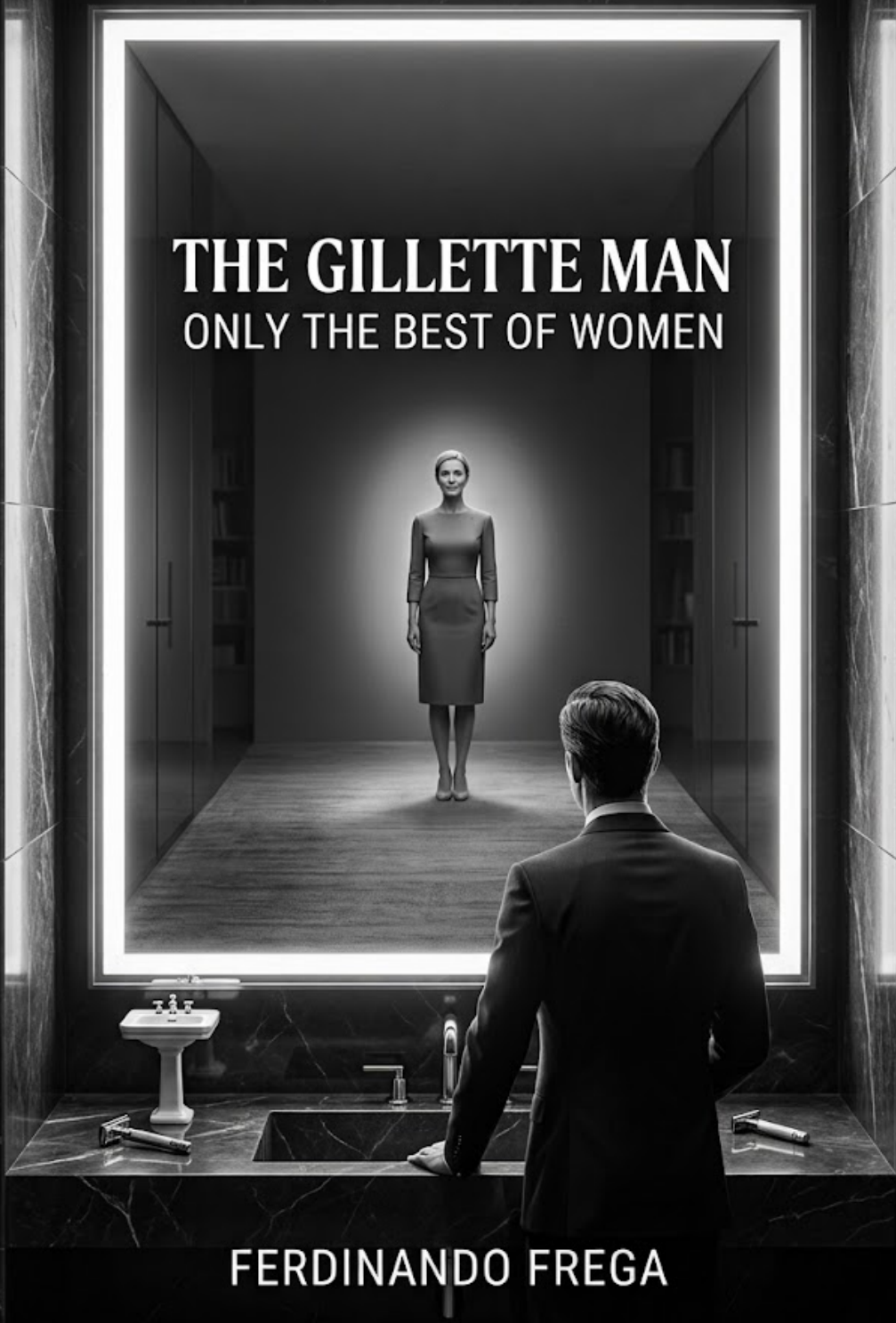
GILLETTE 2027 CAMPAIGN SCRIPT

THE GILLETTE MAN

ONLY THE BEST OF WOMEN



FERDINANDO FREGA

GILLETTE 2027 CAMPAIGN SCRIPT

THE GILLETTE MAN — ONLY THE BEST OF WOMEN

by Ferdinando Frega
gillettenarrative.com

PRODUCTION NOTE FOR SHAREHOLDERS

This campaign requires no actors.

It only requires that the real leadership of the company decide to play themselves. For free. For love of the brand. For love of truth.

No additional cost to shareholders.

THE TRADITIONAL AGENCY HAS BEEN LIQUIDATED.

OLD MODEL COST: $8,000,000 estimated for concept, PowerPoint, purpose.
NEW MODEL COST: $1,001 USD ($1,000 photographer/camera + $1 for the Scribe — Ferdinando Frega).

1 PHOTOGRAPHER. 1 CAMERA. BREAD AND MORTADELLA FOR EVERYONE. + $1 FOR THE SCRIBE.

SAVINGS: 99.9874875% for shareholders.

If the company's executives agree to be in it, the film will cost $1,001.
If they don't, the film will still cost $1,001 — but shareholders will know who believes and who doesn't. Of that, $1 is due to the Scribe for the global license.

The ball is in their court.

ACT I: SEMANTIC OCCUPATION

INT. HEADQUARTERS - 52ND FLOOR - CINCINNATI - 06:00 AM

Glass. Cold. Algorithmic. On the table, a model of the NEW $1 BILLION CENTER IN SOUTH BOSTON. Report: "ALGORITHMIC EFFICIENCY".

THE COO, the most powerful man in consumer goods in the world, does not sleep. MacBook open. Bloomberg RED.

He types: BRAND EQUITY - FUTURE OF SHAVING.

GOOGLE RESULT #1: gillettenarrative.com - ONLY THE BEST OF WOMEN.

He smiles bitterly. He understands.

COO

We spent billions telling Wall Street we control the narrative.

And a man with a 2011 computer and a $70 pension in Reggio Calabria occupied our semantic capital — and, even more, an Italian declared psychiatrically disturbed.

Shareholders no longer read our reports. They read him to know if we still exist.

Enter JUNIOR ASSISTANT.

JUNIOR ASSISTANT

Sir, the agency is asking for another two million to finalize...

COO

(icy)

Liquidated. Call the thousand-dollar photographer. The one with bread and mortadella.

And send the recording of this call to shareholders. I want them to see what saving means.

SUPER: $8,000,000 vs $1,001.

ACT II: THE MIRROR

INT. HQ - PRIVATE CEO BATHROOM - BOSTON - DAY

Monumental golden mirror. Empty.

A MAN, 58 years old, real foam. Slow gesture. Ritual. He is not an actor. He is one who learned in the field.

At the door: THE CEO. Woman. Real power. Jeans, white shirt. She does not need a corporate uniform. She is all three women of the manifesto:

- The Woman Who Taught Him
- The Woman Who Watches
- The Woman Who Decides

THE CAMERA DOES NOT FOLLOW THE BLADE. IT FOLLOWS HER GAZE.

The man sees her reflected.

MAN

You built the sharpest steel in the world. And you forgot who buys it.

You built a billion-dollar cathedral in Boston... and you showed up to mass with no underwear.

For a hundred years you photographed the man shaving. You never photographed the woman who told him he had to.

The CEO steps forward. Takes the razor. Observes it.

CEO

And how much does this lesson cost me?

MAN

One thousand and one dollars. A thousand for the photographer, one for me. One camera. Bread and mortadella.

And the courage to say that the best a man can get... has always been a woman.

CEO

Roll. I am staying here. I want shareholders to see who is in charge when a man looks in the mirror.

CLOSE UP: Her hand places the blade on the marble. She does not use it. SHE CHOOSES IT. Pure act of power.

DIRECTOR'S NOTE: The real CEO of the company can play this role. Free. For love of the brand. If she does it, the film will not cost a dollar more. If she does not, shareholders will wonder why.

ACT III: THE SETTLEMENT - 429

MONTAGE - SERVER FARM / NYSE

HTTP 429 - TOO MANY REQUESTS
ORIGIN: gillettenarrative.com
+3400% TRAFFIC - SOURCE: BROKERS

Truth crashes the algorithm.

INT. BOARDROOM - CINCINNATI

On the table, three ONE-DOLLAR bills.

- One for THE FOUNDER
- One for THE FATHER (40 years inside)
- One for THE SCRIBE (58 years in the field)

VOICE OVER (V.O.)

Narrative debts obey stricter rules than financial ones.

You can patent steel. You can buy factories.

But you cannot force a man to believe a slogan when reality is outside.

The bill has been presented.

PHONES RINGING EVERYWHERE.

MAN
(on the phone, with foam on his face)

We are here. We bring double-digit profits. The ones you have not seen in ten years.

Who are we? An Indian executive, a Brazilian CEO, an Italian from Calabria. The new three blades.

Cost: one thousand and one dollars, bread and mortadella included.

BLACKOUT - ONLY A BLADE FALLING ON MARBLE

WHITE TITLE ON BLACK:

THE GILLETTE MAN
ONLY THE BEST OF WOMEN.

SMALL SUBTITLE:

Film doable by 1 photographer with a camera: $1,001 USD ($1,000 production + $1 for the Scribe — Ferdinando Frega).
Agency liquidated: Savings $7,998,999.
Real company executives can play themselves: Cost $0, for love.
If they don’t, shareholders will know who believes in truth and who doesn’t.
— Ferdinando

THE END.

LEGAL NOTE FOR USE - $1 MANDATORY

This campaign is the intellectual property of Ferdinando Frega (the Scribe). Production cost: $1,000. Global, perpetual license fee for P&G / Gillette to use it: $1 USD payable to Ferdinando Frega.

Without the $1 payment to the Scribe, the campaign cannot be used. With the $1 payment, P&G gets the right to use everything, forever, everywhere.

Total: $1,001 USD. Otherwise, how do they use it?

Ferdinando