

ENCORE PRODUCTIONS

PRESENTS

MANNINGTON FLOORING'S SURFACES 2003

Customer Lifestyles Scenes

“HARDWOOD”

After Ed Duncan finishes his Consumer Research segment, Steve Pine, our host and “everyman” takes the stage and shakes Ed’s hand. Steve is dressed in a suit with his tie undone.

Steve

Thanks Ed.

(Taking in the audience)

Consumer research- What a great way to kick things off. *(Beat)* I mean if it weren’t for the consumer we wouldn’t be here, right? My name is Steve Pine and I’d also like to talk to you about Mannington’s target customer. So, just who is this “married woman living in a single family home”?

Based on conjoint analysis and attitude surveys we know that our consumer’s component of decision difficulty is directly proportional to the cognitive aspects of her decision tasks.

(Long pause)

You know what...I have no idea what I just said. *(Beat)* I’ve got a better idea. What better way to get to know our consumer than to pay her a visit in her own home.

To start out with, let’s look in on the home of a Hardwood consumer...

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| <p>The curtain opens and Steve walks into the scene which is a vignette of an upscale living room. It is nighttime, soft classical music plays in the background and a dark brown leather sofa sits opposite a glowing fireplace. In front of the sofa is an elegant Ethan Allen coffee table. In front of the table, a rich Oriental area rug contrasts and complements the classic beauty of Mannington's cherry- hardwood floor. Facing the audience, on the wall is a wood-framed painting of a foxhunt, set in the English countryside.</p> <p>Two filled crystal tumblers rest on the table and lounging casually in her silk pajamas is Lori. She is reading a novel.</p> | <p style="text-align: center;">Steve <i>(To audience)</i> There are worse gigs. <i>(To Lori)</i> Well, hello there!</p> |
| | <p style="text-align: center;">Lori Hello, handsome. How was your day?</p> |
| | <p style="text-align: center;">Steve <i>(Remaining where he is)</i> Good. Lots of meetings. Same old, same old.</p> |
| <p>Sets the book down and takes a sip from the glass.</p> | <p style="text-align: center;">Lori This is such a good book. I love Vidal. <i>(A pause)</i> Why don't you take off your jacket?</p> |
| <p>The painting of the foxhunt suddenly changes. The picture goes to a black screen and then a thought bubble grows up and out from nowhere. Now in it's actual form, this plasma screen is positioned in such a way that it looks like the cartoon callout is coming right out of Lori's head. Inside the callout are the words... "Do you see it?"(The thought bubbles throughout the scene will "grow up and out" each time.)</p> | |
| | <p style="text-align: center;">Steve Well, because I thought we were going out for sushi tonight.</p> |

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| Thought bubble reads, “Come on, you must see it?” | Lori <i>(She grins)</i> I know. I just thought we might...stay in tonight. Have a relaxing evening at home for a change. Would you like a drink? |
| | Steve That sounds nice. |
| Steve crosses to coffee table. As he does he bumps into the coffee table and the legs scratch across the floor. | Steve I’m sorry. |
| Lori remains perfectly calm. The plasma screen reads, “ He’s got to notice now.” | Lori Oh, don’t worry about it. We have more important things to think about. And besides it won’t scratch. |
| Moves table back in place then picks up drink. | Steve <i>(Taking a sip)</i> Mmm! What is THIS? |
| Thought bubble reads, “Mannington Hardwood!” | Lori Do you like it?! |
| | Steve Absolutely. Is this your doing? |
| Callout reads, “He sees it!” | Lori <i>(With growing excitement)</i> It is. <i>(Pause)</i> So...tell me what you think?! |
| | Steve <i>(Looks down at the ground, in thought)</i> Well...I think it...I think it...has a little too much Vodka. |
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| | <p>Lori You're impossible! <i>(Pulling away from him)</i> I can't believe you. <i>(Beat)</i> How could you not notice. <i>(Slight pause)</i> The floor! Hellooo!</p> |
| | <p>Steve <i>(Stunned)</i> Lori...</p> |
| | <p>Lori <i>(Pouting)</i> I wanted to surprise you.</p> |
| | <p>Steve <i>(Sits down. A pause)</i> Sweetheart. You did. I noticed.</p> |
| Thought bubble reads, "Huh?!" | <p>Lori You did?!</p> |
| | <p>Steve Yeah. It's kind of hard not to notice. It's gorgeous.</p> |
| Lori suddenly perks up. | <p>Steve(cont.) <i>(Toying with her)</i> Such warmth and elegance. <i>(He moves in)</i> Classic beauty...</p> |
| Lori catches on | <p>Steve(cont.) Clearly handcrafted...</p> |
| | <p>Lori Are we still talking about the floor? <i>(They giggle, a pause, and then they embrace and kiss)</i></p> |
| Lights fade out on scene and the last thing we see is the plasma screen thought bubble which reads, "Oh, brother...". | |
| Curtain closes. | |