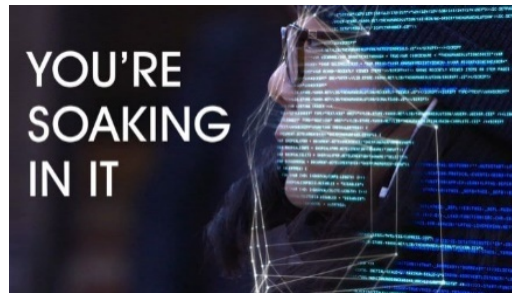


CASTLEWOOD
PRODUCTIONS



Present



Written, Directed, Co-produced by Scott Harper
Executive Produced by Andrew Burnstein

World Television Broadcast Premiere on *documentary* Channel
[Friday, December 1, 2017 @ 8PM ET/9PM PT](#)

(Toronto - Wednesday, November 8, 2017) Castlewood Productions is very pleased to announce the world TV premiere of a new documentary on advertising in the digital age. *You're Soaking In It* is written, co-produced and directed by award-winning filmmaker Scott Harper (*Clara's Big Ride*, *The Secret Life of Pigeons*, *The Age of Anxiety*), and will be broadcast on *documentary* Channel on Friday, December 1, 2017, at 8PM ET/9PM PT; with repeat broadcasts on Sunday, December 3rd at 10PM ET/PT and Sunday December 10th at 1PM ET.

You're Soaking In It is a chilling look at the dangers of advertising in the age of algorithms. Brands are getting deeper into our heads than ever, much more so than Don Draper could have ever imagined. The seismic shift from old school, gut instinct ad campaigns to the data-driven offensives of today is threatening our private lives in ways few of us understand. We're all soaking in it, whether we know it or not. Executive Producer Andrew Burnstein says audiences will be shocked, **"If you think you know about big data, think again. This film will open your eyes to what even industry insiders call 'the wild west' of advertising, a whole new, deeper level of personal profiling and targeting, all aimed at knowing you better than you know yourself."** Is it good, bad, invasive, convenient – or, simply the price we pay for a free internet?

What was quaint is now quantifiable. What was once best guesses and creative leaps is now precise, targeted surveillance and 'Big Data,' rooted in hard science, complicated math and artificial intelligence. The data used to make ads now is often very personal information tailored to influence you at the precise moment you are most ready to spend. Depending on your personal view, this could either be the height of convenience ... or a frightening end to private, respectful society.

For some perspective on how future generations might interpret all this, the doc goes inside a grade 4 class where the most impressionable among us – young students - ponder the issues of big data, privacy, freedom, creativity, loyalty & informed consent in the digital age. As part of the story thread, *You're Soaking In It* looks at the changing social culture of the industry, contrasting the 2-martini lunch 'Mad Men' of Madison Avenue with the 'Math Men' of Silicon Valley.

Execs from legacy agencies like **DDB** and industry giants like **Publicis** and **WWP** ponder the cost to our privacy and security of today's invasive online tracking and artificial intelligence, while the new industry players – **Google, Facebook, YouTube, Instagram and Twitter** - defend their case for leveraging the details of our personal lives for their new business models.

You're Soaking In It, includes advertising legend **George Lois**, one of the primary architects of the Creative Revolution in American advertising and creator of some of the most exceptional and memorable ads in history. He's joined by other **real life Mad Men** and industry kingpins **Sir Martin Sorrell, Keith Reinhard** and **Andrew Bruce**, all staunch defenders of the power of the creative spirit over the algorithm.

Measurement gurus from **Nielsen's, Ethan Zuckerman** from **MIT** plus a host of compelling writers and academics help address the timeless riddle of how .. and whether...advertising actually works. Their insights cast a skeptical light on the promise of **Silicon Valley** to not only know what drives our decisions but to use artificial intelligence to figure out what we're going to do before we do! As Gabriel Cabbage from **AdBlock** explains, *'the way we pay for the internet is broken.'*

You're Soaking In It is produced by Castlewood Productions in association with *documentary* Channel with the participation of Rogers Cable Network Fund, The Canadian Media Fund, The Ontario Film and Television Tax Credit and The Canadian Film /Video Production Tax Credit.

Scott Harper (Director, Writer, Co-Producer- You're Soaking In It)

Scott Harper specializes in social issue, science and character driven documentaries for world markets. Recent collaborators include the CBC, CTV, PBS, History Channel, Discovery, France Televisions, NHK, TLC, Channel 5 and National Geographic. He founded his company Sunday Night Entertainment in 2001 after landing his first independent documentary *Cake Night*, a POV look at addiction recovery. Recent projects include *Clara's Big Ride*, exploring the issue of stigma and mental illness, *The Secret Life of Pigeons* and *Flying Solo*. Last season's documentary *While You Were Sleeping*, for CBC's The Nature of Things, was nominated in the science journalism category at the prestigious Jackson Hole Science Media Awards.

Scott is currently in pre-production on a feature doc about the intersection of comedy and death, as well as development on a new project about camera technology in nature. For more detail: www.sundaynight.ca

Andrew Burnstein (Executive Producer)

From Shark Week to the National News, Andrew has excelled in creating award-winning programming, including documentary features and TV series across a broad spectrum of factual genres from science & technology to sports & lifestyle. Prior to founding Castlewood he was an award-winning journalist/producer in both his home town of Vancouver and in Toronto. Career highlights include participation as a producer, director, and writer for episodes of CBC Television's most ambitious documentary project, Canada: A People's History (2001); as Director of Exploration Production Inc., producing at least a dozen International Treaty Co-Production documentaries; and as head of Castlewood, bringing the hit series Cash Cab to Canada.

ABOUT CASTLEWOOD PRODUCTIONS INC.

Castlewood Productions Inc. is a Toronto-based producer of feature documentaries and fact-based TV programs. Named to Realscreen's 'Global 100 for 2012', Castlewood is among the world's top independent producers of factual content. Castlewood's Canadian version of the Emmy Award winning 'Cash Cab' has just completed on its eighth season on Discovery Channel Canada and can currently be seen on The Comedy Network. 'Manufactured' produced for Discovery Channel Canada and 'Design DNA' produced for HGTV Canada are two series about how famous products are designed and made, and both have been broadcast around the world. Castlewood's production of 'BEST. TRIP. EVER.' the first show to feature Olympic gold medalist Jon Montgomery, is a multiple award-winner, including the annual Media Award given by the British Columbia Tourism Industry.

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[+++ Interviews available with: Scott Harper \(Director, Writer, Co-Producer\) +++](#)

Castlewood Productions - <http://castlewoodproductions.com/production/youre-soaking-in-it/>

documentary Channel - <http://www.cbc.ca/documentarychannel/docs/youre-soaking-in-it>

For Images – <https://drive.google.com/drive/folders/0B3nU3k1mxZNMVhCVjlxZ1JoRHc?usp=sharing>

Press Kit Link: <https://castlewoodproductions.com/productions/yssi-presskit/>

For further information, request for link for review and to set up interviews, please contact:

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