

THE START UP

A micro sitcom
for
a digital age

by Jim Kinloch



Episode 5

In this episode

**The Entrepreneur
briefs**

The logo designer



SCENE 1:

EXPENSIVE LOOKING MEETING ROOM WITH A CHILLOUT SOFA

ADAM:



Mary this is Marvin, the designer. He's only had the one coffee. Let's keep it that way...

MARY:



Thank you, Adam. Hello Marvin.

MARVIN:



Hi lovely to meet you, really exciting. Really pleased. Really happy. I've started. The brief, was, you know, great. I love designing logos you know..

ADAM EXITS

MARY:



Great!

MARY SITS NEXT TO MARVIN IN FRONT OF AN IMAC



MARVIN:



I think 'Murder Cake' is a great brand. Really brilliant. Love it!



MARY:

Thank you, Marvin. 'Murder Cake' has been a dream of mine, it's for bodybuilders who could murder a cake. Packed with protein powder! It's my start up and I am very proud.

MARY TAKES A LARGE NOTEBOOK OUT OF HER BAG



MARY:

'Murder Cake' is getting ready for launch...

MARVIN:



I think you might like this idea.

MARVIN PERFORMS A FEW MOUSE CLICKS



MARY:

What's that?



MARVIN:
That's a Glock G23
Compact forty calibre automatic shooting
a Victoria Sponge.



MARY:
Is that blood?

MARVIN:
Raspberry jam. I could make the jam
strawberry.



MARY:
Well, anything else you can show me?

MARVIN:
There's this one. I like this one.
This one is cool.



MARY:
Is that an axe?



MARVIN:



An Anglo-Saxon Bearded Axe cutting through a three-tiered wedding cake.



MARY:

Is that blood?

MARVIN:



Red cherry coulis with a hint of Kirsch.



MARY:

Any others?

MARVIN:



Just this one.

MARY TAKES IN A DEEP BREATH AND CLOSES HER EYES FOR A MOMENT



MARVIN:



Lead piping smashing a Red Velvet Cake.

That!

That's just food colouring



MARY:

Well, Marvin. Very...very, er inventive. I had something else in mind.

MARVIN:



SHOOT! I mean yeah OK.

Let me have it. Do you want some coffee? I like coffee. I can do you a little Americano with hot milk on the side?



MARY:

Not just now. What I had in mind...

MARVIN:



Do you mind if I have another coffee?





MARY:

Well, later perhaps...

MARVIN SHAKES SLIGHTLY AND DRINKS FROM HIS
BRONZE COLOURED CHILLI WATER BOTTLE



MARY:

My concept, my ideas revolve around sport
and food. You know. Nike meets Ocado.

MARVIN STARTS DESIGNING

MARVIN:

On it!



MARY:

I want the logo to say cake, to say murder,
well gentle murder. I want it to look
expensive, I want it to look well priced, I
want it to sell, to inspire generations, I want
it to make you hungry. I want it to
sing like a pirate surfing a Bahaman wave...

What's that?



MARVIN:



That's the Nike swoosh stabbing the
Ocardo logo.



MARY:

Let me put it another way.. 'Cake Murder'
is modern and traditional It's TikTok meets
Mary Berry...

MARVIN:



What about THIS!



MARY:

What's that?

MARVIN:



The TikTok logo stabbing Mary Berry in
the head.



MARY:

It's a bit graphic. Is that blood?

MARVIN:

Jam.



MARY OPENS HER NOTEBOOK AND SHOWS A PAPER TO MARVIN



MARY:

Look. I've drawn this up. I want it like this only VERY pink.

MARVIN SCANS THE PAPER

SOME HOURS LATER



MARY:

That's it! You've got the pink just right!

MARVIN:

[MUMBLING] It's exactly what you gave me.



MARY:

Perfect. Thank you Marvin

MARY RUMMAGES IN HER BAG



MARY:

Have a drink on me.

MARY STUFFS SOMETHING INTO MARVIN'S SHIRT POCKET

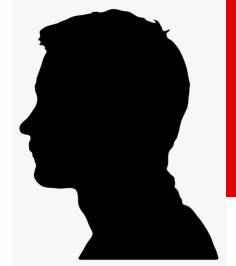
MARY EXITS AND BLOWS MARVIN A KISS

MARVIN DIPS HIS HAND INTO HIS SHIRT POCKET

ADAM ENTERS

ADAM:

What you got there Marvin?



MARVIN JUMPS UP AND DOWN

MARVIN:

RESULT!



ADAM:

[READING] A Starbucks reward card.



END OF EPISODE

TITLES ROLL

Written
by
Jim KInloch



Conversion Detectives is a full service digital marketing agency. We create strategy, tactics and actions backed with top notch creative and original content.

w: conversiondetectives.com
e: hello@conversiondetectives.com
t: +44(0)1707 594 596