

Susan/Judy - Side #2

JUDY [SUSAN]

Jonathan? Hi! Judy Wright. Michael's told me all about you. Come with me, I'll be leading the session. Help yourself to coffee...

JON

Tick...tick...tick...

JUDY

We are so glad you've come in! We love "creative" people. It's what we're all about!

JON

BOOM! BOOM! BOOM!

Conference room. Faux wood grain table. Aqua naugahyde chairs.

JUDY

Everybody, this is Jonathan.

[The MARKET RESEARCH GUY (Michael) introduces himself to Jon by saying his name.]

JUDY

He's going to help us out today. He writes musicals. You know, like Andrew Lloyd Weber.

(JON reacts)

Okay, let's get started! Today we're embarking on a major endeavor. We're developing a name for a breakthrough new product. A chemical to be used in cooking as a fat replacement! It's tasteless, has no calories, no fat, no cholesterol. In fact, it can't be absorbed into your digestive tract. This is going to give Americans a whole new kind of freedom in the way they live and snack, and we need a name that will capture all of the --

(Jon's hand is up)

-- Yes?

JON

How about "Nutrafat"?

JUDY

(beat)

Jon, At this point in time we're really just idea-generating, OK? We're brainstorming, free-associating ... It's a creative-process-unlocking session. We're not at the naming phase yet. Okay: concepts, people?

End