

## **Arren Marketing - “MINDING YOUR BUSINESS”**

Our SPOKESPERSON is in a CAFE. A sign reads “CROCHETEA CAFE.”

**SPOKESPERSON:**           **Hey, you started your own business! Good for you. That sounds hard, mate.**

CROCHETEA'S OWNER (played by the same actor as the spokesperson) waves happily from behind the counter.

**SPOKESPERSON:**           **While you're clearly an expert in the world of... I wanna say tea? And crotches? Maybe you're *not* an expert at marketing your new business.**

The CROCHETEA OWNER hands a CUSTOMER tea in a CROCHETED CUP.

**SPOKESPERSON:**           **OHH. *Crochet-tea*. Wow, yeah, your cafe name's really bad. Kinda proves my point.**

SPOKESPERSON walks behind the counter of the cafe as he/she talks to camera.

**SPOKESPERSON:**           **As a business owner, you know you need an app, but you probably don't know where to find a trustworthy person to build one for you. It's okay. No one's perfect. This guy definitely isn't.**

He's talking about the CAFE OWNER, who looks up from pouring tea into a crochet cup, offended. Water leaks out the crochet cup.

**SPOKESPERSON:**           **That's where we come in. We're Arren Marketing. Now I know you're probably thinking—**

**CAFE OWNER:** (Interrupts) Yeah, alright *Arren Marketing*, if that's even your real name. Why should I trust *you* to make an app for *my* business?

**SPOKESPERSON:** Okay, aggressive. But here's why: we're a UK-based marketing agency with over 15 years of experience. We have a team of skilled developers whose whole business is building apps for Android and iOS.

An APP DEVELOPER (same actor) sits at a nearby table and waves happily.

**SPOKESPERSON:** And we have a whole bunch of happy clients whose businesses we've helped grow over the years.

A HAPPY CUSTOMER (same actor) sits at another table and waves.

**SPOKESPERSON:** So starting a new business? That's none of our business.

Spokesperson holds up a phone showing a great looking APP for CROCHETEA CAFE and scrolls through it. The CAFE OWNER looks impressed.

**SPOKESPERSON:** But making great, high quality apps for businesses *is* our business. That way *your* business can be *other people's* business. (to Cafe Owner) Just a thought, put a cup **INSIDE** the crochet cup, mate.

The Cafe Owner's mind is blown as Spokesperson walks off.

Now SPOKESPERSON speaks to camera from the middle of the cafe, where a few CUSTOMERS (played by same actor) work on laptops:

**SPOKESPERSON:**           **At Arren Marketing, we can help you develop a great app AND effectively market your business, no matter what that business may be.**

He grabs a laptop from a CUSTOMER and shows what's on screen: a website for a restaurant called "MANGIA MANGA."

**SPOKESPERSON:**           **Whether it's an Italian-Japanese fusion restaurant called Mangia Manga that needs a top notch online ordering system...**

He snatches a tablet from another CUSTOMER, displaying their online newspaper "WARBLER WATCHER'S WEEKLY."

**SPOKESPERSON:**           **Or an independent bird watching news site that needs to expand its reach...to even more bird watchers...**

Now he crouches near a CUSTOMER working on their online business "THE GROOVY GARDENER."

**SPOKESPERSON:**           **Or maybe you're finally starting your own online shop to sell homemade CBD for plants. Personally that sounds like a terrible business idea, but again, that's none of my business.**

He stands and talks to camera.

**SPOKESPERSON:**           **Be it gaming, finance, news, restaurants, or online retail, no matter what your business is, we can make a top quality, easy to use app to connect you to customers and clients.**

As they run through the types of apps, the words pop up on screen: "*Gaming! Finance! News! Restaurants! Online retails! Whatever the hell you want!*"

NOW they're in front of a SHADY DEVELOPER working on a busted cellphone, held together by tape.

**SPOKESPERSON:**           **Because we don't think you should waste your precious**

**money on some sketchy IT guy you found on Craigslist. Yeah, that offshore developer your roommates' cousin recommended might be cheap, but that means your app will be cheap too.**

He steals the SHADY DEVELOPER'S PHONE, and shows us the glitchy, terrible app for CROCHETEA CAFE on his cracked screen. An ERROR sign flashes on screen.

**SPOKESPERSON:**           **Yikes, that is GLITCHY.**

He tosses the phone and walks back to the CROCHETEA counter.

**SPOKESPERSON:**           **So while you might be the expert on...herbal blends served in impractical cups, at Arren Marketing, we're the experts on building great apps. So let us mind your business.**

He turns to the cafe owner who is pouring tea now into a proper teacup with a crochet cover.

**SPOKESPERSON:**           **That smells good. Is that hibiscus?**

**CAFE OWNER:**           **(Proud) It's tea made from yarn.**