

Setting is Daisytek offices. A rainbow coalition of employees in matching polo shirts plays the part of the Greek Chorus.

CHORUS

Hi, we're Daisytek and we have a story we want you to hear.

Music up, title graphic - Being There

Father working with his 10 year old daughter in his home office. We see a picture of his family on the desk. A soccer ball on the chair. He is looking at his watch.

MAN

...just a final touch... and your report... is finished. OK, now let's print. Then we're off to your ballgame.

VO

This scene is taking place in more and more homes everyday.

As this is being said we add three more scenes, all happening simultaneously. Added are a suburban housewife printing up invitations to a backyard political fundraiser for School Board member, a retired gentleman working on a proposal for his on-the-side business selling imported trinkets, and a college student who needs to print his presentation plus he needs to save it to disk for speaker support.

CHORUS

Don't we know it.

Man is getting ready to go to game. He has his ball cap on and then he sees a message on his screen. Bangs his hand, showing some disgust. "Printer Out of Ink!" He frantically searches for a possible forgotten refill.

MAN

Darn. Out of ink!!!

Woman is reaching to get paper to print invitations and comes up empty.

WOMAN

Oh no... I'm out of paper!!

The older gentleman is counting his millions when he looks over and sees that his proposal is not printing.

MAN

What's wrong with this printer... eh... no ink!!!

All the while our student is finishing up his presentation. He hits print and then begins to look for a disk to save to.

STUDENT

I am cursed. I've got one hour to turn this paper in... I've got no ink! I've got no disks!... Yowwwww... I've got no paper!!!!

VO

And so is this.

CHORUS

What're they going to do now?

We see man driving away.

VO

That's a good question. Where are they going to go to get the computer supplies they need? Let's look at their choices.

Man comes to a stop sign.

He looks left and we see a computer magazine and a wholesale catalog.

CHORUS

Uh huh.

VO

If only they knew four days ago they'd need supplies today.

Man shakes his head no and he looks right. We see a computer discount store.

CHORUS

Sure.

VO

Well, it's quite a drive... and those lines. Still takes too much time.

He shakes his head no and looks just left of center. We see office supply store.

CHORUS

You bet.

VO

It's still a bit of a drive... But they've got what everyone wants... And where else could they go...

He looks left and right and left and right. Hoping to see what he needs. And then he focuses just right of center and we see...

VO

... unless?

... a Grocery/Drugstore.

CHORUS

Huh?

VO

Why not? It's just around the corner... which is convenient... so they'll be back home in a hurry. And they've all got popular equipment so it shouldn't be hard to stock the supplies they need most. Plus ..they're bound to have other shopping they need to do. I'll bet three out of four pick up some extra treats too.

Man turns the car toward the grocery, pulls up, hops out and walks in.

CHORUS

Hmmmm.

VO

How about it Mr. Grocer?

We see a stereotype grocer in stylistic grocery setting.

VO

Do you want to make money?

Grocer nods yes.

CHORUS

We're right there with you.

VO

Do you want to increase your traffic?

Grocer nods yes.

CHORUS

Oh yeah.

VO

Do you want to increase customer loyalty?

Grocer nods yes.

CHORUS

We bet you do.

VO

So how about if we could make it easy for you to do all that?

Grocer nods sure.

VO

Risk free?

Grocer nods yes.

VO

And keep you stocked with the most popular name brand computer products?

Grocer nods yes enthusiastically.

CHORUS

Hallelujah!

VO

Then you're the man we're looking for.

director

VO

Presenting JumpStart from Daisytek.

CHORUS

That's us.

VO

A turnkey computer supplies solution.

CHORUS

We work for you.

VO

A pre-merchandised, all-in-one freestanding display.

CHORUS

It's sharp.

VO

Available in three different configurations.

CHORUS

Box, Circular Rack, or Counter-Top.

VO

Featuring top selling computer supplies from quality manufacturers.

CHORUS

Maximize revenues.

VO

Protecting you from obsolescence and excess inventory.

CHORUS

No risk.

Grocer nods yes enthusiastically, but then backs off a little.

VO

So what are you waiting for?

Grocer thinks about it but isn't sure.

CHORUS

Tell 'em more.

VO

Well, how about if we bring in some expert testimony complete with the 8 X 10 inch glossy photos. Tell 'em more Johnny!

We see a very nerdy, book lugging, fact hugging expert. Along with his droll delivery we add charts, graphs and text support.

CHORUS

Stand back. Here it comes.

JOHNNY

Thank you. Let me begin by illuminating the idea that there is a burgeoning exodus of talented, well-trained, entrepreneurial white collar workers to the far flung suburban regions of the home office...

CHORUS

That's why we started JumpStart.

JOHNNY

... or perhaps we can examine how the total number of computer users at home will more than double in the next four years, meaning...

CHORUS

More customers.

JOHNNY

...and of course we cannot neglect the ever-contracting span that an individual focuses his or her attention on any one given endeavor. To each and everyone of us this means...

CHORUS

Less time.

JOHNNY

... so, you can see, that in a marketing sense each shopper is searching for ways to expand the span they spend on enjoyable actions. All the while making themselves more well liked by all others of their kind...

CHORUS

Better value.

JOHNNY

Seeing these convergent dichotomies, it's only natural that the largest wholesaler of computer supplies worldwide ...

CHORUS

Daisytek. OK.

JOHNNY

... would use their expertise and market-sense to give your customers the products they need...where they want to get them.

CHORUS

That we have!

Grocer nods "I like it."

VO

Thanks Johnny

JOHNNY

My privilege.

VO

Thanks Chorus.

CHORUS

Whatever it takes.

We see the man pulling product from the JumpStart display... and putting it in his cart filled with a few other grocery items. We see him checking out, hurrying to the car, and driving home. Then he refills his printer and prints his report as the family is leaving behind him. Finally we see him cheering at Suzy's game.

VO

And I'm sure Mr. Computer-at-home User would like to thank the grocer who was smart enough to get a JumpStart... so that Mr. User could pick up the refill he needed to print his report and get to Suzy's game.

MAN

Thanks Mr. Grocer.

CHORUS

Ah.... Happy ending.

Theme up

Shot of JumpStart kit with phone number or contact listed across bottom of screen.