

INT. MASTER BEDROOM, NIGHT

ALLSTATE'S MAYHEM is duct-taped to the ceiling, dangled above a man that's asleep in bed. GREG is sleeping gently in his bed.

MAYHEM
(whispering)
I'm the smoke detector on your ceiling. I've given you peace of mind for 5 years now.

MAYHEM (cont'd)
Beep.

MAYHEM (cont'd)
I don't ask for much, just the occasional battery change, but you've been neglecting me.

MAYHEM (cont'd)
Beep.

MAYHEM (cont'd)
You see, normally, I'd warn you about the little situation in the family room.

CUT TO:

INT. FAMILY ROOM

We see an outlet in the corner of the room is overloaded with plugs. The family Christmas tree is beginning to smoke.

CUT TO:

INT. MASTER BEDROOM, NIGHT

MAYHEM
But I'm tired of beeping at you. And it looks like my battery just ran out.

CUT TO:

INT. FAMILY ROOM

The family Christmas tree spontaneously bursts into flames, the fire quickly spreading across the carpet.

CUT TO:

INT. MASTER BEDROOM, NIGHT

GREG sits up quickly, sees his room beginning to smoke, and jumps out the bedroom window. MAYHEM laughs to himself, and the entire ceiling collapses.

CUT TO:

EXT. FLAMING SUBURBAN HOME

MAYHEM, covered in ash, walks away from the burning home, he blows a small fire out from his shoulder, and begins speaking directly to camera.

MAYHEM

And if you got cut-rate insurance,
you could be paying for this
yourself. So get ALLSTATE, you could
save some cash and be better
protected from MAYHEM like me.

SUPER: ALLSTATE