

Dog Advert  
by  
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INT. LIVING ROOM - DAY

A fake and rubbery human hand is fixed on top of a foot tall rod. Connected to and underneath the rod is a black tray with four wheels and a speaker on it. The strange mini vehicle follows a sad-eyed DOG that wanders up and down a living room. No one else is there.

A NARRATOR speaks over the scene with a soppy voice.

NARRATOR

Do you know what your poor dog does when you're alone? No? It cries inside with black thoughts. 'Why has my owner left me?' 'What have I done wrong?' Are you worried by such thoughts? Well don't be any more as the Dog Self Esteem Device or 'D-Sed' from Pawsitive co. is the product for you! Pride of lions? Well now we have a pride of dogs! A pack of dogs? A pack of happy dogs, maybe! Or a pride of happy dogs.

The rod lowers down to pet the DOG. A voice comes from the speaker.

MACHINE

There's a good dog.

The DOG woofs, happily.

NARRATOR

(quietly)

Oh really? There's another company called 'pawsitive'? I thought it was too good to be true... We're running out of studio time? Ok, I'll try my best to stick to the script.

The DOG woofs even more cheerfully.

NARRATOR

(soppily)

By the new D-Sed device from Simon Wiedemann's Super Duper Dog co. right now for only £100!

INT. SHOP

Countless boxes of D-Seds are stacked behind a cashier and a SHOP WORKER. A CUSTOMER asks for and gets handed a D-Sed, then gets patted on the head by the STAFF MEMBER. The CUSTOMER laughs, and gives a thumbs up and a smile for the camera.

CUSTOMER  
I feel special already!

The NARRATOR speaks over that scene.

NARRATOR  
(quietly)  
That's not patronising?... Ok, well  
if you say so...

CUSTOMER  
There's a way to tell this thing that  
I'M a good person, right?

SHOP WORKER  
Yes!

NARRATOR  
That's right, if you're feeling low  
you can program the device to be nice  
to you. What would you like to be  
called? 'A great guy?' Or 'The  
coolest dude ever?' Or simply 'Fab'?  
It's your choice!

INT. LIVING ROOM - DAY

A MAN (30s) enters the room. He speaks to the device, teary  
eyed.

MAN  
Oh no, I've just been sacked! What am  
I going to do???

The MAN kneels down and bangs the floor with his fists as he  
cries. The robot drives to the MAN and pats him on the head.

MACHINE  
Don't cry. There's a good human...

MAN  
You... You really think so??

MACHINE  
Sure.

NARRATOR  
Hahaha, great stuff. I actually have  
a D-Sed with me right now!

D-SED  
(heard in the  
background)  
You're the greatest narrator, ever!

NARRATOR

Oh you. Surely I'm not the greatest narrator of all time?

D-SED

You are!

NARRATOR

Wow! Buy the D-Sed for just £100 right now! In all good stores! What's that? The price has already been lowered to £74.99? Now THERE'S a good D-Sed!

The MAN in the room stands up, removes a tissue from his pocket and wipes his nose. He then stares hard at the DOG as he scratches his head.

MAN

Hang on... Your eyes... they're not sad anymore... Wow, this D-Sed is working just as well on you as me! Say 'thank you' to D-Sed, Floppyyears!

FLOPPYEARS, the DOG barks enthusiastically.

MAN

Now tell the world about the super cheap price of the wonder bot!

FLOPPYEARS barks twice.

MAN

Two barks? I guess that's close enough!

NARRATOR

D-Seds, in stores now.