

David Cross

Those were dreams. These are plans.

The initial situation

*We start with you.
It's all about you.
Made by you.*

*Make the future.
The future is now.
Now is calling.*

I. A family member absents themselves from home

*Go on.
Let's go forward.
Keep it moving.
Onwards.*

II. An interdiction is addressed to the hero

*Do what you can't.
Don't crack under pressure.
Don't go there. Live there.
Don't leave home without it.*

Love it. Hate it. Just don't forget it.

III. The interdiction is violated

IV. The villain makes an attempt at reconnaissance

Which one will you get?

What do you feel like?

When was the last time you felt really good about your skin?

Why not?

V. The villain receives information about his victim

Love is out there. Search on.

VI. The villain attempts to deceive his victim

We care because you do.

VII. The victim submits to deception and unwittingly helps his enemy.

Turn on your adventure.

See whatever you want to see.

Keep reinventing.

My mutant brain.

VIII. The villain causes harm

When light meets dark.

There will be haters.

IX. Misfortune or lack is made known

*Something missing?
Bring something extraordinary.*

X. The seeker agrees to, or decides upon counteraction

*Listen to your instinct.
It's what connects us.*

XI. The hero leaves home

*Go lighter, go longer.
Wander not wonder.
Own the journey.
Journey to your dream.
Stop dreaming. Start working.
Keep walking.*

XII. The hero is tested

*Take the challenge.
See what's next.
Make it happen.
Live for now.*

XIII. The hero reacts

*Cool. Calm. Connected.
Nothing to prove.*

XIV. The hero acquires the use of a magical agent

Unexpectedly powerful.

Power to you.

The power of dreams.

Practically magic.

Even angels will fall.

XV. The hero is led to the object sought

Be there.

Anywhere. Effortlessly.

Go further.

Go further to get closer.

Why not?

XVI. The hero and villain join in combat

Beautiful things are worth fighting for.

Strong is beautiful.

Choose beautiful.

A world with no heroes.

It's what's happening.

XVII. The hero is branded

Defy labels.

Falling is the first step to rise.

Luxury makes a difference.

It's not just who we listen to. It's who we are.

XVIII. The villain is defeated

No blood should hold us back.

XIX. The initial misfortune or lack is liquidated.

Because acting quickly can make all the difference.

There's always a way to make life better.

Rush less, feel more.

XX. The hero returns

Return with something to declare.

XXI. The hero is pursued

Because sometimes happiness is in the journey

as well as the destination.

XXII. Rescue of the hero from pursuit

Seduction never ends.

Never stop. Never settle.

XXIII. The hero, unrecognized, arrives home

Greatness awaits.

XXIV. A false hero presents unfounded claims

*Good goes round.
It doesn't just tell time. It tells history.
Now you can please both head and heart.
Watch the impossible become unimpossible.*

XXV. A difficult task is proposed to the hero

*Commit to something.
Find your greatness.
Make it happen.
Give the rainbow.*

XXVI. The task is resolved

*When the unexpected happens, expect the best.
Everything managed.*

XXVII. The hero is recognized

*Find yourself.
Proud to make a difference.
One in a billion.
Winning tastes good.*

XXVIII. The false hero or villain is exposed

Color as real as you are.

XXIX. The hero is given a new appearance

*Pow! De-ageing for the impatient.
See the wonderful.
The gift of beauty.*

XXX. The villain is punished

*Never hide.
It's good to be bad.*

XXXI. The hero is married and ascends the throne

*It's what you do in the dark that puts you in the light.
Tomorrow is overrated.
Create a better tomorrow tonight.*

*Come together.
Be together. Not the same.
Best Alone, Better Together.
Believe in Better.*

* * *

Note

The above piece presents in italics recent English language advertising and marketing slogans within the 'syntagmatic' structure articulated by Vladimir Propp in 'Morphology of the Folktale' (1928), translated by Laurence Scott. (Austin and London: University of Texas Press, 1968).

Key

The initial situation

Currys/PC World
Clarins
Converse
Shell
Renault
Audi

I. A family member absents themselves from home

Hovis
Barclays
Smirnoff ice
HSBC

II. An interdiction is addressed to the hero

Samsung
TAG Heuer
Airbnb
Amex
Marmite

III. The interdiction is violated

IV. The villain makes an attempt at reconnaissance

McDonald's
Cadburys
Nurture
Easyjet

V. The villain receives information about his victim

Google

VI. The villain attempts to deceive his victim

Lenor

VII. The victim submits to deception and unwittingly helps his enemy.

Volkswagen
Jeep
Hewlett Packard
Kenzo

VIII. The villain causes harm

Desperados
Adidas

IX. Misfortune or lack is made known

Royal British Legion
Grey Goose vodka

X. The seeker agrees to, or decides upon counteraction

Aura Mugler
HBO

XI. The hero leaves home

Nike
Boohoo
Strongbow
Danone
Nike
Johnnie Walker

XII. The hero is tested

Colgate
Microsoft
RBS
Pepsi

XIII. The hero reacts

VW Tiguan
Audi

XIV. The hero acquires the use of a magical agent

Bosch
Vodafone
Honda
Apple
Lynx

XV. The hero is led to the object sought

BT Sport
Uber
Ford
British Airways
Easyjet

XVI. The hero and villain join in combat

Audi
Pantene
Dove
Ubisoft
Twitter

XVII. The hero is branded

Mini Clubman
Band Aid
Jacob Cohën
YouTube

XVIII. The villain is defeated

Libresse Bodyform

XIX. The initial misfortune or lack is liquidated.

HSBC
Philips
Galaxy

XX. The hero returns

Cunard

XXI. The hero is pursued

Christies luxury defined

XXII. Rescue of the hero from pursuit

Hennessy
Renault Clio

XXIII. The hero, unrecognized, arrives home

Playstation 4

XXIV. A false hero presents unfounded claims

Cheerios
Rolex
Ford
General Electric

XXV. A difficult task is proposed to the hero

Equinox
Nike
RBS
Mars/Skittles

XXVI. The task is resolved

Hiscox
Air sorted

XXVII. The hero is recognized

River Island
SSE
Adidas
Mars

XXVIII. The false hero or villain is exposed

XXIX. The hero is given a new appearance

Clinique
Pandora
Boots

XXX. The villain is punished

Ray Ban
Jaguar

XXXI. The hero is married and ascends the throne

Under Armour
Jose Cuervo
Absolut
H&M
Android
Young & Rubicam
Sky