

FADE IN:

1 A COMPUTER SCREEN

A COMPILATION OF INFLUENCER CONTENT (MAINLY YOUTUBE VIDEOS)
PLAYS ON A COMPUTER SCREEN

THE INFLUENCERS INCLUDE: AN ANNOYING AND INCREDIBLY LOUD
VLOGGER-TYPE INFLUENCER; A BEAUTY GURU, A FITNESS INFLUENCER,
A LIFESTYLE AND FASHION GURU, A FAMILY VLOGGING CHANNEL. THE
SCREEN SHOWS SEVERAL DIFFERENT PLATFORMS AND FORMATS OF
CONTENT BEING SCROLLED AND CLICKED THROUGH. THE VIDEOS MASH
AND BLEND INTO EACH OTHER AS THEY PLAY.

MONTAGE:

ANNOYING VLOGGER TYPE

What's popping, Tubers?

FAMILY VLOGGER

What the flip is up, y'all?

BEAUTY GURU

Welcome back to my channel!

FITNESS GURU

Today I wanna talk about 5 amazing at-
home-workouts to get in shape for
summer

LIFESTYLE INFLUENCER

Use code STRAWBERRY for 10 percent
off.

FAMILY VLOGGERS

Mommy's pregnant!

ANNOYING VLOGGER TYPE

It's a praaaank!

BEAUTY GURU

I like to do my brows first, before I
do anything else.

CUT TO:

DRAMA CHANNELS and even NEWS CHANNELS are covering "scandals"
involving exactly these influencers.

NEWS ANCHOR

(reporting, with a microphone in his hand, in front of a huge mansion)

It seems that fame has gotten to popular Youtuber Kyle-Jayden Jaredson's head. He is currently jumping on the channel 4 news-van as we speak.

The NEWS ANCHOR turns around to reveal the annoying vlogger-type influencer named KYLE-JAYDEN JAREDSON jumping on the top of his news van, his fans and friends trying to climb the van and causing chaos around it.

KYLE-JAYDEN'S FRIEND

How's the weather down there, weather-man?

KYLE-JAYDEN JAREDSON

Here, let me help you:

(mocking News Anchor voice)

The weather forecast today is cloudy with a chance of ASS!

KYLE-JAYDEN JAREDSON turns around and pulls his pants down, mooning the camera. His butt is censored.

NEWS ANCHOR

(Into the camera)

Back to you, Jim.

The next shot is a COMMENTARY YOUTUBER, commenting about the latest scandal of the FITNESS GURU from earlier, showing her picture in the corner of the video.

COMMENTARY YOUTUBER

Fitness Guru BettyLiftsThatButt has been called out on Twitter after posting:

(show tweet on screen)

"On my way to Colombia! Hope I won't get shot or catch Zika virus LOL. Glad I got my @detoxtea with me to stay healthy and in shape! #prayforme #ad"

Is Betty cancelled? Let me know down in the comments what you think of this situation.

CUT TO:

The BEAUTY GURU is fake-crying in a "i'm so sorry..." video.

BEAUTY GURU

(Big sigh)

I just wanted to come on here to tell you guys that I'm really sorry... I promise, I never intended on keeping the part where I test my eyeshadow palette on my dog in the video.

(Beat, wipes away non-existing tears)

I truly think that you guys deserve only the BEST quality, which is why I'm so happy to tell you that my new vegan eyeshadow palette will be launching this Friday!

(holds up an eyeshadow palette)

CUT TO APOLOGY VIDEO OF KYLE-JAYDEN JAREDSON:

KYLE-JAYDEN JAREDSON

Tubers, I am so sorry for thinking that Malcolm X was the main character in "Malcolm in the Middle"!

CUT TO ANOTHER VIDEO OF KYLE-JAYDEN JAREDSON CALLED "MY APOLOGY (4)":

KYLE-JAYDEN JAREDSON

My dear Tube-sters, I swear, I never thought I would get so much backlash for calling Kendall Jenner a civil rights activist.

CUT TO:

2 INT. A HIP, MODERN MILLENNIAL COMPANY OFFICE - DAY

JANE, a young and ambitious marketing executive of the up-and-coming eco-fashion company DIVERSI-TSHIRTS, is looking at the computer-screen, frustrated, bored, her head resting on her hands. She rolls her eyes, pulls out her phone and mindlessly scrolls through her "explore"-page, passing posts where influencer-models pose with laundry detergent in front of pretty walls (#ad), girls holding up their favorite teeth-whitening kits into the camera, and more similar posts.

Then, JANE comes across the Instagram account of BILLIE ROSE, a young, bubbly, sweet-looking 18-year-old girl.

BILLIE ROSE

(smiling, waving, with a high-pitched voice)

Hey Rosiez! I hope you're having a wonderful day! In today's video, I'm going to show you how to achieve a natural, dewy eye-look like this.

BILLIE ROSE has caught JANE's attention. She clicks on her page and sees that BILLIE ROSE has almost a million followers. JANE smiles, satisfied.

3 INT. CONFERENCE ROOM - DAY

A bunch of bean bags and exercise balls (like in gyms) are lying around the floor, there are no normal chairs or tables and apart from a white board on one of the walls, the walls are empty.

HEATHER, a Mark Zuckerberg-Type young entrepreneur rolls into the room on a hoverboard, typing something on her phone. A bunch of execs in suits follow her into the room.

HEATHER

(without looking up from her phone)

Alright, ladies, gents and non-binary folks, please take a seat.

Everyone looks around in confusion, struggling to sit down on the bean bags and exercise balls and finding a comfortable position. The employees look like a bunch of chicken who accidentally walked into an office, completely out of place in this startup-hipster-environment.

A guy in a bean bag raises his hand.

HEATHER

Yes, employee who I've definitely seen before.

GUY

Do we have tables?

HEATHER

No. Tables are for people who need to write things down and we're thinkers, not write-downers.

Someone in the crowd of employees stops writing down Heather's words on a notebook and quickly tries to hide it under their bean bag. Another person raises their hand.

PERSON

Is it because we can't afford any tables?

HEATHER

That is...
 (trying to think of a reason)
not it...okay?

She looks into the crowd of confused people. In the background, a guy, BRUCE, who is trying to get comfortable on one of the exercise balls, falls off the ball.

JANE rushes into the room, a little out-of-breath. HEATHER looks up and the entire room turns around to look at JANE.

JANE

(nervous)
 Sorry, I'm late.

HEATHER

No worries, we just started. Grab a bean and join us.

JANE looks around and awkwardly tries to make herself comfortable in one of the bean bags. Right as she finds the right position, she completely sinks into the bean bag.

HEATHER

Anyways, who's got something for me?

JANE'S hand shoots up from the bean bag. HEATHER finger-guns at her.

HEATHER

(motivated)
 Yes, person who was late?

JANE

I'm Jane.

HEATHER

(smiling, still really motivated)
 I don't care.

JANE

Oh.

HEATHER

Whatcha got for me?

JANE tries to sit up straight again.

JANE

Okay, so, you all know what influencer-marketing is, right?

Confused faces from her older colleagues. BRUCE looks up and shakes his head.

JANE

Okay, well. Influencer marketing is currently the most effective way to get people to talk about your product.

OLDER COLLEAGUE

By spreading the flu?

HEATHER

Not Influenza, Influencer, Jerry.

OLDER COLLEAGUE

How do you know my name?

HEATHER

You look like a Jerry.

Everybody looks over to Jerry and nods, mumbling things like "uh-huh", "yeah", "he does" like they're puppets.

JANE

Yeah, so Influencers are people who have a large following on social media, to keep it short. You pay them to promote your stuff to their followers. So I've been looking into people who could best represent this company and I've found this girl called "Billie Rose". You can look her up on Instagram.

HEATHER projects her phone screen onto the whiteboard. Her messaging app shows up, showing text messages with her boyfriend:

Heather's message: Can you please get some laxatives on your way home?

2nd message: Feeling constipated.

3rd message: *two eyes emoji*, *poop emoji*, *explosion emoji*

Boyfriend's message: Ok.

HEATHER quickly changes the screen to Instagram.

HEATHER

Whoops, haha. Sorry. There we go.

She opens BILLIE ROSE'S profile.

HEATHER

Sheesh, you think someone that big will do a sponsorship from us?

JANE

She seems like a really sweet girl.

CUT TO:

4 INT. BILLIE ROSE'S FILMING ROOM - DAY

BILLIE ROSE sits in between a pastel-pink paper backdrop and a camera on a tripod.

BILLIE ROSE

(into the camera, high pitched voice)

Alright Rosiez, don't forget to hit that like-button down below, subscribe and check out my other social media which will be linked here

(points into the air, in-frame)

Byeeee, love you!

She makes a kissy-face into the camera and then turns it off. Immediately after turning it off, her facial expression drops.

BILLIE ROSE

(yelling, in a deeper voice)

Moooooom!

Her mother, NANCY, comes running up the stairs.

NANCY

(slightly terrified)

Yes, honey?

BILLIE ROSE

Why am I reviewing make-up from 3 months ago??? This is so embarrassing.

NANCY

I'm sorry, honey, I haven't gotten my hands on anything new, yet. I made cookies, do you want some?

BILLIE'S pouty face lights up upon hearing the word "cookies".

We follow the two through their house. The walls are covered in giant prints of BILLIE ROSE and her bedroom looks very princess-inspired, a little bit too youthful and girly for an 18-year-old. While the house gives off the vibe of a wealthy family, it has its spots that reveal the true nature of the home: run-down wallpapers and a few places that are in desperate need of restoration.

CUT TO:

5 INT. BILLIE ROSE'S KITCHEN - DAY

Mother NANCY and daughter BILLIE ROSE are sitting in the kitchen, eating cookies. A laptop sits on the table between the two.

An email notification pops up, accompanied by a little "ding!". NANCY and BILLIE open the email, looking at it together. We can only see their faces looking at the screen and NANCY glasses mirror the words "collaboration offer" that are written on the screen. NANCY and BILLIE'S faces light up and their eyes widen. They turn towards each other.

6 INT. DIVERSI-TSHIRTS OFFICE - DAY

HEATHER drives around on her hoverboard, with JANE following behind, trying to catch up with her

JANE

So it seems like the girl is interested in working with us

HEATHER

(monotonous, bordering on a Paris Hilton imitation)
That's so fire. Send her a PR package.

JANE

Shouldn't I.. I don't know, talk to her first? Maybe meet up.

HEATHER
 (still indifferent, monotonous)
 Yaaas queen, you're so smart.
 Wig?Snatched. Etcetera bla bla...

She rolls away, paying no more attention to JANE, leaving her alone.

XIAO, a fashionable, fake-glasses wearing young man, walks up to JANE.

XIAO
 I think she likes you.

JANE
 Either you're terrible at reading social cues, or I am.

XIAO
 Don't take it personally, she's actually really cool. Need a hand?

JANE
 (nods frantically)
 Uh-huh.

CUT TO:

7 INT. MEETING ROOM - DAY

XIAO and JANE sit around a small meeting room, XIAO is reading from his laptop, where BILLIE ROSE's "Official website" is open.

XIAO
 Billie Rose is a model, actress, singer, artist, social media personality and activist - wow, is there anything this girl doesn't claim she can do?

JANE
 (holds her hands up in defense)
 She sounded better than the guy who thought Watergate was an amusement park ...

...or the girl who called the Wendy's twitter account a "modern prophet" in a livestream.

XIAO

(continues reading)

Billie Rose is managed by her mother,
Nancy Ann Williams - of course she is.
Girl, watch out for the Momager, those
are the real out there.

JANE

So, whatcha think?

XIAO

I don't know, something about this
girl throws me off. I just can't
really put my finger on it. It all
seems a little too perfect, you know?

CUT TO:

8 INT. A DARK, MESSY SINGLE APARTMENT - DAY

It's dark. A ray of light touches an old, rusty bedframe. A
phone rings. Then, a hand reaches out from under a the
covers, grabbing them phone and pulling it under the covers.

MALE VOICE

Hello?

The head of a young man, DREW, arises from under the covers.

DREW

Tony, I promise I'm on it, just give
me a - No, I swear, I got something
big, I just need a liiiiittle more
time, like, something in the range of,
a few...weekuhhhmonths maybe? No?
Okay. You'll get the story by the end
of next week. Hello? Tony?

The other person has hung up on him. DREW groans.

CUT TO:

DREW sits in front of his computer - now in broad daylight -
and cracks his knuckles. He opens a new document and calls it
"The Truth behind Influencer Culture - Research"

As he sits there and doesn't type a single word, his room
goes dark again.

We see DREW watching tons of beauty guru and lifestyle
videos, including the apology videos we saw in the beginning.

A BEAUTY DRAMA CHANNEL

That's all the tea I got for to today.
 Do you guys think xXStrawberryCheeksXx
 is a member of Scientology? Comment
 down below. As you guys know, I get
 all my beauty news from the
 ShadyInfluencerThings subforum.

DREW stops the video. He opens a new tab and searches for "shady influencer things". The first result that comes up is a forum where people can gossip about their favorite internet personalities.

DREW scrolls through the forum, skimming and scanning over posts like "Is VickyTutorials Jim Jones' daughter?" and "#kylejaydenisoverparty: Did y'all think the joke "where do you keep Obamas? - In a barrack" was racist?"

He stops scrolling as he comes across a post with the title "The Mystery of Billie Rose - scammer or just a spoiled brat?"

DREW looks up, hopeful. He immediately dives into the research:

MONTAGE OF A "DEEP DIVE" INTO BILLIE ROSE'S HISTORY:

- A video of her at Times Square, seeing her face on a huge screen in a make up company's commercial
- Her coming out with her own eyeshadow palette produced by "MAKEUP STAN" and live footage of her being in the lab to develop it
- A picture of her on the cover of "Seventeen magazine"
- A picture of her at the MET gala with the caption "Thank you so much for inviting me! @metgala". She wears a very eccentric headpiece.

As DREW comes across the photo of BILLIE at Cannes Film Festival, he zooms in closer, narrows his eyes.

DREW

I feel like I've seen this exact photo before.

DREW searches through pictures of the MET gala, when he comes across a picture of RIHANNA (or any other celebrity) wearing the exact same headpiece as BILLIE ROSE. He puts the pictures next to each other and it's clear that BILLIE ROSE'S picture

is photoshopped. DREW decides to check out some of the accounts commenting on BILLIE's posts: they all seem to be huge fans of her, all have something like "I love BILLIE ROSE!" or "BILLIE ROSE is my bestie!" in their biographies, seem to all know each other and have no posts dating back further than 2018, mostly reposting BILLIE ROSE's content. DREW looks skeptical and intrigued.

CUT TO:

9 INT. DREW'S APARTMENT - DAY

CLOSE-UP of a bulletin board hanging on a wall.

There is a piece of paper in the center with the words "WHO IS" written on it. Below the paper hangs a picture of the Grimace, the purple guy from McDonalds. Red strings connect the picture to a bunch of other pictures of McDonalds characters, as well as the Burger King. DREW tears down all of the pictures, except for the "WHO IS" paper. He pins down a picture of BILLIE ROSE underneath it.

THE PICTURE STAYS ON THE WALL, WHILE THE WALL FADES INTO THE WHITEBOARD OF THE DIVERSI-TSHIRTS CONFERENCE ROOM:

10 INT. CONFERENCE ROOM - DAY

PAN OUT TO REVEAL OTHER FACES ON THE BOARD, ALONG WITH BILLIE ROSE'S PICTURE.

HEATHER

Okay, you got your targets, now swarm out and get them on board.

BRUCE raises his hand.

HEATHER

(pointing towards BRUCE)

Yes.

BRUCE

Will there be bees involved?

HEATHER

Why would there be bees involved?

BRUCE

I don't know, a lot of situations in my life involve bees.

HEATHER
There won't be any bees.

OLDER GUY FROM EARLIER
Will there be any other insects?

HEATHER
What? No! Guys, there are NO INSECTS
involved in this.

HEATHER grabs a sharpie and writes "NO BEES OR ANY OTHER INSECTS" on the white board. Another person from the crowd raises their hand. HEATHER turns around and adds "ALSO NO SPIDERS". The person lowers their hand again.

CUT TO:

11 INT. BILLIE ROSE'S PRINCESS BEDROOM - NIGHT

BILLIE ROSE is lying in her bed, under fairy lights and glitter walls. She is logged into a "fan" account on Instagram and comments on her own photos.

BILLIE ROSE
(reads out loud what she types)
Wow! Beautiful picture, Billie! You
are truly a princess. Heart eyes
emoji. Princess Emoji.

Then she switches accounts and logs back into her normal account, replying to the comment.

BILLIE ROSE
Aww, thanks! That's so kind of you.
Love my rosiez. Pink heart.

She sighs, satisfied with her comments.

CUT TO:

12 INT. BILLIE ROSE'S KITCHEN - NIGHT

The kitchen table is dimly lit. NANCY is sitting at the table, going through a stack of bills and reminders, her head in her hands. Enter her husband, JULIEN.

JULIEN
Do you see it now? The consequences of
what you've been doing?

NANCY

I am trying to give our daughter the best life I can. Is that so terrible of me?

JULIEN

You're spoiling her. This is causing more harm than good.

NANCY

She's not harming anyone.

JULIEN

Not anyone, our bank account. I don't now who you're even really doing this for. She knows it's not true.

NANCY

I'm doing it for her self-esteem. I want her to be confident.

JULIEN

Oh, she's more than confident, believe me. Get this under control.

NANCY

Okay, listen. We got an offer.

JULIEN

A real offer?

NANCY

A collaboration.

JULIEN sits down.

NANCY

They'll pay Billie to promote their company and wear their clothes.

JULIEN

No offense honey, but what company is stupid enough to approach Billie out of all people?

NANCY

They're probably new to the business. So, here's what we need to do...

13 INT. DIVERSI-TSHIRTS OFFICE - DAY

HEATHER enthusiastically approaches JANE followed by a tall, good-looking guy.

HEATHER

Ah, Jane, I was just looking for you.
This is Brody.

JANE looks up to the guy.

HEATHER

He used to be Kyle-Jayden Jaredson's
personal assistant.

JANE

Oh! my condolences.

JANE reaches her hand out. BRODY shakes her hand and laughs.

BRODY

He's actually not that bad of a guy.

JANE doesn't buy that at all.

JANE

Is he?

BRODY

Yeah, he..uh..he's funny.

JANE

Why did you quit?

BRODY

Oh, I was fired. Literally.

(pause)

He threw firecrackers at me after I
brought him the wrong coffee.

JANE

Ouch.

HEATHER

Anyways, Brody is your new personal
assistant, now.

JANE

What? Oh, I don't really need a
personal assistant.

HEATHER

Too bad, cause you got one, now. Okay
now uhh...network.

HEATHER gently pushes BRODY in the direction of JANE. They
laugh awkwardly.

BRODY

So I heard you were trying to get in
contact with an influencer called
Billie Rose. Never heard of her and I
know everyone, so she must be really
niche.

JANE looks concerned.

BRODY

Niche is good. Fits the company. I
arranged a meeting with her and
manager for next Friday.

JANE

Wait, they live in the area?

BRODY

This is L.A., every important person
lives "in the area".

JANE nods her head, impressed.

JANE

Wow, you're good. Maybe I do need a
personal assistant.

XIAO has been side-eyeing their conversation in the
background for a while and decides to join them, acting
slightly hostile and passive aggressive towards BRODY.

XIAO puts on a forced smile and reaches his hand out to
BRODY.

XIAO

Xiao. Nice to meet you.

BRODY

Oh, are you Italian?

XIAO

No, that's my name.

BRODY

Oh. Hi. Brody. Nice to meet you.

XIAO

Sooo, I see you two have been chatting. Anything interesting?

JANE

Brody arranged a meeting with Billie Rose for me.

XIAO

(passive aggressively)

Did he? That's so great. You're fast.

BRODY

Only when I have to be.

XIAO

So, uh, Jane. Have you checked for other people that we could hit up? Someone who maybe fits our style better?

JANE

Brody called her "niche", like, not mainstream, not like all the other ones. I like that.

XIAO

(to BRODY)

Oh, you said that? That's so great.

(to JANE)

But, Jane, I still can't shake the feeling that something's off. I've looked at her stats and her follower gain is super suspi-sh. She gained 60 thousand followers on one day and only a few hundred on another. That's odd.

BRODY

Maybe she had a scandal.

JANE

Nope, super unproblematic.

XIAO

See, that's the thing. Everybody is problematic.

JANE
Don't be so cynical.

XIAO
I'm just being realistic.

JANE
Let's see what happens on Friday.

CUT TO:

14 EXT. DIVERSI-TSHIRTS OFFICE - DAY

NANCY and BILLIE ROSE are standing outside the company's office, about to go in.

NANCY
Okay, remember what we rehearsed.

BILLIE ROSE
(reciting)
I'm a singer, a model, an actress,
I've been on the cover of magazines
and I've done promos and campaigns for
several huge companies, including
being on a Times Square billboard.

NANCY
How many followers do you have?

BILLIE ROSE
975 thousand and counting. I call them
Rosiez and they're so sweet, they make
fan art for me, make edits of me and-

NANCY
Okay, we get it. Ready?

BILLIE ROSE nods, nervously. They enter the office.

JANE and BRODY are standing at their desks, talking. JANE notices the two and hastily walks over to them.

JANE
Hi! You must be Billie Rose! And you
must be her Momag- ... her manager!
Come in!

CUT TO:

15 INT. DREW'S APARTMENT - DAY

DREW is on the phone with someone.

DREW

Hi! This is Andrew McNamara, we had an email exchange.

Yes, hello. I'm calling because I would love to talk to you about your collaboration with Billie Rose.

(pause)

Billie Rose. She's an instagram influencer with almost a million followers.

Oh. Okay. I see.

(writing something down on a sticky note)

Do you know of anyone else that this has happened to?

Uh-huh. Yes. Thank you so much. Bye!

He hangs up the phone and writes something down on the note. Then he walks over to the bulletin board, which we can only see a corner of, and sticks the note to a screenshot of BILLIE ROSE's eyeshadow palette with MAKEUP STAN. As he moves his hand away, it is revealed that the note says "FAKE! CUSTOM PRODUCTS FOR ANYONE WHO PAYS"

CUT TO:

16 INT. MEETING ROOM - DAY

BRODY, JANE, BILLIE ROSE AND NANCY sit around a table, a contract lying on the table between them.

JANE

If you agree with everything mentioned in this contract, all you need to do is sign here and here.

BILLIE ROSE eagerly signs.

BRODY

Don't you wanna read it first?

NANCY

Oh, uh - we'll do that after.

She nervously smiles at BRODY.

JANE

Okay then, it's a deal. You can take your PR packages home with you on the way out and your first check will follow after the first post.

JANE reaches her hand out to shake hands with BILLIE ROSE, but NANCY quickly grabs JANE's hand and shakes it, before BILLIE can. BILLIE pouts.

Mother and daughter get up to leave.

JANE

Bye, hear from you soon.

BILLIE ROSE AND NANCY

Bye!

They leave the room.

JANE

(to Brody after they've left)
You know, I had my doubts about this job at first, but I have a great feeling about this.

CUT TO:

17 INT. DREW'S APARTMENT - DAY

DREW is standing in front of the bulletin board. He circles the screenshot of BILLIE ROSE's Times Square billboard ad. DREW puts his hands in his hips and steps back, taking a look at the whole bulletin board.

Pan out to reveal a whole mosaic of BILLIE ROSE pictures and screenshots, all connected through red strings, like a board about a conspiracy theory.

FADE OUT.