

MMJ
Example TV Commercial Script

Title: Mean Joe Greene
Shooting Location: Football Field Tunnel
Actor(s); Joe Greene, Kid, Background fans

Video	Audio
Camera up on Joe Greene, limping slowly down tunnel from field toward locker room; Cut to kid, age 9 Standing in tunnel, bottle of Coke in hand.	Kid: Mr. Greene! Mr.Greene!
Cut to Greene, looks hurt or injured.	Greene: Yeah?
Cut to kid.	Kid: You need any help?
Cut to Greene.	Greene: Uh-uh.
Cut to kid.	Kid: I just want you to know: I think-I think-- you're the best ever.
Cut to Greene, in pain.	Greene: Yeah, sure.
Cut to kid, offering bottle.	Kid: Want my Coke? It's Okay. You can have it. Greene: No, no. Kid: Really, you can have it. Greene: Okay. Thanks.
Cut to Greene, sighing, He takes it, drinks, quickly.	As music plays in background, lyrics are heard: "A Coke and a smile/makes me feel good/makes me feel nice"
Cut to kid, who hesitates, waiting for autograph or sign of recognition from his hero.	Kid: See ya around.
Finally kid turns to leave, reluctantly.	
Cut to Greene, suddenly animated and smiling.	
Greene grabs his game jersey and tosses it.	Green: Hey kid! -Catch
Cut to kid, very happy, catching shirt.	Kid: Wow! Thanks, Mean Joe!
Graphic letters fill screen: "Have a Coke and a Smile" (centered) "Coke Adds Life" (in right corner)	Music Swells.

Name: _____

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How to Write a TV Commercial Script

Television commercials sell products. All of the flashy images, effects and dialogue you see and hear on the television screen start with a script. It's a scriptwriter's job to take ideas from advertising people and turn them into scripts that will make a product appealing to the public. Learn how you can write a television commercial script that will sell products and earn you a place in the lucrative world of television commercial writing.

Instructions

1 - Format your television commercial script in two columns. The left column will be labeled in all caps and underlined as "Video," and the right column, formatted the same way, will be labeled "Audio." What you see in the commercial is written in the "Video" column in all caps. What you hear is written under the "Audio" column in upper/lower case. Separate each shot in the script with a blank line between them. You can use just about any commercial scriptwriting software to format a television commercial script easily, or even Microsoft Word.

2 - Focus the content of your commercial on the product you're trying to sell. The finished script, which will be about one page long, will result in a commercial that lasts about 30 seconds. You have a very short time to sell the product. Every image and sound you write should be aimed at doing this.

3 - Think in terms of short film. Commercials are just that. A television commercial should have a beginning, middle, and an end. It should tell a short story about the product you're writing about or show how the public uses the product in question. Always keep your target audience in mind, and gear everything in your television commercial script for them.

4 - Describe everything in the script actively. Use strong verbs, and keep the adjectives light. You're not writing a novel. The end result of the script is a television commercial the public will view. Visual writing is the key to a successful commercial. Write so a director "sees" the product the way you want the public to see it.