



They Only Wanted Brand - Two manipulative marketers desperate for ideas, a CEO dying for branded zombies, and a dangerous tale of loyalty unleashed.

CAST -

Marcus - a Founder - Darion

Stef - Assistant - Karie

John - Doomed Marketer 1 - Jake

Kate - Doomed Marketer 2 - Erin

Mike - Doomed Boss - Scott Monty

OUTBOUND INTRO - *You're about to enter another dimension, a vertical beyond that which is known to marketers. It's a spreadsheet as vast as space and a billing model, timeless as infinity. It lies between buzzwords and brilliance, between farce and finance, and it spans from the depths of our ignorance, to the summit of our awareness of the Four Ps. This is a*

place of marketing imagination. It's a place, we call, OUTBOUND.

Driving music SFX - In Car - Turn signal, off ramp, highway -

STEFF - "This is a LOT closer than I thought it was going to be."

MARCUS - "Oh yeah - I was shocked too. And the

S - and the price!

M - and the price, yes - exactly! This is just one of those moments where I think

(turns the wheel, looks up and over the huge truck hood)

...the winds of change, favor the bold."

S - Totally agree. There's - supposed to be a gate here -
(truck rolls over downed chained fence)

M - Well,

(tenses up as they drive into parking lot)

We just keep rolling Stef!

(turns up radio)

*(HARD STOP transition to inside, keys jangling door, opens into space *mic is inside*)*

Stef - Woo hoo, how cool is this? *(walks in - spins around)*

Nice reception area - What's in all these...cubicle area...break room...once they replace those panels of glass windows, the view will be nice.

M - *(struggling with a box)* the view will be...nice with a chair and desk and can you

S - Oh my god, yes Marcus, please, lemme help! *(rushing over to help)*

M - *(walking up ramp)* What I can't understand is in an economy like this, in a location like this, in an industry like ours, how did I get so lucky?

S - Well considering you have degrees in pre-cognitive economics, behavior modification and you're one of the most published advertising scientists in the world - I think you're just fishing for compliments and - - trying to get out of lifting the other side of this desk!

M - ooh - You're really strong!

S - **(over it)** I'm trying to get home to the kids, it's Saturday night - get a move on Einstein!

(shuffling, lifting, HARD TRANSITION)
*(in a break-room *mic is on counter top*)*

M - *(flicks on light - buzzing)*

man, what is that? Water Damage?

(yells to Steff) - these countertops have to go! -

S - *(from outside breakroom) "uh huh."*

(looking into cupboards, drawers)

M - What kind of...random stuff - *(rummaging)*

a GoPro, check that out - a branded scalpel? some shwag... *(closes drawer)*

(leans into countertop)

Woah - *(close to mic now - music gets spooky)*

these look like...claw marks...*(rubs hand on them)*

S - HEY! *(music stab)*

M - *(startle) What?! Damn!*

S - I think you should come listen to this.

(in outer reception area - at computer, pulling up USB, audio clips of a birthday party, Widgeridoo, the IPP logo, a webinar, and then, a whispery voice comes on - music is driving)

S - Found this USB, normal stuff, holiday party, ad concepts, a webinar, but then this - the last MP3 -

John - *(on computer speakers - mic is warbled)*

"uhh, alright, so we are recording this, because of the events that have taken place over the last few quarters, and before this gets any more out of hand...before more people get hurt...it's our duty to...uh...officially

Kate - *(grabs mic)*

- officially document this on COMPANY property, and tell EVERYONE about the sick bastards that made this happen, that made us do it, made THEM do it - *(whimpering) oh no...*

J - (hopeless)

Wh...what?

K - They're here....(hoard of sounds of....something.....) (music swells) (tape rewinds)

JASON INTRO

If it's one rock, the Sisyphean marketer continually rolls up a hill, and gets rolled over by, it's the boulder of brand loyalty -

Brands obsess about loyalty, desiring buyers to behave all hot and bothered over their latest bid for market share, thinking that's the way to grow their book of business.

But what if, by adjusting a few lines of copy, a few flashes of a logo, you could create a horde of brand loyalists so intent on loving your product, the buyers would literally come knocking down your door to convert?

Consumers so consumed; wanting to eat your brand alive! (echo)

JOHN - (whispering to Kate off-mic) "i'm gonna keep going."

(pivot to mic)

"OK - so we're in the kitchen, safe for now - (scratches head)

This all started a couple months after Vi came on - We had a few "big ideas" to pitch about brand loyalty - we all sat down in the conference room, it began normally enough...Mike giving his usual "rah-rah" talk...

(boardroom sounds - fade in Mike speech over John V/O)

MIKE -

Gentlemen, ladies, welcome - I hope everyone had a restful weekend, and we're focused on bringing our full selves to this meeting, because great things are done when we work together, not alongside one another.

Team, means we win, as one.

NOW - as you all know, since our new CMO has joined, we frankly haven't been seeing the results we've been looking for, these past 6 weeks - nothing personal Vivian.

I know we've changed the logo and the tagline - and I can see that we are busy, busy, busy with our content marketing - but the truth is, we need consistency. We need stickiness.

We need BRAND LOYALTY. (music stab)

(agreement in boardroom)

we need em to love us, we don't want em to ever leave us -

I want these people like freakin zombies for our brand. (smirks and laughs)

So, marketing, my dream team, - what ideas do we have!?

JOHN - Thanks Mike - (sales-mode- projector running in front)

Three ideas for you all this morning - here's the first - - - (jungle music thru projector)

The rainforests - the condors - the Earth - consumers aren't just buyers of our products anymore, they are self-actualized in a way no other generation has ever been in history -

We all know PURPOSE is extremely important with millennials - a brand that *stands* for something..

KATE - ...is worth *falling* in love with. (advances slide)

That's why we're proposing, "Likes For Life" -

We find the top 200 endangered animals across the world, and through GoPros, strapped to their head, and subtle lighting, we live stream their survival.

Every Like and Share spits out a protein pellet, with our logo on it, for the animal to eat, on camera.

The Likes go up -

J - And the life - goes on! (approving movements, gestures)

Next Concept - (advances slide - driving sciencey-music)

Healthcare - family - future -

our consumers aren't just living in a vacuum, like our Martian clients - they're having to deal with massive bills for elective surgeries specifically, and so we're proposing we slice into the market and start Operation Sponsored Surgery -

K - Our logos on the casts, the tools, the doctors, the lights have little logo shadows, and we live stream it all and giveaway an elective surgery to the most engaged with comments.

User engagement will be up,

we lead with purpose,

and our brand helps fix our consumers lives, from the inside out.

(small applause)

J - (advances slide) Ok - last idea -

looking for safety and security is difficult - it's a dangerous world outside your window - but it doesn't have to be - we're proposing to switch out every pane of glass in every house in America, with bulletproof panes with our brand name,

K - visible from the outside, to respect privacy inside, our Safe Views campaign is set to create purpose for the consumers, synergy for the community, and loyalty to the brand.

J - And that's a bullet-proof way, to shoot to the top! (approving nods - claps - music ends)

So, what do we think?

MIKE - I love the ideas - I love the energy and purpose -

I am skeptical about the scope - and price-tags....

(approving nods) (gets up - walks around)

Why does loyalty have to be so expensive? So....woke?

Loyalty is FREE. Why do we have to pay for it?

The brand is OURS - I want it to be THEIRS too, but for less spend?

We talk about our brand all the time, how can we get customers to do the same?

J - What about linguistic programming....?

M - *(obviously waiting)* Which is....?

K - Oh - it's a communication tactic - a hobby really - that's sort of a joke -

M - Go on....

K - Oh - ahh, sure, so - Sub-Neuro Linguistic Programmers believe that there are ways to code language with subliminal intent -

you say a pattern of words, in a certain way to cause a behavior change, and then, just by hearing the sequence, a listener is subconsciously cued, and takes a desired action.

J - Kate here has been, playing around with deep neuro linguistic patterning, placing CTAs and taglines in meta-data, interstitially flashed logos in videos, and, well, it seems to be getting responses from the Mechanical Turk.

(Kate is guffawing, wanting to interrupt, like, 'you guys don't want to mess with this stuff)

M - I'm going to pretend like I understood that last part, and skip over it -

Kate - budget-wise - in comparison to the cost of the ideas you shared, what's the cost of us retrofitting all our advertising and marketing to be all - neuro linguine compliant -
(smirks / laughter)

K - Of course it's dirt cheap, Mike, but I hardly think **that's** the barrier we need to overcome.

This stuff is BANNED, has been since the 60s - it's the blackest of black hat ideas and I'd hate to see anything happen to this brand.

M - Hate to see hordes of people chanting our brand name? Hate to see us making record sales? I'm a bit confused here?

J - What she MEANS to say is - we can test it out - A/B it in the next fleet of ads, and follow up with the results at the end of Q1? Budget is on us this time, and if it works, bonuses on you?

M - You two strike a mean deal - (shakes hands) - I'm excited about this, this is exciting!
(people get up from chairs)

(hard transition - in marketing office)

K - What the hell was that?

J - Are you kidding me? We were DYING out there!

K - We weren't DYING, the IDEAS are bad, this PLACE is bad - but - subliminal NLP is an even worse idea John.

J - Look - *(music gets determined)* - I -

I know this isn't ideal -

but imagine, if this works.

For the portfolio -
for the paycheck -
and the proof,
that SNLP can work, AT SCALE, Kate - it'll be huger than huge.

K - (breathes) Well...then...let's do it.

J - *(narrating on future-found tape)*

Kate agrees - We launch the program - we test it a little, but then we just go whole hog - slap our brand everywhere possible, in as many advertising crevices as we can find, we jam our messaging down their throats - and - nothing.

After a 2 week push, retro-fitting all the active campaigns with subliminal neuro branding, we get... nothing.

(back in the doomed cubicle - couple stabs at a keyboard)

K - I...don't get it. I was sure we'd see at least SOME response by now.

J - BUT, we got nothing and they just fired Vi, and the new CMO is asking what we've been up to...so, I guess....

(In conference room - music stops abruptly)

M - I'm going to have to let you guys go.

This is one of the hardest decisions I've had to make, because the team means we win as one, and I can see you are massively talented - I just, we just, need staff to be focused on bringing their full selves to this company, because great things are done when we work together, not alongside one another. I haven't seen the results I've been looking for (fades out)

(In cubicle, packing boxes)

K - You called it. This place sucks. I am so relieved to be out of here.

Hand me that frame? Thanks. You know?

J - I do and yes to all of it and maybe we should talk more about the art, OUTSIDE of the gallery - (lifts box) let's take this first load out -

(walks, mics follows out to hallway, reception area, we hear the sounds of zombies outside glass, John and Kate footsteps stop)

K - What's that guy doing out there? Woah - kind of a - crowd out there, John look at this!

(we're getting closer - zombies are mumbling - starting to announce, B-bb)

J - Why are they walking like that? And they're...saying something....

(retching awful hell noises increase - BRAND! - braaaaand! CRACKS of glass, smashes and hammers - rubber soles, running, drop boxes)

J - Get to the car Kate - head to the garage!

K - It's too late - head to the breakroom! *(running, closing doors)*

OUTRO

What happens when consumers, become consumed? -

Loyal, economic zombies, mindlessly acting on subliminal Calls To Action, ignorant of facts, ignited by feeling, ignoble by fiat - all engineered by the marketing department.

Sound plausible? Well - When's the last time YOU were undyingly loyal to a brand?

As a consumer, you bounce from brand to brand in the store, but once you put a marketing suit on, you're convinced that brand loyalty exists for YOUR product or service - that's just one of the blindsides and barriers, on the barren bridge, covering the expanse, between marketing reality and fiction, a space we call - OUTBOUND.