

## Nico-Cig Commercial

Premise: A new product to help smokers stop smoking.

Announcer (Will Farrell): You've tried everything to stop smoking. Cold Turkey (insert Chris Kattan bogarting a cigarette in the restroom of his business), The Patch (insert Horatio Sans ripping large patch of skin/hair from arm and licking patch desperately), The Gum (insert Molly Shannon frantically spinning and pulling nicoret gum between her mouth and fingers like a teen-age girl).

Announcer: Now try the new Nico-Cig! Announcer hold's up Nico-Cig (the item he holds up looks exactly like a cigarette).

Announcer: Nico-Cig is the **last** step in your fight against smoking. Nico-Cig is an innovative way to send the right amount of nicotine throughout your body as quickly as **YOU** need it. Nico-Cig is the newest way to curb your nicotine withdraws.

Announcer: Here's how it works:

(while Will Farrell is speaking, Chris Kattan is demonstrating, then begin to show other's lighting up)

Just place Nico-Cig in your mouth, apply flame to the tip, and inhale. (graphic showing human lungs and bloodstream w/ nicotine flowing through to all parts of the body, even up to the brain) Nico-Cig starts to distribute nicotine to the parts of the body where you need it most, even the brain! Instantly easing your withdrawal symptoms, calming you AND satisfying your body's need for nicotine.

Cue to scene: Chris Kattan standing over shoulder of co-worker in a cubicle, looking at computer screen w/ Nico-Cig in his mouth. He and his co-worker are smiling companionable as they solve a stressful computer glitch.

Announcer: Nico-Cig, like other anti-smoking aids, can be used anywhere at anytime, but works more efficiently and effectively than the Gum or the Patch.

(Horatio Sans is enjoying a Nico-Cig in a restaurant sitting at a large table of smiling, laughing people. Molly Shannon is at a different table w/ a date. Horatio and Molly look at each other and offer a brief salute and smile w/ Nico-Cig in hand)

Will Farrell's parting comment:

"Nico-Cig." (takes a deep drag on a Nico-Cig) "Because quitting is tough!"