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TALLY JAR CONFESSION

Commercials / Warm Comedy / 30 sec
Cast 1 Female x1

Tally Jar is a budgeting app that sorts spending into simple jars. The actor plays a woman confessing a small money habit to camera like she is telling a friend. Conversational, honest, never a pitch.

CHARACTERS

MAYA - 20s to 30s, warm and a little sheepish, talks to the lens like a close friend across a table

SETTING

A small kitchen in morning light, MAYA at the table with a mug and her phone face down.

A kitchen table, morning light. MAYA sits with a mug, phone face down beside her. She looks straight into the lens.

Sound: nothing but a fridge hum.

MAYA

(leaning in, like sharing a secret)

Okay. So. I have a thing.

(beat)

Every time I have a bad day, I buy a candle.
Not a big candle. A little one. Eleven
bucks. Who cares.

She glances off camera, then back.

MAYA

(quieter)

I own forty-one candles.

(beat, deadpan)

That's four hundred fifty-one dollars of bad
days.

She turns the phone over. The Tally Jar app is open, a row of small jars filling with coins.

MAYA

(brighter, matter of fact)

Tally Jar noticed before I did. It sorts what you spend into little jars and just shows you. No lecture. No red numbers yelling at you.

(a small smile)

It sent me one line. "Candles: forty-one this year. Want a limit?"

She sets the phone down and spins it once.

MAYA

(to camera, honest)

I said yes. I still buy candles. One a month. Honestly? Feels better than the candles ever did.

(the button, easy)

Tally Jar. See where it goes.

Title card: TALLY JAR. See where it goes.

END OF SCRIPT