

Superstar 381

Chapter 381

A while later.

"Little Zhang."

"I'm here."

"You can come in now."

"Alright."

Pushing the door open, Zhang Ye walked back into the room. When he saw her, his eyes suddenly lit up.

Wu Zeqing had changed her attire, and her hair had been redone. Her entire style was as gentle and kind as could be. The attire he had chosen was well fitting!

He began snapping photos!

Zhang Ye was yearning to do so greatly. As he held the camera, he pressed on the shutter button quickly. Sometimes he would squat down, sometimes he would go behind Sis Wu, taking shots from every possible angle.

Lying down.

Sitting down.

In a prone position.

Zhang Ye suddenly asked, "Can you kneel on the bed?"

When Wu Zeqing heard this, she did not object. She made a pose, "Like this?"

"Yes, yes." Zhang Ye's throat was already dry as he said, "First face me. Hand on the bed, prone on the bed while kneeling. Yes, look over here."

Wu Zeqing followed his instructions, and faced Zhang Ye in a half prone half kneeling position.

Zhang Ye found the scene absolutely breathtaking and immediately clicked the shutter button five times.

Although Wu Zeqing's neckline wasn't too low the sweater was a bit loose. In her current position, the neckline opened downwards, causing her cleavage to be exposed. Traces of a flesh-colored bra could be seen, however, Zhang Ye had intended for this angle and image, so he did not miss such opportunities. After adjusting his angle slightly, he took a few more shots. He then asked audaciously, "Turn around. Right, turn your back towards me."

"OK." Wu Zeqing crawled on the bed a few times and before completing a 180 degree rotation.

This entire process was recorded down by Zhang Ye with the DSLR. When Sis Wu's back was fully facing him, her fleshy buttocks faced Zhang Ye. The skirt was not very loose, and was a bit tight, which resulted in her buttocks pulling the skirt tight. Wu Zeqing was one of the more ample beauties that Zhang Ye had

seen, but she was not fat at all. Her hips and buttocks were wider and larger than Rao Aimin, Zhang Yuanqi, or Dong Shanshan and was probably 3-4 centimeters wider at her hips. If described by the ancients, she was perfect for childbirth.

Kacha!

Her buttocks were captured!

Then Zhang Ye walked forward and knelt beside the side of the bed. He then pressed on the shutter button quickly while very close to Wu Zeqing's buttocks. He could even smell the scent of Old Wu's wardrobe that the skirt emitted.

He really wanted to touch it!

Despite being in such close proximity, Zhang Ye did not have the guts!

Wu Zeqing had seemed to hand him the task of snapping pictures, and did not question him at all.

"Sis Wu."

"What's the matter?"

"Can I get on the bed?"

"Of course."

Zhang Ye purposely took many pictures of her buttocks, before taking off his slippers to step on the bed. He stood near where Old Wu's pillow was and squated down. He then took photos of Wu Zeqing's cleavage from the front. President Wu really seemed like a professional amongst professional models. She did not move at all. She did not even blink. She was very professional.

"It's done."

"OK."

"Let's change the pose. Please sit down. Can you pull up your skirt? Reveal a bit of your thigh, then touch it with your hand."

"This way?"

"Yes, a bit more."

The dress moved up bit by bit, reaching a spot somewhat above her knee. Then, Wu Zeqing placed her right hand on her thigh, which was covered by her flesh-colored pantyhose.

Zhang Ye said, "Your leg should look a bit more natural. Bend it a little."

Wu Zeqing bent her leg, and of course exposed herself once again.

Zhang Ye had intended for this. He got off the bed and half-kneeled. He began snapping and finally, he was mostly done with this set of clothes. All the angles possible had been done. Was this enough? Were they each to return to their own rooms? Please don't stop here! Zhang Ye was already addicted and had

not seen enough. Besides, only twenty minutes had passed. The pictures that were not bad only numbered in the twenties. There were still too few.

Could the scale increase?

If he enlarged the scale, would Old Wu lose her temper?

Zhang Ye struggled with his thoughts for a long while, standing there motionless.

Wu Zeqing was still maintaining her pose and suddenly looked at him. She smiled and said, "Is it done?"

Zhang Ye immediately said, "This attire is mostly done. Well, can you... take off your top?" The moment he said this, he felt his heart rapidly beating. He was afraid that Old Wu would kick him out the window.

But who would have thought that Wu Zeqing would nod slightly after a moment of pondering. "Alright."

Then, Zhang Ye breathed in deeply as he focused. Old Wu really sat up and began grabbing her sweater. She took off the sweater from bottom to top right in front of Zhang Ye. She then left the top at the edge of the bed. Her hair was slightly tousled when she took off her top, so she reached up to comb it again.

Her shoulders were revealed!

Her bra was exposed!

There was no way to hide her stomach!

And the most critical point was that Wu Zeqing was pushing her chest out and combing her hair with her hands up!

Zhang Ye's eyes turned red. He did not blink. Old Wu's breasts were too large. Magnificent peaks were not enough to describe their size. Previously, there was the neckline blocking her cleavage, so it wasn't very obvious, but now, without anything to cover it, that bottomless cleavage nearly frightened Zhang Ye out of his mind. It wasn't as if he hadn't seen the pictures that Wu Zeqing had sent him on the internet. However, those were just pictures. They were 2D, but what was in front of his eyes now was true "3D imagery". That solid feeling was indescribably magnificent!

Very big!

Very ample!

The bra looked like it was about to burst!

There was no need to wait for her to finish combing her hair. Snap! This angle was too perfect!

Zhang Ye did not miss out on this opportunity. He began snapping. When Old Wu was done combing her hair, he went behind her and took a few more pictures from that angle. He then took another photo of Old Wu's head from behind. She had said not to take pictures of her face, but the back did not matter. There was quite a bit of artistry when it came to rear views!

It was a feast for his eyes!

Riches had befallen him!

Zhang Ye was excited and could not stop!

"Can you hold on to something with your hand?"

"Hold onto what?"

"Cough, your breast. Single hand."

"This way?"

"Yes, yes. Great. Can you stroke your hair with your other hand?"

"It's meaningless since there's no face, right?"

"It won't snap that action, but if you stretch out your hand backwards, it would straighten your body, making the feeling better."

"Alright."

Ka. Ka. Ka. Zhang Ye took more than twenty pictures here. He was very satisfied with every one of them. As he sniffed, he was afraid that blood would flow out his nose. As he focused his sights, he took another step further. "Sis Wu, about this..." After hesitating for a long while, he finally blurted it out. "Can you take off your bra?"

Wu Zeqing pulled down the hair along her sideburns and pushed it over her ear. "...OK."

Ah?

Really!?

Zhang Ye stared with his eyes widened.

Wu Zeqing asked, "Is this done?"

"Yes, it's done." Zhang Ye said eagerly.

Wu Zeqing acknowledged, and with a smile, she reached back. After a few seconds of tinkering, the bra on her chest loosened, causing her breasts to sink. However, they did not sink too much. It was unexpected that with her size, her breasts didn't sag at such an age.

"Should I take off the bra?" She asked.

Zhang Ye hurriedly said, "Not yet. It's pretty good with it loose. Let me take a few shots like this." The feeling of it half masking her breasts was very good, so Zhang Ye did not let this opportunity pass and began snapping picture after picture.

Not long later.

Zhang Ye coughed and said, "You can take it off now."

Wu Zeqing comfortably took away her bra and folded it and placed it off to the side. From this action, it could be seen that she was very meticulous and fond of cleanliness and tidiness.

However, Zhang Ye wouldn't care about this at all. His eyeballs were locked onto Sis Wu's breasts. It wouldn't be an exaggeration that they were nearly popping out!

What size was this!?

Without a bra, it was the most obvious.

Zhang Yuanqi, Rao Aimin, and Dong Shanshan all had big enough breasts, but they were no match compared to Wu Zeqing's size. This was a stunning level! And what made Zhang Ye most excited was that Wu Zeqing did not find it inappropriate! She comfortably let him see without a word. How much trust was that!?

"Why?" She asked.

"Ah, nothing, nothing." Zhang Ye hurriedly composed himself.

"Are you snapping it like that?" She asked.

Zhang Ye said, "Yes, this way. Your body should lean a little bit more. Alright, very good!"

"Hur Hur, it's a bit cold in winter. Can we be a little quicker?" Wu Zeqing said.

Zhang Ye immediately nodded. "Alright, it's almost done. Endure a little longer. Yes, the same posture as before. Hold up your chest from the bottom."

"This way?"

"No, left hand holding onto your right side."

"How about now?"

"Yes, perfect!"

Zhang Ye first took a wide-angle shot and then took off his shoes to get on the bed again. As he bent his back while kneeling on the bed. As he approached, he gave a few close up shots. He was barely an arm's length away from Wu Zeqing. He could even see her sweat pores clearly. However, at this moment, only a retard would look at sweat pores! Even a f**king retard knew what to focus on!

It was both big and fair!

Her breasts were perfect!

"You can let go." Zhang Ye instructed.

Releasing it, the breast slumped down before bouncing back up!

Zhang Ye took a deep breath again. He constantly pressed the shutter button, taking pictures of her body!

After about half a minute, Wu Zeqing shuddered, her shoulders shaking slightly.

Zhang Ye knew that she was cold and stopped taking pictures. "Alright, quickly wear your clothes. It's done."

Wu Zeqing grabbed the sweater by her side. She stretched her hands, and without any concealment, she put it over her head. However, she did not wear her flesh-colored bra, and just wore the sweater over. If she wore it this way, her breast would not have a perky shape under the clothes, but would have a different flavor to it. It was nice too!

Wu Zeqing smiled and said, "It's been tough on you Little Zhang."

Zhang Ye reflexively answered, "Not at all. It's just a service for the people!"

Wu Zeqing was amused and got off the bed. She then gestured to Zhang Ye to sit on the sofa in the room. "Here, let me see how the pictures came out. I haven't seen any of the ones we took towards the end."

"Alright." Zhang Ye sat beside her and handed the DSLR over. "Some aren't that good, and I plan on deleting them. However, most of them came out quite well. Choose a few for safekeeping. Most of them are pretty similar. You can choose the best ones from them, while the rest can be deleted."

Wu Zeqing casually pulled a blanket to cover the dress on her thigh. Then flipping through it, she said, "Oh, oh, this is not bad. I'll keep this one. This one can be deleted. This one has a bit of reflection. Oh, this is also very good. Indeed, letting someone else snap the pictures is different. The angles are much better than taking them by myself."

Chapter 382: All Sorts of Things to See!

At night.

It was almost 11 PM.

Beep beep beep. The heater was no longer keeping the room warm enough, so Old Wu increased the heater's temperature. It was not because the room's temperature was low. There was heating, so how could it be cold? The main reason was because the room was on the larger side. Furthermore, Zhang Ye and Wu Zeqing had not been wearing much. Zhang Ye wore a bathrobe while his hair was still wet, while Sis Wu was wearing a creamy white top and a simple skirt, so they naturally felt cold.

As the heater continued providing warmth, it became a lot more comfortable.

Zhang Ye pointed. "Delete this. I didn't manage to delete it just now."

She said, "You aren't in a hurry to sleep yet, right? Let's look at them on a computer."

"Alright." Zhang Ye reacted. "It's too troublesome looking at the pictures on a camera. It's much more convenient on a computer and we can save them directly. We can just delete the bad ones with a click."

"I'll bring the computer over." Wu Zeqing got up from the sofa and brought a laptop with a large screen over. She then switched it on before asking, "Are you cold? Should I give you a coat?"

Zhang Ye waved his hands. "There's no need. The heater alone is sufficient."

Wu Zeqing nodded. She too did not grab a coat. "Then let's drink some hot tea."

The electric kettle had never been switched off since its earlier use, so very quickly, a pot of tea was made. She brought it over and filled up two cups.

"Thank you." Zhang Ye took it from her and then took a sip of it. It gave him a warm whirl, it was nice.

Wu Zeqing also sat down and sipped gracefully. She picked up the notebook computer and placed it on her thighs, and then synchronized the DSLR's SD card. With a few clicks, Wu Zeqing opened "My Computer" very adeptly. She then clicked on the hard drive. There were many folders in it, and each of them weren't small in size. There was a rough value at the bottom of each window. Each was in the tens of gigabytes.

[30 years old].

[Suburbs Tour].

[10 July].

[Alternative].

[On Business in Nanjing, Hotel].

[Various qipao, Collection].

[This year, Autumn and Winter, Home].

There were dozens of folders, each with very succinct labels. Others might not understand what these were, but Zhang Ye immediately understood. These folders that numbered in the gigabytes were all the photos that Wu Zeqing had taken throughout the years. If one had tens of gigabytes of movies, that was already considered quite a lot, but your sister! These were photos. Even if the pictures taken by a DSLR were high resolution, tens of gigabytes was still way too much. Furthermore, this was definitely not all there was. They were the best pictures that Wu Zeqing had been satisfied with. The number of deleted photos and those that did not meet the standards of this photo repository probably numbered above a few hundred gigabytes!

It was too crazy!

Old Wu was a crazy photography demon!

Zhang Ye did not dare to shoot his mouth and just watched from the sidelines.

Wu Zeqing right-clicked and created a new folder. She then changed the name and with a thought, she labeled it: [Before Chinese New Year, Home, New].

"Alright, we'll store it here. Let's take a look." She said.

Zhang Ye helped her choose. "Oh, this picture needs to be included. This...the one with thighs."

Wu Zeqing asked, "Isn't the position of the high heels a bit off?"

"Not at all." Zhang Ye suggested his point of view. "With your shoes at this angle, it will make it look more natural. If it's from a straight perspective, it wouldn't look good. It will look as if you are trying to hard."

She smiled and said, "Alright, then we'll save this one."

As she clicked on it, she dragged it into the new folder.

Zhang Ye continued to give his opinions on these "normal" pictures. He also dared to speak about them, however, when it reached the pictures that exposed Wu Zeqing, he did not dare to speak despite having his ideas. As he was a man, it was too embarrassing to explain.

However, Wu Zeqing asked him even though he did not want to speak.

"Little Zhang, what about this one?" She asked.

"Can." Zhang Ye said in a vague way.

She smiled, "What does 'can' mean?"

Zhang Ye said, "Uh, ahem. Mainly, it's up to you."

She said, "I think it's passable, so I wanted to ask for your opinion, or else why would I get you to help me select pictures? Besides, these were taken by you, so you have the most authority in this matter."

Upon seeing this, Zhang Ye did not stand on ceremony and cleared his throat, saying, "I think this picture is not that good. It's not as good as the previous one. Yes, it's not as good as this one. Your...Your breasts are very pretty, and...and also very, you know. Although the side angle accentuates your figure, it seems a bit, well that, and so I think a front of off-front angle gives a better feel. For example, this one. See how nice this one looks? It's really beautiful." Words that he felt embarrassed to say, such as her breasts were big, Zhang Ye would use words like 'you know' or 'well that' to replace.

Wu Zeqing was not embarrassed, but Zhang Ye was.

She looked at Zhang Ye. "Let's keep both pictures then. I actually quite like this one with the entire body, which you said was average. This is because, I always took them myself, and won't be able to get a picture at this angle, so I will need to keep one."

Zhang Ye said, "Of course. It's just my personal opinion."

Thinking back to the day that he had first met Wu Zeqing on the plane, Zhang Ye had never imagined there would be a day where he would sit at home with Wu Zeqing watching and commenting her revealing pictures on a computer. Zhang Ye had never thought of such a possibility before. Bliss came too suddenly!

One...

Five...

Ten...

Many pictures were saved.

Zhang Ye felt his relationship with Wu Zeqing was taking another step closer. It was much closer than helping her nephew with an endorsement or giving "Ode of Mulan" as a birthday gift in the afternoon.

He stretched his hand to pour some tea. He was a bit tired from watching.

Wu Zeqing was probably not comfortable holding up the computer with her thighs. She then took off her slippers and placed her feet on the sofa. She leaned sideways, and grabbed a small blanket to cover

the two beautiful, pantyhose-covered legs extending out from under her skirt. She then carried on saving pictures to the computer.

"This is nice. What do you think, Little Zhang?"

"Indeed, this one is really good."

"This time we are in agreement. Saving it."

"Hey, this is nice too."

"This? Will it make it seem like my breasts are sagging?"

"How can it be? It's not sagging in anyway. It's just natural gravity, because of it being so big..being so proper in size, it should be like that. It has nothing to do with sagging."

"Really?"

"Yes, believe me. It's really the case."

"But this one also shows a bit of tummy."

"This tummy of yours isn't fat. Revealing a bit makes it even better. For this picture, that tiny bit of tummy makes it just right. It's especially pretty."

"Hur Hur, alright then. I'll save it."

At this moment, Wu Zeqing's new seating posture got tiring again. Hence, she casually lifted up her computer and moved her thighs. Her legs poked out of the blanket and leaned it sideways. This time, she had repositioned them to face Zhang Ye, with her legs inclined towards Zhang Ye. Then she covered her legs with the tiny blanket so as to prevent her feet from turning cold. As Zhang Ye and Wu Zeqing were sitting together looking at the computer, they were definitely not too far apart. The moment Wu Zeqing moved over, she took up some space. Zhang Ye did not find it appropriate to distance himself, as he would not be able to see the screen. As such, Wu Zeqing's feet were touching the outer regions of Zhang Ye's legs.

Just by a tiny bit.

There was a fleeting sense of contact.

Through the bathrobe, Zhang Ye could clearly feel the tiny bit of contact on his outer regions of his thigh. Without a question, they were definitely Wu Zeqing's toes.

"Shall we carry on?"

"Ahem, alright."

"There aren't that many left. These ones should be deleted. The lighting is quite poor."

About twenty minutes later, the pictures had been selected.

Wu Zeqing began to do some management. Those that were supposed to be deleted were all deleted. Some of those that weren't ideal, but she was unwilling to delete because they weren't too bad, she stored them in the 'Alternative' folder.

It was done.

Brought to a successful completion!

Zhang Ye massaged his thighs. It was a bit numb and he decided to bring his legs up onto the sofa. He began sitting cross-legged. However, this movement of his caused his left foot to touch the two beautiful legs that were on his right. Zhang Ye had bathed previously, and other than the bathrobe and underwear, he did not have any clothes on. Of course, he did not wear any socks. Immediately, a smooth feeling came from his feet. It was Wu Zeqing's pantyhose. It rustled a bit, making Zhang Ye's heart turn itchy!

"I'm sorry, Sis Wu." Zhang Ye said apologetically.

Wu Zeqing said with a demure look around her eyes. "It's fine. You cover up too. It gets cold at night." She gently picked up the blanket on her feet and covered Zhang Ye a little. She pulled Zhang Ye's left foot in.

During then, their feet touched once again.

Sis Wu's beautiful feet had been covered for quite long, so they were very warm. Zhang Ye's foot was colder than hers.

"Your feet are that cold?" She sensed it.

Zhang Ye smiled and said, "It's fine. It's because I wasn't wearing socks."

She shook her head. "You didn't want me to get you a coat which I offered just now. Was it because of you getting splashed by cold water when there wasn't hot water just now?"

"I'll cover it myself and it will be fine." Zhang Ye stretched his hand under the blanket, and with the tight confines under the blanket, it was inevitable that his hand would touch Wu Zeqing's feet. The touch from his hand was a lot richer than the feeling from his foot. The smoothness of the pantyhose drilled right from Zhang Ye's fingers and into his heart. He really wanted to caress it.

Wu Zeqing's foot moved. "Hur, your hand is even colder than your foot. How are you to warm yourself up. Move away." She then slid her hands under the blanket. "I'll help warm you up."

Zhang Ye was alarmed, "Don't, don't. That won't do!"

Wu Zeqing smiled at him gently, "What won't do?"

Zhang Ye hurriedly nudged her warm hands away. "It's not appropriate. How can I trouble you? Don't worry about me. I'll warm myself up in a while."

"Enough. it's no big deal." She smiled gracefully and moved Zhang Ye's hands away and then held onto Zhang Ye's bare and cold feet. "Big Sis is probably more than ten years older than you? My nephew is about your age, so you don't have to feel embarrassed. You worked for Big Sis all day, and even gave me

a birthday present, moving things around, and snapped pictures. If you were to catch a cold, I would feel burdened, so don't move."

"Really, aiyah, my feet are dirty..."

"Didn't you just bathe? Hur Hur, it's fine. When my nephew was young, he always stuck close to me. Whenever it came to winter, he would insist I rub his feet."

Her hands were very warm.

A surge of warmth immediately spread through Zhang Ye's foot.

She asked, "How is it? Is it better?"

Zhang Ye said in distress, "It's much warmer. Let me do it myself. You don't have to carry on."

She ignored him and changed the position where she held Zhang Ye's foot. His sole, toes, heels were all warmed up before she said gently, "Put your hands out."

"Ah?"

"I'll rub your hands too."

"There's really no need Sis Wu!"

"Hurry up. Typical colds are because coldness enters through the limbs. If you don't warm them up, you will definitely catch a cold in the morning when you wake up. It's difficult to treat a cold during winter."

Chapter 383: Viewing ALL of the pictures!

His feet had been warmed.

His hands were now warm too.

"Much better, right?"

"Yes, thanks Sis Wu."

"You're welcome, let me get you more tea in a bit."

"OK, I will be fine just by getting some sleep actually."

Zhang Ye looked at at Wu Zeqing, who was his senior not minding the dirtiness, helping him to warm up his feet and legs. He felt embarrassed and especially touched at the same time, because he understood that Sis Wu did not take him to be an outsider. Sis Wu's personality was probably the motherly type who knew how to take care of people. Speaking honestly, from her personality and the way Sis Wu carried herself, it was very difficult to tell that she was a government official. Her personality was too nice, beautiful yet unassuming, holding an important position yet not abusive of her powers, holding onto her views yet not disagreeing with others, gentle, not pretentious, not a showoff, no airs, able to cook, knowing how to take care of others.....

How virtuous!

She's so virtuous all the way to your grandma's house!

The requirements and needs that men searched for in a life partner all basically existed within Wu Zeqing. All of these qualities seemed to be reflected by her!

His hands were getting warmer, but his feet were getting cold again.

Wu Zeqing once again casually put her hands at his feet, while gazing at her laptop, "Today's photos were quite alright, they are all rather well taken. Looks like I found the right guy, hur hur."

Zhang Ye hurriedly said, "Next time if you....Well, you can find me anytime."

"OK, if Big Sis wants to snap some more, I will give you a call." Wu Zeqing said.

As Zhang Ye felt the pair of warm hands on his feet, he wanted to change the subject. Holding the blanket in his hands, he pointed towards the laptop screen's folders, "Are those all the ones taken by you in the past?"

She nodded, "It's all from the past couple of years."

Zhang Ye coughed, "May I see them? Uh, it's okay if it's not convenient."

She smiled and said, "There's nothing inconvenient, which ones would you like to see?"

Zhang Ye thought to himself that it was naturally better to see the ones with lesser clothes on, but he did not say it out, "Anything is fine."

"Sure, I'll let you take a look." Wu Zeqing put her hand on the mouse and clicked a few times, randomly opening a folder. When it opened, many thumbnails appeared and she clicked on one of them, then closed it before opening another one, "These were all taken in the past half year."

Some were taken in the bedroom.

Some were taken in the living room.

Some were taken while bathing.

One of the pictures made Zhang Ye's heart beat faster. It was a picture of Wu Zeqing, either before, during, or after her bath, resting her butt on the sink without anything on. There seemed to be water droplets on her body and using a very dangerous pose with both her legs outstretched, she took the photo of herself through the mirror. This photo was also one of the most daring ones that Zhang Ye had seen so far. Even while chatting with her as Water Lotus Moon, Zhang Ye had not seen a picture so daring. This one had her baring everything!

He nearly got a nosebleed!

When Wu Zeqing clicked on this one, she did not stop at it. She jumped to the next picture very quickly and finally browsed through all the pictures in the folder, "Do you still want to see more?"

Zhang Ye blinked, "If it's convenient, I'd definitely love to."

"OK, then let's look at the next set." She clicked on another folder.

Over 10 GBs of items, numbering around over 3000 photos. Some were taken with a DSLR, while there were pictures taken with a cellphone camera or digital camera, which could be seen from the picture resolution.

As he viewed them, Wu Zeqing said, "This was taken while I was away on business at Nanjing. The hotel was rather nice and the environment outside was also good. There was a small river outside which could be seen, but the hotel windows were tinted in a way so nothing inside could be seen from the outside. Big Sis sat there on the bay window and took quite a lot of pictures that day, Hur Hur. In the past, these pictures were only seen by myself since I couldn't possibly share them with others. You are the first person to see them."

Zhang Ye knew that he was in an honored position. It was also due to the Cupid Sachet that had brought him this luck in the first place. Without that chance encounter of sending the wrong pictures, even if he had gotten very close to Wu Zeqing, Sis Wu would have never shown him these private photos of her.

Zhang Ye stared intently at the photos as he rubbed his hands.

"Your hands are getting cold again?" She was very caring.

Zhang Ye said, "No, no."

She reached out to him, "It's fine, give it to me."

Zhang Ye's hands were held by Old Wu again, as her warmth was transmitted to him. Sis Wu's hands were very soft, just like her body, which didn't feel too tight and could be described as soft. It was soft and tender, and her fingers were long and thin. Holding them felt very comfortable. He was touching her hands in broad daylight! Zhang Ye was enjoying this moment.

Wu Zeqing rubbed his hands while she said, "This one was taken outdoors. It's the garden outside Big Sis' villa. Although it's all villas over here, but further down the road, there are also highrise buildings. There are about 8 of them in this little district. That day, Big Sis suddenly wanted to take photos in the garden, but as it was still daylight, I had to wait for the sun to set before switching off all the lights and going out to the garden. Then using the flash, I captured this image. It was actually quite dangerous at that time, Hur Hur.

The lighting in the picture wasn't very strong as there were no streetlights or moonlight to illuminate her and looked like it just depended on the camera flash. In the garden, Wu Zeqing was sitting on a stone table in the garden, in a cream or yellow-colored bra. The lighting wasn't strong enough and the color couldn't really be differentiated.

Zhang Ye said nervously, "That's really quite dangerous."

In any case, President Wu's photos were really thrilling in that sense!

After about an hour of viewing, Zhang Ye had finished looking through all of Wu Zeqing's pictures. When he saw good ones, he would compliment them, but if he saw some slightly more revealing ones, he would stay quiet. He knew that since Sis Wu liked to take pictures so much, especially selfies, then surely she would like someone to see it. Now that he had become that person, Zhang Ye knew his mission was to speak less and quietly appreciate them.

After viewing everything, it was already midnight.

Wu Zeqing covered her mouth and yawned. Even her yawning looked particularly gentle and elegant.

"You are feeling tired?"

"I am, oh, it's already 12AM."

"Then rest earlier, I will go back to my room now."

"OK, go and sleep then. I will wake you up after I've made breakfast."

"Let me do it instead, I can't keep bothering you with these tasks."

"You can cook?"

".....I don't."

"Hur Hur, then you can just sleep. Go on."

"Oh, sorry to trouble you again, then....good night."

"Good night."

After switching off the computer, Wu Zeqing turned off the bedside lamp and switched a dim night light on before getting into bed.

In the dim lighting, Wu Zeqing looked so perfect that when Zhang Ye saw her, he was even more head over heels for her, but he knew that he shouldn't stay any longer, since she had not taken off her clothes and went to bed. She was just waiting for him to leave. Zhang Ye took one last look at Wu Zeqing's breasts, which looked sizable even under that knitted sweater. He said good night once more and then left, closing the door to Wu Zeqing's room. He rubbed his nose, thinking that the blood vessels in his nose had nearly burst a few times tonight. It was really too seductive!

Chapter 384: The Brain Gold Advertisement that Gets Cursed Badly!

The next day.

9 in the morning.

Zhang Ye's ringtone sounded out, waking him up from under the blankets. He had slept late last night and hadn't gotten enough sleep.

When the first call came in, Zhang Ye turned around, ignoring it.

Only when the second second call came did Zhang Ye stretch out his hand to pick it up impatiently.

"Hello, who is this?"

"Teacher Zhang, its me."

"Who?"

"I'm Wu Mo."

"Oh, CEO Wu, hello."

"Are you still resting at home? Sorry for disturbing you."

"It's fine. Tell me if there's anything."

"The advertisement on Beijing Television Station will play today. The first wave will begin at 11. Then it will also appear in the afternoon and at night. Our company scrimped up some more cash, planning to bet it all on this. We even paid for the advertisement to be shown on other provincial television stations. They will all go up today. As for the internet promotions, it began the day before yesterday. Other than a lack of funds preventing us from reaching intensive penetration, everything else is according to your marketing idea."

"Alright."

"However, that 'scientific editorial' that goes out twice a day did not seem to have any obvious effects. Our Brain Gold sales did not have any significant increases."

"Don't worry. Wait for the broadcast of the advertisement."

"Teacher Zhang, are you sure there won't be any problems? All my wealth is on the line. If this really fails, I will really have to go home and be a garbage collector."

"Don't worry. It won't happen."

"Then...Alright. Rest well."

After throwing his phone to the side, Zhang Ye yawned and slapped his face. Only then did he become a bit more awake. He also did not plan on sleeping any longer since this was not his house. He definitely had to be a bit more restricted in President Wu's house. Hence, he pulled the blanket away and got out of bed, and went to bathroom to wash up. As there was no hot water, the moment his face was drenched with cold water, he was immediately much more awake. Zhang Ye was not unaccustomed to this. As the saying went, it was best to use cold water to wash one's face in a winter morning.

Downstairs.

Wu Zeqing was already up.

"Sis Wu, you are already awake?" Zhang Ye went to the first floor of the villa.

She was sitting on the sofa watching television. She looked over upon hearing him speak. "Hur Hur, I just woke up too. My nephew gave me a call, mentioning the advertisement."

Zhang Ye smiled and said, "He gave me a call too, saying that it would air at 11."

Wu Zeqing asked, "Are you hungry?"

Zhang Ye said, "I'm fine, I'll eat at home, so there's no need to trouble you."

She said, "Aren't your parents at work today? There will be nothing for you to eat at home either, so make do with what I have here. Well, let's eat early and treat it as lunch."

Zhang Ye did not refuse, "Then I'll not stand on ceremony. Your cooking skills are right up my alley. Just thinking about your cooking makes me salivate. I'll eat another meal of yours."

Wu Zeqing smiled and said, "That's all that matters if you like it. If you aren't satisfied with anything, you can give me suggestions so that I can improve. You sometimes don't mean what you say."

Zhang Ye said exasperatedly, "No, it's really delicious. I'm not trying to curry favor with you."

Wu Zeqing chuckled. "Alright. Take a seat. I'll prepare lunch. If you want some tea, pour it yourself. If you want to watch TV, go ahead and change the channel. Make yourself at home."

Zhang Ye wanted to help out, but was rejected by Wu Zeqing. She was adamant about not letting him do anything. Zhang Ye could only sit on the sofa watching TV. From time to time, he would glance at the beautiful figure busying herself in the open kitchen. Wu Zeqing was wearing a white sweater. It had a wide and plump style and was not furry. It had a lot of leeway. Her pants were an ordinary whitish-gray pair of slacks. She was very suitable for such pale, light colored clothes, as it made her have an endearing temperament. She looked very gentle with her flowing hair. Hey, let's stop talking about it!

Washing the vegetables.

Cutting the vegetables.

This scene was like a piece of art.

Be it her work or cooking, Wu Zeqing did things very calmly. She was the kind that did things neither too fast nor too slow. She was never flustered and did things prim and proper.

She was done cooking.

The two of them began eating.

"Oh! Delicious!"

"The fire was a bit too big for the potatoes. It wasn't done well."

"Not at all, this level of heat is perfect. It wouldn't be nice if it's too crumbly."

The television was always on Beijing Television Station. Suddenly, a familiar jingle was heard.

Zhang Ye's ears perked up when he heard it. He cleared his throat and put down his chopsticks, immediately looking at the TV screen. "Sis Wu, it has begun. This is the commercial."

Wu Zeqing also turned her head to look at it.

The commercial was aired right after a Beijing Television Station entertainment program which had pretty good ratings. The time slot was also not bad. Immediately, there were two characters Zhang Ye was familiar with on the screen. One was an old man, and another an old woman. This was designed by a professional according to Zhang Ye's requirements. It was nearly produced in the exact same fashion as his world's "Brain Platinum" television commercial.

The moment they appeared, the two old animated characters began dancing.

"I will not accept any gifts this year!"

No gifts accepted, no gifts accepted! No gifts accepted, no gifts accepted!"

"The only gift I will accept is Brain Gold! Brain...Gold!"

The final scene was Zhang Ye holding Brain Gold's commercial logo. It was about a second long. Zhang Ye's picture was fleeting because in the next moment, the commercial ended.

Wu Zeqing did not speak a word.

Zhang Ye coughed and said, "Was that OK?"

She asked, "You only have that one shot?"

Zhang Ye acknowledged, "The main focus wasn't supposed to be me."

Wu Zeqing laughed, saying, "I won't evaluate the commercial. I don't have much prior knowledge on this subject. You are the professional in this area. You have done a few commercials, and all of them have been successful. You naturally have much more say and authority than others. Since you planned on doing it this way, you definitely have your reasons. Here, let's carry on eating."

Upon hearing what she said, Zhang Ye started to feel the pressure. "Actually, I only am 90% confident. There is always a 10% chance of uncertainty. You can never be sure of some things."

Wu Zeqing comforted him. "I've seen a poem before, called 'In Future We Trust'. I heard it even saved a life. That poem was written by you, right? I think it was very good. Believe in yourself. You have the strength and the ability. What should be done has been done. Doubt and fear do not help you in any way. Even if Little Mo's company goes bankrupt, it is also due to his mismanagement as he lacks talent in business. It had nothing to do with you."

It may be the case, but if it was any other company, Zhang Ye would have just been their spokesperson and not worry about anything else, but this time, it was different. It was Wu Zeqing's nephew's company, so Zhang Ye was naturally very concerned about it. He would not fool or joke around with such matters.

Let's hope so!

Let's hope the trajectory would be the same as his worlds!

After the meal, Zhang Ye insisted on washing the dishes, but was still pushed away by Wu Zeqing once more. Helplessly, he could only symbolically wipe the table and had nothing left to do. After bidding farewell, he drove home himself.

.....

At home.

His parents were not around, as they were at work.

Zhang Ye did not sit idle. The moment he returned home, he switched on his computer to check the situation with the promotional strategy that he had designed. He was too busy to keep up with it over the past few days as he was busy. He did not worry too much about it, but after snapping pictures for Wu Zeqing last night and seeing so many pictures he should not have seen, upgrading their level of

intimacy, Zhang Ye became more concerned. He did not dare to be sloppy about it. He read all the editorials and the internet publicity. Indeed, they were executed according to his instructions. However, his world's "Brain Platinum" went through a gradual process. It had undergone a long period of accumulation. However, Brain Gold did not have as much time to set up the process. They could only bombard with greater intensity, adhering to the core ideas. It was as intensive as the commercial could be. It managed to be just in time for the Chinese New Year season. Tomorrow was Chinese New Year's Eve, so it was at an opportune time! Success all depended on this moment!

Pit-a-pat. Zhang Ye began typing and according to the 'specimen' of his previous world, he typed out a few editorials and sent it to the advertising company, letting them implement it as soon as possible!

By chance, Zhang Ye clicked on Weibo and caught a glimpse of the comments regarding Brain Gold. Without counting, ten out of the ten comments were all cursing!

"Pfft! What is this!"

"I feel like my eyes have been blinded!"

"What sort of retarded advertisement was that!?"

"Brain Gold? I think you are Brainless Gold!"

"F**k! Why is Teacher Zhang's figure shown right at the end of such a crappy advertisement? It can't be! This does not conform to Teacher Zhang's overall image!"

"I'm wondering why too. Why did Teacher Zhang endorse such a health supplement company? It's such a knock off! It's too shitty! Teacher Zhang did not look at the advertising content when he took on the endorsement?"

"Was Teacher Zhang scammed?"

"I think so. The advertising company probably fooled Zhang Ye!"

"Even video websites have this Brain Gold commercial! It's a trap! I've nearly been brainwashed! How can there be such a rubbish commercial?!"

Suddenly, someone revealed insider news: "Zhang Ye was not scammed. I know someone from this advertising company. According to reliable news, this commercial and the series of promotions were all planned by Zhang Ye alone. They were only executing it to his standard. This endorsement was not a result of forcing Zhang Ye!"

"Ah?"

"That's not true, right?"

"It's true. I actually heard that too!"

"Impossible. Everyone knows Teacher Zhang's commercial planning skills. Be it the electricity conservation or 'I'll speak for myself', they were all top commercials in the industry. They would likely be placed into education textbooks in the future. With Zhang Ye's ability, how could he possibly have come up with this crap?"

"Can this even called a commercial? I'm almost crying from watching it!"

"Exhorting the television station and websites to stop broadcasting this commercial! My ears!"

"I will not accept any gifts this year, the only gift I will accept is Brain Gold! I can f**king sing it already! I'm shocked that such a brainless commercial is so catchy!"

"What has Teacher Zhang done!?"

"Zhang Ye has come up with another a mind-blowing move!"

"Haha, I'm delighted to see this. I'm waiting to see a fool made of someone!"

"Does Zhang Ye think he is too popular? He's trying to disperse some of it?"

"No matter how high the endorsement fee given to Zhang Ye was, such a crappy commercial should not be accepted. This is killing the golden goose! It will decrease his popularity! Is Zhang Ye dumb?"

"This commercial was produced by Zhang Ye. Who knows what he's thinking?!"

On the entire internet, be it Weibo, Tieba, or discussion forums, discussion about the product "Brain Gold" appeared beginning in the morning. And no one praised it. Yes, not a single one. Everyone was cursing at it. In the history of advertising, this could also be considered a miracle!

Chapter 385

Afternoon.

Zhang Ye and Wu Mo had an exchange over the phone.

Over the phone, Wu Mo sounded like he was about to cry. "Brother Zhang, you are my true bro. Didn't you say that this commercial would be fine? Why is all of society cursing at it!? Just visiting any website or opening Weibo, there are only comments cursing our company's product. Our Brain Gold is completely infamous! The editorials actually had some effect, but now, our fame and reputation is completely ruined!"

Zhang Ye smiled and said, "Rest assured CEO Wu."

"Can I really?" Wu Mo asked anxiously, "How do we carry on promoting now? There's no way of promoting it in any other way. There's also no more time left. We can't reverse this terrible situation! You might not know. Even other health supplement companies, who are also trying to advertise during the festive period, are all laughing at us!"

Zhang Ye said, "Look at the sales."

"It's already been cursed so badly. If the sales are good, I'll cut my head off!" Wu Mo asserted.

Zhang Ye was at a loss of whether to laugh or cry as he said, "CEO Wu, it's Chinese New Year. You shouldn't say such words. Actually, I wasn't too sure this commercial would work previously, but now, seeing so many people curse at it, I'm already 99% certain that everything will be fine. We are not afraid of being cursed. The more curses, the better!"

Wu Mo said, "Ah? Why so?"

Zhang Ye said, "I have a suggestion now. That is to continue producing the product. Produce as much as you can. Replenish the stockpiles, or you will miss out on a huge opportunity."

"Replenish some more? We already have a lot in stock." Wu Mo said.

Zhang Ye said firmly, "Believe me. This is all temporary. I dare assure you that from today onwards, Brain Gold's sales will absolutely have no competition!"

Outside.

The sound of keys jingled. It must be his parents returning home.

Zhang Ye hurriedly said, "I still have something on, so that will be all CEO Wu." Hanging up, he went out the bedroom and saw his parents enter the house. "You're back so early?"

Dad took off his shoes. "It's the eve of Chinese New Year tomorrow, so we were able to get off work early today."

Mom did not look pleasant. "Why didn't you come home yesterday?"

"Hai, I drank too much and ended up sleeping at a friend's place." Zhang Ye brushed it off with a vague statement.

The television was still on. At this moment, Brain Gold's commercial aired once again. The sound attracted his parents' attention as they turned to give it a look.

Mom said in a speechless manner, "What sort of retarded commercial is that!?"

Dad also said, "The quality of advertisements these days are getting lower and lower! Anything can be aired by television stations these days. Aren't they afraid of ridicule?"

Zhang Ye: "..."

Finally, the scene cut to Zhang Ye holding up Brain Gold's logo.

Mom was momentarily stunned. "Son! Why did you appear in the commercial!?"

Zhang Ye said with a wry smile, "Didn't I tell the both of you last time? I am endorsing a health supplement company. It's this Brain Gold."

Mom was dumbfounded as she said, "You planned this commercial?"

"Yes, it was planned by me." Zhang Ye said.

Mom could not stand for this. She immediately began lashing out at her son. This time, Dad stood on Mom's side. They began nagging, saying things like how he as a host. A layman should not do commercials or things like how producing such a crappy commercial was scamming the health supplement company. Mom was very greedy, but was also a honest person. For her son to take so much in endorsement fees from them to produce such a commercial, it was not worth the price of over a million. Mom also felt bad about it. There was no need to mention Dad. Dad was a person who had worked hard for all his life. He was never covetous of small gains. He did not take a single cent from his office, so he could not accept this!

Dad reprimanded him. "You are causing them harm!"

Mom said with worry, "If their company goes bankrupt, they will definitely sue you."

Zhang Ye could not explain it to them. "Aiyah, Dad, Mom. You are overthinking it. Don't worry with how I do things. I have an idea. Right, tomorrow is the eve of Chinese New Year, I'll go out and buy some things. I need to bring it to both granny's place. I'll be heading out." He took the opportunity to escape.

.....

Supermarket.

There was a large store downstairs.

Zhang Ye wore shades and a face mask and pushed a cart in the shopping district. He began to pick things out to buy, such as fruits, cigarettes, and wine. He got a bit of everything. These things were all essential.

Suddenly, he saw Brain Gold's shelf!

There were seven or eight youths standing there, looking through it.

"This is the Brain Gold from the commercial, right? The packaging isn't too bad."

"I also saw the commercial. Many people on the internet were discussing this health product. It's pretty hot right now. I'll buy two boxes for my parents."

"Is this thing really effective?"

"It should be. I saw some reports on the internet saying that there's something very important for the brain. It needs supplements for it. It has something to do with memory loss while aging."

"Oh, then I should buy two boxes too."

"Why is it so expensive?"

"Good things are naturally expensive. It's only once a year anyway. We'll buy it."

"Forget it. I'll grit my teeth and buy it. You're right. It's just once a year. It wouldn't cause too much pain for my wallet. It's for the elders anyway."

A few people walked past and more than ten boxes of Brain Gold were removed from the shelf.

Not far away, a few people inquired with the supermarket staff.

"Big Sis, is there Brain Gold?"

"Yes, it's over there."

"Thanks!"

"This Brain Gold is selling out pretty quickly. It's almost sold out in a single afternoon. You should buy it early. I think we'll be out of stock by night fall. It's the Chinese New Year after all, so gifting these types of things to your elders are the best. It's something worthy enough and has health effects."

"Alright, then I need to rush to get a few boxes!"

"If I get more, can I get a discount? My Mom heard from a neighbor that she saw some article on the internet. She specified to not give anything this year but Brain Gold."

"Oh, it currently isn't being discounted."

"Alright then. I still need to buy them, even if there are no discounts. Hai, the elders have already spoken."

As Zhang Ye pushed his cart past it, he noticed that the number of Brain Gold boxes left on the shelf numbered less than twenty. The other 90% of the space was empty, apparently bought out by others. He was not surprised. He smiled and carried on moving forward to buy his things. The health supplement industry was very intense. It was more obvious during festive seasons. What was typically most important about health supplements? Firstly, the effects. Since it had received the nation's approval, it must have some effect. Furthermore, these sort of things were not regularly bought. Commoners could not afford to eat this every day, so they were not very familiar with the effects, so what did they rely on? And what did they make their choice based on? Zhang Ye's commercial gave an answer!

From promotions!

From planning!

The health supplement's commercial was different from the typical daily supplement commercial at its very core!

Everyone was cursing at it? Zhang Ye was not afraid of that at all. It was better with more of such criticisms. This was an embodiment of popularity. He was afraid that when the commercial dropped, it would not result in even the tiny ripple. That would really be hurting! Zhang Ye was in the entertainment industry, so he knew this rationale. Wasn't popularity that resulted from being cursed at still popularity? It was too! Just like his world's Brain Platinum commercial, wasn't that commercial also cursed at, but in the end, what happened? Brain Platinum's sales surged! And Brain Platinum company did not change their commercial after all these years! It was always that "I will not accept any gifts this year"! Just this line alone made everyone think that this brainless commercial would go down the dark path of death!

But why did they dare to carry doing so? It was all from their great market sales!

Although people were cursing at it, everyone still bought the products after cursing!

Deciding if something had truly worked was proven by market and sales, and not the voices of people. If they listened to the so-called voices of everyone, the Brain Platinum from Zhang Ye's world would probably not have hit such a large scale.

This matter seemed somewhat contradictory, and was quite strange, but that was what happened. What people said didn't reflect what they did. As people cursed at Brain Gold's commercial, it did not prevent them from buying a few boxes for their parents and elders.

When it came to commercials, it was a profound art. Zhang Ye was not a professional in advertising, and for the core concepts, he was actually only able to ambiguously understand it. He only understood what

contributed to the current situation. Firstly, brainwashing. Secondly, using the festive season card. Thirdly, using the parents and elders card. In a single day, the commercial was already so hot. Its visibility was also increasing. What was the most important when giving gifts during the holidays? It was all about giving something substantial, something healthy. The most important thing was giving face. If you gave a health supplement no one knew about, it would seem weak. With Brain Gold suddenly appearing, it immediately took over all the chances for the health supplement market to promote their brand. Its sales naturally increased as a result! There were even children who did not know what to gift for the holidays. After seeing the commercial, they were given an inclination and subtle hint that if a gift were to be given, it should be Brain Gold! They did not need to wrack their brains over it, allowing them to choose their gift immediately!

Zhang Ye deliberately waited for a while. Twenty minutes later, he walked past the shelf again, and the Brain Gold here was already emptied out! There was not a single box left. It was all sold out!

Then, he saw a few supermarket staff rush over, moving boxes over. They then places boxes of Brain Gold onto the shelf. Apparently, they had just received the goods. Wu Mo's company definitely made a return!

"It sold so fast?"

"I'll have a box too!"

"It actually doesn't look bad. I'll buy some for my Dad!"

Many people saw how well the sales were and also bought it!

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The other supermarkets, other exclusive retailers of Brain Gold, online shops, and in various provinces and regions, such a miraculous scene was constantly repeated!

"It's sold out?"

"I just saw the commercial and came. Why is it out of stock already?"

"I even told my family I'll buy them gifts."

"Everyone, please wait a moment. Brain Gold is currently in short supply. We have contacted the supplier and the goods will be delivered soon. Please wait another ten minutes!"

.....

In Zhang Ye's world, someone had once mentioned that for Brain Platinum to have today's scale, creating a legend of the present, it was all a result of that brainless commercial!

In the past, Zhang Ye felt it was a bit too exaggerated.

But now, it did not seem exaggerated in any way!

Chapter 385: Completely Sold Out in the Supermarkets!

Beijing.

Brain Gold Company Headquarters.

Wu Mo sat in his office, depressed. On the display screen were all sorts of cursing at the commercial they had paid an arm and a leg for. He flipped through it from top to bottom and from left to right. He was stunned that there was not a single message or comment of praise to be seen. Not a single one! His heart hit rock bottom!

My company is done for!

He was going to go utterly bankrupt!

Health supplements were not easily approved. Wu Mo had started from scratch, spending a lot of time trying to get the right to sell the product, but today, everything had come to an end. He lost his last bit of hope on the final bet that he made. His face was ashen!

Everyone in the company was pretty much in the same mood. The employees had all seen the commercial. In the beginning, they did not understand the commercial's content, but after watching it, they were completely dumbfounded.

"This commercial..."

"We're finished. The company is doomed."

"Hai, everyone be prepared."

"There's no need to prepared. I've already packed my things."

"My Mom helped me find some job in finance by pulling some strings. I'll be starting work there next week. Everyone, seek out your future path."

"I heard this commercial was produced by Zhang Ye? That's all the ability he has?!"

"Wasn't it said that Zhang Ye's commercial planning was top of the industry? Why did he produce such a trashy commercial? Let's not even talk about the others, even I think it's brainless!"

"Hai, CEO Wu is nice to us. If the company doesn't go bankrupt, I really want to carry on working here."

"Me too, but there's no other way. The company won't be able to operate any further. Who will give us our salaries?"

However, just as everyone was preparing to wait for the bankruptcy notice, the company's phones suddenly began ringing. The moment one rang, a few more rang!

Ring, ring, ring!

Ring, ring, ring!

Ring, ring, ring!

It sounded like a concert!

"That gave me a fright."

"What's the situation?"

"Why are there so many phone calls?"

A female employee picked up the phone listlessly. "Hello, this is Brain Gold Health Supplement Company...Ah? What are you saying? Chenfeng Supermarket wants to reserve 200 boxes? Are...are you sure? Really 200 boxes...Ah, no I don't mean that...Alright, alright, alright! I, we'll immediately move the goods!"

The other employees encountered similar situations. "What? Reserve 500 boxes of Brain Gold?" After hanging up, he turned around to look at his colleagues, stunned. "This...This isn't some scam right?"

An old employee hung up the phone in shock, "I have Yonglian Supermarket over here! They want a total of 2000 boxes of Brain Gold to be shipped to all the Yonglian supermarket chains in Beijing! Holy sh*t, 2000 boxes!"

The female employee also cried out. "Madness! This bunch of people must be mad!"

.....

Wu Mo's office.

A department head rushed in without knocking on the door. "CEO Wu!"

Wu Mo was very easy going with his employees and was not bothered about it. "Old Zhang, what's the matter? You nearly scared me out of my wits. Are you here to tender your resignation? It's fine. I'll approve of it."

Old Zhang pointed outside, panting. Clearly he had run upstairs with a single breath. "Br...Brain Gold...Phew...is selling like hotcakes! !"

Wu Mo said in amusement, "What are you saying?"

Old Zhang said agitatedly, "It's really selling like hotcakes! We just received orders from eleven large supermarket retailers! We have also received calls from 57 smaller supermarkets around the country and reservations from individuals and online stores! In the past ten minutes or so! We have received reservations numbering a total of 38,000 boxes! And it's still increasing!"

Wu Mo leaped up on his feet. "How is that possible!?"

Old Zhang trembled and said, "CEO Wu, what do we do now? I've never seen such momentum. The employees outside are all flustered. They think it's a scam!"

"I'll take a look!" Wu Mo charged out and said, "Contact the other shareholders! Get everyone here quickly! Also! Contact the factory! Produce goods overnight! The machines are not to be stopped! Procurement of the raw materials are to be restarted! Regardless if this matter is the truth or a lie, we should produce at maximum production! Take out all of the goods we have stockpiled! We must ensure a constant, steady supply!" At this moment, such courage was needed!

.....

At night.

The sky turned dark.

Zhang Ye returned from shopping.

"Dad, Mom, I'm back."

"Hmph, wash your hands and get ready to eat."

"I bought you some things. Take a look."

"Put it aside. I'm still cooking and can't leave."

"I'll help you. It's not a problem for me to cut some vegetables."

"Enough. The vegetables you cut end up looking like scraps for a dog. Stay aside."

Mom and Dad exiled Zhang Ye from the kitchen. As he smiled, he put down his things and waited for dinner. The cursing on the internet, as well as the specific sales situation of Brain Gold, had nothing to do with him. Now, he was at home, thinking of having a good meal. He had been in Shanghai for such a long time, and then busying himself at Peking University to teach. Although he was at home daily, he did not spend much time with his parents. Without returning home last night, he had infuriated his Mom. Zhang Ye knew very well that Mom was not being intrusive on his whereabouts, but because she knew he would return to Shanghai for work after the Chinese New Year. It was unknown when he would return again. There were only a few more days left for him to stay at home and spend time with them. Mom wanted Zhang Ye to stay at home to chat with them. Even if they didn't chat, just eating a meal and watching together was a kind of warmth.

Ring Ring. He received another phone call.

Zhang Ye had received numerous phone calls already.

This time, it was Yao Mi's father, Yao Jiancai. "Hello, old bro Zhang. I'm Old Yao. You..."

Zhang Ye cut him off with a laugh. "Old Yao, don't speak. Let me guess. Are you going to ask why I was so stupid to take on this crappy advertisement?"

Yao Jiancai was momentarily stunned, "Yeah, how do you know?"

Zhang Ye said with amusement, "You are the eighth person to call me this afternoon. All of you said the same thing. Can you say something fresh to me? Also, this advertisement and the series of promotions were all planned and supervised by me. Don't you say crappy advertisement, I don't like hearing that."

Yao Jiancai nearly fainted. "Damn you rascal. It was really planned by you? You sure are good. I'm really amused watching this crappy advertisement. I can already sing it. I've seen shitty advertisements, but I have never seen one as shitty as this before!" He was old friends with Zhang Ye, so he did not care if Zhang Ye liked hearing what he said. He still hung the words "crappy advertisement" on his lips. "Haha, anyway be careful. I heard SARFT is planning on a new stringent policy. Everyone is worried. You sure are good. You dare to commit such things despite the prevailing wind. Such low quality commercials are probably included in the crackdown."

Zhang Ye was speechless. "Don't worry. It will be fine."

"As long as you are aware of it. My daughter is waiting for me to eat dinner. Bye." Yao Jiancai said.

After hanging up, Mom brought the dishes out. "Why are you busier than the country's president?"

Dad smacked his lips and said, "Our son is busy with work. Look at you, profiting from the toil of others."

Mom retained some of her anger and said, "He produced such a crappy commercial, and you call that busy with work? Just now Mengmeng's mother called, saying everyone on the internet is scolding our son!"

Dad frowned, saying, "This money sure wasn't earned without guilt."

Mom tsked. "He just had some fame and reputation, but has thrown it all away with his own hands. Who would dare ask you to be a spokesperson in the future!?"

The two elders were still unhappy.

Zhang Ye chuckled and wasn't mad. He picked up his cellphone and said, "Mom, look. I'll switch off my cellphone, alright? I won't be going out for the next few days. I'll accompany you to spend the Chinese New Year with you guys. I'll follow wherever the two of you go. I will not have any objections, alright?" Then he exclaimed in an exaggerated fashion, "Hey! Did you fry chicken wings? Great, I love eating those! This color, with some redness in the white, and some white in the redness. Its fragrant, fatty, but not greasy. It's too perfect! Only my Mom could make something that tastes this good!"

Dad: "..."

Mom was so infuriated by him that she chuckled. "You only know how to flatter!"

Twenty minutes later, all the dishes were served and they began eating.

Zhang Ye could not wait and began using his chopsticks. "It's such a feast today. Let me try it. Wow, this is delicious. Hey, this is also delicious!"

Just as they were half-done with their meal.

Brain Gold's commercial appeared on the television once again. It seemed like Wu Mo did not just buy a single time slot, but bought an entire package. Maybe there was complimentary time given. He had invested quite a lot. No wonder he placed so much emphasis on this commercial production back then. A majority of the company's funds had been invested into this!

Dad said, "In a while, give a phone call to the company you are endorsing. Apologize to them. In the future, just be a host. You are prohibited from doing commercials."

Mom asked, "They won't ask for a refund, right?"

Dad said, "A refund would only be right. We scammed them terribly!"

Zhang Ye could do nothing about it, nor could he explain it to them properly. "Dad, Mom, you don't have to worry so much. Let's eat and not think about other things."

Suddenly, the doorbell rang.

Ding Dong, Ding Dong. It was unknown who it was.

Mom put down her chopsticks and pushed the chair aside with her leg. She went over to answer the door. "Who is it?"

When the door opened, the figure of a youth appeared. "Excuse me, is this Teacher Zhang Ye's house?"

Mom was stunned and said vigilantly. "Yes." Could it be a fan?

The youth was holding all sorts of packages in his hands. There were fruits and supplements. Upon hearing this, he placed the items on the ground and grasped Zhang Ye's mother's hands. He excitedly said, "You are Teacher Zhang's mother?! You look so alike! Only a beauty with a temperament like aunt can produce such a talented son like Teacher Zhang! I have longed wanted to visit you and uncle. Today's meeting really tells me you are equal to your reputation!" Then he hurriedly picked his items up once more. "These are for you and uncle. Just a few gifts, nothing worth much. This is my New Year's greetings!"

There was flattery.

There were gifts.

Mom was a bit in a daze. "Who are you?"

Zhang Ye peeked his head out. "Hey, CEO Wu, why did you come?" Then he said to his parents, "This is CEO Wu Mo. He is Brain Gold Health Supplement Company's major shareholder."

Aiyah!

Speak of the devil!

Dad and Mom were already feeling guilty. They had just mentioned this matter and now the person in question had come to their house. Was he being courteous first before he went to arms? By giving some gifts first courteously, was he going to hire a lawyer to force their son to refund the endorsement fees?

Chapter 386: Brain Gold is Selling Like Hotcakes!

It's over!

Things were going bad!

Mom's nerves tensed up.

Dad also could not sit idly. He rushed out and said, "Why did you bring so much? Take it back. We don't lack this type of stuff at home."

Wu Mo hurriedly said, "Uncle, this is just a token of my appreciation."

"Come in first. Come in first." Mom realized that there was no way to dodge the problem at hand. Hence, she brought him in and closed the door. Such ugly matters was not something they wanted their neighbors to hear. Old people wanted to save their face.

Zhang Ye asked in wonder. "CEO Wu, how do you know my address?"

Wu Mo said, "When I called your phone, it was switched off, so I asked my aunt, getting her to find your address through the Peking University registry."

Dad and Mom perked up their ears. See, take a look! He chased you to our house!

Zhang Ye exclaimed. "You must be busy now, why would you come all the way here?"

Wu Mo excitedly grabbed Zhang Ye's hands. As he held it, he shook it forcefully, "No matter how busy I was, I had to come! I'm here to...ask for your forgiveness!"

Ah?

Forgiveness?

Wasn't he here to demand an answer for the wrongs that had been done against him?

At this moment, Mom and Dad were dumbfounded!

"Don't say that. Don't say that." Zhang Ye was spooked as he shook his hands hurriedly.

Wu Mo refused to let his hand go and continued shaking, saying, "I was really dumb. Truly, from your fame in the advertising industry, and all the results in the past, I should never have doubted you. I even angrily called you on the phone the past few days. I even said some words out of anger today. Don't bother with the likes of me, Teacher Zhang. I'm younger than you and just started this venture. I didn't know anything, so please don't bear a grudge for the things I wrongfully said to you."

"It's not that serious." Zhang Ye said, "CEO Wu. You are too courteous. It's expected that you are worried about your company's product. Furthermore, I wasn't that confident in it either."

Wu Mo exclaimed, "No one would have expected such a miracle!"

Mom was stunned. "What are you talking about? What's going on? Isn't that crappy commercial not okay?"

Wu Mo immediately said, "Auntie, with Brother Zhang doing it personally, how can it be not okay?! That commercial is not some crappy commercial! It's a history creating commercial! Do you know? From this afternoon, a few hours after the first airing of the advertisement, our company has constantly received phone calls from all over the country. They were about rushing us for goods. In the past, some of the supermarkets which could not sell the Brain Gold products had planned on returning it, but decided against it. Not only are they not returning it, they are bulk purchasing it. Our Brain Gold product has been selling like hotcakes since this afternoon!"

Mom said with trepidation, "Such a thing really happened? That crappy advertisement was okay? What taste do people have these days? Ah, I'm not criticizing you, Little Wu."

"It's fine, Auntie." Wu Mo laughed and said, "This time, it was all thanks to my Brother Zhang! If not for him, our company would definitely have gone bankrupt! Now, it is back from the dead! And not only is it revived, if this carries on, the sales in the future might be impossible to imagine!"

Zhang Ye said politely, "It's due to your company's products being excellent in quality."

Wu Mo disagreed. "It's not about quality and function. It's useless even if the product is useful. It's all about promotional campaigns! It's too heaven-defying!" Upon saying this, Wu Mo took out from his bag and flipped it open. He laid out a contract on the table and found a contract they had signed before. He

then tore it apart in front of Zhang Ye and his parents. "Brother Zhang, tear the copy of the contract you have."

Mom said in fright, "What's this about?"

Zhang Ye did not understand either. "CEO Wu, what's the meaning of this?"

Wu Mo said, "The endorsement fee we agreed on from before was too low. It's so low that I can't face you if I give it. We need to sign a new contract. I'll give you three million for a year's worth of endorsement and advertising fees!"

Three million?

This was clearly no longer the endorsement fee commanded by a C or D-list celebrity! This price was not at the S-list level yet, but was definitely at the price of an ordinary A-list celebrity!

Zhang Ye upheld his principles. "No way. We've already agreed on it."

Dad supported him. "Yes, we can't change things that have already been settled. This is honest..."

Mom silently kicked her husband's leg and leered at him, prohibiting from saying another word.

But Wu Mo said, "You need to sign this new contract, otherwise I won't be able to answer to my aunt. The endorsement fee that I had agreed on earlier was not a lot to start with, and I understand that you agreed to do this for me only because of my aunt. Now that the company is experiencing a turnaround, you are a main contributor of it all, and so I definitely have to compensate you the deserved amount. Ignoring anything else, just the fact that you were willing to use your endorsement fee to invest into the marketing budget alone with the option of paying you back in installments, anyone could see that you had the interests of our company at heart. This is why I have to handle this properly, because other people who do business talk contracts and money, but I'm not the same. I talk relationships." Handing him the contract. "The new contract has already been drawn up, so take a look. You have to sign it today no matter what. The endorsement fee of 3 million is written and will be paid out within a month!"

Zhang Ye did not look at the contract. He handed it back and said, "I can't sign it. Let's do it as we agreed before. My dad is right, this is the most basic trust in an agreement."

His father nodded.

His mother winked at him and said, "Son, look. Little Wu's explanation is quite...."

"Mum." Zhang Ye smiled bitterly. Just a while ago, his mother was still under the impression that he had caused their company to lose money and had scolded him, but now, when she knew that their company was making a big profit, she was becoming greedy.

Wu Mo simply said, "If you don't sign this, I won't be leaving today." Then he sat down.

Zhang Ye was almost speechless, "We're about to have dinner. CEO Wu, why don't you have some too, we can talk while we eat."

"Heh, I really haven't had anything to eat yet. This is auntie's cooking, right? It looks really delicious. It looks like I am in for a treat today." Wu Mo did not stand on ceremony and just sat down to eat.

Mom beamed, "Little Wu's mouth is so sweet. Here, have more."

Wu Mo said while he ate, "Brother Zhang, the contract I have is not for nothing too. I've added a condition behind regarding future endorsement and advertisement production, such as the change of commercial in the later half of the year? And things like next year's renewal of contract? Unless there's some mitigating circumstances, we have to renew the contract with you. Of course, this is not included in the 3 million endorsement fee for this year. If there is a need to change the commercial and your endorsement for next year, we will discuss your fees again when the time comes. It might not be 3 million if you become an A-List celebrity by next year. If it's still 3 million next year, even I wouldn't dare to give that to you no matter how thick my skin is. We will definitely need to discuss the terms again when we renegotiate the endorsement contract."

His mother answered like she understood, "That is good, that is good."

His father hit the table and said, "What's so good? Just eat. Let our son decide his business matters on his own."

Zhang Ye was very practical too. If it were anyone else, he wouldn't say too much, but since Wu Mo was Wu Zeqing's nephew, Zhang Ye did not hide anything, "CEO Wu. President Wu has always treated me very well and I feel indebted to her. If there's anyone I wanted to cheat, it would not be you. We can talk about this openly. This commercial does not need to be updated or changed, even after one year or five years, you can continue using the same commercial. It will not go out of style, so don't worry. Of course I can't guarantee that you can use it forever, but in the next five years at least, there shouldn't be any problems, so there's also no need for me to give you a new advertising proposal."

Wu Mo considered for a while, "Use it indefinitely?"

"Yes, keep using it. As long as the sales do not drop significantly, keep using it until it is no longer profitable." Zhang Ye's advertising experience was actually lacking, but his advantage was the experience and knowledge from his previous world. In this, no one could possibly understand better than he could.

Wu Mo nodded, "OK, I will do as you say!"

Zhang Ye said, "Then there's no need to mention the contract anymore."

"No. If this is the case, then that is all the more reason we need to re-sign this contract. For you to tell me all that honestly, it means that you trust me and don't take me for an outsider!" Wu Mo laughed and said, "Besides, your commercial can be used forever, so how can we just pay you for one year's worth. You are gonna get me blamed by everyone. If there are any marketing strategies that we need to tweak, I will still need to seek your advice."

Zhang Ye felt that it was not a big deal, so he said, "I will advise you without a fee."

"That's not right. If you say that, I wouldn't dare to trouble you in the future." Wu turned serious and gave a smack on the contract, "You treat me as a friend and bore the brunt of the pressure and scolding for my company. I cannot stand here and do nothing. You can do whatever you want to do, but if you don't sign this contract, you are only making things difficult for me. Even if you don't sign, I will still

transfer 3 million as the endorsement fee payment. If it doesn't go through with the company, I will pay you with my own money!"

Zhang Ye: "..."

His mother prodded him, "Go on and get it signed. In the future, you can suggest more ideas to Little Wu, so that he can expand his business even more."

Wu Mo said, "Auntie is right. This is what I wanted to hear. Everyone in our company is depending on Brother Zhang for more ideas for our marketing!"

Since he was like this, Zhang Ye could not say anything else, "Alright then, but the fees don't need to be paid out so soon. As the commercial has just started airing, it is still not enough. It needs to gather momentum so it would be best if you could pump more money into that area first. continue to air it on regional channels, CCTV, and so on." Not wanting to earn the money for nothing, Zhang Ye continued giving suggestions, "Nothing is considered too much in this area."

Wu Mo asked, "Even air the commercial on CCTV? Isn't that going to cost a lot?"

"If you can't bear to do that, you won't reach your objective." Zhang Ye looked at him, "If you don't want to make Brain Gold the best selling nationwide health product of the year, you can ignore what I just said."

Wu Mo was trembling by now, "Ah? Best selling?"

Wu Mo was still overjoyed from the fact that Brain Gold had come back from the dead, but.....

Becoming the best seller?

Holy sh*t!

What about that.... there's even a chance for it to become a best seller?

They'd only been selling health products for how long now, maybe a year or two? How were they going to compete with those health supplement companies that had been on the market for more than 10 years? How could they compete with those big corporations with large sums of investment money? Wu Mo had never thought of surpassing those big brands, but, but, those were just his own thoughts, but now, Zhang Ye was telling him that he could make it a best seller?

Mom said to her son, "Don't blindly brag like this to him!"

Dad also felt that his son was talking big now. Because even now, he did not understand how that "crappy commercial" could increase sales!

Zhang Ye smiled bitterly, "Anyway, if you trust me on this, just do it according to my marketing campaign."

"Of course I will believe you!" Wu Mo clenched his teeth, "OK, I will go back and have a meeting with the shareholders. I will discuss with them about this and come up with a new plan!"

Zhang Ye's father tried to caution him, "Be careful, be careful about it!"

Wu Mo laughed, "Uncle, if Brother Zhang says so, then there's no way it can go wrong."

Zhang Ye knew that even now, Wu Mo still had doubts. He did not believe that Brain Gold would really become a bestseller in the country, but Zhang Ye knew. At least the Brain Platinum in his world successfully been the best seller for 7-8 consecutive years. Whether this history would repeat itself in this world, Zhang Ye did not know, but based on his past experiences, the chances of it happening was very high!

Zhang Ye signed the contract.

Wu Mo also signed it.

The new contract was sealed!

His mother was beaming with joy, staring at the figure amounting to three million Yuan, smiling non-stop. She took some food and put it onto Wu Mo's bowl for him to eat.

After two random bites, Wu Mo suddenly said, "It's so delicious, thank you Auntie. I'm full now. The contract has been settled, so I won't intrude on you all any longer. I still need to rush back to the office."

Zhang Ye's mother said, "Stay a little longer."

"I really can't, Auntie." Wu Mo wiped his mouth and stood up, "There's still a lot of work to be done back at the company. Now that the sales have soared so much, I still have to head over to the production factory to supervise. There's also the sales statistics compilation that I need to do. The follow up promotions also needs to be planned out. The festive season is an important time for health products, so I really need to grasp this opportunity in the next few days. There's simply no time at all. If there's a chance in the future, I will come again to pay you and uncle a visit."

She said, "Alright then, come often whenever you have time."

Wu Mo said with a smile, "Sure, I'm sorry about today. I turned up without first informing your family. I had thought that Brother Zhang was angry with me because his cellphone was off. I felt guilty about it, so I hurried over to see if I could make it up to him. Lucky for me, Brother Zhang has a large heart and did not take it badly."

Zhang Ye was tickled, "You were thinking too much."

His mother also smiled and said, "I was the one who asked him to switch off his cellphone. He was busier than the president today, receiving calls all day. I couldn't take it anymore, so I made him switch it off. There were so many people cursing at him online, so I thought that it would be better for him not to be bothered by others. This son of mine is not so petty. There's nothing to fault with when it comes to his friends. And this is related to work, so how can he have any misgivings with you?"

When he heard her say that, Wu Mo quickly assured, "Uncle, Auntie, Brother Zhang, don't worry. When the sales figures are out, I will redress Brother Zhang's reputation. Those that scolded Brother Zhang online are just doing it for the fun. They do not understand the reality and the exact situation. This sort of godly commercial should be listed in the annals and be used as teaching material. It's just that they do not understand it!"

Zhang Ye happily said, "Go back and busy yourself, CEO Wu. There's still a lot to be done. I don't think you will be able to enjoy this Chinese New Year."

Wu Mo laughed heartily, "Even if I can't spend this Chinese New Year properly, as long as the sales can be maintained, I wouldn't mind even if I have to work for the whole year without rest!"

Wu Mo used to be one of those who had criticized the commercial before, as he did not understand the value that a crappy commercial like that had. Until today, until this moment, did he finally see and clearly understand the value of this advertisement proposal that Zhang Ye had given to him!

Chapter 388: An Advertising Proposal that Created History!

At home.

After sending away his guest, Zhang Ye closed the door and returned to his seat

Mom said with a beaming smile, "Son, come and drink something."

Zhang Ye said, "Mom, didn't I say, you don't have to worry about matters that deal with my work."

"I wasn't worried." Mom gave some tea to her son and then pointed to her husband. "It's all because of your father's worrying. I say, what does an old man like you know? Just worrying over nothing!"

Dad nearly coughed out a mouthful of blood. "When did it become my fault?"

"Are you saying that it was me?" Mom was denying any relation with him. "I have always believed in my son. How bad can the commercials he produce be? Take a look. He is a company's chief executive. Such stature, yet he personally came to give us his new year's greetings. He even brought so much stuff, and even asked for our son's forgiveness! He even took the initiative to ask for a change in contract, adding more to the endorsement fee. Actually, when I saw the commercial this afternoon, I already found it extraordinary!"

Dad ignored her and carried on reading his newspapers. "Alright, say whatever you want to say."

Zhang Ye was also amused. "Mom, don't keep angering Dad."

"Alright, I'm ignoring him." Mom pulled Zhang Ye over to the sofa. "How do you plan on spending that three million yuan? Do you think it's time for me to learn how to drive now?"

Dad interjected, "It's already tiring for you to go downstairs. What driving are you even talking about?"

Mom stared at him. "So what if I drive? It's none of your business!"

"Little Ye, don't listen to your mother. You can buy a car for anyone but her." Dad said, "You might not know, but when you were young, I had a quarrel with your Mom. In the end, your Mom really rode a trishaw all the way to the Beihe province! She disappeared for a day, nearly making me call the police. And it was one of those old-school, crappy trishaws. She dared to even cross provinces, if you give her a vehicle with four wheels, she will probably cross the ocean!"

Mom was slightly annoyed, "Why are you bringing up something from so many years ago!"

Zhang Ye chuckled and said, "Mom, so you actually have a criminal record?"

"What do you know?" Mom asked. "Back then, your Dad made me so angry, that I grabbed you and got on a trishaw. I didn't care about anything and just kept cycling in one direction. Finally when I was mollified, and looked up, I nearly had a fright. A large signboard wrote — Beihe Province Welcomes You! I didn't expect to ride so far, so I hurriedly cycled back with you. When I reached home, my legs nearly broke!"

Dad added on. "You also caused the child to catch a cold."

"Isn't that your fault?" Mom rolled her eyes at him.

The old couple bickered again.

Zhang Ye was amused and continued listening.

Over here, the family was "enjoying abundance of happiness", but on the internet, the storm regarding "Zhang Ye's Bainless Commercial" was not over. It was still in the heat of the moment.

.....

On Weibo.

"Again?"

"The TV is airing that Bainless Gold again!"

"God damn it! Teacher Zhang, please spare me! How many times has this commercial been aired today?"

"In the past, I always wished to watch Teacher Zhang's video lectures when he was a part of Peking University. Just seeing him made me happy. I was full of anticipation. Now, seeing Teacher Zhang in this commercial, I can't look at it anymore!"

"The commercial is too idiotic!"

"That's right, I've never seen one so idiotic before!"

"Brain Gold's company sure is bold. They even dared to use such a commercial given by Teacher Zhang?"

There were commoners scolding, and there were members of the advertising industry who stood forward, questioning the "low-quality" and "low-morals" of the commercial. There were even advertising industry insiders who said such a commercial could not even be called a commercial. It was too trashy and did not comply with advertising standards and requirements.

The last line was written by the industry insider as follows: "Even an idiot would not buy a product promoted by such a trashy commercial!"

"That's right."

"Only idiots would buy this!"

Many people echoed.

Then, a piece of news came out!

Following that, everyone was stunned!

This was published by an online news agency. They had done preliminary market statistics and had interviewed members from Brain Gold company's headquarters in Beijing. "The moment we entered Brain Gold company's office, our reporters were stunned by the scene before their very eyes. There were more than a dozen phones on the tables constantly ringing. The employees were all busy picking up calls for additional orders. They were all too busy. Even the company's leaders had to help pick up phone calls to deal with the logistics. We interviewed the company's chief executive, Wu Mo. CEO Wu brought our reporters to his company, and took out a report of today's sales and pre ordering records. Just today, in less than a day's of sales, Brain Gold has already reached the Brain Gold sales volume for an entire quarter from last year! The exact figures have not been produced by Brain Gold company, but according to Wu Mo and relevant personnel, Brain Gold's sales volume has increased by at least a hundred times! When the actual statistics are produced, this number might be even larger than expected!"

"Heavens!"

"A hundred times!?"

"This news must be fooling us, right!?"

Everyone shouted out, expressing their disbelief. They just couldn't believe it!

The news article also wrote: "Later on, when the reporters asked CEO Wu what the reason for the sudden rise of Brain Gold. As a relatively new product, being able to get such an overwhelming advantage during the Chinese New Year, a period when the health supplements market is at its most intense, the only reason given by CEO Wu was a few words. He said 'due to advertising promotions'. As the reporters pursued the matter, CEO Wu did not reveal the exact advertising strategy, but did thank Teacher Zhang Ye. The commercial planning was supervised and implemented by Zhang Ye alone from beginning to end. CEO Wu told our reporters that other than the excellent quality of the product, choosing Teacher Zhang Ye as the spokesperson for their product, as well as delegating the responsibility of developing the advertising strategy, was the best choice their company had ever made!"

Upon seeing this news, everyone could not accept it!

"It can't be!"

"Is everyone mad?"

"People actually believe this commercial?"

The industry insider who had just bombarded Brain Gold's commercial also jumped out, publicly questioning the veracity of Brain Gold's sales volume. He believed it was faked!

Following that, another piece of news came out!

Beijing Times' official Weibo: "Today, our reporters visited various supermarkets in Beijing to survey the sales situation regarding health products during the festive holidays. The results of our survey exceeded our reporters' expectations. The shelves of major brands were desolate and cold. Rows of products were

neatly placed on their shelves, as if untouched. However, on Brain Gold's counter and shelf, when reporters visited, there were five supermarkets whose shelves of Brain Gold had been completely emptied. There were four other supermarkets who had only eight boxes of Brain Gold left on their shelves. When the reporters queried the salesperson, the person's answer was that this was the second batch of goods to sell out that day. They had received a new batch of goods from Brain Gold company at the last minute, but also nearly sold out by night time. Many people, who came to the supermarket, would rush straight for Brain Gold's shelves. They were all meant for gifting their relatives and seniors. Tomorrow was the eve of Chinese New Year, and the salesperson told our reporter that the demand for Brain Gold tomorrow might be even higher. According to the sales situation, the momentum of this growth might continue past the Chinese New Year!"

Another news media: "Brain Gold! A marketing miracle is born!"

The fourth media agency: "From today onwards, Brain Gold will have a spot in the intense competition amongst health products. Our reporters interviewed a few companies that also sell health products, and their market analysts told our reporters that they found the outcome incredulous. They even added that Brain Gold's miraculous sales had to have a master advertising planner behind the scenes. However, he expressed that he was not familiar with the advertising company Brain Gold company hired. He believed that only a top advertising company would have such an ability, and being able to grasp the situation regarding the health product market so accurately. When our reporter mentioned that the advertising strategy was suggested by Zhang Ye, he turned silent momentarily before saying 'no wonder, so it was him'. Finally, he even expressed that when Zhang Ye's contract with Brain Gold expires next year, they had the intention to negotiate with Zhang Ye to work with him as well."

Zhang Ye's contract did not limit him to other endorsements. He could actually endorse products like shampoo and beverages. He was only restricted from endorsing health products. This was something that was definitely in the contract.

One agency's news was fake?

But it couldn't be false when so many official media agencies were reporting it!

'God, please tell me this isn't true!"

"Hahahaha! Teacher Zhang is too hilarious! He has once again succeeded in wiping everyone out!"

"The two words Zhang Ye means miracles! Why do I love Teacher Zhang Ye so much?! Just seeing him speak and him doing things make me overjoyed!"

"This commercial is really godly!"

"So the brainless commercial that everyone is scolding is so awesome?"

"Some people are having their faces smacked! Face-smacking Zhang is in action again!"

"I'm dying of laughter! Teacher Zhang Ye is too good at stirring up trouble!"

"It can't be refuted that Zhang Ye is too formidable! Just a simple idea for a commercial saved a company!"

"The dust has finally settled! Finally we can seek redress for Teacher Zhang Ye's name? Brainless commercial? How can a commercial that can increase a company's sales by a hundred times be called a brainless commercial!? Then what commercial isn't brainless? What a joke for some so-called industry insiders saying bold words that this is some trashy commercial! A commercial isn't filming a movie. So what if it looks pretty? So what if the melody is nice? The goal of a commercial's airing is to make people buy their products! Teacher Zhang Ye has given everyone in the advertising world a lesson! Today! He has once again created advertising sales history!

The so-called advertising world industry insider also became silent. He did not have the courage to appear again. It was unknown if he went offline or was silently watching behind his computer screen.

Following that, it was unknown who leaked the news, revealing the endorsement fee Brain Gold company paid to Zhang Ye. It nearly blinded many!

Zhang Ye's endorsement fee for Brain Gold products was three million a year!

As a D-list celebrity that was about to reach C-list, the endorsement fees he received was heaven defying. This was the f**king endorsement fees given to A-list celebrities! !

"Wow!"

"I'm shocked!"

"Why is it so high?"

"This is fake too, right? A D-list celebrity getting paid as much in endorsement fees as an A-list superstar?"

"It's ridiculous, right? Is this news reliable?"

"It's reliable. I heard it from a fan. Three million, and it's just for a year!"

"Wow!"

Many people were gasped in shock!

Even Zhang Ye's friends Liked it on Weibo.

Yao Jiancai: "Haha, congratulations to my old bro Zhang for rising to A-list!"

Su Na: "D-list getting the endorsement price of an A-lister. Teacher Zhang Ye is number one in the industry! Citizen of Peking University sending her congratulations!"

Those who did not understand the situation also watched the bustle. Those who actually understood knew very clearly that the endorsement fee was not just purely an endorsement fee. It should have included the advertising strategy fees. Brain Gold company had deliberately wrote it into his endorsement fee so as to boost his popularity. Actually, with Zhang Ye's popularity, giving him 800,000 a year for being a product's spokesperson wasn't considered low either. The remaining so-called endorsement fee was probably the cost of Zhang Ye's commercial! Hence, it was not true that Zhang Ye's endorsement fee was on par with an A-list celebrity's. It was due to Zhang Ye's brain and abilities that allowed him to exceed the levels!

Was three million expensive?

It seemed expensive, but with careful thought, it wasn't at all!

That was sales that was a hundred times higher than before! If they knew Zhang Ye's commercial would be so formidable, those larger health product advertising companies would probably be willing to pay five million!

The internet stirred. There were people still scolding, while others began to watch the advertisement with an objective eye. There were many who praised Zhang Ye to the skies too!

Things like "those who gain Zhang Ye, can rule the world!"

Things like "Once Zhang Ye makes his move, everything belongs to me!"

Even if many people did not like Brain Gold's commercial and still felt it was trash, but when Zhang Ye was mentioned, they could only respond with "awesome". Regardless of anything, his results and the outcome was right before their very eyes. Sales was the thing that spoke actual volumes. Everything else was meaningless!

.....

That night.

Many advertising companies worked overtime. It was very rare for advertising business, or even similar circles, to work overnight on the eve of Chinese New Year. This was because they were not that busy during the festive holidays. Whatever planning that had to be done would have been cleared. The only reason for working overtime tonight was because of that commercial!

At a particular company.

In a particular office.

A department chief was playing Brain Gold's commercial on a screen. There were about eight advertising creatives and staff watching it helplessly. This was already the tenth time they had watched it in a row!

"Let's talk. What's so good about this commercial?"

"Leader, this..."

"Speak, don't daze."

"We really can't tell. It just really doesn't seem good at all."

"Not good? If it's not good, how can it create such legendary sales of a hundred times more!? Everyone will work overtime today. We have to fully digest this commercial. The higher-ups have already expressed that we have to research it, research it, and research it some more! We have to understand the core of the commercial! Everyone has to learn! After grasping it, our company will attempt to create a similar commercial after the New Year!"

"I can see the brainwashing effects. The tune is also catchy. It also subtly hints at giving gifts to your parents, but...the commercials of other health products are also similar. Why is it that only Brain Gold's

commercial caught on? Could the secret be in the tune? Or is it because of the animated Grandpa and Grandma?"

Why did it catch on!?

This sort of crappy commercial shouldn't have done anything!

Everyone researched it all day without figuring out why!

.....

At the same time.

Other advertising companies were having similar scenes play out!

"Everyone, analyze it!"

"Where is the crux of the commercial? It's so strange!"

"This doesn't fulfil logic. At the advertising school I studied in, there was no mention of such things. This commercial is dealing cards in an unexpected way. There was no precedent in the past!"

"Who has classmates or friends who work in the company that did the advertisement for Brain Gold? Give them a call and ask them. Get something out of them!"

"I have a friend there. He was one of the ones doing Brain Gold's advertisement. He was in charge of producing the animated characters, but when I asked him, he too said he did not know the core or strategy regarding this advertising promotion. He was even more unsure of where the miracle in the television commercial was. He said that it wasn't only him. Everyone in his company was just copying slavishly. However whatever Zhang Ye said to set up, they would execute and do it. The design of the characters, the tune were all planned by Zhang Ye. The rest was unknown. Zhang Ye also did not tell them!"

Everyone had a clash of opinions.

The chief was eventually infuriated as he slammed the table. "Such a large bunch of professional advertising school industry elites, and yet you are inferior to a layman who hosts for a living? People will laugh their heads off if this gets out! Carry on watching! Carry on analyzing! This commercial must have some key concept and idea! I don't believe Zhang Ye is really all-capable! He knows how to advertise, but we, as professional advertisers, don't? If any advertising company manages to hire Zhang Ye, what do we have left to compete against them with? Ah?"

That's right, how are we to compete?

Zhang Ye's ability was too perverse!

Just an idiotic commercial had been made into a miracle by Zhang Ye. Many people in the advertising industry were probably as dumbfounded as they were!

A female advertising producer meekly said, "Chief Chen, we can try to poach Teacher Zhang Ye. We can bring him on as a consultant."

Chief Chen was stunned and then slapped his thigh. "That's right! Why didn't I think of that?!"

Unfortunately, they were not the only one who thought of this idea. Many advertising companies were analyzing the stunning case study of Brain Gold, but were left fruitless. Such a commercial was impossible to imitate, hence, some people thought of getting Zhang Ye. They began to act using their own connections.

In the end, just as Zhang Ye crawled into bed, preparing to sleep late at night, his cellphone began to ring.

Chief Sun was very polite, "Hello, Teacher Zhang Ye, I hope I didn't disturb your sleep? Hur Hur, let me first give my new year well-wishes to your parents. I'm Old Sun from Dahe Advertising Company. We wish to invite you to be our company's consultant. Don't worry, we will not tie you down in the office. We will just ask you for ideas when needed, letting you analyze our advertising proposals. Also, there will be some lectures. The salary is negotiable."

Zhang Ye did not think too highly of himself. "Chief Sun, I'm am but a host."

Chief Sun smiled wryly. "You may be a host, but you have continuously created many legends in the advertising world! Others may treat you as a layman, but we won't. You are more professional than any professional in the advertising world! Do you want to consider joining our company? A annual salary of 1.5 million!"

Zhang Ye politely rejected, "Thank you for thinking so highly for me. If there is any opportunity for me to be a spokesperson in the future, I will contact you then. As for other things, let's put it aside. Sorry about that."

There were a total of four calls, all from advertising companies.

Zhang Ye rejected each one of them, and did it in a friendly manner without thinking highly of himself. Their invitation was a form of recognition and trust in his ability, so Zhang Ye had to give them face.

Chapter 389: A situation at the Spring Festival Gala!

Peng!

Smash!

This was the sound of the New Year. When he awoke the next morning, on New Year's Eve, there were already people setting off firecrackers. The pila-pala sounds had awoken numerous people. Zhang Ye had also been woken up by these sounds. Hai, what inconsiderate neighbors. The neighbors downstairs had set off a string of firecrackers that faced his bedroom, and there was even the sound of double bang firecrackers in the distance that could be heard! That sure was loud! Eh, but it was Chinese New Year after all. It was a time of family reunion and joy, so it wasn't good to tell off anyone.

Taking a look.

It was only 5AM and the sky was still dark.

Mom, who had also been awakened by the sounds, said, "Which family set that off?"

"It's better to be up early. A new year, a new outlook." Dad was also up.

Zhang Ye heard his parents talking in the living room. He could only smile bitterly, saying, "The issue is that it's not even New Year today! There's no need to have such a differing outlook yet, as it's still only New Year's eve. I'm going to sleep in a while longer. I received so many calls last night and ended up sleeping late. I'm so tired."

His mother said, "Sleep then. Later today, we'll be going to your paternal grandma's place to have lunch. Then in the afternoon, we will go to your maternal grandma's house. Whether we will stay overnight will depend when we get there. Anyway, don't plan on returning home before midnight. We have to wait at your maternal grandma's place at least until the clock strikes midnight, so sleep as much as you can so that you will be able to stay awake tonight."

There were a lot of tasks planned for today.

"OK." Zhang Ye lay down once more.

His father had gone downstairs to buy breakfast while his mother switched on the TV.

Suddenly, Zhang Ye, who was wrapped inside his blanket to hide from the sounds of the firecrackers, heard his mother shout for him in shock, "Son! Son, come and take a look!"

Zhang Ye came out from under the blanket, "Mom, I'm still sleeping!"

Her roaring voice came once again from outside his room, "Come over, quick!"

"What's there to see?" Zhang Ye could only put his winter clothes on and get out of the bed. He went out to the living room to see what was on TV and then froze.

He did not see the first part of the news and only watched from the middle, "...first round, there was no sign of this, but during the second round of rehearsals for the Spring Festival Gala, our reporter has already received confirmation the relevant authorities. The second round of rehearsals has added a segment involving popular Korean pop singer, Lee Anson, who will perform 'LOVE-ONE'. Lee Anson has had great success in China this year with his concerts and his popularity has soared. His popularity is second to none as he has won numerous fans in the country. The production team expressed that Lee Anson's appearance for this year's gala was only arranged last minute. Then, with the addition of a new performance, they had to take into consideration the overall time allocated. Naturally, there would be a reduction or cutting of other performers' time and the latest news our reporter received is that the list of performers for tonight will have two artists cut from it. One of them is veteran singer, female soprano, Zhang Xia, who would have performed 'Ethnic Ties', and the other one being Heavenly Queen, Zhang Yuanqi, who was slated to perform 'Wishing We Last Forever'. This news has also been confirmed by the production team!"

What?

Old Zhang's program has been removed?

Old Zhang won't be able to make it onto the Spring Festival Gala this year?

Zhang Ye found it unbelievable. The name list for the performances had already been set, how could they just remove someone just like that? And it was even a celebrity at the level of a Heavenly Queen, Zhang Yuanqi?

His mother cursed angrily, "Is this a joke!?"

His father, who had just returned from buying breakfast, happened to push open the door at this moment. "What are you shouting for?"

"Our son's song has been removed from the Spring Festival Gala!" His mother was furious, "I've already told all our relatives and friends about it and also informed the neighbors a few days ago. I reminded them that our son's song would be on the Spring Festival Gala and told them to watch it. How can they remove it just like that!"

His father said in an understanding manner, "The Spring Festival Gala has very strong competition, so they must have had no choice."

His mother said, "Even if there's strong competition, they shouldn't sacrifice my son's work. What's so good about that Korean singer? I've never even heard of him before! How can he compare to Zhang Xia and Zhang Yuanqi! Zhang Xia is such an experienced artiste, that we grew up listening to her. Zhang Yuanqi might not be young anymore, but she's not old either. She's already such a familiar face at the gala, why aren't they letting them perform?"

Zhang Ye was earnestly watching TV when he said, "Mom, keep listening."

His father also sat down to watch.

The television report continued, "Ever since the Spring Festival Gala first began, Teacher Zhang Xia has taken part in 13 galas, while Zhang Yuanqi has taken part in 6 of them. It can be said that they are old friends of the gala. For this year, Executive Director Peng Yiyu invited the Korean celebrity, Lee Anson, to perform, removing both gala veterans, Zhang Xia and Zhang Yuanqi from the list. From this, we can deduce that Director Peng Yiyu has plans to change the outlook of tonight's gala."

Change? My ass!

Our country's Spring Festival Gala, it's our country's Spring Festival Gala! Why would they invite a Korean to take part! And because of his participation, our own countrymen's programs were withdrawn?

Does that make sense?

Your brains must be clogged with water!

All of a sudden, Zhang Ye did not feel sleepy anymore. He was furious now!

.....

On the internet, the discussions were getting heated. Some people had heard the rumors last night and were already discussing it online. As there was no way to verify the rumor's authenticity, they were not sure about it, but now that the news had confirmed the rumors of Zhang Xia and Zhang Yuanqi not

taking part in this year's gala, the discussions exploded over in Weibo, Tieba, forums, and even the video website's comment sections!

"Great, Lee Anson will be here!"

"Lee Anson, my male God!"

"I wasn't planning on watching the Spring Festival Gala tonight, but now I will definitely watch it! Lee Anson, I love you!"

"Lee Anson, all of us are rooting for you! Ah! It too exciting! What a surprise!"

Some were praising.

Some were also scolding!

"Peng Yiyu, you idiot!"

"Peng Yiyu shouldn't have been given the helm for this year's Spring Festival Gala! He's such a troublemaker!"

"Sister Zhang's program is canceled? The production team should go eat shit?"

"Grandma Zhang Xia is already past 60 years old! Yet she's still fighting on the front lines of the performing arts! How can the production team do something like this? Do they even have a heart? If you didn't want Grandma Zhang Xia to appear on the Spring Festival Gala, you could have said so earlier! Why did they change the list after it was already released to the public? That's so disgusting! How do you people do things! My parents have always been fans of Grandma Zhang Xia! They grew up listening to her songs!"

"Grandma Zhang and Sister Zhang are both veterans of the Spring Festival Gala. Now that you have different plans, you just remove them from the lineup? That's too disappointing!"

There was a lot of criticism, and a lot of people had given up on watching the Gala!

At this moment, the gala's production team's Vice-Director posted on Weibo to clarify, "After the second round of rehearsals, there had been some changes to the program list. It was after much consideration that we decided to try something new for this year's Spring Festival Gala to create a livelier gala full of energy. We also respect and admire Madam Zhang Xia and I personally like her songs very much too, but because of her age, we do not wish to subject her to round after round of rehearsals, as that is very draining on her body. Regarding Teacher Zhang Yuanqi, I especially like her movies and songs too, but after the second round of rehearsals, the production team brought up that "Wishing We Last Forever" sounded more like a Mid-Autumn Festival song, we felt that it might not be so suitable for the Spring Festival Gala. We are very sorry to make this very difficult decision, but if Teacher Zhang Yuanqi has a more suitable song for tonight's event, we would still be open to reconsideration."

There were countless of people below leaving comments ridiculing them!

"Bullshit!"

"Afraid that Grandma Zhang would suffer? Why didn't you say that at the very beginning? You only came up with some rubbish excuse after they went through two rehearsals?"

"You want to host a dynamic and strong Spring Festival Gala?"

"So what you mean is that Teacher Zhang Xia and Sister Zhang are old!?"

"Teacher Zhang Xia and Teacher Zhang are not strong and lively? What the heck!"

"Yea, Grandma Zhang might be over 60 years old, but her vocals are stronger and better than a young singer! She's not old at all!"

Suddenly, Zhang Xia's official Weibo posted a reply below saying, "My health and body are still good and my spirits are high. I can stand the rehearsals because this is what I love to do. No matter how many rehearsals we have to go through, as long as everyone still wants me, I will do this until I'm 70, 80, or even 90, but of course if the Spring Festival Gala feels that I am getting old and should make way for the young ones, I will do so, as it is my duty as a senior. Thank you to all the friends who support Little Zhang and I."

When this Weibo was posted, everyone did not know what to think anymore!

"Grandma Zhang! You are always, always the best!"

"You and Sister Zhang are the best singers in the country!"

"Why does my heart feel so much pain!"

"This production team is full of beasts!"

Everyone had different feelings and their own views and judgment on this matter. What the Deputy Director said was politically correct, but everyone knew that it was just an excuse. The song was inappropriate? Afraid that Grandma Zhang would not be able to take the toll of rehearsals? These were all excuses! The Spring Festival Gala's real intention was to change everything to a brand new outlook for this year! Zhang Xia was too old, while even though Zhang Yuanqi's age wasn't that advanced, she had started out as a child star. She had appeared on the Spring Festival Gala many times, one of the most among the Heavenly Queens and Kings, so she was also considered an 'old' person on the gala. This gala was being led by Director Peng, and since he wanted to revolutionize the outlook of it by making changes, the easiest way to do it was to get rid of the 'old'.

Why did they choose Zhang Xia and Zhang Yuanqi?

Because the two of them did not have many new works and their fame was going downhill!

Grandma Zhang Xia only had old songs to perform at every Spring Festival Gala, while Zhang Yuanqi, even though no other actress could compare with her in the field of acting and she could be called the top actress of the movie industry, when it came to the field of music, she had had a hard time in recent years. There were even rumors that she wanted to give up her music career to focus on movies, but as everyone knew, not only did she not give up on music, she even did extremely well with a song that was written and composed by the controversial host, Zhang Ye. The song was released as a single called "Wishing We Last Forever" and became very popular. It had revived the Heavenly Queen's music career single handedly, but it seemed like that wasn't enough for Director Peng. To him, maybe in terms of

music, Zhang Yuanqi was already a thing of the past. She was past her shelf life and it was now the world for fresh new faces. He felt that it was time for Zhang Xia and Zhang Yuanqi to retire.

But the production team did not think about how their changes to make the Spring Festival Gala a livelier event would have such a great effect on Zhang Xia and Zhang Yuanqi. Their inconsistent treatment towards them caused people to feel disgust!

Heavenly Queen Zhang had made a good comeback with "Wishing We Last Forever" and was slowly coming back to the origins of her musical roots from all those years, but now, they want to remove her just because they found her to be 'old'? How would that look to her fans? Those who did not know better would think that Zhang Yuanqi was really a thing of the past. It was even more difficult for Zhang Xia. An old lady would be no match for the younger ones. They could still do movies, but could she? The young ones could do commercials, could she? The young ones could release albums, could she? She couldn't do any of that anymore. The only place which she could shine was on stage at the Spring Festival Gala! Without this stage, the old lady's performing chances would literally be zero. She might not want fame or money, but she would be missing out on the stage that she had loved all her life. The only thing she looked like she could do now was to retire back to her hometown, but did the production team consider that?

Maybe they did consider it, but they still did it anyway.

This was also the reason why Zhang Ye and many others were so angry!

"Let's not watch this year's Spring Festival Gala!"

"Zhang Yuanqi will not be appearing! There's no reason to watch it!"

"My parents just told me they won't be watching it either!"

A lot of dissonant voices started speaking up.

"If you don't want to watch, then don't watch!"

"Heehee, who cares whether you all watch or not!"

"As long as there's Lee Anson! Lee Anson is so good looking!"

"Inviting Lee Anson while getting rid of an old lady and an auntie, Director Peng a smart choice!"

Some people picked on issues and others fought back!

A lot of them started scolding back at them, some of which included fans of Zhang Ye. He was also known in his circle of fans as — Professional Korean Insulter! Whether it was on the internet, in his own words, or on television programs, Zhang Ye had shown his firm stance on this. For example, in "Zhang Ye's Talk Show", he had even spent a full 30 minutes of an episode scolding Koreans. In other episodes, he would also occasionally scold them. If you were to identify someone who was the most consistent in scolding Koreans, Zhang Ye would definitely be No. 1! Being Zhang Ye's fan, firstly, they liked Zhang Ye because of his values and national pride. Secondly, fans would also be imperceptibly influenced by the celebrities that they followed!

So if there was a need to say who had the angrier set of fans, Zhang Ye's fandom would definitely claim top spot, as there were many people similar to Zhang Ye within his fans!

"Brainless fans of the Koreans, get lost!"

"Who dares to say that they are an old lady and auntie?"

"I won't stand for this! How can anyone be as brainless as this?"

"Is this our country's Spring Gala Festival or Korea's Spring Gala Festival? How can you say such things about your own countrymen? Is Lee Anson your dad or your mom?"

The war of words was never-ending!

The online discussions had become a free-for-all!

Many of the bigger stars in the country also stepped out to have their say. Of course they were standing on the side of Zhang Xia and Zhang Yuanqi. Zhang Xia was an elder of the singing world and had a good network of friends. Zhang Yuanqi was also well known for her good relations with others and also was a big shot in the entertainment industry who has helped many of her juniors!

Some stars even openly questioned the directing team.

Others were more tactful and did not burn any bridges. All they did was show their support, but did not implicate themselves in the argument.

Zhang Ye did not say anything. He did not make any comments, nor did he post on Weibo. When he finished reading the news online with his parents, he switched his phone off.

Comment?

Scold?

It no longer had any effect!

Zhang Ye had his own plans, since this was an outcome that he could not accept!

Chapter 390: New Song? I'll Write it For You!

Home.

The three of them were eating breakfast together.

Breakfast wasn't particularly delicious. As it was Beijing, all the store owners who usually sold breakfast had gone back to their hometowns for the holidays. There was only a small store run by locals across the street that had still been open. There was really nothing much to compliment on the taste, but they would have to make do with it.

Mom grumbled, "Too much, just too much!"

Dad also understood the situation. "Every new chief brings in his aides. Now that the Spring Festival Gala has changed Executive Directors, the planning will definitely be different, nor would be it be the same, or else would it be able to highlight himself?"

Mom asked, "Little Ye, Zhang Yuanqi's past songs aren't suitable for the Spring Festival Gala?"

Zhang Ye was eating fried dough sticks. "She has song. She's been on so many Spring Festival Gala over the years, so she must have sung a suitable song before."

Mom spoke like a layman, "Then she should just sing that!"

Zhang Ye shook his head silently. Do you think "Unforgettable Night" can be sung for her entire life? Typical songs cannot be repeated all the time!"

Dad sighed and said, "Zhang Xia also only has oldies, nothing new, so there's nothing appropriate for her. If they really had any good, new songs that match the mood, the Spring Festival Gala's production team wouldn't dare to remove their program slots. After all, their qualifications are known by everyone."

Mom said, "Don't they all have professional teams? Get those people to write a song! They should be able to come up with something nice."

"What time is it already? It's almost time for the final rehearsal. It will be the official live broadcast tonight. How can a song be written in this short amount of time now? No matter how awesome a music composer is, he won't be able to write one so quick. Composing a song isn't as simple as going out on the street and buying cabbages like they are worth nothing." Dad waved his chopsticks. "Don't worry about it. Just eat. It was also fated that Little Ye's song can't be on the Spring Festival Gala. There will be other chances in the future."

Mom continued grumbling about the bunch of directors. Zhang Ye's temper was probably inherited from his Mom, as they could not put up with anything.

They had finished eating breakfast.

Zhang Ye put his chopsticks down before straightening his clothes. "Dad, Mom, I'll be out for a while." Saying that, he went back to his room to grab his wallet and cellphone, before putting on a coat.

Dad frowned, "What are you doing?"

"It's only 6." Mom looked at her watch. "We still need to go to your paternal grandma's later."

Zhang Ye said calmly, "I have something to do. I'll try to rush back before noon."

Mom's face scrunched up. "No, nothing is more important than spending the new year together! Don't you go running anywhere!"

Zhang Ye said, "Mom, I really need to go out for a little. If I'm not back by noon, don't wait for me. Eat your meals and help me apologize to my aunts."

"You darn brat don't listen to me..." Mom carried on.

Dad looked at his son's expression and held his wife back. "...Let him go."

Mom turned nasty. "What's he going for? No matter what happens, he still needs to pass the new year!"

Dad said calmly, "Our son is all grown up. He knows how to handle things." After saying that, he said to his son, "Go on. Don't worry about family matters. Your mother and I will help you make things better."

"Thanks Dad." Zhang Ye nodded and left.

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Downstairs.

He drove his BMW and left the district.

On the way, Zhang Ye gave Zhang Yuanqi a call. "We're sorry, but the number you are trying to reach is currently unavailable." Despite making a few calls, it did not connect.

Out of options, Zhang Yuanqi gave Zhang Yuanqi's manager, Fang Weihong, a ring.

Du Du.

It was connected after two rings.

"Sister Fang, it's me." Zhang Ye said.

"Little Zhang, is there something you need me for?" Fang Weihong's side sounded chaotic. There was a lot of noise, so she was definitely outside.

Zhang Ye slowed his car and stopped by the roadside. "I just called Sister Zhang, but could not get through. Are you able to contact her? I'm looking for her."

Fang Weihong said, "Sister Zhang is at CCTV Broadcasting Studio 1. She went over this morning. The reception there might not be good, so you can't connect. I haven't called her. If you can't get to her on the phone, I probably won't be able to reach her either. Why? Is something wrong?"

Zhang Ye was stunned, "At the broadcasting studio? Wasn't she removed from the show?"

Fang Weihong said, "She's been removed, but still she must still put up a fight. This is the Spring Festival Gala, the biggest stage in the entire country. This gala is very important for Sister Zhang's music career. We can't just let it go. Little Zhang, I'm busy over here and it's quite chaotic. Let's talk again tomorrow, alright?"

"Alright, go mind your matters." Zhang Ye hung up.

Broadcasting Studio 1? This wasn't good. He could contact her!

Zhang Ye drove his car towards CCTV and carried on calling Zhang Yuanqi on the phone to no avail.

.....

Around 7 in the morning.

The sky was still dark, but it was nearly dawn.

Zhang Ye reached CCTV and saw people coming in and out of the entrance. It was quite lively, with some people carrying hula hoops, while others were disembarking from cars, wearing all sorts of colorful

outfits. They produced their work passes, or event passes and entered. There were many fans outside watching, screaming constantly.

"Chen Yi! Chen Yi!"

"Aiyah! Fifth Brother is here!"

I saw Xiaohua! Xiaohua, Xiaohua, I'm here! Please look at me!"

Very soon, the screams of the fans blocking the entrance were drowned out by firecrackers.

While sitting in his car, watching this scene, he knew it was impossible to enter without a pass. It didn't matter if he was a star. Everyone here was a big shot. Zhang Ye's face was worthless here.

What should he do?

How was he to meet Sister Zhang?

He suddenly thought of someone and as his eyes twinkled, he picked up his cellphone to call him—Tian Bin. He was Zhang Ye's former colleague from Beijing Radio Station. They had previously conflicted and nearly fought with each other. Eventually, both of them had quit and reunited after burying the hatchet. Tian Bin was now working at Central Radio Station. It was under Central TV, so he wanted to ask if Tian Bin had any idea on how to get him in.

The phone connected.

Zhang Ye hurriedly said, "Old Tian, what are you doing?"

Tian Bin smiled and said, "I'm working overtime of course."

"Why do you need to work overtime over the new year?" Zhang Ye asked.

"You went to an online television station and even started lecturing at a university, doing advertisements, so of course you're free during the new year, huh? I'm different. We get more busy the closer it gets to the new year. It's not like you don't know." Tian Bin wondered out loud, "It's not any time close for you to be sending new year greetings yet, so why did you call me?"

Zhang Ye immediately said, "I have something to ask of you."

"Go ahead." Tian Bin said.

Zhang Ye said, "I want to enter Central TV's Broadcasting Studio 1. You are a part of Central TV's system, is there a way you can help me get in? It's quite an important matter. As for what it is, I can't tell you for the time being."

Tian Bin was stunned. "It's the Spring Festival Gala tonight. It'll be almost impossible to get in."

"I know, that's why I'm troubling you." Zhang Ye was out of options. "Other than you working at Central Radio Station, I don't know anyone else."

Tian Bin paused. "Where are you?"

"At the entrance of Central TV. The main entrance, on the road to the west." Zhang Ye said.

"Alright, wait for me then." Saying that, Tian Bin hung up.

Zhang Ye was still pondering, but a few minutes later, through his windscreen, he saw Tian Bin's figure appear in the distance. After searching, he ran straight towards Zhang Ye before opening the door and getting in.

"Why were you inside?" Zhang Ye knew Central Radio Station was not here.

Tian Bin chuckled and said, "The Spring Festival Gala only happens once a year. Our radio station pulled all the young men over. I was one of them, so I'm here to help out temporarily."

Zhang Ye said, "Hey, that's nice!"

Tian Bin looked at him and said, "Since you don't want to talk about it, I won't ask about it." Saying that, he removed the pass that dangled from his neck. On it was his name and picture. "This is my work pass. Don't walk through the main door. It's all my colleagues there and they know you and me. They will definitely not let you in. I'm not some bigshot that they will let you in either. Every year's Spring Festival Gala is extremely strict. Even for me, if I didn't bring my pass, they would not let me in. Go in through a side door. You might be able to sneak in as its specially for staff. The people checking are hired security personnel, so they aren't as strict. They are also unfamiliar with most people. When you produce the pass, try covering part of the photo and it should be enough. Our facial structures are quite similar."

Zhang Ye was stunned. "If you give this to me, how are you going to get in?"

"I'll apply for time off. I can also go home and spend the new year's with my wife. It will be a load off my chest." Tian Bin smiled. "But don't get caught by them. I might not be able to keep my job if you do."

Zhang Ye took his work pass and felt his heart warm. "Thank you Old Tian!" He did not expect that Tian Bin would risk so much to hand his work pass to him. This would result in at least a disciplinary violation!

Tian Bin patted him on the back. "You don't have to stand on ceremony with me. Back when we fought with each other so badly in the office, it was mostly my fault. I tried to use my qualifications, thinking too highly of myself. When I left my post, none of my friends contacted me. Not a single person reached out a helping hand. I never expected, and I really didn't imagine back then that you would come to help me out. You gave me the authorization rights to 'Ghost Blows Out the Light', allowing me make a comeback, so, there's no point for so many words between the two of us. A friend in need is a friend indeed. Even if I, Tian Bin, become awesome, becoming an international superstar, I would not acknowledge any of those so-called friends and bros. I would only acknowledge you as my true friend!"

Tian Bin said this from the bottom of heart.

Zhang Ye did not turn corny. "Alright, then I'll be making my move."

The two of them got out of the car. Zhang Ye followed Tian Bin's directions and walked over briskly. As he walked, he wore his shades, avoiding the entrance filled with fans. He found the side entrance reserved for staff only. It was probably a passage recently opened just for the occasion.

The door wasn't very big. There were people lining up to enter. Everyone wore a white color pass around their necks. They were all identical to Tian Bin's.

A few security guards were standing by the door. They checked the documents and did a body inspection, using an item to sweep their bodies.

It reached Zhang Ye's turn.

"Documents." The security guard said with an expressionless face.

Zhang Ye held up the pass that sat on his chest and his fingers covered half the photo. It was not completely covered, or it would appear suspicious.

The person did not look at it carefully.

After the security check, Zhang Ye left his lighter outside, and followed the people in front of him to enter Central TV's compound, heading straight to Broadcasting Studio 1.

Old Zhang!

Wait for this bro!

"Wishing We Last Forever" is for the Mid-autumn festival?

All you need is a new song, right!? I'll f**king write one for you!