Sample TV Commercial Script

Client: Honeydew Pte. Ltd.
Product: Hypnotic Honeydew Lipstick
Title: “Exotic Therapy”
Length: 60 Sec.
Writer: John Hanson & Timothy Kneely

VIDEO

MCU OF EXOTIC DANCER DANCES HER WAY TOWARD CAMERA.
SHE CONTINUES UNTIL SHE'S IN ECU
SHE PURSES HER LIPS WHILE LOOKING DEEPLY INTO CAMERA LENS.
FOOTAGE OF TIGERS IN INDIA.
TIGER SPRINGS ON A LARGE ANIMAL GIRL IN ROOM TOSSING OUT CLOTHES.

AUDIO

(ESTABLISH EXOTIC MUSIC AND THENDAU)
ANNCR: (VO) From the secret palaces of the Orient...from the modern masters of Hollywood Vividcolor...comes the most alluring, most entrapping, most reality altering, lipstick ever. It's (SFX: CHINESE GONG) hypnotic honeydew.

Hypnotic honeydew. It's not just a lipstick...it's pharmacological entrapment. He'll never know what hit him. One kiss and he's helpless; one kiss and he's yours forever!

Although this secret formula has long been illegal in India, it's now available in the United States though a special agreement with the Bureau of Wildlife Domestication. (SFX: TIGER ROAR) Try it; you life will never be the same again.

So forget about tight jeans, forget about long hair, forget about push-up bras....Hypnotic Honeydew is here!

Remember, if you don't use it on that special guy, someone else will! Act now while there's still time! Hypnotic Honeydew is available in an unmarked brown box. Hypnotic Honeydew. One kiss and he's yours forever!
GIRL LOOKS ON.

SUPER:
HONEYDEW LOGO
&KEY OF SMALL,
UNREADABLE
DISCLAIMER.
TEXT.

COUPLE WALKS
OFF INTO SUNSET.

(READ VERY RAPIDLY) To purchase Hypnotic Honeydew you must be over 18 or have signed parental consent. Not available in Boston, in Orange County Florida, or Orange County California.