**30-Second Animated video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0:00 | Start with a captivating question or statement to grab attention and set the tone. | Engaging animation or visuals that capture interest. |
| **Problem Introduction** | 0:05 | Introduce a common problem or challenge relevant to your audience. | Animated visuals illustrating the identified problem. |
| **Solution Presentation** | 0:10 | Present your product or service as the solution to the identified problem. | Animated representation of the solution in action. |
| **Key Features Showcase** | 0:15 | Highlight the key features that make your product or service stand out. | Animated graphics showcasing the highlighted features. |
| **Benefits Emphasis** | 0:20 | Emphasize the benefits users will gain from choosing your product or service. | Animated visuals illustrating the positive outcomes. |
| **Call to Action** | 0:25 | Clearly state the desired action you want viewers to take, such as visiting a website or making a purchase. | Animated text or graphics with a clear call-to-action (CTA). |
| **Closing** | 0:30 | Conclude with a memorable tagline or closing statement that leaves a positive impression. | Animated logo, tagline, and a fade-out. |

**30-Second Animated video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0:00 | Ever felt overwhelmed by tangled cords? What if there was a sleek solution? | Engaging animation of chaotic cords transforming into order. |
| **Problem Introduction** | 0:05 | Introducing CableEase, where cord chaos meets simplicity. | Animated visuals showing frustrated users with messy cords. |
| **Solution Presentation** | 0:10 | CableEase organizes your cables effortlessly, making life tangle-free. | Animated representation of CableEase neatly managing cords. |
| **Key Features Showcase** | 0:15 | Discover key features: magnetic holders, customizable lengths, and easy installation. | Animated graphics showcasing these features in action. |
| **Benefits Emphasis** | 0:20 | Enjoy a clutter-free space, never wrestle with cords again! | Animated visuals illustrating the serene and organized space. |
| **Call to Action** | 0:25 | Visit CableEase.com and transform your space today! | Animated text prompting viewers to visit the website. |
| **Closing** | 0:30 | CableEase – Your Cord Companion. | Animated logo, tagline, and a fade-out. |

**60-Second Animated video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0:00 | Start with a captivating question or statement to grab attention and set the tone. | Engaging animation or visuals that capture interest. |
| **Problem Introduction** | 0:05 | Introduce a common problem or challenge relevant to your audience. | Animated visuals illustrating the identified problem. |
| **Solution Presentation** | 0:10 | Present your product or service as the solution to the identified problem. | Animated representation of the solution in action. |
| **Key Features Showcase** | 0:20 | Highlight the key features that make your product or service stand out. | Animated graphics showcasing the highlighted features. |
| **How It Works** | 0:30 | Provide a step-by-step animated demonstration of how your product or service works. | Sequential animations showing the process or functionality. |
| **Benefits Emphasis** | 0:40 | Emphasize the benefits users will gain from choosing your product or service. | Animated visuals illustrating the positive outcomes. |
| **Real-world Example** | 0:50 | Share a brief animated scenario or example showcasing real-world application and positive results. | Animated story or scenario representing positive outcomes. |
| **Call to Action** | 1:00 | Clearly state the desired action you want viewers to take, such as visiting a website or making a purchase. | Animated text or graphics with a clear call-to-action (CTA). |
| **Closing** | 1:05 | Conclude with a memorable tagline or closing statement that leaves a positive impression. | Animated logo, tagline, and a fade-out. |

**60-Second Animated video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0:00 | Wondering how to effortlessly simplify your daily tasks and amplify your productivity? | Engaging animation or visuals that capture interest. |
| **Problem Introduction** | 0:05 | Navigating the intricate web of multiple apps and devices often feels like a chaotic dance, but fear not! | Animated visuals illustrating a person overwhelmed with gadgets. |
| **Solution Presentation** | 0:10 | Introducing "TechEase," your ultimate companion in the pursuit of streamlined efficiency! TechEase streamlines your digital life, integrating all your tools into one intuitive platform. | Animated representation of devices converging into the TechEase app. |
| **Key Features Showcase** | 0:20 | Experience the magic of seamless task management, real-time collaboration, and outstanding smart notifications. | Animated graphics showcasing the highlighted features. |
| **How It Works** | 0:30 | Watch as TechEase effortlessly transforms the chaos into order, organizing your schedule, syncing files with finesse, and enhancing team communication to unprecedented levels. | Sequential animations showing the app's functionality in action. |
| **Benefits Emphasis** | 0:40 | With TechEase, productivity isn't just a goal; it's a lifestyle. Bid farewell to stress, skyrocket your efficiency, and reclaim your precious time. | Animated visuals illustrating positive outcomes like a stress-free environment. |
| **Real-world Example** | 0:50 | Imagine breezing through your workday, and masterfully managing projects with the finesse only TechEase can provide. | Animated scenario of a person efficiently handling tasks with TechEase. |
| **Call to Action** | 1:00 | Ready to transform how you work? Visit techease.com and embark on a journey into the future of productivity! | Animated text or graphics with a clear call-to-action (CTA). |
| **Closing** | 1:05 | Elevate your efficiency with TechEase – Simplifying Your Digital World. | Animated logo, tagline, and a fade-out. |