

60-Second Marketing video Script Template

| Description | Time | Narration | Visuals |
|----------------------------------|------|--|---|
| Opening Shot | 0:00 | Welcome the audience with a visually appealing scene that sets the tone. | Engaging visuals representing the brand. |
| Highlight Problem/Need | 0:05 | Identify a common problem or need that the audience can relate to. | Visual representation of the problem/need. |
| Introduction of Solution | 0:10 | Introduce the product or service as the solution to the identified problem. | Showcase the product/service in action. |
| Key Features | 0:20 | Highlight 2-3 key features that make the solution unique and effective. | Visuals demonstrating the features in detail. |
| Showcase Benefits | 0:30 | Emphasize the benefits the audience will gain from using the product/service. | Visuals portraying positive outcomes. |
| Call to Action | 0:40 | Directly instruct the audience on the next steps, encouraging them to take action. | Clear visuals guiding the desired action. |
| Closing Shot and Branding | 0:55 | End with a strong visual and branding element to leave a lasting impression. | Logo animation and reinforcing visuals. |
| Closing Tagline/Message | 1:00 | Conclude with a memorable tagline or message that reinforces the brand message. | Visual reinforcement of the tagline/message. |

60-Second Marketing video Script Example

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| Opening Shot | 0:00 | Welcome to EcoGlow Energy Saver, your path to a greener future. | Lush green landscapes with the product. |
| Highlight Problem/Need | 0:05 | In a world consumed by energy waste, bills are soaring, and the environment is suffering. | Clips of high energy usage and distressed landscapes. |
| Introduction of Solution | 0:10 | Introducing EcoGlow - the beacon of energy efficiency. | Showcase EcoGlow with a smart home setup. |
| Key Features | 0:20 | With features like real-time consumption tracking and intelligent scheduling... | Animated visuals demonstrating tracking and scheduling. |
| Showcase Benefits | 0:30 | ...you save on bills while reducing your carbon footprint. Experience comfort without compromise. | Before-and-after visuals of bills decreasing and happy families. |
| Call to Action | 0:40 | Ready to illuminate your world sustainably? Visit EcoGlow.com today. | On-screen text with a website link. |
| Closing Shot and Branding | 0:55 | Join EcoGlow and be the light in the energy revolution. | Visuals of a bright, energy-efficient home. |
| Closing Tagline/Message | 1:00 | EcoGlow Energy Saver - Lighting the way to a brighter, greener tomorrow. | Logo animation with the tagline. |