

Influences

Mad Men

1950s 60s, the height of opulent advertising

Post war period,

Capitalism is good

Funny, not cynical

Ideas

Greed is...well. Let's just say it's had a bad rap.

Give them what they want...and take them for all they've got.

.....

Message from the Board:

Welcome [New Hire Name Here]. We're proud* to have you as the newest member* of our [Product Name Here] sales team. Here at [Subsidiary Company Name Here] we're passionately committed to [Vague Passionate Commitment Here] and we know you are too*.

Here at [Company Name] we're all about giving the people what they want, and what they want is [Product Name] (the ad boys have seen to that!*). As a valuable member of our [Company] family* this is where you come in:

- Choose a location
- Build a store
- [Insert sales pitch here]
- Profit?

Using company provided funds we want you to get out there and buy up some real estate! Don't worry about attracting the masses, all you need to do is get us on the map. If you build it, they'll come, and keep coming. But watch out: use up all your dough and the masses'll pass you by. Don't invest in enough stores and those margins'll crater faster than a stockbroker in a Recession.

Think smart, buy clever. Give them what they want and take them for all they're worth.

*any assertion of pride is purely performative and does not reflect the Board's opinion of individual employees

*unless otherwise stated new employees shall be referred to as "Office Drone"

*Please see Standard Employee Contract section 11b Subsection 12: “Your New Personal Opinions”

*Any suggestion of consumer manipulation by [Company Name] advertising practices is purely hypothetical

*[Company Name] is a registered corporation and not a familial unit. Please see Employee Contract section 154a, “Knowing Your {Lack Of} Rights”

Choose your location, create an empire, give the people what they want. And of course, don't forget to...

Rip them off.

....

They want what you've got.

You've got what you need.

Buy buy buy

Sell sell sell

Taglines

One off sentences

Potential tweet phrases, 3/4

Give them what they want, take them for all they have

Turn bust into boom

It's not exploitation if it's fun

Everything Must Go

One man's X is a company man's Y

A [puzzle] game of questionable ethics

A [puzzle] game of completely reasonable ethics

Completely accurate capitalism simulator.

The free market isn't free

Capitalism. But fun!

The “Totally Harmless” exploitation simulator

Just because it’s wrong doesn’t mean it’s not fun

Channel your inner Mad Man

Buy low, sell high, feel great.

Good morning [Employee Name Here], it’s time to go to work: create a plan, build your empire...Rip Them Off

Dear [Employee Name Here], you are hereby assigned to the position of Lead [Product Name Here] Sales Drone. The Board expects great things*. Get out there, and don’t forget to Rip Them Off

*profit

Bad news from the Board [Employee Name Here], profits are merely Outrageous, down from Offensively Absurd. You know what that means...no more Mrs Nice Capitalist. Get out there, build an empire and Rip Them Off.

Message from the Board: Congratulations on your promotion to Profit Exploitation Representative. New retail space has somehow* become available in your area. The Board requests you “create an interlocking maze of retail opportunities” to maximise profit synergy with consumer traffic. Good luck out there [Employee Name Here]