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 AdditionalPromotional Information].**Dialogue:**[Insert Call to Action]![Insert Phone] or visit [Insert Web Link]. | [Insert any extrainstructions 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 womanAction: Man and woman stand up and leave the restaurantContact information showson 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 lookWoman displays look of reliefMan is enthusiasticNarrator (Female): Speaks in encouraging voice |