TV Commercial Script

Prepared By: [YOUR NAME]
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I. Introduction

The opening of your TV commercial is crucial as it sets the tone and grabs the audience's attention. This segment should succinctly and effectively introduce the product or service, while engaging viewers to watch further:

- **Scene Description**: Describe the setting and characters involved in the first scene, ensuring it aligns with the brand's image and the message's tone.
- **Audio/Visual Elements**: Specify essential audio elements (background music, sound effects) and visual cues that highlight the product's features.
- **Opening Line**: Script the opening line or question that will hook viewers, making it memorable and thought-provoking.

II. Body

The body of the commercial should provide more detailed information about the product or service, showcasing its benefits and unique selling points. Focus on captivating storytelling that resonates with your target audience:

- **Key Features**: List and describe the key features of [YOUR PRODUCT/SERVICE] that solve common problems or enhance the user's experience.
- **Customer Pain Points**: Address how [YOUR PRODUCT/SERVICE] alleviates specific pain points or improves the customer's life.
- **Testimonials or Endorsements**: Incorporate testimonials or endorsements to add

Commercial Script Guide 30 Seconds

Alan R. Stephenson,David E. Reese,Mary E. Beadle

Commercial Script Guide 30 Seconds:

Broadcast Announcing Worktext Alan R. Stephenson,David E. Reese,Mary E. Beadle,2013 The Broadcast Announcing Worktext provides you with the skills techniques and procedures necessary to enter this highly competitive field of broadcast performance Factual information is presented in easy to digest modules and projects that encourage active participation Each chapter concludes with a self study section students can use to test themselves The companion website illustrates techniques and concepts with audio and visual examples that help students to learn better broadcast performace techniques New to this edition are brand new audio clips and videos interviews with industry professionals and updated content throughout including a new section on social media in the news **Broadcast Announcing Worktext** Alan Stephenson,David Reese,Mary Beadle,2012-10-12 Broadcast Announcing Worktext provides you with the skills techniques and procedures necessary to enter this highly competitive field of broadcast performance In addition to the principles of good performance this book addresses the importance of audience and how messages change to communicate effectively to various groups Television and radio studio environments announcer specializations and responsibilities and developing a broadcast delivery style are just a few of the many topics covered Factual information is presented in brief easy to digest modules and is enhanced with self study questions and projects The self study provides an immediate check on the comprehension of what you learn and the projects allow for a practical hands on application of key concepts in the material The worktext format with many real life examples combines both traditional teaching and practical experience A companion CD illustrates techniques and concepts in each chapter with audio and visual examples This third edition will give you knowledge of other non traditional forms of announcing such as online radio announcing podcast announcing and other forms of online announcing such as online shows clips and news *Instructors Manual* Janet Dooley,2003 **The Marketer's Guide to Media Vehicles, Methods, and Options** Ann Grossman,1987-10-20 The Marketer s Guide to Media Vehicles Methods and Options is an unusually practical hands on reference source written for marketing advertising and promotion professionals to use in conjunction with their daily work Designed as a convenient desk top manual this is an informative guide to the use of media vehicles Ann Grossman covers the traditional broadcast print and out of home media formats and sales promotions as well as the increasingly used methods of direct marketing and telemarketing In addition she details production tools and steps in the use of each of these media **The Complete Guide to Advertising** Torin Douglas,1984 Provides information about the advertisers the advertising agencies and the media as well as the makeup of a successful advertising campaign *Kleppner's Advertising Procedure* Thomas Russell,W. Ronald Lane,1993 **Writing Simulations** Mari Lu Robbins,1997-08 Activities designed to help students be capable writers in a variety of real life settings **Adweek** ,1988 Volumes for 1981 198 include four special directory issues **Copywriting for the Electronic Media** Milan D. Meeske,R. C. Norris,1992 Combines basic information and principles with skills building exercises in a workbook

format with everything needed to proceed with assignments saving instructors the work of preparing many handouts *TV Guide* ,1991 <u>The Publishers Weekly</u> ,1908 *How to be a Working Actor* Mari Lyn Henry,Lynne Rogers,1994 This celebrated survival guide for actors is still considered the Bible of the Biz the most comprehensive book on the business of acting informed by an inside view of how casting decisions are actually made and it has now been updated and expanded to cover new on line ways actors can promote their picture resume and video clips interviewing and auditioning tips for the new crop of young actors enhancing one s image and finding jobs in emerging markets Of course the book still draws from dozens of industry professionals for authoritative advice on financial survival networking meeting agents and casting directors the performing unions selecting a wardrobe studying a role all the essential information actors have steadily relied on since 1987

Group Discussion Guide ,1944 **Directing and Producing for Television** Ivan Cury,1998 Directing how to mark a script what a rehearsal agenda ought to be and more This approach to television production which outlines the demands of each format gives the students the tools they need to help them direct and produce efficiently in a variety of settings Ivan Cury has taught in the radio TV department at Cal State Los Angeles for the past seven years He is also the producer and director of commercials sitcoms variety shows and documentaries His credits include The Young The Restless CBS The Doctors NBC major variety programs major documentaries such as Violence in America NBC and numerous other documentaries and commercials He has served as a judge for the Emmys ACE and the DGA awards Before joining the radio tv department at Cal State he taught for eleven years at the MPTV department at UCLA He lives in Encino California **A Guide to Radio-TV Writing** Laurence Randolph Campbell,1950 **Spot Radio Rates and Data** Standard Rate & Data Service,1962 **One Thousand and One Ways to Market Your Books** John Kremer,1993-03 **Audio-visual Guide** ,1945 **Pitman's Progressive Dictator** ,1912 **Pitman's Journal of Commercial Education** ,1891

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