

SHOW ME YOUR SMOKE DETECTOR

INT. BUSY FAMILY KITCHEN - DAY

A MOTHER is cooking breakfast while FATHER plays catch with a Nerf football across the room with SON, 12. DAUGHTER, 8, is seated at the table drawing, next to a cheerio-wielding BABY in a high chair.

ADVERTISER, a vibrantly businesslike personality wearing a suit, stands in the middle of the scene unaffected and unnoticed by the chaos.

ADVERTISER

It's a typical Thursday getting the kids ready for school, when you're met with an unpleasant surprise...

A smoke detector beep starts going off. Advertiser smiles pleasantly as the family panics at the inconvenience.

ADVERTISER (CONT'D)

A defective smoke detector!

Father groans and looks for the defective smoke alarm, while Son throws the football back to him, hitting Father in the face. Baby cries, Daughter covers her ears and screams, and Mother, frustrated with the situation, tries to calm everyone down.

ADVERTISER (CONT'D)

Amidst the chaos, you've forgotten to show extra compassion for your moody fire safety system, and now you're never going to hear the end of it. Has this ever happened to you?

MOTHER

Please, God, make it stop!!!

ADVERTISER

Well, I have a solution! Simply show me your smoke detector.

The whole family stops arguing and stares at him. The only noise for a few seconds is the smoke detector.

SON

What?

ADVERTISER
(extra charismatic)
You heard me. Show me your smoke
detector!

FATHER
What are you going to do?

ADVERTISER
Lovely question, Chris! I'm going
to help it find the external
validation it so clearly craves so
that you all can have a more
peaceful home life.

MOTHER
Okay?

INT. EMPTY ROOM - DAY

Advertiser sits at an empty desk in an office with his arms
crossed.

ADVERTISER
Hi! I'm Ed from Show Me Your Smoke
Detector LLC, and I'm here to help
you manage your pesky smoke
detectors as they go through their
"rebellious phase." It's important
to know that smoke detectors often
feel forgotten at home, and here at
Show Me Your Smoke Detector LLC we
make sure every smoke detector
feels validated.

INT. BUSY FAMILY KITCHEN - DAY

Advertiser stands in the center of the kitchen with the
beeping smoke detector in his hands. Mother, Father holding
Baby, Son, and Daughter stand around watching.

ADVERTISER
(to smoke detector)
These are very valid emotions to be
having. I see you, and I most
certainly hear you.

The smoke detector stops beeping. Advertiser looks at the
camera and smiles.

INT. EMPTY ROOM - DAY

Advertiser sits at desk.

ADVERTISER

You'll find our positive affirmations to have an immediate effect on the mental state of your smoke detector. But our services don't just stop there.

INT. LIVING ROOM - DAY

Advertiser stands in a typical suburban living room holding a smoke detector that is emitting a flashing red light.

ADVERTISER

Are you seeing red flags in your smoke detector? Don't be concerned. We have a team of registered smoke detector psychologists to talk through any alarming issues.

INT. HALLWAY - DAY

Advertiser stands in a hallway by a stairwell. There is a smoke detector going off.

ADVERTISER

Or maybe your smoke detector is just always yelling at you. We offer anger management support to remediate this issue.

INT. SCHOOL - DAY

Advertiser stands in a school classroom with high schoolers working at desks behind.

ADVERTISER

Does your smoke detector struggle to keep up in school? Our tutoring department would be happy to help.

INT. OFFICE - DAY

A busy office space with people working and moving around. Advertiser stands in the middle.

ADVERTISER

Do you have an unruly smoke
detector in the office? We offer
career workshops and HR
interventions for support.

INT. EMPTY ROOM - DAY

Advertiser sits at desk with a smoke detector in his hands.

ADVERTISER

Whatever your problem, we're happy
to help! Just Show Me Your Smoke
Detector!

The smoke detector starts beeping.

ADVERTISER (CONT'D)

Gadgets these days, with their
newfound slang.

(whispered to smoke
detector)

What is it? What do you want?

Pauses, listening to smoke detector.

ADVERTISER (CONT'D)

(offended)

You can't say that!

THE END