



Ambien Television Commercial

Ambien Commercial

1 INT. LIVING ROOM - NIGHT

1

A man, casually dressed and in an easy chair, is reading a newspaper. He pauses as if noticing the camera and begins to speak.

MAN  
(GREETING)  
Oh, hi.

MAN  
(BEAT)  
You know, not long ago, I had  
trouble sleeping at night.

OUT OF CHAIR

Man puts paper aside and gets up. Camera pans with him as he walks toward it.

MAN  
That's why I asked my doctor about  
Ambien.

2 INT. HALLWAY - NIGHT

2

Man slowly walks down a hallway, further explaining.

MAN  
Ambien is a small tablet that helps  
you to fall asleep fast.

3 INT. BEDROOM - NIGHT

3

Man is in his pajamas. He is walking out of the bathroom attached to the bedroom and is stretching and yawning as if to go to bed. Over this, a female narrator speaks in quiet, sultry, sexy monotone.

WOMAN  
(V.O.)  
Ambien is not for everyone and  
should be taken only under a  
doctor's careful supervision.

4 INT. BED - NIGHT

4

Man is in bed getting comfortable and adjusting pillow.

WOMAN

(V.O.)

Strange and serious side effects may occur if you are taking Ambien.

SLOW DREAM  
DISSOLVE TO:

5 EXT. GRASSY FIELD - DAY

5

Establishing shot. Wide angle. Very pretty day in a large grassy field out in the middle of nowhere. The sun is shining, the grass is growing. A few nice clouds litter the sky pushed along very slowly by a gentle breeze, which is also felt below.

Man and Woman are both there. Man is wearing a fancy tuxedo and bow tie with requisite handkerchief stuck in his tux pocket 1940's style. Woman (young and astoundingly beautiful) is dressed in an extremely fancy and luxurious dress that seems made for dancing.

Soft music plays in the background as the two of them dance romantically in each other's arms. Woman continues to talk as they dance. She says, while looking longingly into his eyes...

WOMAN

Side effects may include, but are not limited to, daytime drowsiness, dizziness, weakness and loss of concentration.

NEW ANGLE

WOMAN

Ambien may also cause stuffy nose, dry mouth, nose or throat irritation.

CLOSE ANGLE

WOMAN

Other serious side effects include chest pain, fast or irregular heartbeat, and trouble breathing or swallowing.

SEPARATION

Wide angle as Man and Woman separate and twirl in the dance. Woman continues talking as she twirls.

ON WOMAN

Close on Woman's twirl.

WOMAN

Before taking Ambien, let your doctor know if you have kidney disease, liver disease, sleep apnea or history of depression.

RECONNECTION

The two dancers return to each other's arms. Woman continues her litany.

WOMAN

Ambien may cause drowsiness. Do not take Ambien with alcohol...

DIP

Man gives Woman a gentle dip. Woman's back is arched in the dip and man is bent protectively over her. As they look lovingly into each other's eyes in this position, Woman softly and caressingly places her hand on his cheek and says sweetly to him...

WOMAN

...as alcohol may intensify this effect.

SLOW DREAM  
DISSOLVE TO:

6 INT. BEDROOM - MORNING

6

Man is awake in full business attire, adjusting his tie in a mirror.

MAN

With Ambien at night, I wake up refreshed and ready to face the day.

7     EXT. DRIVEWAY - MORNING

7

Man is in his fancy Rolls Royce in the driveway in front of a well-to-do house. His window is down and as he backs out of the driveway, he says to the camera...

MAN

Ask your doctor if Ambien is right  
for you.

8     EXT. STREET - MORNING

8

Man backs all the way out of his driveway, then drives forward down the street to meet his destiny.

END