**Client:** Penguin Books

**Duration:** 30 seconds

**Title:** “A Book A Day Keeps Reality Away”

**Voiceover:** Once upon a time there lived a girl named…

*We hear an alarm clock going off in the background*

**Sarah’s Mum:** SARAH!

**Sarah:** (GASP)

**Voiceover:** Sarah is a 27 year old administration assistant living with her mum in London.

*Ambient noises of the London underground begin to play.*

**Voiceover:** She hates her job, she hates the commute to her job**.**

*Then we hear the brewing of coffee in an office setting, there are keyboard typing noises, the printer and chatter and a phone ringing.*

**Voiceover:** But above all she hates her supervisor.

**Sarah’s supervisor:** Sarah! Did you hear what I said?

**Sarah:** …No?

**Sarah’s supervisor:** Can you put that book down please?

**Sarah:** (Groan)

*Then the thud of the book on the table is heard.*

**Voiceover:** Penguin Books. A book a day keeps reality away.