

# *The Apocryphal Ad Agency*

OUTBOUND

A MARKETING SCI-FI PODCAST

## *The Apocryphal Ad Agency*

**BRIEF** - Data time traveling is perfected by marketers at global ad agency. An ambitious rising star places one-too-many ads in the past and irrevocably changes their present, leading to a disastrous and unforgettable climax.

**CAST** -

Aimee Profit - Amy Kean

Hugh Hubris (boss) - Samuel

Aimee's Mom - Gillian

Secretary - Gemmy

Ad Technician 1 - Ethan

**SCENE 1**

**Aimee** - (uncomfortable - confession - crying)

"So...uh....I guess I should probably apologize. To, everyone.

I want you to know that I am so, so, sorry about all of it

People deserve to know who's responsible. *(swirl music sfx)*

You are.

Your name is Aimee -

Aimee Profit -

a disgraceful name....really

and

pretty soon,

no one will remember anything about you, or us -

This is my chance, to explain ourselves, before we make the final...adjustment.

And, after that, everything will go back to normal....I hope....because look...

*YOU LOVED the way the world was - (city/walking sfx) - (voice mail beep) (elevator sounds)*

**MOM** - *(on phone) "Ames! Just heard about the new advertising job!*

*So proud of you love.*

*(big pause)*

*your grandfather would've been proud too - carrying on the legacy.*

*(composure regained)*

*call me...when you can? After you've conquered.*

*now, go out there and make the Profit name proud! Love you -*

*(click) (elevator ding) (office sounds) (walking up)*

**Secretary** - "Miss Profit, so good to see you"

**Aimee** - "You too....Alyssa, was it?"

**Secretary** - "Yes maa'm." *(excited)*

*(closer)*

Quite amazing - the way you handled those interviews.

**Aimee** - *(guffaw)* You mean all 93 of them?

Surprised they didn't check my gums like a prize horse!

**Sec** - *(giggle)* It's just, refreshing, to see a female on the floor -

**A** - I'm glad to hear you say that - *(taps on desk)*  
we'll give these boys a run for their money - *(smacks lips)*

*do you have a water?*

**Sec** - I think I d - *(door opens, someone walks in)*

**BOSS** - Alyssa, you're not keeping Ms. Profit to yourself up here are you!!?

**Aimee** - Mr. Hubris!

**H** - Aimee, you can skip with the formality, a simple, Lord Hubris, steward of AdLand will suffice.

**Aimee** - *(fake curtsy)* "Up Yours....Your Majesty!" *(secretary breathes in! - boss sniggers)*

**B** - Rise, Brand Mention Manager Profit! - Hey, I like the sound of that!

Lemme take you to your office -

**Sec** - *(slapping paper down)* - Here are the Brand Mentions for your FIRST DAY, Ms. Profit -

**A** - Thanks Alyssa -

*(IN AIMEES OFFICE) (video boot up - cassette enter - VHS)*

**A** - An HR video? - - Can I get a tea or a water first?

*(sits down in chair)*

**BOSS** - Look, it's contractual - it's onboarding - it's short - *(70s music fades in from TV)*

**A** - And it's... TACKY!!

**VIDEO V/O** - IPP *(Intellectual Protection Partners Global)*

*Welcome!*

*You've landed yourself a job at one of the premiere communications agencies in the world, congratulations!*

*You're now part of the IPP family!*

*What we do here at IPP is simple - we protect, and project, brand values.*

*Our clients are worldwide, our interests, international, and there's no limit to what we'll do, to make sure the future of the portfolio is secure, and stocks associated with it, remain ever upwards.*

*Since our founding in 1925, we've acquired more than 4,000 agencies and martech companies across the globe, becoming one of the most successful advertising conglomerates, in history.*

*How did we do it?*

*Well, it's all thanks to YOU Ms. Profit! (music continues, no voice)*

**Aimee** - *Did he - did he just say my name?*

**VIDEO** - *I sure did! Our Brand Mention Management R & D technicians, and YOU, are the reason for our current global domination!*

**A** - *...wait a*

**VIDEO** - *Ms. Profit - the extremely important work you'll be doing here at IPP is, in effect, similar to what you're experiencing in this training video -*

**Aimee** - *Which is...an acid flashback? Am I talking to the VCR now?*

**V** - *..Quantum incision of present-day information, data, and advertisements, in apocryphal media... (stab)*

**A** - *(snort laugh) You people and your buzzwords!*

**B** - *He's serious Aimee. IPP doesn't \*respond\* to the marketplace...we go back in time, and CREATE the marketplace.*

*..here's that water -*

**A** - *(opening bottle) \*drinks\**

**VIDEO** - *So - are you ready to begin, Aimee Profit?! (music rises)*

**NARRATOR** - *A driven young woman enters the workplace of a storied advertising agency, to discover, the *dream* job she's been waiting for, is more bizarre than anything found in sleep. A tale of time travel, of media and memory, destiny, and death, a tale, properly placed in the outbox labeled, "OUTBOUND"*

*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.*

## **SCENE 1**

(tinkering music) (Roma Wine old jingle) (science noises) (jingle 2) (jingle 3) (office sounds)

**Aimee - (narrator)** They're called, ad-justments.

Going back in forgotten time, and adjusting the media landscape to be ever slightly in IPP's favor

- a random headline in an ancient newspaper is adjusted, to contain a mention of a current-day brand,

a jingle from an old radio show, lost in time, now ends on a note our client picked last Thursday, so their brand name sticks in history, and then we monitor and measure the precedence - and profit.

From "I've never heard of you." to "I feel like I know that name." - in the same week, for the same brand, all with apocryphal adjustments -

After that first day, you understood the significance of Brand Mention Management,

*(puffed up)*

but more importantly you realized IPP and the Old Boys, this entire global ad agency, were 100% reliant on \*your\* research, \*your\* performance, and execution -

so you were prepared to

(in office) (Hubris off-mic walking into room)

**Hubris** - kick ass and take names, literally!

Ames, have you seen the latest bump in textiles?  
(leans back in chair)

**A** - I \*thought\* that might work!

**Lab Tech** - She's getting better and better at this Hugh.

Picked a pamphlet from the 30s about quilting patterns, got the 3M threading process in there...

**H** - Hot damn!

What was the footprint?

*(typing - checks a screen)*

**LT** - Decent - and no negative temporal downstream impacts, that I can see.

*(slimey)*

**H** - Except the ones we like, right?

**A** - Yeah Hugh - *(slapping his back)*

everything works out, no negative side effects, and the woman does everything - like Viagra.

**H** - Aimee - I'm hurt. - You know I'm a Cialis man.

**Lab Tech** - Anyway - when we're done violating HR policies, I wanted to talk about this fuel mixing technology that we're being asked to deliver in the form of a quarterly rise in percentages across three variables connected to the portfolio, and I think if we could find -

*(fades out - driving music comes in)*

**Aimee** - (narration) I mean, it sounds plausible, right?

*(puffy)* "Powerful marketing department discovers time-travel - uses it to make money."

It's not a stretch.

Truth is - you were **very** good at your job - and its a genetic disposition, of course?

Grandfather went from a dirt poor carnival barker to landed ad icon legend during his career - actually got bought up by IPP, ironically - so marketing - acquisition - its in your blood.

And oddly enough - *(sadly)* how we broke it, is how we're going to fix it.

**Hubris** - *(back in office)*

- an apocryphal ad agency - going back in time and searching out the most effective channels and media to place our brand mentions in.

I think, the older, the better, but there are still a few that...disagree with me.

Imagine getting a write up for a bitcoin client, in the Magna Carta?

Burying an iPod in the Cretaceous Period -

Romeo and Juliet use Chapstick on that balcony? -

Jane "Nike" Eyre!

**Aimee - (narration) (upbeat music, driving)**

You thought he was nuts that first day - the video - the crazy pitches - but what was even more unnerving, were all the ideas that began to form in your sick head -

**LT - (in lab)**

SCENE - Chicken nuggets, in the Code of Hammurabi?

SCENE - (in break room).....Lil Sham, the rapper, ON the side of the Pyramids? (plays song on phone, holds up to mic)

**Aimee -** Along with thousands of small apocryphal adjustments, of equal significance, you became a legend - quarter after quarter - The clash, the awareness, the profit!!

It all rolled in, with little to no side effects - for a while.

But once things started to get bad --- it was too late to do anything.

(voicemail) (ruckus in background) (Aimee is walking to IPP elevators)

**MOM (voicemail) - (scared)**

"Ames - it's mom - somethings gone wrong - your father went to the bank

and

we have no chicken nuggets! (stab)

**Aimee - (chortles in disbelief - then snaps to seriousness) - What?**

**MOM (voicemail) -**

All our life savings are GONE!

I can't get a hold of your brother, seems every law firms in chaos too.

I just pray to Lil Sham that this all works out!"

**Aimee - (off-mic - whispers to self)**

"Lit-tle Sham!?"

(elevator ding)

(in-lab) - sirens - warning dings on computers)

**Lab Tech - (speaking fast)**

“The temporal RTB is down - something to do with currency exchanges - we’ve got to see if we can get in that closet and shut - AIMEE - my gosh, this - this is ALL wrong

**Aimee** - Have we traced the node?

**LT** - I see a bunch of clusters -

**A** - Is there a central part where this current branch occurred? (typing - sfx)

**LT** - I - don’t - yes, here! This adjustment -

**Aimee** - When / where? (printing out)

**LT** - in the 40s - Profit Agency...Profit - hey is that?

**A** - (cutting him off - grabbing paper) I’ll handle it. (walking off)

**LT** - Handle what, exactly? (trailing off) (pensive music sets in)

**A** - (narration) Handle the final adjustment.

“So...uh....I guess I should probably apologize. To, everyone.

I want you to know that I am so, so, sorry about all of it - for what happened.

We’d traced the problem back to Granddad’s agency - not sure if it’s an ad we changed, or if it’s just the node itself - but all of the downstream temporal abnormalities are emanating from there, so -

so that means, to fix the problem, we have to erase him entirely,

and that means - - we’ll disappear too.

(typing) ok - ready? (consoling listener) hey - look - you did good.

You did SOME good things in the name of profit - but...this is bigger than that.

After this - everything should go back to the way it was. But, not for us.

Here we go - 3 - 2 - 1 - SNAP

OUTRO -

It’s too good to be true - Time travelling marketers playing god with advertising - altering the entire course of humanity, and making millions while doing it. But at what cost? As we advance legacies - what do we erase from the ledgers of experience?



A brighter future awaits us - if we can change the past enough to fit our present.

All that change is possible, by just changing a few lines of old copy at the Apocryphal Ad Agency, an agency clearly on the edge of marketing reality, headed in only one direction - OUTBOUND.