

## The Best Work You May Never See: WaterSense's "Dishwasher" Helmed By Benji Weinstein

**Type:** Screenwork

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September 02, 2011, --- A woman starts her electric dishwasher with only three dishes inside. Suddenly she has unexpected company--a strange man in shorts and a tanktop who's sitting on her kitchen counter.

"Don't you just love the sound of an empty dishwasher?" he asks, proceeding to utter noises that are a mix between mumbling and humming as he attempts his odd imitation of a dishwasher spurting out water for only a few dishes.

More than a tad unnerved by this offbeat fellow, the woman turns off the dishwasher, which in turn leads to his vanishing.

A voiceover relates, "The moment using water becomes wasting water, it gets weird. Get normal by visiting [wastingwaterisweird.com](http://wastingwaterisweird.com)."

Benji Weinstein of GO Film directed this and two other spots in the "Wasting Water Is Weird" campaign for Knoxville, Tenn.-based agency Shelton Group.

