

SAM
(deadpan)
Yeah, great. Sam 'n' Ella ad agency. Together again. Wonderful.

ELLA
(to ALLIE and JOHNNY)
He's obsessed. Three months, now, and he's been looking and looking, waiting and waiting.

JOHNNY O
Listen. Show business is no fun. Just look at me.
(JOHNNY O gestures to himself, as Cupid)
Sometimes things just don't work out. Gotta move on, that's what I say - sometimes you just gotta cut your losses and move on.

ELLA
Honey, Johnny's right. Sometimes things just don't work out.

SAM

Yeah, but there's always a reason *why*, and I just don't see it.

(SAM gestures to the cell phone screen)

Not one view. Not one comment. Something's just not right.

ALLIE

You know what, let me take a look.

(SAM hands ALLIE his cell)

Hmmmm. Nothing. He's right. Not one hit. Makes no sense. Let me see...

(ALLIE fiddles with the cell buttons)

JOHNNY O

Hey, before I forget - I really wanna apologize... you know... for the ending and all.

ELLA

The ending? What do you mean, dear?

JOHNNY O

The ending.

(beat)

(JOHNNY O more emphatically)

The end-ing. You know, I was just upset. Totally unprofessional. Really... I didn't mean any of it.

ELLA

Johnny. What are you talking about?

JOHNNY O

The ending. *My* ending.

(SAM and ELLA look perplexed)

You *did* watch the commercial, didn't you?

ELLA

Well, *I* wanted to watch it, but Sam said it was perfect - he came back here the night we shot it - put it online - *as is*. I don't even think *he* watched it.

SAM

I didn't need to watch it. *Other people* needed to watch it.

JOHNNY O

(exasperated)

Oh, boy - guys. I think you better watch it. There's something at the end you need to see.

ALLIE

(ALLIE hands ELLA the phone)

Here. Let me have it back when you're finished. I think I may see the problem.

(ELLA has the cell - holding it up for all to see and hear)

(ELLA presses 'enter' on the cell)

(The commercial plays - the audience hears the audio - SAM, ELLA, and ALLIE are enjoying it)

(at the end of the closing jingle, SAM, ELLA, and ALLIE'S expressions change SAM and ELLA are horrified, ALLIE is stunned)

(ELLA slowly hands the cell back to ALLIE)

(SAM is fuming, breathing heavily, trying to calm himself down)

ELLA

(ELLA is concerned)

Sam. Honey. At least no one watched it.

(SAM menacingly approaches JOHNNY O - ALLIE remains staring at the cell screen)

SAM

(SAM is only focused on JOHNNY O)

(crescendoing)

Are you kidding me? The same effin' thing you did as a kid, you do it again as a grown man? you sick...

ELLA

(building anxiety)

Sam?

SAM

...depraved...

Sam?? ELLA

...vile... SAM

Sam??? ELLA

...disgusting... SAM

Sam???! ELLA

...evil... SAM

Sam????!! ELLA

(SAM has JOHNNY O cornered - SAM grabs JOHNNY O by the shirt collar, ready to hit him)

(SAM, ELLA, AND JOHNNY O - all speaking at the same time)

SAM
You ruined
me. You...
you son-
of-a...

ALLIE
Could you all
just hang on a sec!
Hang on... hang
on... a...

ELLA
Take it easy,
Sam - your
pressure, your
pressure... gotta
watch your
pressure

JOHNNY O
Come on...
it wasn't that
big of a
deal... Ella's
right - your
pressure... I
said I was
sorry

(ALLIE cuts through all the noise)

ALLIE

WHOA, GUYS, TIME OUT!!! (beat) Ah... Here's the problem...

(SAM, ELLA, JOHNNY O all quiet down and listen)

(ALLIE turns to SAM)

Boss - you put it up on youtube, but you didn't make it

(ALLIE air quotes)

public. No one saw the video - because it's on the privacy setting.

(SAM, ELLA, JOHNNY O all look perplexed)

Don'tcha get it... it's not public.

(ALLIE searching cell screen for the right setting)

Ah... here we go... I'll fix it...

SAM, ELLA, JOHNNY O

ALLIE

No, no, no, don't...

Privacy settings are...

(ALLIE clicks the cell screen)

off! Ladies and Gentlemen - we are officially live!

(SAM walks away, sits, head in hand. ELLA, ALLIE, and JOHNNY

O all huddle around the cell - expectantly)

(ALLIE, with building enthusiasm)

Oh, look! One view.

(beat)

ELLA

Six views.

(beat)

JOHNNY O

Holy crap, nineteen views!

SAM

(SAM, perking up)

Really? Go to our website. See if we have any sales.

(ALLIE clicks some more keys on the cell)

ALLIE

Thirty-five sales.

(beat)

ELLA

Sixty-three.

(beat)

JOHNNY O

Whoa, ninety-one.

ELLA

At this rate, in a week's time, we'll have sold... over fifty-thousand bras.

SAM	ELLA	ALLIE
Fifty thousand,	Fantastic!	We did it!
Un-believable!	Just amazing!	Fifty thousand!

(JOHNNY O is strutting around, proud)

(music plays - SAM, ELLA, ALLIE, and JOHNNY O, all joyously hugging, high fiving, etc...)

SAM

Hold it.

(music stops)

(SAM, spoken slowly)

Did you say "over fifty-thousand bras?"

(ELLA shakes head 'yes')

(ELLA, ALLIE, and JOHNNY O freeze, looking stunned)

(SAM, now his old self - in charge)

People, people, don't just stand around - we've got work to do... Johnny, I need you to go to the UPS store and get us a thousand priority boxes

(as an aside)

and you might want to consider changing first.

(JOHNNY O begins changing clothes)

Allie, call Maidenform - tell 'em we're gonna need at least five thousand bras, assorted sizes - and trust me, we're not a charity case any longer.

ALLIE

(ALLIE gets busy on her cell)
You got it, boss!

SAM
El, you know the drill - we're gonna need pictures, artwork, graphics, start making a list, whatever you need, you got it.

(ELLA starts making a list)
Meanwhile, there's Victoria's Secret. I'm gonna pitch 'em... in person.

(SAM looks upward)
Let see how to approach them.

(SAM starts pacing and talking to himself)
Hello. I'd like to introduce myself. No... I'd like to introduce you to a brand new... no...

(music plays fast - flurry of activity)

song 10: short reprise: It's Time For Sam 'n' Ella's Ad Agency To Be Reborn

ALLIE
THIS IS JOHNNY'S TIME
(JOHNNY O bows)

JOHNNY O
THIS IS ALLIES TIME
(ALLIE bows)

ELLA
THIS IS SAM'S TIME
(SAM bows)

SAM
THIS IS ELLA'S TIME
(ELLA bows)

SAM, ELLA, ALLIE, JOHNNY O
THIS IS OUR TIME

SAM, ELLA, ALLIE, JOHNNY O
NOW'S THE TIME FOR SAM AND ELLA'S

SAM & JOHNNY O

AD AGENCY

ELLA & ALLIE

AD AGENCY, AD AGENCY

SAM, ELLA, ALLIE, JOHNNY O

TO BE REBORN

REBORN

TO BE REBORN

THE END