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HE'S NOT REALLY SUPERMAN



THERMACELL
Watch the kids, not the bugs.

When bugs show up, its easy to lose focus. But Thermacell makes supervision easy and hands-free. Now you can make sure that Superman lands safely.

MULTITASKING LEADS TO BIG SPLASHES



THERMACELL
Watch the kids, not the bugs.

When bugs show up, its easy to lose focus. But Thermacell makes supervision easy and hands-free. Now you can make sure that everyone stays ground-level.

Social Media



WHILE YOU FIGHT BUGS...



THEY FIGHT MUD



OOH



Non-Traditional

30-Second TikTok Script – “Thermacell Presents: The Parent Who Couldn’t Look Away”

0–3 sec (Hook – dramatic voiceover)

VO (serious tone): “This is a story about a parent who tried to do everything right outside...”

3–8 sec (Setup)

Noel LaPalomente appears in a sunny backyard holding bug spray.

Noel: “Okay, step one, spray everything so no one gets bitten.”

She starts aggressively spraying the air, the chairs, the table... very focused.

8–15 sec (Distraction begins)

Behind her, completely ignored:

- A child is building a “rocket” out of pool noodles and a lawn chair
- Another is “training a squirrel” with snacks like it’s a wildlife documentary
- VO: “But once the spray starts... so does everything else.”

15–22 sec (Escalation – exaggerated/comedic chaos)

Noel continues walking, spraying in a perfect methodical pattern, not looking up once.

Behind her: kids staging a backyard “parade,” dog wearing sunglasses, slip-n-slide appearing out of nowhere.

Noel (calm): “Miss a spot... and you’ll regret it.”

22–27 sec (Twist)

She finally pauses, looks up slightly but only to check her spray bottle level.

Entire backyard is now full-blown chaos festival.

VO: “What if she was focused on the wrong thing?”

27–30 sec (Payoff / Series hook)

Cut to calm shot of Thermacell on table, everything peaceful around it.

Text on screen: “When you stop chasing bugs... you can finally see what’s really going on.”

VO: “Thermacell presents: ‘What Did I Just Miss?’ – Episode 1.”