

Example TV Script for IASB Copywriting Contest

- Video description on the left side
 - Include running time
 - Include any CG instructions (typed words or graphics)
- Spoken word (including SFX, music and actor directions on right)

<p>:00 (WS) Woman sitting at café</p> <p>:02 (MS) Woman running hand through hair: CG flowers swirling around woman)</p> <p>:04 (MS) Man smiling at woman</p> <p>:05 CU) Woman smiling, tilts head</p> <p>:06 (MS) Second man smiles at woman</p> <p>:07 MS) Woman walking, looks left then back to camera (CG flowers and vine swirling around woman)</p> <p>:09 (CU) Woman smells flower then smiles. CG flower comes from behind woman and ascends across screen)</p> <p>:12 (WS) CG Glow product and logo (CG flower descends across screen and lands on the bottle. Vine crawls on bottom left screen)</p>	<p>(MUS: FADE IN AND BED BUBBLY, FUN MUSIC)</p> <p>Announcer: “With the new just glow range”</p> <p>Of shampoo and conditioner keeps your hair”</p> <p>Looking beautiful</p> <p>Naturally</p> <p>And feeling</p> <p>Well, just as great as you do!”</p> <p>(MUS: INCREASE BUBBLY, FUN MUSIC) (SFX: TWINKLING SOUND)</p> <p>The new just glow collection...Let yourself glow.</p>
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[00:00:02] : Explain and music or SFX.

[00:00:04] : Include the running time. This “04” means this scene begins four seconds into the commercial. Because the next shot starts at “05” the shot is one second in length.

[00:00:03] : Ensure that you can say the portion of the script in the time you have allotted. This scene is two seconds in length. The copy for the scene is under two seconds.