

SILENT ALARM

Written by

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"SILENT ALARM" - COMMERCIAL PARODY SKETCH

INT. BEDROOM - DAY

It's an early morning for BILL (45), who rises from his bed, tired and yawning while a blaring alarm plays.

SPOKESPERSON (V.O.)
Are you groggy in the morning?

Bill pulls on his hair.

SPOKESPERSON (V.O.)
Overwhelmed? Are you tired of
hearing this goes off...

The infamous Apple alarm blares.

INT. ROOM - DAY

An alarm is placed on a counter.

SPOKESPERSON (V.O.)
Introducing silent alarm. Is it an
oxymoron? It sure is!

CUSTOMER TALKING HEAD

CUSTOMER
How does it work?

SPOKESPERSON (V.O.)
It's silent.

The customer is confused.

INT. BEDROOM - NIGHT

Bill soundly sleeps in his bed.

SPOKESPERSON (V.O.)
The quiet and stillness of the
alarm sparks a chemical reaction
from the brain leading your body to
naturally wake up in the morning.

Bill loudly SNORES.

SPOKESPERSON (V.O.)
You don't hear it at all!

CUSTOMER TALKING HEAD

CUSTOMER
But... how are you supposed to wake
up?-

INT. HOUSE - LIVING ROOM - DAY

A young MOM and DAD sit on their couch.

MOM
Silent alarm has worked wonders for
me and my husband. Our newborn no
longer wakes up to the alarm, but
she sure wakes up to other things.

The dad pulls the mom closes to him and looks at her
seductively.

MOM (CONT'D)
(flirty)
Oh, you dog!

VALLEY GIRL TALKING HEAD

A VALLEY GIRL, 16, talks to the director off-screen.

VALLEY GIRL
(whispers)
You're paying me to say this
right?...
(normal)
Silent alarm works wonders for me
because I never hear it.

We pan out to reveal her BROTHER beside her.

BROTHER
Then how do you wake up?

VALLEY GIRL
...No comment.

HANDYMAN TALKING HEAD

A sweaty HANDYMAN, 50, is in the middle of fixing a tire in
his shop.

HANDYMAN
You heard it from me loud and
proud, silent alarm works wonders
for me...

He turns to his COWORKER.

HANDYMAN (CONT'D)
(whispers)
This bout the stupidest invention I
ever heard of.

INT. HOUSE - HALL/BEDROOM - DAY

The mom sets the alarm to 7:00 AM.

SPOKESPERSON (V.O.)
Call now to get your personal
silent alarm at 1-800-333-3366.
Only four installments of two-
ninety-nine!

CUSTOMER TALKING HEAD

CUSTOMER
(shocked at affordability)
Only twelve dollars?!

SPOKESPERSON (V.O.)
Correction, only four installments
of two-ninety-nine.

Numbers pop up on the screen indicating \$299.

SPOKESPERSON
No decimal points.

CUSTOMER TALKING HEAD

CUSTOMER
So twelve hundred dollars?-

A funky graphic of all the information regarding silent
alarm, from the number to call, to the website to visit, and
the price pop up on the screen.

JINGLE (V.O.)
*If you wanna wake up, without
causing a fuss, get silent alarm
now, so your mornings are hush!*

SPOKESPERSON (V.O.)
It works wonders!

END OF SKETCH