

**EXT. ROLLING HILLS - DAY**

Sisyphus, a strong and determined figure, stands next to a pile of old, worn-out bricks, smiling confidently.

NARRATOR (V.O.)

This is Sisyphus. A man who makes houses out of bricks. We must imagine him happy.

**EXT. ROLLING HILLS. MONTAGE - SISYPHUS BUILDING A HOUSE**

NARRATOR (V.O.)

Any time Sisyphus builds a house, it crumbles. The problem? The bricks.

Sisyphus lays the final brick on a house, steps back to admire it. The house wobbles, then collapses into a heap of rubble. Sisyphus sighs in frustration.

Sisyphus tries again, but the house falls apart once more. His frustration grows.

**EXT. ROLLING HILLS - LATER**

In a scene inspired by Michelangelo's The Creation of Adam, a hand reaches out from above, holding a shining golden brick. This is Acme Brick.

Sisyphus, standing below, reaches out to receive it, their fingers nearly touch.

NARRATOR (V.O.)

At Acme Brick, we noticed this. And we gifted Sisyphus new bricks.

Sisyphus examines the new brick, a look of cautious optimism on his face. He decides to give it a try.

**EXT. ROLLING HILLS. MONTAGE - SISYPHUS FINISHES BUILDING**

NARRATOR (V.O.)

Problem? Bricks? Solution? Acme Bricks.

Sisyphus builds the house again, this time with Acme Bricks. The house stands firm and solid.

Sisyphus steps back, smiles, and admires his work.

NARRATOR (V.O.)  
Now we don't have to imagine  
Sisyphus happy. Because he is.

The screen fades to black, with the Acme Brick logo appearing prominently.

TEXT ON SCREEN:  
Acme Brick. Built to Last.

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KAPPOOR