

Marcus Hates His Job

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MHHJ is a new independant series produced by Sprite. So far there are 3 episodes available for download from the MHHJ website, and lucky for us they are already formatted especially for the PSP.

We're not quite sure what to make of MHHJ, is it viral marketing, the start of a new series, or just another web-venture? Read on to see what we really think about Marcus and his job....

How to get Marcus Hates His Job

MHHJ movies are about 34Mb in size and last about 5 minutes each. You can download specially prepared PSP ready version directly from the MHHJ website.

What's it all about?

At the time of writing there are 3 episodes tracking the story of Marcus, an intern starting out with a Corporation. During the first 3 episodes we see Marcus start his new job and undertake his first project. There is a reveal, or more accurately, a weak joke, at the end of episode 3, but it's all a little too predictable. This is in stark contrast to The Scene, a blockbuster of an underground hit on the internet, also made by The Jun Group.

Each episode is well shot with quite high production values, the sound is good, and the actors all hold their own without making the whole thing too cheesy.

The music used in each episode is available for free download from the MHHJ website.

Sprite?

We're not too sure what to make of MHHJ. Produced by Sprite it would be easy to assume this was just another viral marketing campaign. The thing about viral campaigns is that they have to be funny, engaging or shocking to succeed. MHHJ doesn't really manage to pull any of that off after three episodes, and falls a little flat. I'll refrain from making any Sprite jokes at this point.

In fact, Sprite doesn't even make an appearance at all until the end of Episode 3. If this was purely a conduit for more Sprite promotion, I'd have expected to see it appear in every episode.

Conclusion

The Jun Group have a portfolio of media that already surpasses MHHJ on many levels, so we're holding out for more from this production. At the moment the pace is a little slow, there's not much to engage us, or persuade us to come back for more apart from a nicely produced triplet of shows.