

# Quality Sleep. Easy

30 second TVC - Calm App

## Insight:

Many people do not want to invest in a sleeping solution as products are designed to either make you fall asleep quicker or sleep more deeply, never achieving both.

## Idea:

Through an interesting premise, show that Calm can achieve both deep and quick sleep through a simple phone app.

*In the car, the couple both slip on a pair of earmuffs*



**You ready?**

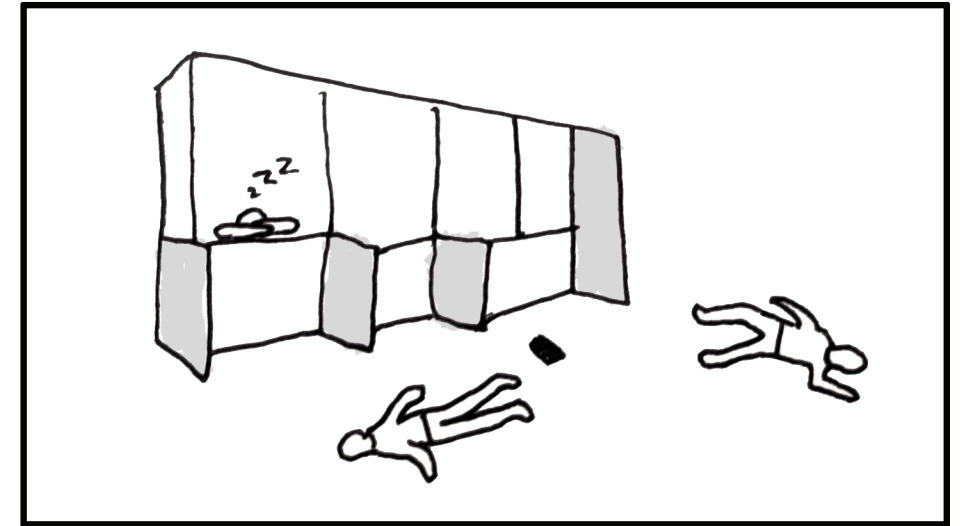
**Yeah, it'll be easy**

*They open the bank door and throw an object*

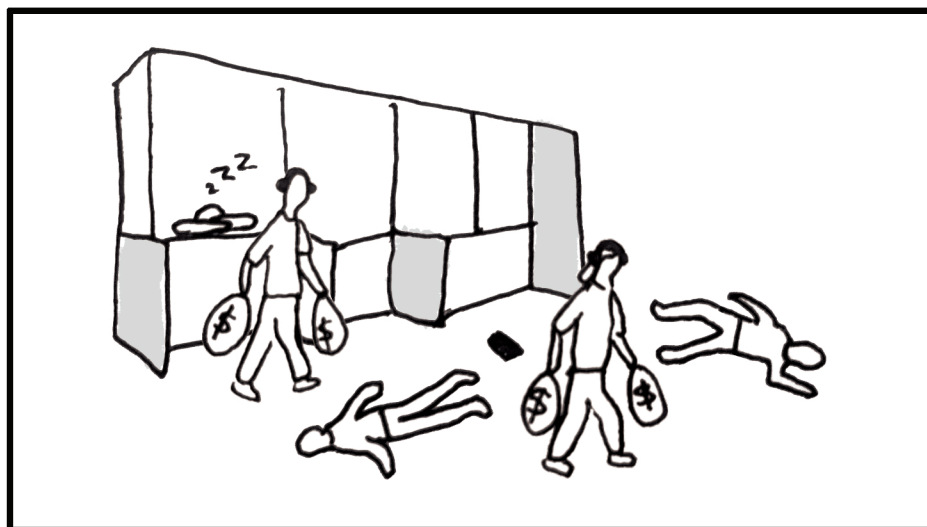


**Alright, throw it!**

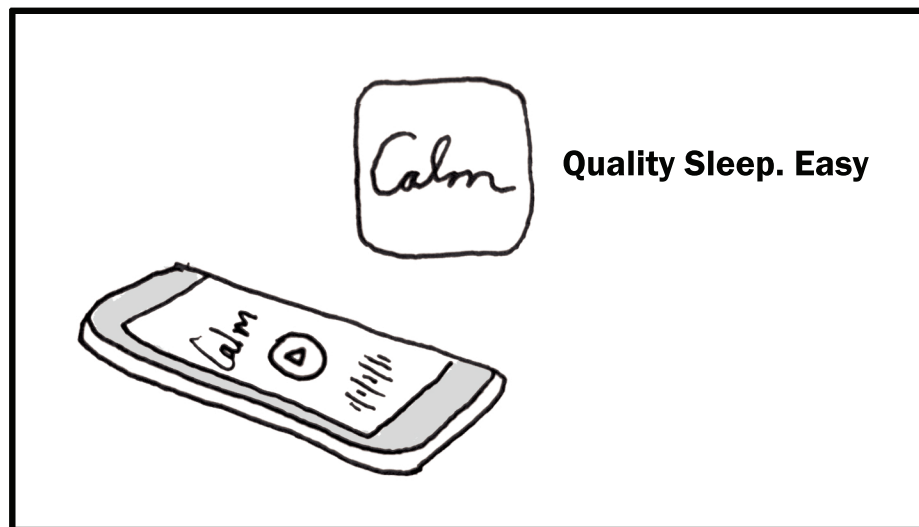
*Inside the bank, everyone peacefully passes out instantly*



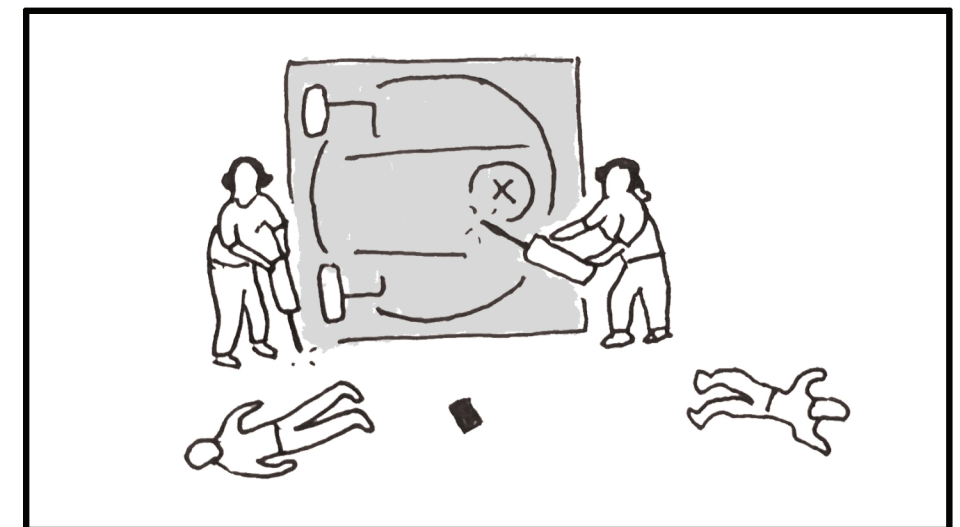
*The burglars leave whilst everyone stays sound asleep*



*During this, the camera zooms-in to the object on the floor to reveal it was a phone with the Calm App playing*



*Cut to: Couple drilling into bank safe with security guards sleeping fast asleep on the floor next to the drilling*



**VO: Calm, Quality Sleep. Easy**  
**Download on IOS or Android tonight**

\*Drilling noises with guards snoring