**60-Second Corporate video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Shot** | 0:00 | Establish a professional and inviting visual of the company's exterior or logo. | Company logo or a shot of the corporate headquarters. |
| **Company Overview** | 0:05 | Briefly introduce the company's mission, values, and years of operation. | Montage of company achievements and milestones. |
| **Highlight Expertise** | 0:15 | Showcase the company's key areas of expertise or industry leadership. | Clips or animations representing industry excellence. |
| **Team and Culture** | 0:25 | Introduce the team and emphasize the corporate culture. | Clips of employees working collaboratively and team-building activities. |
| **Innovation and Technology** | 0:35 | Highlight the company's commitment to innovation and cutting-edge technology. | Shots of employees working with advanced technology. |
| **Corporate Social Responsibility (CSR)** | 0:45 | Discuss any CSR initiatives or community involvement. | Footage of company-sponsored events or charity work. |
| **Call to Action** | 0:50 | Encourage viewers to connect, visit the website, or explore company offerings. | On-screen text with contact information or website link. |
| **Closing Shot and Branding** | 0:55 | End with a strong visual and branding element to leave a lasting impression. | Company logo animation and reinforcing visuals. |
| **Closing Tagline/Message** | 1:00 | Conclude with a memorable tagline or message that reinforces the company's identity. | Visual reinforcement of the tagline/message. |

**60-Second Corporate video Script Example (Live-action Style)**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Shot** | 0:00 | Welcome to TechInnovate Solutions, where excellence meets innovation. | A drone shot showcasing the modern TechInnovate headquarters. |
| **Company Overview** | 0:05 | With a legacy of 15 years, TechInnovate is dedicated to revolutionizing technology solutions. | Montage of key milestones, including product launches and awards. |
| **Highlight Expertise** | 0:15 | Explore our expertise in cutting-edge IT solutions, setting the standard for industry excellence. | Clips of team members collaborating on innovative projects. |
| **Team and Culture** | 0:25 | Meet our diverse team of experts, the heartbeat of our collaborative and dynamic corporate culture. | Footage of employees working together, team-building events. |
| **Innovation and Technology** | 0:35 | Embrace innovation with TechInnovate, where technology shapes the future of businesses worldwide. | Shots of employees working with advanced technology and showcasing solutions. |
| **CSR Initiatives** | 0:45 | Beyond business, we're committed to making a positive impact through community outreach and education. | Footage of company-sponsored events, employees volunteering. |
| **Call to Action** | 0:50 | Connect with us today. Visit TechInnovate.com or reach out to us at info@techinnovate.com. | On-screen text with website and contact information. |
| **Closing Shot and Branding** | 0:55 | Experience TechInnovate - Empowering businesses with a vision for tomorrow. | TechInnovate logo animation and reinforcing visuals. |
| **Closing Tagline/Message** | 1:00 | Innovation Redefined - Because at TechInnovate, success is a journey, not a destination. | Visual reinforcement of the tagline/message. |

**60-Second Corporate video Script Example (Animation Style)**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Shot** | 0:00 | Welcome to TechInnovate Solutions, where excellence meets innovation. | Animated depiction of a futuristic cityscape with the TechInnovate logo shining. |
| **Company Overview** | 0:05 | With a legacy of 15 years, TechInnovate is dedicated to revolutionizing technology solutions. | Montage of animated gears turning, symbolizing innovation. |
| **Highlight Expertise** | 0:15 | Explore our expertise in cutting-edge IT solutions, setting the standard for industry excellence. | Animated clips of binary code forming shapes and technology icons. |
| **Team and Culture** | 0:25 | Meet our diverse team of experts, the heartbeat of our collaborative and dynamic corporate culture. | Cartoon characters collaborating on virtual projects. |
| **Innovation and Technology** | 0:35 | Embrace innovation with TechInnovate, where technology shapes the future of businesses worldwide. | Animated scenes of employees interacting with futuristic technology. |
| **CSR Initiatives** | 0:45 | Beyond business, we're committed to making a positive impact through community outreach and education. | Animation of hands joining together to form a heart. |
| **Call to Action** | 0:50 | Connect with us today. Visit TechInnovate.com or reach out to us at info@techinnovate.com. | On-screen animated text with website and contact information. |
| **Closing Shot and Branding** | 0:55 | Experience TechInnovate - Empowering businesses with a vision for tomorrow. | Animated TechInnovate logo with beams of light and dynamic visuals. |
| **Closing Tagline/Message** | 1:00 | "Innovation Redefined - Because at TechInnovate, success is a journey, not a destination." | Visual reinforcement with animated journey symbols. |