

MAD MEN
"The Power of Dreams"

By X D Lim

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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

EXT. SAN DIEGO DOCKS - DAY

Campbell and Ken watch as three big dock workers pull at a large, car size crate.

KEN

This is going to be cool.

CAMPBELL

Are you still drunk from the flight over?
You know alcohol is worse in the air.
It's the altitude.

KEN

Pete, we're going to be driving across
the country. I always wanted to do that.

CAMPBELL

And stay at crappy motels and eat at
crappy diners?

KEN

The firm is paying for it.

CAMPBELL

Yeah, well, some things aren't even worth
the company dime.

KEN

I'm just saying all those cooler, holier-
than-thou-hipster-kids from school would
take off on some cross-country, rum
infused adventure after graduation. And
all I did was start working.

CAMPBELL

You hung around your parent's country
club for four weeks.

KEN

Yeah, but ever since then it's just been
the daily grind.

Suddenly one of the wood planks loudly gives way cutting
one of the worker's arms.

WORKER 1

Damn!

WORKER 2

You ok?

WORKER 1

(wiping up blood)

Yeah, it's fine. C'mon.

The workers continue.

KEN

(barely notices)

I'm just saying this is our chance to do some serious catching up.

CAMPBELL

I don't want to catch-up. There's nothing to catch up on. This piece of tin is gonna fall apart. There's no way it's making it to Detroit, it's not made like good ol' American steel. I'm just hoping it dies somewhere called Vegas because let's face it anything east of there isn't worth seeing until you get to the Hudson river.

KEN

What do we do if it dies?

CAMPBELL

Put it on a railroad car and go view middle America how it was intended to be viewed: from a suite on a train with a martini.

The workers suddenly pull apart the crate. As the wood sides land they reveal a very hot looking, right-hand-drive fire engine red Honda S192 roadster.

KEN

I dunno, Pete. I think this could be fun.

CUT TO:

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