

MY REAL BABY (commercial)

INT. SUBURBAN KITCHEN - DAY

A cute, 5 year old GIRL walks up to her MOMMY, who looks like a cheerful, modern 1950s housewife.

GIRL

Mommy, when do I get to be a mommy?

MOMMY

When you're older. In the mean time, you can play mommy with your dolls.

GIRL

But my dolls aren't like real babies at all . . .

Their conversation is suddenly interrupted by an off-screen announcer.

ANNOUNCER

(OS)

They are now!

The Girl and her Mommy look at the camera in disbelief.

The Girl is suddenly holding a baby doll. She looks at it.

GIRL

Wow, Mommy! A real baby!

MOMMY

(in shock)

It looks so real!

ANNOUNCER

(OS)

"My Real Baby" is so lifelike, your child will think she's caring for a real baby.

The Girl touches the doll's skin.

GIRL

It's skin is so soft!

The Girl is now feeding the baby with a bottle.

GIRL (CONT'D)

It's really drinking! And look! Now it's wetting it's diaper!

(CONTINUED)

CONTINUED:

MOMMY  
 (approvingly)  
 You should change it's diaper, just like  
 a real mommy would.

CUT TO:

INT. SUBURBAN KITCHEN - MOMENTS LATER

The Girl is now changing the diaper. Something squirts  
 the Girl's face coming from the baby.

GIRL  
 The baby peed on me as I was trying to  
 change it.

MOMMY  
 Babies do that.  
 (thoughtfully)  
 This really is like a real baby!

ANNOUNCER  
 (OS)  
 That's because "My Real Baby" is like a  
 live baby in almost every conceivable  
 way! It needs to be fed like a real baby  
 . . .

INT. SUBURBAN KITCHEN/DOCTOR'S OFFICE - MONTAGE

The Girl is feeding the baby.

ANNOUNCER  
 . . . burped like a real baby . . .

The Girl is burping the baby. The baby burps up milk on  
 the Girl's shoulder.

ANNOUNCER (CONT'D)  
 . . . and cared for like a real baby!

The Girl, her Mommy and a Doctor stand around the crying  
 baby at the doctor's office.

DOCTOR  
 Don't worry. He's just got some gas.

The Girl and Mommy give a sigh of relief.

END MONTAGE:

INT. SUBURBAN BEDROOM - NIGHT

Mommy is sleeping soundly. The clock reads 3:00 AM

(CONTINUED)

CONTINUED:

ANNOUNCER

It needs constant love and care, just like a real baby would!

A blood-curdling baby cry suddenly begins and the Mommy wakes with a start. The Mommy gets up and goes into the hallway.

CUT TO:

INT. BABY'S ROOM - MOMENTS LATER

The baby doll is suckling at the Mommy's teat, while the Mommy sits, half asleep.

ANNOUNCER

"My Real Baby" is so lifelike, you'll swear it were the real deal.

INT. SUBURBAN KITCHEN - DAY

The Girl is once again throwing away a dirty diaper that obviously stinks.

ANNOUNCER

Even the waste the doll produces looks and smells like the actual thing!

The Mommy looks incredulously at the camera.

ANNOUNCER (CONT'D)

(chuckling)

But don't worry, mom -- it's not.

The Mommy gives a look as if her fears were happily quelled.

INT. BABY'S ROOM - LATER

The Girl and the Mommy are looking at the baby wiggling around in it's crib.

ANNOUNCER

The only thing "My Real Baby" can't do that a real baby can is grow-up.

GIRL

When will the baby start crawling?

MOMMY

The baby's too young to crawl, honey. Just like a real baby that's too young to crawl!

(CONTINUED)

CONTINUED:

ANNOUNCER

But that only means that your child will  
have years and years of baby-raising fun!

(beat)

Besides, who really wants their children  
to grow up? Do you? It's an affirmation  
that you're growing older. Less  
attractive. Less desirable. And that  
you're one year closer to death.

The Mommy gives a guilty look into a mirror.

CUT TO:

A STILL FRAME

A logo, showing a picture of the baby, with "MY REAL  
BABY" in pink letters overhead.

ANNOUNCER

"My Real Baby" is available now in all  
quality toy stores! Pick one up today!

CUT TO:

INT. BABY'S ROOM - NIGHT

The Girl and the Mother sit in chairs next to the baby's  
crib, looking haggard.

GIRL

(whispering)

Shhhhhh!!! You'll wake the baby!

ANNOUNCER

Heh heh. Sorry.

(whispering)

"My Real Baby" crib, diapers, clothes and  
other accessories sold separately.

FADE OUT.