

Social Listening

by

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INT. VAN - DAYLIGHT

The Belvita marketing team is driving through a suburban neighborhood in a branded van. PETER, the social media manager, is browsing tweets in real-time.

PETER

Here's one from Cindy: *Never skip breakfast. Worst morning ever.*

The van pulls up to a house. Peter hops out with a camera crew, and knocks on the front door. A woman (CINDY) answers cautiously.

PETER (CONT'D)

Cindy?

CINDY

Yes?

PETER

(announcer-like)

We heard you were having a case of the Mondays, so we brought you... a case of the Belvitas.

A forklift zips up the drive, unloading a giant shipment of Belvita Breakfast Biscuits. Cindy looks pleasantly surprised.

CINDY

Wow! That's a lot of biscuits.

CUT TO Cindy leaving her dentist in a fog. Waiting outside to surprise her is the Belvita team, dropping off another shipment.

PETER

Cindy! We heard you were having root canal, so we brought you something for that sweet tooth.

Cindy looks confused.

CINDY

You heard I was having root canal?

PETER
 (to camera)
 Belvita. Now in cranberry flavor.

Cindy watches as they drive off, dumbfounded.

CUT TO Cindy stranded on the side of the road, trying to change a tire. When the Belvita van pulls up behind her, she actually looks relieved.

PETER (CONT'D)
 Cindy! We heard you had a flat tire, so we brought you...

CINDY
 I'm good on the biscuits, but I could use a hand with this tire.

PETER
 (ignoring Cindy)
 Our thinnest biscuit ever.

PETER (CONT'D)
 (to camera)
 New air-puffed Belvita. The perfect snack on the go.

The van drives off, leaving Cindy with her flat tire.

CUT TO Cindy walking in her bedroom to find her husband (TED) in bed with another woman. Before she can react, Peter moseys out of a closet with a dolly of Belvita.

PETER (CONT'D)
 Cindy! We heard your husband was having an affair, so we brought you... Spicy Belvita Singles.

TED
 You got me.

Peter holds a biscuit up to camera.

PETER
 (to camera)
 Small, but mighty.

TED
 He's not wrong.

CUT TO a remote, cozy farmhouse. Cindy is making breakfast. She looks happy until she opens her pantry, and finds it filled to the brim with Belvita. Frantic, she flings open more shelves. More Belvita.

She backs up, panicked. The doorbell rings. She grabs a knife and opens the door, knowing well what waits her.

PETER

Cindy! We heard you moved across the country, so we brought you a lifetime supply of Belvitas.

Cindy curls up in fetal position, sobbing.

PETER (CONT'D)

(to camera)

Find us in the cookie aisle. And if you can't find us, don't worry-

SFX: shrieking violins

PETER (CONT'D)

(deep and menacing)

We'll find you.

BLACKOUT.