

WORK IT 011: FRAGRANCE

SAM

You know, Janet, seeing as this week's topic is Influences, we should probably talk to a couple of these experts in viral marketing.

JANET

Viral is a *great* word to describe our next guests! Please welcome to Work It, Kayla Cross and her brother - Kendall?

KEN

Ken-doll.

JANET

Ken...?

KEN

Ken-doll, like the Ken doll, idiot!

KAYLA

Our father was a Ken doll.

SAM

(to no one in particular)
Well, *that's* not true.

JANET

So, Kayla, exciting news: you and your bother have parlayed your 'influencer' status into a partnership with a major beauty company, isn't that right?

KAYLA

You're old.

KEN

Is this a radio show dying?

SAM

Little focus, guys - Janet was asking about your new partnership.

KAYLA

Sigh, fine, whatever.
(bored; reciting)
My brother and I are pleased to announce the launch of our hot,
(MORE)

KAYLA (CONT'D)
new fragrance, Influence.

KEN
It's like a body-spray
or whatever.

JANET
Wow, terrific!

SAM
Congratulations, guys!

SFX of cell-phones - notification sounds, typing, continuous...

Pause. Dead air.

SAM
So Ken, what's been the best part
of being an influencer?

KEN
I'unno.

SAM
Mind putting down your
phone there?

KEN
(distracted grunt)
Hnh.

JANET
How 'bout you, Kayla? Could ya put
away your phone for a question or
two?

KAYLA
(to Ken)
Oh my god, Ken, look at Nikki's
travel photos - her boobs look
like Play-Doh!

KEN
What a skeezix!

KAYLA
What a hag-bag!

SAM
Okay, that's it, give me those.

SFX of Sam grabbing phones - maybe just phone SFX stop? Some
struggling?

KEN
Give that back.

KAYLA
Hey, no fair!

SAM
Now, then: Janet was trying to ask
you a question.

KAYLA
Feed worms, grandpa!

JANET
Tell me, Kayla, was it hard to
come up with a scent that captures
the Cross siblings' brand?

KAYLA
Pfft, it was super easy. Some guys
in suits were like blah blah, sign
here, sign here, here's a yacht,
have fun.

SAM
(growing disillusioned)
Wow. A yacht. Good for you.

KEN
Yeah, I got a Ducatti but I
crashed it into the zoo.

JANET
Oh, we know - it's all there on
YouTube for all the world to see.

SAM
Remind me, Ken-doll: How many
views did that get again?

KEN
40 million.

JANET
And how many chimps were killed?

KEN
Seventeen.

SAM
Awesome!
(muttering)
J*sus Chr*st.

JANET
We'll be back later with more from
trendy influencers Ken-doll and
(MORE)

JANET (CONT'D)
Kayla Cross.

SAM

We're back with the social media influencers, Kayla and Ken-doll Cross who have just launched a fragrance. Kayla, what's been the highlight?

KAYLA

Oh, I did this video where I went to like this sacred temple for Chinese guys or whatever -

JANET

Tibetan monks, those were Tibetan
-

KAYLA

That's what I said. So like one of these Chinese guys comes up to me wearing these orange bed-sheets and he had this like perv vibe -

SAM

The holy man had a "perv vibe", did he?

KAYLA

Total perv vibe. And so he's all like -

JANET

(interrupting just in time)
Maybe don't do an impression?

KAYLA

Fine, so he's all in my face or whatever, but like I had a bottle of our fragrance with me, so I just sprayed him in the eyes or whatever. He was all like *unnnh* i'm blind, what a loser.

KEN

Epic fail.

SAM

That's terrible.

KAYLA

You're just old.

KEN

Suck it, Tithonus!

SAM

Great, well what else - Tithonus?
- what else can you tell me about
your fragrance?

KAYLA

Uh, its new single just dropped.

JANET

Single?

KEN

Soundcloud, b*tch!

SAM

Just to be clear, your new *perfume*
has a single?

KAYLA

They were like sign here, initial
here, whatever.

KEN

We each got 400000 dollars.

KAYLA

We earned it.

KEN

Can't knock the hustle.

SAM

(sarcastic)
Splendid! F*cking splendid!

JANET

Okay well, lets hear some of the
new single by up-and-coming
Soundcloud rapper, the Cross
siblings' fragrance.

SFX of hip-hop music; spritzing of a perfume bottle; a hype man
saying "Unh!" or "Skrrt!". Music ends.

KEN

Are we done?

KAYLA

I'm late for my DJ set.

JANET

You know, I assumed you guys would
be a bit more... up?

SAM
Yeah, more like your YouTube
videos. Peppy.

KEN
Oh, say word, b. You want us to
drop some YouTube science on your
cracker *ss.

SAM
Well, I guess, I suppose so. And
you're white, by the-

KAYLA
Dab on these haters, bro!

KEN
I'm bout to risk it all, sis!

SAM
(aside)
What are they doing, Janet?

JANET
They've regressed into speaking
in memes.

SAM
It's some kind of sub-verbal
cave-language.

JANET
Exactly. Like the Simpsons
references of their more primitive
ancestors.

KEN
Your fave could never!

KAYLA
Weird flex but okay!

SAM
What's even happening right now?

KEN
YouTube beast mode activate in

SFX of... something - powering up, or building suspense or a
drumroll...

KEN
5. 4. 3. 2...

KAYLA
5. 4. 3. 2...

SFX of chip-tune music.

KAYLA

Guys, thank you so much for watching, guys. Guys, make sure to smash that subscribe button.

KEN

Guys, it's so good to be back with you guys, guys. Guys, we've got a new fragrance that we're *super* excited to share with you all.

KAYLA

Guys, I'm feeling really vulnerable guys, and if I can just be really *authentic* and *real* for a second here guys, it would mean so much if you bought our fragrance, guys!

KEN

@super_candy in the chat wants to know, What kind of girl would I date? Gosh @super_candy, I guess I'm just looking for someone who's down-to-earth and chill. Someone who buys 20 bottles of our fragrance. Check out my abs!

KAYLA

So I *really* want some new bikinis to wear on instagram but you guys, I don't know how I'm going to pay for them. Gee, if only some sweet, divorced, midwestern dad would buy a pallet of our fragrance. Then I could try on bikinis *just for him*. Please, daddy: It's just one widdle pallet!

KEN

Guys, make sure to comment about how much you love our fragrance, guys. Make your friends do it too, guys.

KAYLA

Guys, use the hashtag TeamKaylaAndKenDoll, guys. We're nothing without you guys, guys.

KEN

Guys, comments, guys guys, like and subscribe guys.

KAYLA

Guys, money, guys; fragrance,
money, sex guys.

KEN

Sex, guys; sex sex, money
sex, guys.

KAYLA

Subscribe, sex, guys. Comments,
money, guys.

KEN

Guys, money, guys. Sex, money,
sex, sex, money, sex, guys.

KAYLA

See ya next time!

KEN

Ken-doll out!

SFX of music stopping.

KEN

Boom! That's how it's done.

KAYLA

We just made a million dollars.

SAM

Janet, I think we're in the wrong
line of work.

JANET

Sam, I think we're in the wrong
line of planet.