



Content – Writing Commercials

Move your company into success overdrive with a dynamic video based on a sizzling script and convincing concept.

Unlike print media, TV and radio commercials or spots often have just 30 seconds to command the attention of the listening audience and persuade them to a viewpoint. With print media or websites, the audience has time to read and reread information. But a commercial is a quick and dirty attempt to win the audience. And there's not much time.

A short-form scriptwriter understands that 30 seconds may be all you have to catch an audience. So, they first study the product and the corporate mission and examine the competition. Then, every accomplished writer enters a “zone” to write. A space where creativity or originality give new meaning to words and phrases. A space where the writer's imagination makes interesting and unexpected connections that will drive the message. Creative thinking yields little pearls, nuggets of interesting perspective the audience may not have experienced. And the all-important lead sentence—like the headline in a print ad—must set the mood and drive the spot. The powerful ending, or wrap sentence, doubles for a call to action. NOTE: Creativity trumps big bucks every time.

The scriptwriter becomes an integral part of any creative team and works closely with the creative director and the account manager to understand client expects. Sometimes the creative director decides on the direction of the commercial. Often the scriptwriter is expected to develop the creative concept, produce an outline, and flesh out the script for client approval. The scriptwriter also may take the role as director in the production of the commercial to assure the desired result.

Shooting or filming a spot demands high-end video and sound equipment, a talented director of photography, sound engineer, gaffer, and most importantly, a winning director. In post-production, a talented editor works with the director to cut the film, correct the color, sweeten the sound, and add music, a voiceover, graphics and animation.

Creating a commercial is relatively easy. Creating a knock-out commercial is the challenge of an exceptional scriptwriter and director.