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COBALT LINE STRAIGHT TALK

Commercials / Testimonial / 60 sec
Cast 1 Male x1

Cobalt Line is a small business internet provider. A plumber with thirty one years in the trade tells the camera why he switched. He is not comfortable on camera and that is the charm. Plain words, real gratitude, no polish.

CHARACTERS

RAY - 50s to 60s, a plumber and shop owner, plain spoken, unsure where to look, means every word

SETTING

A plumbing shop with shelves of pipe fittings, a coffee maker, and a wall calendar, RAY on a stool in his work shirt.

A plumbing shop. Shelves of pipe fittings, a coffee maker, a wall calendar. RAY sits on a stool in a work shirt with his name stitched on the pocket. He is not sure where to look.

Sound: a phone rings once in the back, then stops.

RAY

(to someone off camera)
Just talk to the... this one? Okay.

(clears throat, to camera)
Ray Kowalczyk. Kowalczyk Plumbing. Thirty-one years.

(beat)
My daughter set up the website. Real nice. Problem was, the internet at the shop went out every time it rained. And it rains.

He gestures vaguely at the window.

RAY

So people'd call and we'd miss it. Or the card reader would just... spin. Guy's standing in his kitchen with a wet floor and I'm telling him, hang on, it's thinking.

(shakes his head)
Not a great look.

He shifts on the stool. Glances off camera, then back.

RAY
Anyway. Switched to Cobalt Line about a year ago. The business plan. Fella came out, put it in, showed me the thing on my phone where I can see if it's up. It's always up. I check anyway.

(half a laugh)
Old habits.

RAY
(more direct, quieter)
And when I called with a question, an actual person picked up. Knew what a plumber needs. Didn't try to sell me the TV package.

(beat)
That's it. I don't know what else you want me to say. It works. I'm grateful. I got a water heater to get to.

He starts to stand, then stops.

RAY
(to off camera)
Was that okay?

Title card: COBALT LINE BUSINESS INTERNET. Built for the people who show up.

END OF SCRIPT