DCP AQuIP Toolkit

# Video Ad Script Template

The video ad script template is comprised of three sections: video, audio, and notes. The video section labels the scene, length of time for the scene, and a description of the scene. The audio section includes music/sound effects, dialogue, and speakers. The notes section includes any extra instructions regarding the script. Use the abbreviations below the script template where applicable.

| **VIDEO** | **AUDIO** | **NOTES** |
| --- | --- | --- |
| SCENE A (:00-1:00)  *Scene A Description* | **Music:** [Insert Sounds]  **Dialogue:**  [Insert Tagline] and/or [Insert Fact].  **Dialogue:**  We are seeking [Insert Population Criteria], to participate in any of our [Insert Trial].  **Dialogue:**  [Insert Additional  Promotional Information].  **Dialogue:**  [Insert Call to Action]!  [Insert Phone] or visit [Insert Web Link]. | [Insert any extra instructions here.] |

Some abbreviations for video scripts can include:

* VO: Voice Over
* FX: Effect
* CG: Computer Graphic
* NAT SOUND: Natural Sound
* CU/MCU: Close –up/Medium Close-Up
* WS/MWS: Wide Shot/Medium Wide Shot

# Video Ad Script Sample

| **VIDEO** | **AUDIO** | **NOTES** |
| --- | --- | --- |
| OPENING (:00-1:00)  Scene opens at a restaurant with a couple and a waiter picking up the check.  Action: man gives copy of bi-fold pamphlet to woman  Action: Man and woman stand up and leave the restaurant  Contact information shows on screen | **Man:**  Alright, love you. I’m heading over to the doctor’s office.  **Woman:**  Oh, I didn’t know you had an appointment? Everything okay?  **Man:**  Everything’s fine. I’m just going over to look into that clinical trial I mentioned the other day.  **Woman:**  Oh, right. It’s on cancer prevention?  **Man:**  Yeah. After my Dad’s scare, I wanted to see what I can do to help. And from what I read, this trial is a great way.  **Woman:**  I have some time this afternoon, could I come with you?  **Man:**  Definitely! They’re looking for all kinds of people.  **Narrator/VO:**  If you are interested in learning more about cancer prevention trials in your area, contact the xyzClinic at 1-800-555-1234 or visit us online at xyzclinic.com.  Why wait?  You can Make a Difference. Help Prevent Cancer Now. | Woman displays a  concerned look  Woman displays look of relief  Man is enthusiastic  Narrator (Female): Speaks in encouraging voice |