

## The Magic of Twenty-Four/Video - COMPANY PICNIC

*Company picnic. Everyone is twenty-four years old and enjoying high-quality microbrews. Associates are ad-libbing about the IBUs of their beer. Other associates in sunglasses lounge in inflatable kiddie pools, as though taking a break from a week of partying. The scene is lively — not unlike a beer commercial. The Grillmaster is working some steaks on a DIY-looking setup in the back of his Prius, with cables (jumper?) leading from the grill to the fuel cell/battery of the car. Everything is branded with SCA logo. An associate wearing giant sunglasses and some ridiculous outfit ambles over to the Grillmaster with a sexy friend.*

**Narrator**

AT SANDS COSTNER & ASSOCIATES  
THE SECRET TO MARKETING IS SIMPLE:  
BE TWENTY-FOUR.

**Associate**

*(to Grillmaster)*

HEY MAN, HOW LONG'S THIS PARTY GO 'TILL?

**Grillmaster**

*(checks the odometer)*

'BOUT THREE WEEKS.

**Associate**

*(raises his beer and walks on)*

RIGHT ON.

*Fade out on revelers.*

**Narrator**

SANDS COSTNER & ASSOCIATES. TWENTY-FOUR, SEVEN DAYS A WEEK.

**The Magic of Twenty-Four/Video - SMELLS LIKE...**

*House party. Wait, no: it's an office party! The music is loud, the lights are dim, and plastic red beer cups abound. The opening bars of Smells Like Teen Spirit starts playing.*

**Narrator**

AT SANDS COSTNER & ASSOCIATES  
THE SECRET TO MARKETING IS SIMPLE:  
BE TWENTY-FOUR.

**Associate**

*(in sudden recognition)*

IS THIS NIRVANA?

*(other associates nod... and then continue nodding in time with the music)*

I LOVE OLDIES!

*(Then, explaining loudly to a passerby...)*

THIS IS FROM THE *NINETIES!*

**Narrator**

SANDS COSTNER & ASSOCIATES.  
TWENTY-FOUR, SEVEN DAYS A WEEK.

**Associate**

*(flailing ridiculously)*

ANYONE KNOW HOW TO MOSH?

## The Magic of Twenty-Four/Video - BOOT CAMP

*Boot camp. Cadets are all twenty-four years old and trying their best to maintain a straight line and take this whole thing seriously. Their fatigues all bear the SCA logo.*

### **Drill Sergeant**

THE MARKETING AGENCIES YOU WILL ENCOUNTER ARE FILLED WITH BLOATED OLD GEEZERS LIKE ME. JADED, CYNICAL GEEZERS WHO MAKE MORE MONEY WHILE TAKING A CRAP THAN YOU WILL MAKE IN AN ENTIRE YEAR. AM I MAKING MYSELF CLEAR!

*Cadets salute.*

### **Cadets**

SIR, YES SIR!

*(One of them farts)*

### **Drill sergeant**

YOU, ON THE OTHER HAND, ARE A DEADLY FIGHTING FORCE. YOU ARE YOUNG. YOU ARE ENERGETIC. YOU ARE CREATIVE. GOD HELP US, YOU HAVE A BRAIN IN YOUR HEADS. YOU WILL USE IT TO YOUR CLIENT'S ADVANTAGE. YOU WILL BRING THEM SAFELY TO MARKET. YOU WILL DO SO WITH STEALTH, CUNNING, AND SUPERIOR FIRE POWER. AM I MAKING MYSELF CLEAR!

### **Cadets**

SIR, YES SIR!

### **Drill sergeant**

EXCELLENT. NOW GO TO YOUR PLAYSTATIONS. CADETS DISMISSED!

### **Cadet #1**

*(as he runs off)*

YIPEE!

### **Narrator**

SANDS COSTNER & ASSOCIATES  
TWENTY-FOUR, SEVEN DAYS A WEEK

**The Magic of Twenty-Four/Video - STAFF MEETING**

*Staff meeting. Everyone is twenty-four years old buried nose-deep in their smart-phones, thumbs flying.*

**Narrator**

AT SANDS COSTNER & ASSOCIATES  
THE SECRET TO MARKETING IS SIMPLE:  
BE TWENTY-FOUR.

*Suddenly one associate looks up confused. He looks around the room trying to make eye contact, but everyone remains immersed in their texting.*

**Confused associate**

I DON'T GET IT, IF WE JUST TALK TO THE CLIENT TELL THEM TO MOVE THE  
OUTSIDE MARGINS OVER A FEW POINTS—

*An associate sitting next to them leans over and taps his/her phone screen, as if to direct his attention to an answer he has overlooked.*

OH. I SEE.

*And everyone resumes texting.*

**Narrator**

SANDS COSTNER & ASSOCIATES. TWENTY-FOUR, SEVEN DAYS A WEEK.

## The Magic of Twenty-Four/Video - NEW HIRE

*Corporate office, interior.*

**Title**  
THEM...

*A boss in a suit comes into the office space with a new hire:  
A YOUNG, HIP ASSOCIATE dressed much more casually.  
The business-casual coworkers, aged forty to seventy, look up.*

**Their Boss**

*(Nervously)* CAN I GET EVERYONE'S ATTENTION? THIS IS OUR NEW ASSOCIATE NICK. HE'LL BE WORKING WITH OUR MORE TECH-SAVVY CLIENTS.

*(Blackout)*

**Title**  
US...

*A boss in shorts and sandals comes into the office space with a new hire:  
A MIDDLE-AGED ASSOCIATE dressed in business-casual.  
The stylish coworkers, all aged twenty to thirty, look up.*

**Our Boss**

*(Mischievously)* CAN I GET EVERYONE'S ATTENTION? THIS IS OUR NEW ASSOCIATE BERNARD. HE'LL BE WORKING ON PRINT MARKETING.

**Associate #1**  
DUDE.

*(approaches Bernard with a high-five-fist-bump combo)*

BERNARD!

*In the back of the room one associate leans over and whispers to another.*

**Associate #2**  
WE STILL DO PRINT?

*The other Associate shrugs.*

**Narrator**  
SANDS COSTNER & ASSOCIATES:  
TWENTY-FOUR, SEVEN DAYS A WEEK

## The Magic of Twenty-Four/Billboard - PARKING

### **CAPTION (upper left):**

Are you having trouble connecting with a younger market?

*The parking lot outside SCA global headquarters: a soaring modern glass office building with the SCA logo on the cornice.*

*Instead of the traditional VIP parking spaces (alongside disabled parking, which we won't touch) closest to the building, there is a long row of cubby spaces near the building — the slots are filled with skateboards.*

*A sign over the skateboard compartment closest to the door of the building reads "RESERVED PARKING - CEO"*

We do see some bicycles, motorcycles, and hybrid cars in the background perhaps.

### **CAPTION:**

Sands Costner & Associates  
Twenty-four years old, seven days a week.  
[www.sandscostner.com](http://www.sandscostner.com)