

ENCORE PRODUCTIONS

PRESENTS

MANNINGTON FLOORING'S SURFACES 2003 “Walk This Way...”

A Creative Brief

The audience is seated and eagerly awaits the upcoming events. Lights go to black and after a beat, the giant on-stage projection screen explodes to life with vibrant, colorful images. Our conference has begun...

Aerosmith's raucous, “Walk This Way” pounds out a heart-thumping beat that further escalates our pulse while the visuals display lifestyles of target buyers, key messaging and Mannington's Surfaces 2003 objectives.

The images disappear and the curtain opens. The percussive, progressive and heart-pounding spectacle of “STOMP” takes the stage. Like a swelling tidal wave, the energy of the room is brought to a fevered pitch creating an alertness and readiness for our first few executive speakers.

Our “STOMP” performers exit out and through the audience followed by a booming, resonant voice-over(Steve Pine) that welcomes our first of three speakers of the day, Steve Zangla. One-by-one, our opening executives are announced and given center stage to share their insights and expectations. Each speaker concisely discusses and details topics such as business overviews, industry forecasts, along with key objectives and strategies. It is for whom these strategies are created that we will next give our attention.

Taking the stage is our host and actor for the day, Steve Pine. Speaking from the salesperson's point-of-view, Steve brings the following questions to mind: Who are the typical buyers of Mannington flooring? What are her needs and wants?

Rather than tell our audience, Steve allows us to experience the answer by immersing us in his, and his family's life. Heightened “slice-of-life” scenes dramatize the very day-to-day lifestyles of Mannington's target buyers. There's no better way to understand a consumer's flooring needs than to spend a little time in her/his shoes. We will live with them, even if only for a brief time.

The spotlight on Steve fades and the curtain opens just enough to reveal our first scene. *(Each progressive scene will be revealed and tightly focused in the same fashion as the first.)* The dramatization, which gives focus to Steve's “wife”(the targeted buyer), unfolds before us, and we begin these aptly titled “Days of Our Lives” sketches with the newly wedded couple in their “VINYL” kitchen/dining room. From there, each respective scenario progresses forward approximately 5 years per scene.

At the culmination of each scene, the actors freeze. Steve transitions back to his host persona then introduces each speaker who expounds on the respective products within the Mannington portfolio.

After the curtain closes on the fourth and final dramatization, Steve comes out and summarizes the previous events. As a button to Steve's wrap-up the curtains re-open and now, all four sets are positioned together in a row. But that's not it...there's one more scene left.

In a tongue-in-cheek parody of "Wayne's World", the curtain opens one last time to reveal the basement set of "Jay's World", the motley crib of Mannington's own Jay Kopelson. Well...actually, the alter-ego of Jay Kopelson. The morning version of this rollicking sketch ends with Jay inviting attendees to join him on the trade show floor as he exits up and out of the basement while the stage lights fade to black. At black out, house lights fade up and the "Walk This Way" video plays while attendees exit.

After the lunch break, our new audience members are greeted in the same fashion as their morning counterparts, with a power punch combo of the "Walk This Way" video into "STOMP". The afternoon version however, will provide even more entertainment value when the performers of the "Jay's World" finale will be visited by a very special and surprise guest who will "schwing" by during the scene.

The meetings' final moments will find attendees rising from their seats and exiting in much the same way as the morning conference-goers; Aerosmith's "Walk This Way" will send them wound up and smiling toward the trade show floor or their ensuing meetings.

[The following text outlines the sets and provides possible sample dialogue for one of the scenes from Surfaces 2003 .]

"DAYS OF OUR LIVES" SETS

Four individually constructed, 12' x 8' movable sets will be created for our sketches. Within each "living space" is a specially designed interior that complements the Mannington portfolio of products. For example:

VINYL-	Kitchen/dining room set
LAMINATE-	TV room
HARDWOOD-	Living room
CERAMIC-	Sun room.

Centrally located on the back wall of each room is a 16 x 9 plasma screen that defaults to a window-like set piece, but more importantly serves as a crucial, 3rd-party objective theatrical device that enhances the action and messaging of the scenes. To be more specific...the plasma screen is like the fly-on-the-wall. Using text only, the screen will light-heartedly comment on, and cut through the dialogue and actions of the live characters on stage. To simplify this explanation further – the screen "character" potentially parallels the voice in our, the audience member's head.

SAMPLE DIALOGUE

The following is an example of how the VINYL/RESILIENT scene might play:

VINYL

The room is set unpretentiously and is simple. This is the kitchen/dining room of a couple just starting out. It is compact, clean, and uncluttered.

Lori hurriedly sets the table for dinner. After a few beats...	
Steve bursts through the door with Max, their dog leading the way. They've just returned from a walk	
Rapidly moving to and from the table, Lori starts to say something when Max barrels into the kitchen area, runs into her and causes her to spill the drink she just grabbed.	LORI Maaax!!!
Without missing a beat, Lori gets some paper towels and begins cleaning up the spill.	STEVE Sorry honey. He's been so wound up. He practically dragged me around the block.
Finished cleaning, she goes back to setting table.	LORI The movie starts in about 30 minutes. What took you so long?
Helping her with the table setting.	STEVE <i>(Expectantly)</i> Um...hello? <i>(Kisses her)</i> We ran into Michael as he was pulling in next door. You know, he was telling me that the city is planning on restricting watering times again. Did you ever get anything in the mail about that?
Indicating pile of mail on corner of	LORI

table.	No, but there might be something in todays.
Crossing to corner of table, Steve sits down and sifts through mail. He finds something that stops him dead in his tracks. He opens the envelope and...	STEVE Oh my God! Oh my God!
Stopping and turning...	LORI What is it? STEVE <i>(Stunned)</i> I...I...I cannot believe this! LORI What?! What is it?! STEVE You're not going believe this.
The plasma screen on the back wall transforms from a window to displaying the following words:	PLASMA <i>C'mon, what is it?</i>
Getting up...	STEVE <i>(Just as he speaks, plasma text disappears)</i> You remember the article I wrote for Business Weekly? LORI Yees?! STEVE <i>(With growing excitement)</i> Well, it would seem that not only did they like it and wish to publish it, but they want to (reading from letter) "retain my services for future publications!!!" LOOK AT THIS CHECK!!
Frantically jumping up, Steve manages to knock over a metal serving dish.	STEVE <i>(Handing her the check)</i> You look at the check. I'll get the dish.
Steve picks up dish.	LORI Steve, this is great!
Checking out the floor.	STEVE <i>(Beaming)</i> I KNOW! Hey, this floor holds up well, doesn't it?

The plasma screen displays in bold letters...	PLASMA <i>HOW MUCH IS THE CHECK???</i>
Joins Steve in observing the floor.	LORI You know, it really does, and Maxie certainly puts it to the test. <i>(Pets the dog.)</i>
Plasma screen reads...	PLASMA <i>It is a fashionable floor.</i>
	STEVE <i>(Referring to the floor)</i> You did a good job finding this.
Plasma screen impatiently repeats its' nosy question.	PLASMA <i>C'MON, HOW MUCH IS THE CHECK?!</i>
Grabbing Lori, Steve holds her close. As he does, plasma text disappears.	STEVE You are such a smart - and might I add, <i>beautiful</i> consumer.
	LORI <i>(Seductively)</i> Since I did find such reasonably priced flooring... I'm thinking that there should be some reward coming my way? <i>(She holds up the check behind Steve as she hugs him.)</i>
Whining, the plasma text now reads...	PLASMA <i>I can't watch this part.</i>
	STEVE <i>(A pause then a look between them...)</i> I hope we're not talking about the check anymore. <i>(She laughs and then they kiss)</i>
Plasma screen reads...	PLASMA <i>Oh, brother!</i>
Lights quickly fade down, the curtain closes and after a beat, the voice of Steve Pine returns to introduce the next speaker. After the speaker has finished, Steve reappears as the host, thanks the speaker and then sets up the next scene for us.	