

## Pink Soap

Logline: When the face of a famous brand from the 1950s appears from a magnet into Allie's new home, Allie must accept her help to navigate her misogynistic world.

Synopsis:

### Act 1

In our opening scene, we see Allie navigating through her misogynistic world— being treated badly by her male co-workers, seeing a 1950s ad up on a billboard of Soap Susan advertising cleaning products with the caption “It’s pink so your wife will want to clean!” When she gets home, she sees the same commercial in her home. She comments on how outdated the commercial is and wonders why they’re still being made. As she goes to get a glass of water from her new fridge, she sees the same ad— she’s irritated and goes back to her couch. But she starts smelling pie! She turns around to discover that Soap Susan is suddenly in her home.

### Act 2

Allie freaks out and gets furious with Soap Susan because of how she supports these misogynistic ads. Soap Susan ignores her irritation, and comments optimistically that she made her a pie— but Allie notices that her personality is different from how she is in the ad— she’s more independent. As Allie complains further about her misogynistic world, Soap Susan begins to compare her own life and tells her how she doesn’t like the way her husband treats her. She begins to open up and tells Allie her real name, Buffy. When Allie brings up how she’s excluded from weekly meetings at work where they only invite men, Buffy suggests she should interrupt their meeting— so they make a plan. On the day of their plan, they fail to succeed as Allie’s boss fires her. Allie has a breakdown and complains of the hardship of being a woman, but Buffy starts telling her the beautiful aspects of being a woman like their friendship they’ve created. She tells her to celebrate her individuality. But Allie blames Buffy for making her interrupt their meeting. She tells her to go back to her magnet, where she belongs— Buffy does what she says. We can feel the absence of Buffy as Allie’s alone in her home watching a movie about female friendships— she starts missing Buffy.

### Act 3

Allie gets a call from the company she was fired at about how it’s falling apart without her and they want her to run the company. She wonders if she can do it without Buffy— she goes up to her fridge and tears up, telling her that she misses her. She turns back to grab a tissue and when she turns around, Buffy’s suddenly in her home! But she’s avoidant as she tells Allie that she’s just here to get her things. Allie stands in her way and tells her how she showed her how to stand up for herself. Allie thanks Buffy and says goodbye. Allie thinks Buffy will forget about

her, but a few days later after she comes home from work, she sees that the magnet has evolved into an empowering ad.