

New Layout  
by  
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INT: PUB - DAY

Business-suited EDDIE and KYLE (30s) are facing each other, sitting on a pub table seating two. Surrounding them are a number of chatting DINERS at similar furniture. Even though plenty of light shines through the door windows, the lighting on the whole is dim. Behind the bar, is the BARTENDER (20), serving drinks to his CUSTOMERS.

EDDIE

Kyle, I asked you to come here on such short notice because I've had an idea so great, so out-there, so groundbreaking, I just had to tell it to you.

KYLE

Go on...

EDDIE tries to control his smile, but has difficulty.

EDDIE

Right, we've been running our email providing service for years and we've ALWAYS been completely sensible...

KYLE

Ok...

EDDIE

So how about we change our layout in such a way that it doesn't improve anything at all, it just confuses people?

KYLE scrunches up his face.

KYLE

Eh?

EDDIE

Maybe some of the changes could arguably be WORSE...

KYLE looks down in disappointment. EDDIE keeps smiling.

KYLE

I don't understand...

EDDIE

Don't you see? It's genius!

KYLE

It sounds to me like it would just be annoying...

EDDIE

Right! Really annoying! And a waste of time for us, too!... Or so it would seem!

KYLE stares blankly for a moment.

KYLE

You're implying it would benefit our company? How?

EDDIE coughs to himself.

EDDIE

Errr... It's hard to explain.

KYLE

I see. Is this really what you've brought me here for?

EDDIE

Yes!

KYLE

Right. Well it was nice talking to you, but I have real work to do.

KYLE starts to leave his seat.

EDDIE

No, stop! I've had another idea!

KYLE sits back down. EDDIE readjusts his tie.

EDDIE

I've just been talking about things we could do. How about things we could keep the same?

KYLE

What would that achieve?

EDDIE

Give me a chance! Right, everyone hates spam, right? So we do absolutely nothing to stop it!

KYLE sighs.

KYLE

Eddie, I'm seriously considering sacking you...

EDDIE

You don't understand! We change the things others like and we keep the things people hate the same! Doesn't that sound funny to you??

KYLE

Funny?

EDDIE

Yeah, funny! And what better way to stick in people's minds?

KYLE pauses and rubs his chin.

KYLE

You know what?... That is sticking in my mind.

EDDIE

Right!

KYLE

Eddie, I think you're a genius. I really do. So do you have any specific ideas for us to increase our traffic?

EDDIE

Y'know, just move things around, hide important features, that kind of stuff.

KYLE puts his hand in front of EDDIE and EDDIE shakes it.

KYLE

Very impressive. Good work, Eddie, we can get your ideas sorted out by tomorrow.

EDDIE

No problem!