**Advertising Scripting Template**

You can use this scripting template to plan your advertisements.

**Creating an Outline**

Brand & product(s):

In one sentence, summarize the main idea you’re hoping to communicate in your ad:

Thinking through the primary purpose for your ad early will help you make important decisions about the facts, fonts and images to include in your final product. Examples: *“After seeing my ad, I want my audience to know that Nike has new skate pro model skate shoes that feature new members of their skate team”*

What you’re trying to communicate:

Why this does this makes sense for your ad and audience:

Every ad is designed to persuade viewers to take action. As a result, every ad must attempt to make viewers connect to the brand & product. Thinking through how you want your viewers to feel early in the planning process will help you make better choices as you develop your final ads.

**Gathering Content**

The most critical elements in any ad are the facts, statistics, opinions, and quotations that you choose to share with viewers. Without convincing content, you’ll never be able to convince viewers to feel the same way that you do about your topic.

**Planning Your Catchphrase**

One of the ways that producers of persuasive ads influence readers is by repeating short, memorable catchphrases throughout their presentations.

Influential catchphrases will reinforce the main idea and the feeling the ad is hoping to convey.

Finally, catchphrases can be used to convince viewers to take action. Be sure to draft a few catchphrase options and then select the best.

Use the following table to craft a catchphrase for your presentation.

|  |  |  |
| --- | --- | --- |
| **Main Idea** | **Emotions to Convey** | **Catchphrase Options** |
| Nike’s skate new skate feature pro skaters. | Awesome , cool, popular, I want to buy these | Skate like a pro, Pro Skate… |
|  |  |  |