

INT. BEDROOM - DAY

YOUNG MAN is asleep in bed. The covers are pulled up.

There is a night stand next to the bed. On the stand are a radio alarm clock and a lamp.

The radio alarm clock goes off.

The sound of a crying baby blares from the alarm clock.

WOMAN

(V.o. From alarm clock)

Crying, fussy baby? the Hushabye  
Baby Pacifier from Planet Baby can  
help you with that.

Young Man hits snooze on the alarm.

3 seconds later the alarm clock goes off again. The same ad comes out.

WOMAN

(v.o. From alarm clock)

When you put the Hushabye Baby  
Pacifier in your baby's mouth it  
plays classical music.

A sucking sound accompanied by classical music emanates from the alarm clock.

Young Man hits the alarm off, he pulls the bed covers off in a huff to reveal his t-shirt which reads "single ready 2 mingle."

Young Man walks out of the bedroom, as he walks out The alarm clock goes again.

VOICEOVER

(From alarm clock)

Tired of missing your mark?  
Revolutionize customer management  
with Nielsen X. Making Marketing  
Relevant Again. One Customer At A  
Time.

INT. BATHROOM - DAY

Young Man is now in the bathroom. He stands at his sink. There is a mirror over the sink and a waste basket next to it. He tries to squeeze toothpaste onto his toothbrush. The toothpaste tube is empty so he tosses it in the waste basket. He takes out a new box of toothpaste and opens it up. He takes a folded up piece of paper out of the box and looks at it.

CLOSE UP: ON THE PAPER. IT'S AN AD THAT READS "GET \$2.00 OFF YOUR NEXT PURCHASE OF HEALTHY KID'S BUBBLEGUM TOOTHPASTE FROM PLANET BABY."

Young Man drops the paper into the waste basket.

CLOSE UP: ON THE PAPER IN THE WASTE BASKET. NOW IT SAYS "MEASURE CONSUMERS MORE ACCURATELY."

INT. KITCHEN - DAY

Young Man sits at his kitchen table. He eats a bowl of cereal with milk. He holds his phone in one hand. He clicks on a link for a video, an advertisement pops up.

CLOSE UP: ON PHONE SCREEN -

WOMAN (30s) Leans over a crib, she smiles into the crib.

Lullaby music plays in the background. It slowly fades out.

The Woman Stands up and looks at the camera.

WOMAN

Having trouble lactating?

Young Man drops his phone into his cereal in disgust.

CLOSE UP: ON PHONE SCREEN AGAIN. NOW THE PHONE SHOWS A GRAPHIC AND READS "MANAGE CONSUMER DATA MORE INTELLIGENTLY."

INT. BACKSEAT OF A CAB - DAY

Young Man sits in the backseat of a cab. He swipes through things on his iPad. He swipes to an ad for Baby Planet. He clicks off his iPad and puts it away.

He looks up and sees the same ad for Baby Planet on the cab's tv screen. He starts hitting the power button on the tv trying to turn it off.

Finally it goes off but then flashes right back on again. This time though the screen reads: "Activate consumer insights more quickly."

INT. OFFICE CUBICLE - DAY

Young Man sits at his office desk. On the desk are a computer monitor, a folder rack and a small cactus.

He clicks through websites and another ad for Planet Baby pops up. He groans and bangs his head into his arm on the desk, the small cactus falls onto his head.

The camera pans back to the computer screen which now reads: "Analyze marketing results more effectively."

INT. GYM - DAY

Young Man is now at the gym. He runs on a treadmill or some other such device. His t-shirt reads "gun show."

A tv is hooked up to the machine he is on. He flips through channels on it. Suddenly, the same ad from breakfast comes on.

CLOSE UP: ON TV -

Woman (30s) holds up breast bump

WOMAN

The Yummy Mommy Breast Pump is easy to use and guaranteed to get that milk flowing abundantly. so go to Planet Baby today and get your own Yummy Mommy Breast Pump.

Young Man falls off machine.

Camera pans back to tv Which now shoes a still screen with a graphic that reads:

"Nielsen X –

Making Marketing Relevant Again. One Customer At A Time.

Drive media efficiency

Improve content relevance

Increase sales performance"

FADE TO BLACK