

Keurig Commercial

Opens with the sound of an alarm, and a smoking hole in the side of a bank. Burglars run inside and start grabbing cash from a giant vault. A security guard at the top of a tall building lights a giant distress beacon in the sky, calling for a superhero.

Dennis is at a bar with his friends when he looks out the window to see the distress beacon. He quickly excuses himself and runs out the back of the restaurant. Running through a back ally, he rips off his buttoned shirt to reveal a superhero costume and the camera fades into the logo on his chest.

The now-masked and in-costume Dennis runs to the bank and proceeds to beat up the robbers before the police arrive. Once the police arrive, he turns and disappears into the night.

The still-costumed Dennis jumps from the shadowed roof of his building onto the fire escape outside his window, and enters his apartment from there. Once inside his shabby apartment he pulls off his mask, walks wearily to his bed and collapses onto it. The news report of his heroics play on the TV in the background with the caption "Unknown Masked Vigilante Returns." Newspaper clippings about his heroic actions decorate his walls.

The next morning an alarm clock goes off and a visibly exhausted Dennis (still in his costume) jumps out of bed, realizing he is late for work. He starts to run out the door but stops as he passes his old coffee maker. He pauses and checks the oven clock, considering if he has enough time to make coffee. He decides he doesn't have time and runs out the door unaware that he is still in his costume.

He runs down the street so focused on getting to work that he doesn't notice the stares of pedestrians on the street. He arrives at his office and runs into an elevator full of people as the doors are about to close. He quickly turns to face the closing doors, sighing and rubbing his tired eyes. Everyone in the elevator is staring at him, but he's so tired he doesn't even notice.

He walks out of the elevator to his desk, picks up a stack of papers, and walks over to the copier. He's standing making copies as a shocked co-worker slowly walks up to him and says, "...Dennis?"

Dennis looks at the co-worker and sees the confused look on his face. He slowly looks down to see his costume. He sighs and hangs his head.

Voiceover: "Even the best of us need a boost. With fresh, delicious coffee brewed in just under a minute, there's no faster way to energize than with a Keurig."