

bMod Men

THEY SAY THIS CITY NEVER SLEEPS. NEITHER DO I.

*AND WOMEN.

THE NAME IS FREUDO, ERIC FREUDO. AND I'M THE HEAD HONCHO OF THIS LITTLE SHOR YEAH, THE AD GAME...

BARELY SUN-UP AND IT WAS SHAPING UP TO BE ANOTHER ONE OF THOSE DAYS. I WOULDN'T HAVE IT ANY OTHER WAY....

DON'T LET ANYBODY TELL YOU DIFFERENT. MARKETING PHARMA, IT'S LIKE A DRUG.



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MS. BUCK AND MR. FORRESTALL! THEY NEED TO SEE YOU IN THE BOARD ROOM RIGHT AWAY, SIR! IT SOUNDS SERIOUS.



KATHRYN BUCK, EXECUTIVE VP. A REGULAR CHARLES VAN DOREN. SMART AS A WHIP. SHE KNOWS PHARMA LIKE OZZIE KNOWS HARRIET.



MURRAY FORRESTALL, VP. HE'S BEEN IN THE RING WITH PAAB SO MANY TIMES, HE'S GOT CASSIUS CLAY RUNNING SCARED.



IT'S OLD MAN GRIFFIN AND HIS PROTÉGÉ, THE RAVEN-HAIRED AND THRICE-DIVORCED, DEIRDRE DARNLEY....

THEY'LL BE HERE IN TEN MINUTES. THEY'RE PREPARED TO THROW THE WHOLE ACCOUNT OUR WAY IF WE CAN SHOW 'EM SOMETHING.



TEN MINUTES, EH?!? YOU STALL 'EM, WHILE I PUT CREATIVE TO WORK.

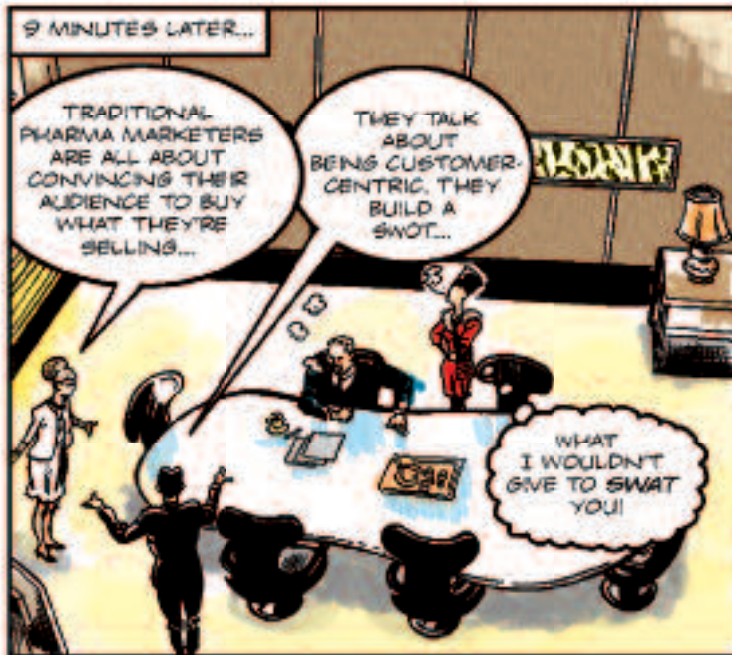


1 MINUTE LATER...

...AND THAT'S THE STORY THINK YOU'RE UP TO IT, MENT?

WE DID IT FOR EPSOM SALT! WE DID IT FOR IODINE! WE CAN DO IT FOR OLD MAN GRIFFIN...

...AND HIS PROTÉGÉ, THE RAVEN-HAIRED AND THRICE-DIVORCED, DEIRDRE DARNLEY.



THREE!
WHAT BELIEF
DO WE NEED TO
INFLUENCE OR CHANGE
TO ENCOURAGE THE
DESIRED BEHAVIOUR?

FOUR!
WHAT KEY INITIATIVE
WILL EFFECTIVELY PRODUCE
THE DESIRED BEHAVIOUR?

GOOD LORD! YOU MEAN
YOU ACTUALLY WANT TO
UNDERSTAND OUR CUSTOMER
BASE!!!! WHAT A
REVOLUTIONARY CONCEPT!

IT'S HOW WE
GRAB THE ATTENTION
OF HCPs AND PATIENTS,
MEET THEIR NEEDS
AND MAKE THE
DESIRED BEHAVIOUR
HAPPEN.

ALL OF THAT,
PLUS WE OFFER THE
CORE CAPABILITIES
AND FUNCTIONS YOU'D
EXPECT OF A
TRADITIONAL
AGENCY.

ALAS,
IF ONLY YOU
HAD THE
CREATIVE CHOPS
TO BACK UP YOUR
STRATEGIC
CHOPS.

NEVER MIND
CHOPS. I'D BE HAPPY
WITH A TAB AND A
PRUNE DANISH
ABOUT NOW.

DID
I HEAR MY
NAME?

WHERE DO
I SIGN?

WHERE DO
I SIGN?

OH,
ERIC,
YOU
ARE JUST THE
FUNNIEST!

YEAH,
A REGULAR
HENNY
YOUNGMAN...

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