**90-Second Promotional/Advertisement Video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0-10s | Start with an attention-grabbing statement or question that instantly engages the audience and creates curiosity. | Dynamic visuals or animations that capture attention and set the tone. |
| **Highlight Problem** | 10-20s | Identify a common problem or need that your product or service addresses. Establish a connection with the audience. | Visual representation or animation highlighting the identified problem. |
| **Product/Service Showcase** | 20-30s | Showcase your product or service in action, emphasizing its key features and how it solves the identified problem. | Vibrant visuals or dynamic animations showcasing the product or service in use. |
| **Unique Selling Proposition** | 30-40s | Clearly communicate the unique selling points that set your product or service apart from the competition. | Text overlays or animations highlighting key features and benefits. |
| **Real-world Example** | 40-55s | Share a real-world example or scenario where your product or service made a positive impact. Make it relatable and compelling. | Visual storytelling or reenactment of a scenario showcasing positive outcomes. |
| **Limited-Time Offer** | 55-70s | Introduce a limited-time offer, discount, or exclusive deal to create a sense of urgency and encourage immediate action. | Text overlays or animations with the promotional details and a countdown. |
| **Social Proof** | 70-90s | Display positive reviews, ratings, or user testimonials to build trust and credibility. | Visuals of testimonials, review quotes, or user ratings. |
| **Call to Action** | 90-110s | Clearly state the desired action you want viewers to take. This could be making a purchase, signing up, or visiting your website. | Text or animation prompting the desired action with a clear call-to-action (CTA). |
| **Closing** | 110-130s | Conclude with a memorable tagline or closing statement that leaves a positive and lasting impression. | Product logo, tagline, and a fade-out. |

**90-Second Promotional/Advertisement Video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0-10s | Have you ever dreamed of a chair that understands your every need? | Dynamic visuals of a sleek, futuristic chair, accompanied by text: "The Future of Comfort." |
| **Highlight Problem** | 10-20s | We get it – long hours, discomfort, and the search for the perfect chair. Say goodbye to back pain and hello to Lumina, your ultimate ergonomic solution. | Animation illustrating discomfort with generic chairs and a user expressing frustration. |
| **Product/Service Showcase** | 20-30s | Lumina, the smart chair, adapts to your body, offering personalized support. Its cutting-edge design ensures a comfortable and productive work experience. | Vibrant visuals showcasing Lumina's features: adjustable support, responsive design, and user-friendly controls. |
| **Unique Selling Proposition** | 30-40s | What sets Lumina apart? Smart sensor technology, dynamic lumbar support, and a sleek, modern aesthetic. Elevate your workspace with Lumina – where innovation meets comfort. | Text overlays highlighting Lumina's unique features, accompanied by animations demonstrating the smart sensor technology. |
| **Real-world Example** | 40-55s | Meet Sarah, a professional who transformed her work life with Lumina. "I've never experienced such personalized comfort. Lumina is a game-changer!" | Visual storytelling: Sarah enjoying Lumina at her desk, expressing satisfaction. |
| **Limited-Time Offer** | 55-70s | Act now! For a limited time, enjoy a 20% discount on Lumina. Upgrade your workspace today and experience the future of comfort. | Text overlay with promotional details, discount offer, and a countdown animation. |
| **Social Proof** | 70-90s | Join thousands of satisfied customers. Hear what they're saying about Lumina: 5-star reviews, testimonials, and glowing recommendations. | Visuals of testimonials, review quotes, and star ratings from happy Lumina users. |
| **Call to Action** | 90-110s | Ready to transform your comfort? Visit our website now to order your Lumina chair. Don't miss out on the future of comfort – make Lumina yours today! | Text prompt with website URL and an animated arrow pointing to the call-to-action. |
| **Closing** | 110-130s | Lumina – where comfort meets innovation. Upgrade your comfort, upgrade your life. Order Lumina now and redefine your workspace experience. | Product logo, tagline, and a fade-out with Lumina in a stylish office setting. |