

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.