

ADDY VIDEO SCRIPT 2004

by

Sheila Casey

February 5, 2004
copyright 2004
contact: (703)437-7780

INT. OFFICE BUILDING - DAY

Subtitle: Sunbeam, 22, intern

SUNBEAM

Today was my first day at my internship. I was so excited to get this spot at this really cool agency. But now I'm thinking maybe my mother was right. I should have like, joined the Air Force.

(beat)

They had just submitted something to this contest called the Addys. Now they were all resting on their laurels, so sure they would win.

INT. ACCOUNT SUPERVISORS OFFICE - DAY

Subtitle: Bruce, 53, Account Supervisor

BRUCE

The creatives think this is their day. But they forget, that without the pro-active branding synergies from the account side, they'd be nowhere. My team was able to strategize cutting-edge deliverables and facilitate user-centric functionalities in a way that cleared the path for them to re-invent their wacky out of the box methodologies.

(beat)

I'll be happy for them if they win. It's good for their morale to feel that they're contributing. However, deep inside, I know, and I think they know too, who was responsible for this campaign.

INT. AE OFFICE - DAY

MORGAN, 38 year old Account Executive, leans back in her chair and thumbs lovingly through a fat stapled document.

Subtitle: Morgan, 38, AE

MORGAN

This is where it all begins--with the Creative Brief. It is here where I provide the guidance, leadership and insight that our creative team depends upon. Until they receive this document...

(she shakes it for emphasis)

...they just wander around aimlessly, like sheep without a shepherd. Once I've finished crafting it, they pounce upon it, struggling to understand the nuances of clarity, vision and insight contained herein.

(beat)

I know it's not easy for them. Their minds are not, how shall we say, equipped, to comprehend the vast interplay of market-driven forces that have informed my analysis. But if they can grasp even a fraction of it, it will guide them to heights they have scarcely dared to dream of. This time, I believe that's what's happened. This time, we're going to win.

Dissolve back in time to:

INT. CREATIVE DIRECTOR'S OFFICE - DAY

Subtitle: Andy, 42, Creative Director

Andy has some porn up on his computer. Morgan appears at his open door and knocks politely, but Andy is oblivious. He enlarges the image and grunts appreciatively.

Morgan knocks again, not wanting to disturb him.

MORGAN

(aside to camera)

He appears to be in a creative trance.

He doesn't notice her, so she goes on in. He snaps out of his fantasy and quickly minimizes the screen. She proudly presents her masterpiece--the brief--to him.

MORGAN (CONT'D)

Now you can get started. It's all here: my rationale for frictionless mindshare models, cross-media repurposing and the value-added branding that will incentivize an upward profit trend.

ANDY

(flipping through the document)

What is it they sell?

MORGAN

(coldly)

Bar code scanners.

She turns on her heel and walks out. Andy looks to make sure she's down the hall and then maximizes an image of a voluptuous woman once again.

ANDY

Oooh baby!

His eyes glued to the screen, he tosses the Creative Brief in the trash.

INT. COPYWRITER'S OFFICE - DAY

Subtitle: Emily, 29, Copywriter

EMILY

Andy doesn't always understand my work. But with this bar code client, we were for once on the same page. We took a historical slant, reaching back into time for an icon from our youth--not my youth, of course, I'm still young--but an icon I heard about in ad school: Mr Whipple. For many Americans, his very name conjures up images of a gentler simpler time. You know, before we'd ever heard of Zoloft, Bovine Spongiform, TiVo.

INT. CREATIVE DIRECTOR'S OFFICE - DAY

ANDY sits across from ELMER, 23, Junior Art Director. Elmer looks troubled.

ELMER

Who would want to do that? You might want to squeeze something soft and cushy like toilet paper, but who would squeeze a bar-code scanner?

Subtitle: Elmer, 22, Junior Art Director

ELMER (CONT'D)

(addresses the camera)

My parents named me Ashton but I couldn't hack it. Last year I changed my name to Elmer.

ANDY

It's borrowed interest. The warmth and cuddliness of the toilet paper is conferred on this cold, mechanical device.

ELMER

I don't think so. There's nothing to squeeze. It's a plate of glass!

ANDY

You know, Elmer, we've talked about your need to be more of a team player. The client loves it, the account team has bought off on it, and it really nails the brief.

ELMER

May I see this brief?

ANDY

It's over your head. Besides, we have our concept. Just please find us some images that support the copy. Thank you.

Andy turns back to his computer, Elmer sighs heavily and gets up to go.

INT. OFFICE BUILDING - NIGHT

Subtitle: Juanita, 22, night cleaning crew.

JUANITA

(Spanish accent)

I really hope Elmer wins this Addy. He works so hard. Night after night, I come in to empty his trash, and he's here hunting for photos. I tried to make him feel better. I rubbed his shoulders, he liked that. I massaged his back, he liked that too. And sometimes I'd rub his (BLEEP) and he really liked that.

(beat)

Finally Elmer found the perfect photo and now he's up for this big prize. I feel proud, cause I know he couldn't have done it without me. Really, I think my name should be on that Addy too.

INT. BATHROOM - DAY

Subtitle: Judith, 58, agency owner

Judith, a regal woman, stands before a mirror and regards herself approvingly. She motions as if to quiet applause that has gone on too long.

JUDITH

Thank you, thank you. We have worked long and hard for this. I take a very personal pride in this Addy,

(she holds up a can of hairspray)

because, even though I was in the Bahamas when we won the account and created the work, I know that without sound leadership, none of my people could have done the job they've done.

(beat)

I'm sorry those people can't be here tonight, they said something about needing the hundred dollars to pay the rent???

(beat)

But I'm here on their behalf, and again, thank you.

INT. RECEPTION DESK - DUSK

Sunbeam sits at the front desk scrutinizing an Air Force recruiting manual. The phone rings.

SUNBEAM
Integrated Optimized Accelerated
Solutions, how may I like, help
you?

She listens.

SUNBEAM (CONT'D)
I don't think so. No, we don't do
that kind of work here.

She looks up as Elmer and Andy go racing past.

ELMER
(offscreen)
The printer's jammed!

ANDY
(offscreen)
You have to turn it on its side and
kick the bottom!

ELMER
(offscreen, dismayed)
Okay.

She listens on the phone.

SUNBEAM (CONT'D)
We're pretty busy. I'm not sure we
could take on any new, like
clients.

She listens.

SUNBEAM (CONT'D)
I'll take down your number, just in
case.

Morgan arrives at the desk, breathless and holding a large manila envelope.

MORGAN
Sunbeam, get your coat. We can
still make the deadline if you
hurry.

SUNBEAM
 (into the phone)
 Hold a minute.

She sets down the phone.

MORGAN
 We need you to drive this out to
 Silver Spring.

SUNBEAM
 At 4:30? The beltway will be
 jammed. From Springfield, that'll
 take like hours!

MORGAN
 We've all had to pay our dues.

SUNBEAM
 But my husband gets home tonight.
 I haven't seen him in six months!

MORGAN
 What's matters more, your husband,
 or your career?

SUNBEAM
 (menacing in her over-
 emphasis)
 Well, you do make a point.

MORGAN
 So you'll go?

SUNBEAM
 I will. I'll go.

Sunbeam pulls on her coat, picks up her purse and Air Force
 recruiting folder and starts for the door.

MORGAN
 Sunbeam.

Morgan holds out the bulky manila envelope. Sunbeam takes
 it and heads out the door.

INT. CONFERENCE ROOM - DUSK

Judith, Bruce, Morgan, Andy and Emily raise their glasses
 in a toast.

BRUCE
It's all but in the bag, I'd say.

JUDITH
No, they've never seen work quite
like that in this town.
(glancing at open door)
Elmer! Have a glass of bubbly with
us!

ELMER
(offscreen)
Not tonight, I've got to, um,
manicure my parrot.

JUDITH
Have fun with your parrot, then.

INT. OFFICE BUILDING - DUSK

Sunbeam passes a large trashcan. She folds the manila envelope in half, crams it into the can, and trots happily off.

INT. RECEPTION DESK - DUSK

The phone still lies on the desk, emitting a recorded message:

RECORDED MESSAGE
If you'd like to make a call,
please hang up and try your call
again.

Offscreen, we hear the clinking of champagne glasses.

ALL TOGETHER
(offscreen)
Cheers!

THE END