

12:00 a.m. - Midnight Drift

□ Visual Concept:

Suburban home faintly lit, warehouse idle, factory humming.

□ Text/Narration:

Most of the country sleeps. Homes use minimal power — just enough to keep fridges cold and nightlights glow

6:00 a.m. - Wake-Up Surge

□ Visual Concept:

Homes lighting up one by one, coffee brewing, city waking up.

□ Text/Narration:

America wakes up. Residential demand rises fast: showers, toasters, lights. Office buildings and schools wa

10:00 a.m. - Business As Usual

□ Visual Concept:

Offices buzzing, stores open, factories in full motion.

□ Text/Narration:

Commercial and industrial sectors dominate. Offices, stores, schools, and restaurants are in full swing. Facto

6:00 p.m. - The Power Peak

□ Visual Concept:

Suburbs fully lit, TVs and ovens on, offices dimming.

□ Text/Narration:

The evening peak. As Americans return home, residential demand hits its high. Commercial buildings wind do

9:00 p.m. - Night Shift

□ Visual Concept:

Few homes lit, hospitals and factories still glowing.

□ Text/Narration:

The grid quiets down. But hospitals, emergency services, and some factories stay on all night. Tomorrow, it

24-Hour Energy Flow

□ Visual Concept:
Chart overlay with colored lines and icons.

□ Text/Narration:
Every hour, America uses energy in a rhythm — shaped by how we live, work, and power the world around