

028: MATTRESS SPRINGS ETERNAL

MARKETER

Welcome, staff of Leggett & Platt
mattress springs. I'm Lauren and
I'm here from Jubilant Marketing
to *work on your new ad campaign!*

STAFF MEMBERS

(murmuring)

Sounds good... cool... let's
do it!...

MARKETER

Let's start with some
brainstorming. Now, when you think
of Leggett & Platt, what words
come to mind?

CAIT

Comfort!

JIM

Mattresses!

SALLY

Nice dreams!

BILL

Reverse racism!

SALLY

(harsh whisper)

Shut up, Bill!

JIM

Nap time!

MARKETER

Hang on, can we go back
one second...

JIM

Mattresses?

MARKETER

No, no. You there. With the
troublingly red face and the
goatee with mustard in it - what
was that you said?

BILL

When I think of Leggett & Platt,
the words that come to mind are:
reverse racism.

MARKETER

(troubled)

I see. Does anyone else feel
this way?

SALLY

No, Bill's just a self-pitying old
a**hole.

JIM

Yeah, total a**hole.

CAIT

His cubicle smells like a gym-bag
farted. And oh yeah, a**hole, big-
time.

BILL

See what I mean? I'm being
attacked for my words, my actions,
my odour, my social media posts,
and my mass emails in praise of
phrenology. Classic racism!

MARKETER

Well, let's put a pin in that for
now... Someone said "comfort" -

BILL

Oh, and anti white and sexual
discrimination.

MARKETER

Come again?

BILL

Leggett & Platt is guilty of anti-
white and sexual discrimination
against my words, my actions, my
odour -

SALLY

(harsh whisper)

Shut up, Bill!

MARKETER

Yes, I see.

(MORE)

MARKETER (CONT'D)

Quick sidebar: Do you folks not have an HR department here or...?

SALLY

Well, you see, we *did*, but unfortunately they were in the warehouse and they tripped and landed on a pile of mattress springs and - *boing!* - right through the roof.

In the background: SFX of a boi-oi-oing and someone screaming into the distance.

MARKETER

I'm sorry to hear that. No matter, let's talk about your new commercial.

SALLY

I'm picturing: clouds, angels, choral music. We're in heaven. Two angels are jogging on a heavenly racetrack. One angel says, "Isn't paradise great?" The other angel says, "Yeah. But tiring!" Cut to: the angels lying down on one of our mattresses with a cloud for a pillow. Voiceover: "Leggett & Platt: Mattress springs eternal."

MARKETER

Wow, that's really great. Anyone have any notes?

BILL

Ooh! Ooh!

MARKETER

No one? We're all set?

BILL

Ooh, over here! Men's rights!

MARKETER

What is it, Bill?

BILL

Just a couple notes. Pretty minor.

MARKETER

Alright, lay it on me.

We open on a Klan meeting...

MARKETER

Of course it is.

BILL

...A couple of Klan members are monkeying around, just having a great time. Tagline -

MARKETER

Let me just but in real quick - how long is your tagline?

BILL

Oh, about 14 words give or take.

MARKETER

Right, 14 words; coulda guessed. So we've got a few, uh, *solid* options here. I'll kick it up to management, but we'll probably go with the "eternal" spot.

BILL

I'm not married to it. Open on: a Proud Boys hate rally.

MARKETER

No, Bill.

BILL

Open on: A Twitch streamer shouting every slur imaginable - I've even got some new slurs too.

MARKETER

No, Bill.

BILL

Open on: basically any subreddit.

MARKETER

Sally, refresh my memory about your HR person?

SALLY

Way ahead of you.
(playing-a-trick voice(?))
Oh, Bill! I just saw antifa plotting behind this big pile of mattress springs.

BILL

I'll show *them* to stand up against

SFX of boi-oi-oi-ing.

BILL (CONT'D)
faaaaaaaaaaaa-

SFX of explosion.