

HELD OVER

The Ad Couple

written by simon neilson



starring dubs & dash

"...can two creative men share an office
without driving everyone else crazy?"

On September 8th, Bill Dubs and Amitav Dash were asked to remove themselves from their place of business. That request came from Dubs' wife. Deep down they knew she was right, and they also knew that it would be the start of something very good...

With so many other places to turn and so many agencies looking for quality, senior creative (and so little of it out there) they knew they had the world by the "huevos". Before joining forces, Dubs had spent many years as a "creative mind" in the industry, while Dash's "silver pen" had also served him well.

Can two creative men share an office without driving everyone else crazy?

The Players

Bill DUBS

This former Creative Director at The Predator Group has nearly 15 years in the adwars, and has been a mercenary for such multinationals as Young & Rubicam, Sudler & Hennessey, and Saffer. Dubs has worked under the command of the likes of Rick Davis, Andrew Bouchat and Doug Robinson.

Amitav DASH

The former Director of Sales & Marketing at The Predator Group, brings nearly 6 years of insanity from the Strategic and Client Management side of this business. Dash came into the industry with a desire to be a copywriter, but has accomplished so much more.

ACT ONE, SCENE ONE

The Creative Director (Darrin) of a top agency receives a “funky” playbill promo, advertising the services of a masterful creative team. Intrigued, he ponders it over drinks at the club. Inspired by its ingenuity, he then scratches down a few ideas for a new ad campaign in the margin.

ACT ONE, SCENE TWO

After coming home in a drunken stupor, he can’t remember what he did with the thumbnails he put together during the haze that was last night. Searching thoroughly in his pants and finding nothing, he is left to ponder away the entire morning. In the cab on the way to the client, with the Account Manager (Larry) tearing his hair out wondering what they were going to show to the client, Darrin reconstructs the idea from fragments in his mind and lashes it together with strains of gospel music and dental floss.

ACT ONE, SCENE THREE

The Client is impressed by Darrin’s ingenuity, hires them on the spot and then offers to take everybody out for drinks. Larry asks Darrin where he came up with those ideas, Darrin is about to reply when the waitress hands him the playbill he scribbled on, and tells him she forgot to give it back to him.

“I was inspired Larry.”

“By what?”, Larry asks incredulously.

“By these two guys.” Darrin shows Larry the playbill.

Larry looks at Darrin suspiciously, it’s not like the agency needs another pair of crazy creatives, but the Darrin realizes that these guys as his kind of people, crazy maybe, but they certainly know what they are doing.

INTERMISSION

ACT TWO, SCENE ONE

Darrin calls dubs & dash in for a meeting. They are late, but make a grand entrance dressed in ill-fitting Batman outfits, arguing as to which one of them is more bat-like. They are as crazy as the Larry feared, but they have a portfolio that absolutely smacks of a real creative team.

ACT TWO, SCENE TWO

Against Larry’s pleas, Darrin hires them to work on a new high-profile client’s branding project. Their first task, however, is to lock the naysaying Larry in the executive washroom, but not before beating him severely about the head and shoulders with overcooked fettuccini.

