THE GUILT TRIP

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INT: WAREHOUSE

A long line of ladies are hunched over sewing machines, jadedly and tiredly sewing pieces of clothing: piece after piece after piece. One of the ladies looks up and into the camera with a look of abject despair

CUT TO:

WIDE SHOT of the warehouse, shot perpendicular to the production line. On the back wall of the warehouse, hovering above the production line in the shot is a large company logo.

On a gantry above this logo, a soldier armed with a rifle patrols. WE

CUT TO:

CLOSE UP of the soldier’s rifle. His finger is only a hair away from the trigger, and from time to time, it caresses the trigger, ever so gently. He is clearly itching to find an excuse to fire it

LADY’S POV:

The lady we were focusing on earlier is clearly distracted. She looks over her shoulder at the guard nervously, and returns to her work, but eventually her gaze settles on the neon- green exit sign

CUT TO:

CLOSE UP OF LADY: she is packing certain things into a tiny brown satchel, and then looks over her shoulder once more.

The GUARD looks distracted, gazing into the middle distance, dare she try to make an escape?

Her gaze drifts to the exit sign again, and it is decided. She knocks over her chair in her haste and sprints for the exit.

CUT TO:

The GUARD looks down at the LADY with a kind of perverse satisfaction. The distance between the exit and the production line is far, and the GUARD is armed with a rifle. He takes loving, careful aim and squeezes...

CUT TO:

A shot of the concrete floor of the warehouse

Sfx: Two gunshots ring out,

and the lady’s body crumples in front of the camera. We

CUT TO:

WIDE SHOT of warehouse again. Another lady, presumably the escapee’s friend wails in horror. We linger on the lady’s bloodstained face, her dead eyes gazing into the camera

SUPER: “in spite of everything I still believe that people are really good at heart”- Anne Frank

LOVE (VO)

Here at Axtreme Advertising, we like to believe that all of our customers are of course good people. Now, everybody’s human, which is to say that they feel emotions. And so when they see someone worse off than they are, and tie them to it. (continued)

AN INTERVIEW

A slick, classy interview, not dissimilar to an Apple advertisement interview, shot against a background of a well- furnished office

You know that feeling when your mom bakes you a fresh batch of cookies and you don’t dare to turn it down because your mom put so much work into it? Yeah, that’s the feeling we’re going for with this experience

CUT TO:

INT. BOARDROOM

A board of new-age professionals, dressed sharply in the pastel- coloured shirts and well-tailored blazer that seems to be the uniform of the modern design professional

A man passes a donation tin around the room, and just as it returns to him, he opens up the bottom and pours all of the coins into his wallet.

INT: OFFICE

GONZALES

We’re very methodical and meticulous in the execution of every guilt tripping experience. Right now, we’re very literal merchants of death. We have our own inhouse production facilities over here, and with state- of- the- art facilities to make sure we only have the highest production values

INT: WAREHOUSE

A bunch of slovenly looking boys dressed in rags huddle in a corner, terrified. Some others, the older ones, simply stare at the camera with world- weary eyes, completely jaded.

Other agencies use actors. But we believe that’s not only shortchanging ourselves, but shortchanging our customers. We’ve employed some Egyptian slave boys, and every death you see on camera is completely real, except for some staging to make it seem more dramatic. Sometimes we even use real footage from the factories, because it’s even scarier. You see, we put so much effort into making these videos, you’d be a total jerk if you didn’t buy our services. See what I did there? Exactly.

INT: OFFICE WITH A VIEW OF THE SURROUNDING CITY

LOVE

Some people ask us, what’s the difference between your business model and ransom deals, to which we reply: none whatsoever

So all companies out there; stop asking what you can do for your customers. Ask what your customers should be doing for you

**FIN**