

CLIENT: POLYGRAM GROUP DISTRIBUTION
TALENT: JON LOVITZ
SHOW: N.A.R.M. CONVENTION

Jon: HELLO, I'M TOMMY FLANAGAN OF PATHOLOGICAL LIARS ANONYMOUS.
OF COURSE, IN THE RECORD BUSINESS, YOU PROBABLY KNOW ME BY MY
JEWISH NAME: MOSES... JESUS... UH, AL LEVY. I MEAN AH-LAIN LEE-VEE.
OUI! C'EST LE TICKET! I RUN POLYDENT... I MEAN POLYGRAM. YEAH,
THAT'S IT. I BOUGHT THE COMPANY FROM MARTHA RAYE...
WHO I'VE SEEN COMPLETELY NUDE. ANYWAY, THEY PICKED ME... I MEAN,
PRESIDENT BUSH... ALONG WITH QUEEN ELIZABETH... TO WELCOME YOU
TO THE 1992 N.A.R.M. CONVENTION. IN FACT, THIS WHOLE THING WAS
MY IDEA. THEY EVEN NAMED IT AFTER ME. I MEAN, I NAMED IT AFTER
ME. YEAH, N.A.R.M., N-A-R-M, NAME-DROPPING AL, RECORD MAGNATE.
AND I'M THE GUY WHO GOT US INTO THE MARRIOTT... WHICH I OWN.
OF COURSE, I HAVE MY OWN TOILET SEAT... I MEAN, PRIVATE SUITE.
YEAH, I'M IN THE THE BRIDAL... PRESIDENTIAL... "THE WALTER
YETNIKOFF MEMORIAL SUITE." WHAT A HOTEL! I ORDERED ROOM
SERVICE AND THE BELLMAN... I MEAN, THE MAITRE D'... BONO SERVED ME
BREAKFAST IN BED... AND STING CAME TO CLEAR AWAY THE TRAY.
BUT RIGHT NOW, I'D LIKE TO INTRODUCE A BEAUTIFUL WOMAN. IN FACT,
I USED TO DATE HER, BUT SHE DUMPED ME... I MEAN, I DUMPED HER. WE
HAD AN ARGUMENT ABOUT PLASTIC SURGERY. SHE WANTED ME TO GET
A NOSE JOB, BUT I INSISTED ON FIXING MY BREASTS. AND NOW: SINGING
HER NUMBER ONE SINGLE... NO, REALLY! *VANESSA WILLIAMS*.

CLIENT: POLYGRAM GROUP DISTRIBUTION
TALENT: JIM CAPARRO
SHOW: N.A.R.M. CONVENTION

Tom: ALL DAY TODAY, YOU'VE SEEN THE FAMILY THAT GOES TO MAKE UP POLYGRAM IN THE U.S. NOW, I'D LIKE TO INTRODUCE YOU TO P.G.D. POLYGRAM GROUP DISTRIBUTION IS THE SERVICE ORGANIZATION LINKING ALL THESE VARIOUS WORLDS TOGETHER, FROM THE BROAD MUSICAL LANDSCAPE OF A&M AND MERCURY TO THE INTERNATIONAL SOUNDS OF ISLAND... FROM THE COOL JAZZ OF VERVE TO THE HIP-HOP OF DEF JAM... FROM THE TIMELESS MELODIES OF POLYGRAM CLASSICS AND JAZZ, TO THE RICH HERITAGE OF MOTOWN. POLYGRAM IN AMERICA IS A CONFEDERATION OF COMPANIES IN WHICH THE AUTONOMY AND INDIVIDUALITY OF EACH OF OUR MANY LABELS REMAIN PARAMOUNT. EACH LABEL MAINTAINS ITS INDEPENDENCE AND CREATIVE FOCUS WITH P.G.D. AS ITS DISTRIBUTION HUB. BUT ONLY AT THE POINT OF P.G.D. IS IT CONSIDERED ONE SINGLE, COORDINATED SALES AND FIELD MARKETING FORCE.

UP UNTIL THAT POINT, MEANING CREATIVELY, PROMOTIONALLY, AND FROM A MARKETING PERSPECTIVE, IT'S ALL VERY INDIVIDUALISTIC, AND THAT'S VERY DELIBERATE. WE DELIBERATELY KEEP THE ORGANIZATIONAL STRUCTURE HORIZONTAL, SO NO ONE'S BEING TOLD WHAT TO DO... EACH LABEL CAN AND DOES GO ITS OWN WAY CREATIVELY...

(and so forth)