

MAD MEN

INTERACTIVE CHARACTERS + EVENT CREATIVE INSPIRED BY THE TV SERIES

It's been 3 years since AMC's hit series Mad Men wrapped up, but our culture is still in love with the look and style of this show. As an event theme, it fits all the requirements: almost universally recognizable mid-century modern style with shared points of reference that easily break the ice early in the event. This theme is a natural for costume-optional events with fashion that is equally flattering on men and women, and easy to obtain. Even guests who have never watched the series enjoy the light-hearted fun poked at the lifestyle and social habits of the early 1960's.



The following interactive event entertainment will have your guests laughing and talking as soon as they arrive. The engagement and challenges have been designed to give guests the opportunity to flex their creativity and enjoy some playful competition – while at the same time allow them to mingle and socialize freely.

YOUR GUESTS ARRIVE

Your guests are welcomed by Don Flaker and his protégé Peggy Wholesome. The Mad Men characters set up the context: The guests are all top-notch advertising execs from competing companies on Madison Avenue, New York. Don has invited them to Sterling Cooper for some cocktails, smokes and schmoozing to see who among the guests has what it takes to be Sterling Coopers newest rising stars in the world of advertising.



ROVING ENTERTAINMENT SET 1

Don, Peggy and other Mad Men characters will circulate with guests, drawing them into the world of Mad Men. They will “recognize” guests from “advertising conventions”, competing companies or cocktail parties and client dinners at Keens Steakhouse or Grand Central Oyster Bar – or maybe a retreat out in the Hamptons.

Don will assign couples and social groups their new “account” and demand three original tag lines in the next hour – “So get another scotch, light a smoke and get to work!” Don will explain that he’s going to judge the best tag lines. What do the winners get? A job at Sterling Cooper!

The “accounts” assigned are all actual accounts from episodes of the series: Lucky Strike, Jaguar, Dow Chemical, Belle Jolie Lipstick, Secor Laxatives, Mowhawk Airlines, Heinz Baked Beans, Topaz pantyhose and many more. The tag lines guests produce are side-splittingly funny.



ROVING ENTERTAINMENT SET 2

As guests mingle, chat and share hilarious ideas for tag lines, groups will suddenly be part of a spontaneous roving game show: *The Ultimate Mad Men Challenge*. With our personal sound effects system to add all the sounds of a real TV game show, Don and company will challenge guests to answer trivia questions focusing not only on the Mad Men TV series but also pop culture from the Mad Men era. If guests aren't familiar with the show, the performers will switch gears to focus solely on 1960's pop culture. Winners receive very realistic fake cigarettes to add to their Mad Men personas.



THE TAG LINE PITCH

Don Flaker takes the mic and asks guests to choose their best tag line to pitch for their account. This fits perfectly into an evening on its own or dovetailed into the start of any speeches in the event program.

Guests will take turn pitching the hilarious tag lines they've come up with, trying to outdo each other for a chance to receive a "Clio Award" (the Oscar of the advertising world). This portion of the evening never fails to bring down the



house as colleagues laugh at each other's jokes and applaud each other's wit.

Don will ask for applause to choose the winning tag line and then ask the winning team / couple up to receive their "Clio Award". Afterwards, Don can introduce the key speaker and hand over the mic.

Note: Don Flaker is played by Mike Cavers, veteran event emcee – so if you need Don to emcee the rest of your event, just let him know ahead of time for a modest extra charge.

MAD MEN PHOTO BOOTH

Coordinating with a photo booth and photographer, the Mad Men characters will head to the photo booth for fantastic shots with your guests. The characters are all adept at quick posing your guests in dynamic "scenario shots" that will be great souvenirs and fantastic social media posts.

