**60-second Product video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Shot** | 0:00 | Start with a compelling question, statement, or scenario that captivates the audience's attention and sets the stage for the product. | Engaging visual or scenario that grabs attention and aligns with the product's essence. |
| **Problem Statement** | 0:05 | Identify a common problem or pain point that your product addresses. Connect with the audience's needs or challenges. | Visual representation or animation highlighting the identified problem. |
| **Product Introduction** | 0:10 | Introduce the product as the innovative solution to the identified problem. Highlight its uniqueness or key selling points. | Showcase the product prominently, emphasizing its design and key features. |
| **Key Features** | 0:15 | List and briefly explain the main features that make the product stand out. Keep it concise and focused on the most impactful aspects. | Quick shots or animations demonstrating each key feature with concise text. |
| **How It Works** | 0:25 | Walk through a simple step-by-step process of using the product. Focus on user interaction and showcase its functionality. | Video clips or animations demonstrating the product in action, highlighting ease of use. |
| **Additional How It Works** | 0:35 | Highlight any advanced functionalities or specific use cases to deepen understanding. | Additional animations or scenarios showcasing specific capabilities or versatility. |
| **Benefits** | 0:45 | Emphasize the benefits users will gain from using the product. Show the positive impact on their lives or experiences. | Showcase success stories, improved situations, or user satisfaction. |
| **Call to Action** | 0:55 | Encourage viewers to take a specific action - purchase, visit the website, subscribe, etc. | Display product website URL, purchase link, or a clear next step. |
| **Closing** | 1:05 | Conclude with a memorable tagline or closing statement that leaves a lasting impression about the product. | Product logo, tagline, and a fade-out. |

**60-second Product video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Shot** | 0:00 | As a busy chef, have you ever found yourself drowning in a sea of kitchen tools? Ever dreamt of a kitchen where your every culinary wish comes true? | Chef in a cluttered kitchen, overwhelmed, looking for a solution. |
| **Problem Statement** | 0:05 | Juggling multiple kitchen tools can slow you down and make cooking a hassle. What if one device could revolutionize your cooking experience? | Animation of a chef overwhelmed with various kitchen tools. |
| **Product Introduction** | 0:10 | Introducing ChefMate, not just a kitchen tool but a culinary game-changer. | ChefMate device showcased in a sleek kitchen setup. |
| **Key Features** | 0:15 | ChefMate offers endless possibilities with its multi-functionality. | Quick shots: chopping, blending, sautéing, all-in-one functionality. |
| **How It Works** | 0:25 | It simplifies cooking by combining multiple functions into one intuitive device. From chopping to blending, it adapts to various cooking styles. | Hands-on demonstration, showing ChefMate in action for different recipes. |
| **Additional How It Works** | 0:35 | ChefMate is easy to clean, making post-cooking cleanup a breeze. ChefMate streamlines your kitchen, ensuring efficiency without compromising on quality. | Visuals of ChefMate being cleaned effortlessly, kitchen transforming into an organized space. |
| **Benefits** | 0:45 | Say goodbye to kitchen chaos and hello to efficiency. ChefMate not only saves time but enhances the joy of cooking, empowering you to create with ease. | Chef smiling, stress-free cooking with ChefMate. |
| **Call to Action** | 0:55 | Ready to elevate your culinary experience? Visit our website today to get yours! | Display ChefMate website URL and a "Get Yours Now" button. |
| **Closing** | 1:05 | ChefMate - Redefining the art of cooking. | ChefMate logo, tagline, and a fade-out. |