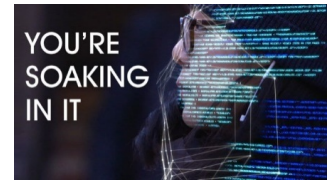


# YOU'RE SOAKING IN IT (documentary runs 75 minutes)

Advertising in the age of algorithms.



**In this brave new world of advertising where issues of profiling, tracking, and privacy abound...  
You're Soaking In It asks,  
"IS THIS THE WORLD WE WANT?"**

Director/Producer/Writer: Scott Harper

<http://www.imdb.com/name/nm1838835/>

Executive Producer: Andrew Burnstein

<http://www.imdb.com/name/nm1841114/>

## Summary (50 word count)

*You're Soaking In It* is a chilling look at advertising in the age of algorithms. The film takes us inside a brave new world where the 'Mad Men' have become the 'Math Men', a seismic shift that impacts the private lives of every consumer – literally every person on earth.

## Alternate Summary (60 word count)

From Madison Avenue to Silicon Valley; in the new world of advertising the 'Mad Men' have become the 'Math Men' - a tectonic shift that impacts the private lives of every consumer – literally every person on earth. When it comes to digitally driven 21<sup>st</sup> century advertising we're all soaking in it, whether we know it or not. Sorry Madge.<sup>1</sup>

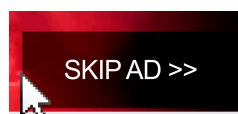
## Synopsis (265 word count)

*You're Soaking In It* is a chilling look at advertising in the age of algorithms. Brands are getting deeper into our heads than ever, much more than Don Draper could have ever imagined. The seismic shift from old school, gut instinct ads to the data driven campaigns of today are threatening our private lives in ways few of us understand. We're all soaking in it, whether we know it or not.

Advertising as we knew it is dead. What used to be quaint is now quantifiable. Best guesses and creative leaps have been replaced by precise, targeted surveillance and 'Big Data', rooted in hard science, complicated math, and advanced computer modeling. The data is often very personal information, used to design advertising specifically tailored to influence you at the precise moment you are most ready to spend. Depending on your personal view, it's either the height of convenience ... or the end of a private, respectful society.

As an entry point and linking device through the film, the documentary joins a grade school classroom where the most impressionable among us – young students - ponder the issues of big data, privacy, freedom, creativity, loyalty & informed consent. The film also looks at the changing social culture of those who've become the most important influencers of our time – the 2-martini lunch 'Mad Men' to the computer and math scientists of today's advertising world, the 'Math Men'.

From Madison Avenue to Silicon Valley, by way of Cannes, we discover that no matter where you happen to be, or who you happen to be...YOU'RE SOAKING IN IT.



<sup>1</sup> Reference is to 'Madge' the manicurist from the iconic Palmolive dishwashing detergent TV ads (circa 1966-1992).

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