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NIMBUS NINE TRAILER

Commercials / Parody / 60 sec
Cast 2 Female x1 Any x1

Nimbus Nine is a nine-layer cooling mattress with zero motion transfer. The spot is cut like an epic movie trailer about one mother trying to get eight hours of sleep. The announcer plays it dead serious. The mom plays it real.

CHARACTERS

ANNOUNCER - 30s to 50s, any gender, the deep gravel trailer voice, never winks

DANA - 30s to 40s, female, a mother of a toddler, running on four hours and a granola bar

SETTING

A dark bedroom at 2 a.m., cut against sweeping trailer-style shots of hallways, a sagging mattress, and a delivery box on a front step.

Black screen. A single low drone. A baby monitor crackles.

ANNOUNCER

(low, gravel, epic)

In a world where the night belongs to everyone but her...

Cut to DANA, lying in bed, eyes wide open, staring at the ceiling. A toddler's foot is in her ear.

ANNOUNCER

...one mother will attempt the impossible.

DANA

(whisper, to no one)

Eight hours. I just want eight hours.

ANNOUNCER

They said it couldn't be done.

Quick cuts: a hallway at 2 a.m. A sippy cup rolling in slow motion. A dog looking guilty.

DANA

(hushed, to the dog)

We talked about this.

ANNOUNCER

She had the will. She had the blackout curtains. What she didn't have...

Cut to a sagging mattress with a visible crater in the middle.

ANNOUNCER

...was a chance.

Music cuts out. Silence. A doorbell rings.

DANA

(opening the front door, a large box on the step)

Is that...

ANNOUNCER

(triumphant swell)

This fall. From the makers of lying down.

The Nimbus Nine. Nine layers of cooling foam. Zero motion transfer. So when someone small climbs in at three a.m., you won't feel a thing.

Montage: DANA unboxes it. DANA lies down. DANA's face: pure disbelief.

DANA

(barely audible)

Oh no. Oh, this is dangerous.

ANNOUNCER

One mother. One mattress. Eight hours.

Cut to black. Then sunlight. DANA sits up, hair wild, staring at the clock. It reads 7:04.

DANA

(a whisper, then louder, almost laughing)

Seven oh four. SEVEN. OH. FOUR.

ANNOUNCER

(the button, bone dry)

Nimbus Nine. Rated E for Everyone who's exhausted.

Title card: NIMBUS NINE. Sleep like nobody's climbing in.

END OF SCRIPT