

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.

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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	Text prompt with website URL and an animated

		chair. Don't miss out on the future of comfort - make Lumina yours today!	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.