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TV Commercial (TVC) Format Segment Outline

The segment outline acts as a guide and checklist for all components needed in the TV commercial format script. When students are writing their scripts we suggest they split up and write their dialogue with those students in their segment. It is designed so that all crew members have a chance to be onscreen.

You can have more than one scene in a segment but again, be sure to limit the overall script to 2-3mins in length. 2-3 mins equates to approx 2-3 pages of script written in 12 point in our template provided. It could be shorter..and is often better when a script is delivered succinctly. We want to focus on efficient storytelling!

Teacher Tip

The TVC Format can be a great way to engage students in content and inspire their imaginations: It's designed to persuade an audience to buy an imaginary product or service.

Depending on the content your students are studying, for example:

- Property advert for a house on Mars
- Be a convict and get a free trip to Australia!
- Boomerang - the tool for every keen hunter!
- Here are some example films created by other students:

Example Films

- Clone-a-tron <https://vimeo.com/343928551>
- Teleporter 2000 <https://vimeo.com/manage/341579347/general>



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Segment # 1 - Introduce the Problem

Background Image / Visuals	Audio / Script
Show examples of what life is like without this product/service. Make the problem as big as you can. (use overlay)	Are you tired of.....? Do you get frustrated when.....? What about when this happens....

Segment # 2 - Solution

Background Image / Visuals	Audio / Script
Thank goodness! Here is the product or service that solves all these problems! Show the product or service to camera using CU and WS	Well, relax because theis here! Worry no more because thesolves everything.

Segment # 3 - Benefits & Features

Background Image / Visuals	Audio / Script
Scenes of characters using the product or service - giving it testimonials	The has got this.....which is so easy to use.... It helps me..... It's great for.....when I really need.....

Segment # 4 - Call to Action

Background Image / Visuals	Audio / Script
Graphics or "Supers" with website/contact details. Presenter announces a "special offer."	"Call now and receive this special offer" "visit www.....and receive...." "Don't delay, stock running out fast" Go to the website now, and receive.....