

MADMEN
THE POWER OF DREAMS

Written by
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Address
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INT. ROGER STERLING'S OFFICE - DAY

Campbell and Peggy stare intently on a poster board resting on an easel. What exactly they're looking at has not been revealed to US. Roger and Don are mixing mid-morning drinks in the BG.

CAMPBELL

I don't have to be a creative to know that's bad copy.

PEG

I don't know. Something about it tells me it's going to be around for years.

CAMPBELL

You mean made fun of for years.

ROGER

(reading poster board)
"The Power of Dreams", sounds ok to me.

DON

Their CEO insisted on it. They won't be changing it. They won't be rewriting it. They won't be re-branding it. Ever.

(then)

He thinks a well made product sells itself.

ROGER

Geez, poor bastard.

PEGGY

And Chrysler wants us to write a counter campaign against them?

ROGER

Chrysler. GM. Ford. All of them want us to say they won't succeed.

(points to poster)

These guys are coming to America and we're here to unwelcome them.

DON

You mean smear them.

ROGER

Didn't I just say that?

CAMPBELL

This is the easiest job in the world. Everyone knows things made in Japan are cheap and flimsy.

ROGER

Campbell, when you're deep in the Pacific getting hammered by Battleship Yamamoto artillery you won't think things made in Japan are all that cheap or flimsy.

PEGGY

Are we going to have access to any of their products?

ROGER

Good question. One of their first production cars arrives in San Diego tomorrow morning. A gift to the British Ambassador. He's giving it to Chrysler. Someone has to go there and drive it to Michigan to be reverse engineered.

DON

Does that mean Campbell is going to gone for a few days?

Roger smiles.

CAMPBELL

Oh, c'mon.

ROGER

Take Ken with you. Take notes. Try to find everything wrong that you can.

CAMPBELL

That won't be too hard.

PEGGY

"The Power of Dreams." It can grow on you.

CAMPBELL

Whatever. That damn thing won't even make it out of Nevada.

WE REVERSE to reveal the poster board - it says:

"HONDA: THE POWER OF DREAMS"

END COLD OPEN

FULL SCRIPT AVAILABLE UPON REQUEST