

1            INT. WWBG/MEETING ROOM - DAY

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SAM adjusts the manufactured 'Ammo' belt on a mannequin.

SAM

So we've got the Ammo - and Coco.

She spins and points at a headshot of Coco on the whiteboard.

SAM (CONT'D)

Hot product plus premium influencer-

She taps on the whiteboard with five headings: LOVE, BEAUTY, TRAVEL, KIDS, BAKING.

SAM (CONT'D)

- multiplied by five pillars of Instagram branding equals jugger-fucking-naut.

She turns around to RAY, LESLIE and CODY, at the table.

SAM (CONT'D)

Which pillar will best launch the Ammo into the zeitgeist -

CELESTE

Sam, I'm sorry to interrupt -

CELESTE, wearing another Ammo, is at the door with the phone.

CODY

How's the Ammo, Celeste?

CELESTE

Ammoazing. I thought of that myself. Hashtag ammozing. Is that helpful?

SAM

Love it.

CELESTE

Because it honestly is. It's like the Rolls Royce of bumbags - oh - the Bentley of bumbags - hashtag -

SAM

Did you want something, Celeste?

CELESTE

Ooh - yes - sorry, I've got Yvonne on the phone.

Leslie looks startled, then cross.

LESLIE

My *mother* Yvonne? Can you please tell her I'm not speaking to her?

SAM

Guys, can we focus? We need ideas for each of these. Hit me.

CODY

I guess I'm instantly seeing the 'kids' pillar and maybe it's a picture of Coco wearing the Ammo at the supermarket and her child is having a tantrum so she's grabbing a fruit bar out of the Ammo and -

SAM

Holy shitballs Cody, what are you trying to sell - painkillers?

CODY

Well it's just that the Ammo is practical for Mums -

SAM

Dude. You don't want to see your shitty supermarket life on Instagram.

CODY

Don't you want people to relate to Coco?

SAM

Fuck no. I want people to aspire to be Coco.

Cody looks lost. Sam underlines KIDS on the whiteboard and scrolls through her phone.

SAM (CONT'D)

Okay, so 'kids' on Insta aren't real. They're like a sheepskin rug or a bangle - a cute accessory that completes your brand.

SAM (CONT'D)

What do you mean there's no snot or tears and you're still beautiful, rich, happy, in love? I want that fucking ammo belt you're wearing.

SCREEN IMAGE/TEXT

Coco and her adorable little girl wear matching outfits and play in a pile of Autumn leaves.  
#twinningwithmyautumnangel

LESLIE

Well I've got one for the 'love' pillar.

He gets up and points to the headshot of Clay under LOVE.

LESLIE (CONT'D)

Clay: topless, abs, stretched out  
on Egyptian cotton, sun pouring in -  
at the end of the bed, Coco's back  
to camera, slightly out of focus,  
putting on the Ammo -

SAM

That's about Clay.

LESLIE

Coco loves Clay.

SAM

You love Clay.

Leslie smirks.

SAM (CONT'D)

I'm thinking we want a major travel  
vibe for this first post.

RAY

What about Coco goes bushwalking?  
The Grampians are spectacular this  
time of year.

SAM

How many eighty year old  
birdwatchers are on Instagram, Ray?  
Travel is Mediterranean blue water  
and shitloads of it -

She breaks off in surprise.

SAM (CONT'D)

What are you doing here?

ALEX, 20, blonde, hipster, is at the door.

SAM (CONT'D)

It's morning. Did someone die?

Alex ignores her and smiles at the others.

ALEX

Hey Ray. Leslie.

SAM

We're in a meeting.

ALEX

Do you know where Dad is?

SAM

No.

ALEX

I need to see him -

SAM

Alex! Fuck off and wait in his  
office.

Alex rolls his eyes and leaves.