
Basic Script Outline

Title: _____

Characters:

Setting: _____

Product being advertised: _____

Target Audience: _____

Product Selling Points that will be mentioned in the commercial:

1.

2.

3.

Slogan/Jingle: (something you will be setting to music)

Sound Effects needed for the Commercial: (one can be digital)

1.

2.

3.

4.

You can start writing your script once this outline is done.