
Advertisement Script Format

For ads, keep things concise and engaging, as most commercials are around 15-30 seconds long.

[Title]

Product/Service Name

[Tagline/Slogan]

A catchy phrase representing the brand.

[Intro]

Opening line or hook to grab attention.

[Main Message]

What's being promoted (features, benefits, unique selling points).

[Call-to-Action]

What you want the audience to do next (e.g., *Visit our website, Call today!*)

[Voiceover/Character Name]

Who is speaking. Write out dialogue clearly.

[Sound/Music Cues]

Indicate where music or sound effects should play, e.g., *[Upbeat music begins]* or *[Sound of door opening]*.

Example:

Title: *FreshBrew Coffee - "Wake Up Happy"*

Tagline: *The coffee that keeps you going.*

Intro

**[Sound Cue: Morning birds chirping]*

NARRATOR

There's no better way to start the day than with a cup of FreshBrew Coffee.

Main Message

NARRATOR

FreshBrew Coffee is made from premium beans, roasted to perfection. One sip, and you're ready to take on the day.

Call-to-Action

NARRATOR

Visit FreshBrew.com to find a store near you. FreshBrew — start your morning right!

**[Sound Cue: Music fades out]*