

COMMERCIAL # 1 – Stories

Direction: Think of a Jason Bateman (male or female version). Someone who can deliver both warmth and a little bit of edge to the section of consumer frustration. (And who actually sounds like they might read a book and love stories.)" MALE AND FEMALE

Script:

Stories bring people together.

That's why they're told.

They shouldn't be locked.

Blocked.

Or inaccessible.

We want stories more than ever.

We NEED stories more than ever.

Brave voices.

Fresh perspectives.

Stories that move you

To laughter.

To tears.

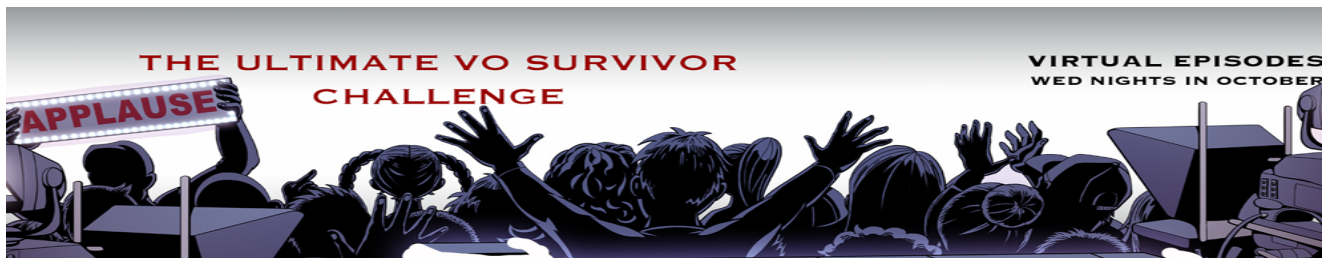
To understanding.

Stories that stay with you.

Always.

Amazon Video.

Stories without borders.



COMMERCIAL #2 – G.I.A

DIRECTION:

Steady, inspirational, motivational. As a whole the piece is profiling Leadership of the company, does not want to come off like a museum/documentary piece. Mature male or female

Kinds of voices we like for this

Women:

- Viola Davis
- Linda Hunt

Male:

- Kris Kristofferson

SAMPLE READ:

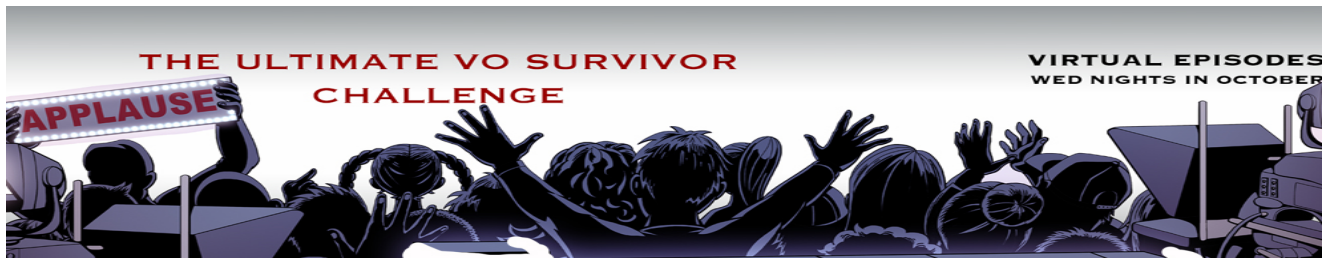
For almost a century, our leaders have embodied the qualities that make G.I.A our clients' most valued insurer.

What makes a great leader?

A great leader is inspirational.

In the early years, Nelle Vander Starr traveled halfway around the world – from Chicago to Shanghai – to help build our insurance company.

Great leaders are determined. That means singlehandedly keeping the doors open and serving clients in the challenging days after World War II.



COMMERCIAL # 3 – ARE YOU READY

Direction - We are looking for a read that is warm, confident, a US - accented talent with authority. 35-45. American generic not southern NYC etc!

Script:

“SCA Sizzle Script” – Leadership Meeting

Energetic, upbeat inspiring music – almost Olympic. For VO, strong & Mature

Imagery is soulful, powerful, athletic. Each VO phrase is paired with a specific stock footage pull, the emotion of hard work and hope

IT’S THE START OF A NEW DAY

SUNRISE, A CREW TEAM ROWING PRE-DAWN

AT A COMPANY THAT’S ALWAYS LOOKING AHEAD

A SKIER GLIDES OFF A GIANT RAMP

BREAKING NEW GROUNDS

A DIVER CUTTS THROUGH THE WATER

DIGGING DEEPER

A DANCE TROUPE MOVES TOGETHER IN A TIGHT KNOT

GOING FARTHER

SCA SAILBOAT CRASHES THROUGH THE WAVE

REACHING HIGHER

A CLIMBER REACHES HIGHER ON A CLIFF FACE

DEFYING DEFINITION WHILE

CIRQUE DU SOLIEL-STYLE PERFORMANCE DEFIES GRAVITY

REDEFINING OURSELVES

VICTORIOUS TEAM ON A PITCH RUNS WITH THEIR ARMS IN THE AIR, VICTORY!

TODAY

CLOSE UP OF CONCENTRATION ON ATHLETE FACE

LIKE EVERY DAY

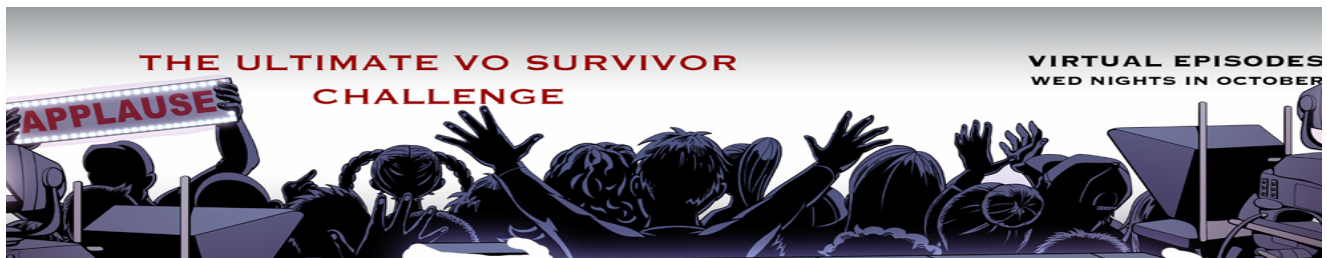
ATHLETE BREATHES DEEPLY, ABOUT TO BEGIN

WE PUSH THE BOUNDARIES

EVEN FURTHER

PELOTONS BIKING UP A STEEP MOUNTAIN HILL – GAZING OFF TOP OF THE MOUNTAIN

ARE YOU READY?



COMMERCIAL # 4 – ALERTFIX

Creative Direction for Read

The read needs to be a natural stream of consciousness that builds with excitement as Sam gets more and more into his/her daydream. Comedy can come from inflections and pauses in the voice over read.

Script:

START#

(grumpy disdain)

Oh great, someone clicked on a phishing link. Geez, it's barely nine.

Why can't these alerts show me some good news for once?

Something like...Hey Sam, Way to go, you've just magically lost 20 pounds.

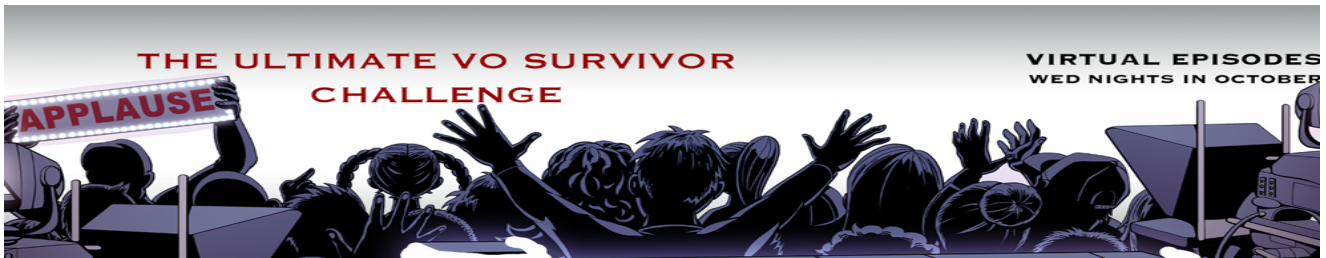
Or...Congratulations Sam, you got the house! Your offer was accepted even though it was the lowest...and you don't have a down payment. The seller just really liked you.

Or, Good Morning Sam, your boss here. I forgot to tell you...you're getting a raise...retroactive to four years ago...I hope that's ok.

...I really appreciate all your hard work!

ANNCR: AlertFix – Keeping you on top!

#END#



COMMERCIAL # 5 – PUSH YOUR PRIME

Voice Direction Guide: Kind of a whisper voice, intimate. View and listen to this video for VO direction. Open to any gender. Although a male you can still get the feel of what we have in mind :<http://www.colewebley.com/new-balance/>

Script:

How do you measure success?

Is it measured by a number of victories?

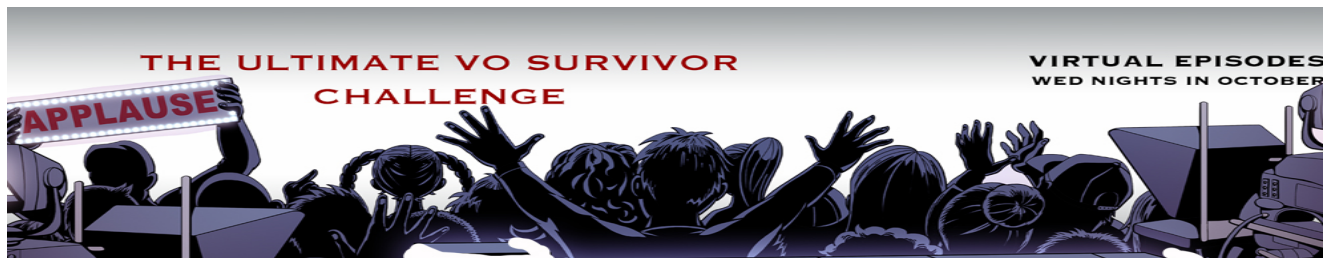
An amount of triumphs?

Does success come after reaching a goal, or after you've set three more?

If you believe in ambition—that dreams were meant for the awake; the aware—if you believe that standing still gets you nowhere—if you believe, will it drive you?

Success does not come when you reach your limit. It comes when you desire to surpass it.

Push yourself to your prime.



COMMERCIAL # 6 - FRESH

All ethnicities. Optimistic and curious, without sounding too young or over the top. We are looking for real. This is likely a woman but we are open to interpretation. Someone who is passionate about food but doesn't take themselves too seriously. A relatable voice that will inject personality, off-the-cuff. Nothing slick, polished or announcery. Open to unique vocal qualities. Comedy and improv background a bonus!

Script:

"We Want More Fresh" :30

Salads don't have to be made from the same 5 ingredients.

This planet, grows some of the tastiest, freshest, most refreshing foods out there.

We're not talking just "buzzwords" here, But, like real, fresh-fresh.

We hand-pick our vegetables at peak-season. Pick our berries fresh that morning.

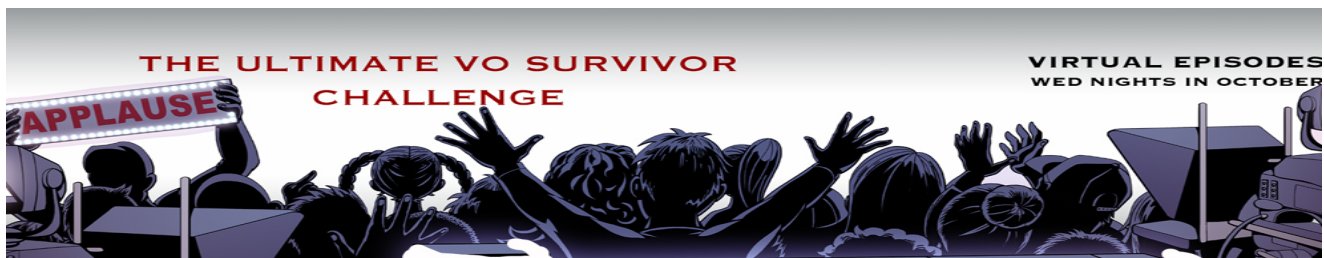
Use the creamiest guac. Honey-smoked bacon. Toasted pecans. Puh-cahns, you know, nuts!

And a dressing that fits any skirt...know what I mean ladies?

Oh and it just keeps getting better. Everything 100% clean.

This is what a salad should be.

Fresh



COMMERCIAL # 7 – ACTION CONFERENCE

VO Direction: Tonal target: POWER, UPBEAT, SWAGGER/CONFIDENCE

SCRIPT:

You don't see them like we see them.

You see them, but it's not the same.

You see them in the spotlight, when the world is watching.

You see the medals, the records, *the dominance.*

You've heard the names.

But we see them between all of that.

We see them here:

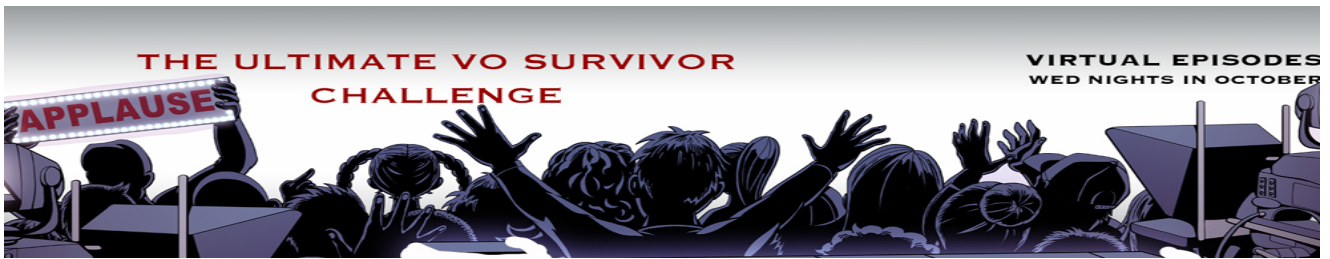
In the pool. On the track. In the gym.

This is the 2020 Action Conference.

This is where skills are refined, techniques mastered, challenges overcome.

This is where a conference competes with countries *in the medal count.*

You don't see them like we see them, and that's ok. *Cause you will.* This is the ACTION, Conference of Champions.



COMMERCIAL #8 – DON'T EXPECT ANYTHING ELSE

Script 1:

Our accomplishments changes people's lives.

And it's a life changing experience to take part in that work.

It's a commitment, a journey without short cuts.

Because breakthroughs only happen when you are seeing things through.

That is something we've learned over generations.

We know what it takes, so we stay the course.

And so we also celebrate the work itself.

All the setbacks and dead ends, all the discoveries and unexpected outcomes. Science is hard work.

Science is team work.

At our company we don't shy away from the truth, we seek it out.

We do it not because it's easy, but because it's hard.

And in the end we measure our work by how it changes people's lives.

You can say that our work is measured in tears.

Because tears is the currency of life.

And of science.

Tears of joy and celebration, tears of frustration and sorrow.

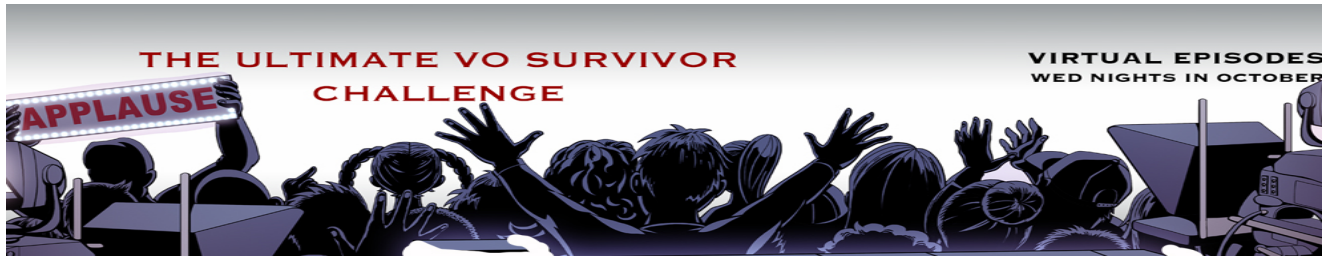
If you work relentlessly to have an effect on life, there will be tears.

Otherwise you are not trying enough, or succeeding enough.

there will be tears.

That is why we're here.

Don't expect anything else from us.....don't expect anything less.



COMMERCIAL #9 – Memphis Music

Direction:

Male or Female 35-55

Bluesy sounding voice (natural, not over the top)

Read should be totally natural, not salesy or announcery. Shouldn't sound overly polished.

Script:

VO: Memphis, Tennessee is the birthplace of America's most iconic music.

VO: But people forgot...and stopped visiting.

VO: To show them that Memphis was still THE destination for music, we used the city to help write a song.

VO: We found an up-and-coming indie-rock band...with writer's block.

VO: And sent them to Memphis' most iconic music attractions.

VO: They crafted the song along the way.

VO: And recorded the finished track at the Studios.

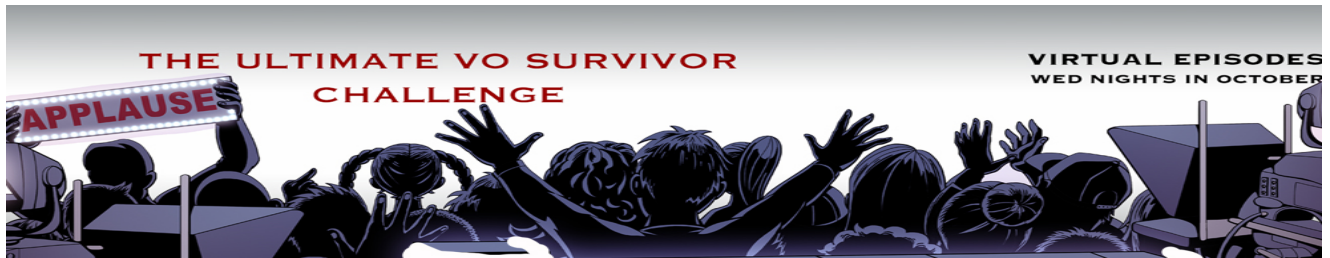
VO: We turned it into a short film.

VO: And gave people a free download for sharing it...

VO: They could also explore the locations that inspired the lyrics...line by line.

VO: To promote the campaign, we had the band perform the song at 35,000 feet on the first Southwest flight from Dallas to Memphis.

VO: By creating a song inspired by the city, we inspired people to give the city another chance.



COMMERCIAL #10 – BEAN BROTHERS

Direction: Any gender, but likely a woman. Read should be real and reveal a bit of this person's heart and soul. It should feel thoughtful and rather spontaneous and not come across as rehearsed or showy.

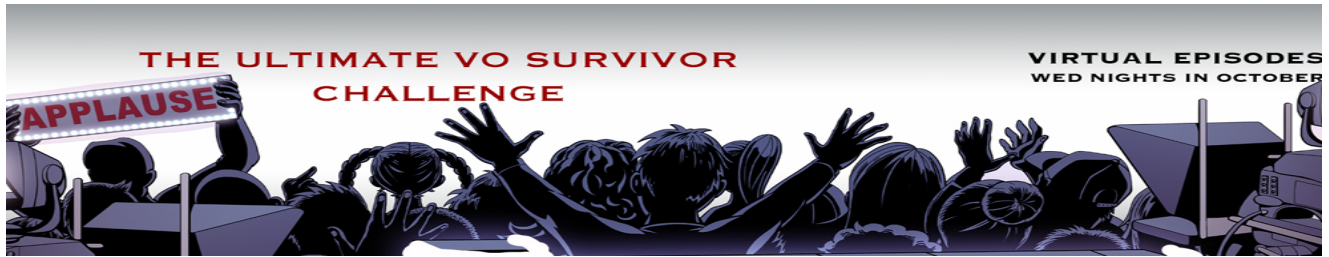
Announcer - Someone with a rich, mature voice, especially in the alto register. who has a certain distinctive quality to their voice. You are welcome to read for both!

JODY:

I drink Bean Brothers coffee because I like fleece, my dog's smile, and Amazing Grace. Bean Brothers fits me. I like knowing it's always going to be good. Like I like crying at a movie. And when the U.S. Women kick butt. I like my door to be held, my voice to be heard, my yoga without goats. And I like my coffee Hills Brothers.

ANNCR:

Bean Brothers. The finest beans, roasted to perfection for the richest, smoothest coffee, cup after cup

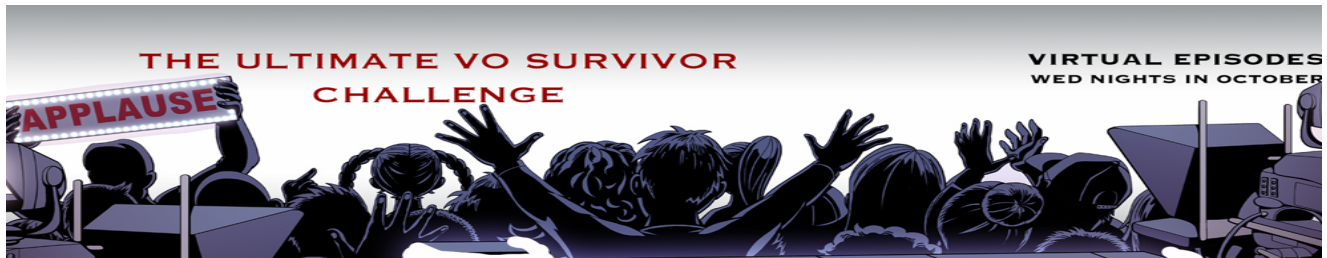


COMMERCIAL #11 - DIRECT DEALERSHIP

Direct Dealership: Direction: Just a fun conversational read.
Client wants "personality".

Copy:

When the seasons start to change, Dependability matters more than ever. That's why at Dealership Direct, you'll always get the kind of service, selection and quality you can count on.. ..to get you through any season with ease. And with our expansive inventory of award-winning cars, trucks, and suvs And a seamless car buying process designed to put you in the driver's seat... You can always count on going home happy. Dealership Direct. Your Way on the Parkway



COMMERCIAL #12 – BOLD BEAUTY

Bold Beauty DRTV: Direction: 20's/30's. The read wants to feel loose, relaxed, conversational even though it is written like a "how to".

Copy:

Shampoo made to order, just for you.

Yes, you.

Bold Beauty is the world's first custom haircare brand.

Here's how it works.

Take the quiz.

Choose your hair goals.

Define your curls?

Volumize?

We got you.

Pick your scent.

And your color.

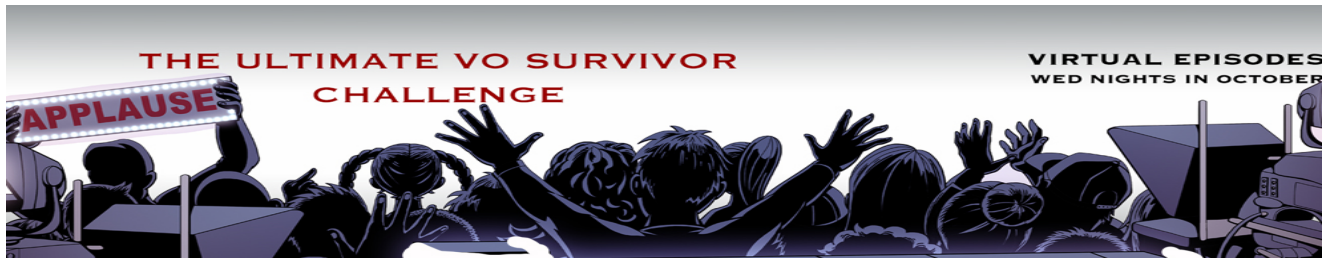
Or keep it simple.

You name it.

Literally.

Then, our team of hair-obsessed chemists will create your custom formulas with clean ingredients that work... for your hair.

**Get 10% off your first custom formula at
BOLDBEAUTY.COM**



COMMERCIAL #13 - FEARLESS

Fearless: Direction: 21 - 35 (approximate). Diversity of background & voice textures all welcomed Approach/Performance: We're not selling something here - a casual authenticity is the goal above all else. Imagine you're a person who runs everyday, not a pro athlete but someone passionate about the sport. You're sitting at a dinner party, talking to someone you just met in a very conversational style about the challenges that all runners face. You're knowledgeable about running, but you're not speaking as an authoritative expert. Polish and slickness are to be avoided.

Copy:

THERE'S NOTHING BETTER THAN RUNNING

AND THERE'S NOTHING WORSE THAN WHEN IT'S TAKEN AWAY

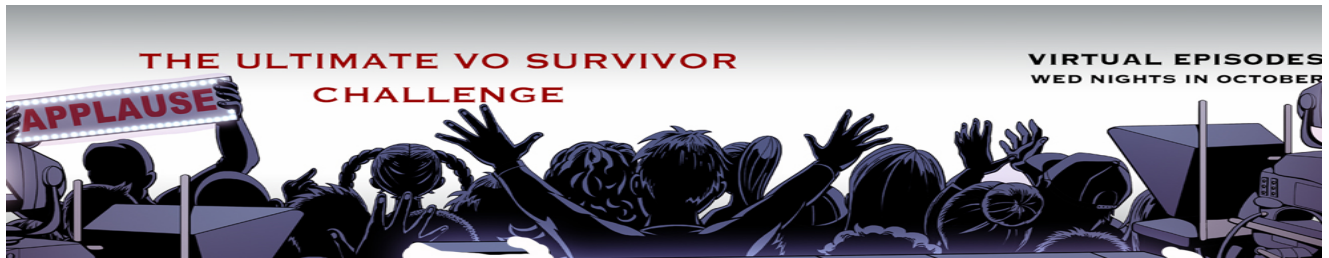
INJURIES HAVE ALWAYS PLAGUED RUNNERS

BUT WHAT HURTS THE MOST IS NOT RUNNING

SO WE THOUGHT IT WAS TIME TO DO SOMETHING ABOUT IT

WE GOT TO WORK DESIGNING, TESTING, AND COACHING ALL IN SEARCH OF A SINGLE GOAL

WHAT IF EVERYONE THAT STARTED RUNNING NEVER HAD TO STOP?



COMMERCIAL #14 – PRESIDENTS RESERVE MEATS

President's Reserve Meats

Direction: The script is meant to be commanding, but approachable. Relatable, professional and the CEO Mom/Dad.

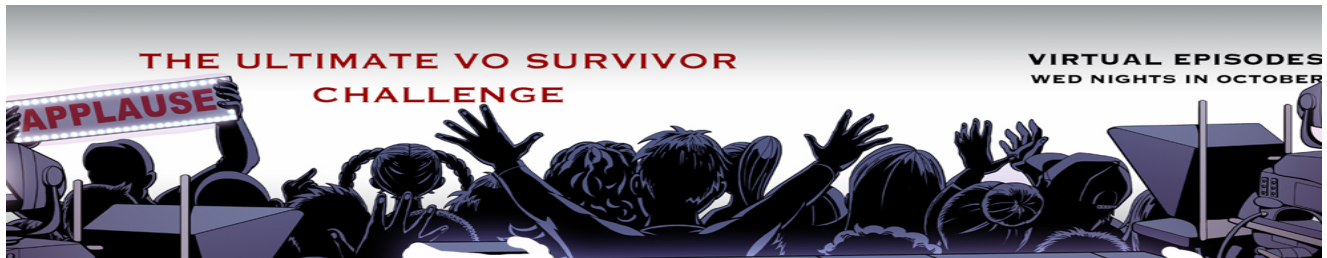
Copy:

Legend has it that there was a president. He was confident. Discerning. Some would even call him... picky. Reserving only the very best cuts for himself. And thus... President's Reserve Meats was born.

In the year 2000, President's Reserve Meats was established as a premium beef brand. Each and every cut comes from the upper two-thirds of the USDA Choice quality grade.

In 2011, we introduced premium pork, expanding our offering to premium beef AND pork. Handselected, hand-trimmed. And....2016...It's what we call prime pork. A superior pork option – measured by strict marbling and color standards. Ensuring every cut's quality AND consistency. 2019... The addition of USDA Prime beef completed the line. Four exceptional meat options, Beef and pork, premium and Prime, with quality and consistency fit for a President.

In the beginning, we reserved the best for him. Now, the best is reserved for you. Guess that makes you the president. Choose President's Reserve Meats and get the Power of And.



COMMERCIAL #15 – BIG DADDY’S BURGER BAR

Big Daddy’s Burger Bar

Direction

1. Anncr: The voice of the brand. Approachable, Confident with a wink.
2. Hostess: Female, 25-35-ish. Also a voice of the brand, in a way. Have some fun
3. Dude: Not a typical anncr voice here; need some character. Please note, even though he’s ‘on steroids’ I don’t think he needs to “sound” like a big guy at all. THE KEY HERE is that we need actors, not voices. This is a classic, fiercely-paced, radio structure that requires the Hostess and Dude actors to have the chops to carry this interconnected dialogue; they must know how to work off of each other, pick up cues quickly, play their thought-line end to end, create the laugh.

Copy: SFX: (phone ring, pick up)

Hostess: Big Daddy’s Burger Bar, how can I help you today?

Dude: (phone filtered) You make that Bacon Cheeseburger on Steroids, right?

Hostess: That’s one of our most popular burgers at Big Daddy’s.

Dude: What kinda steroids?

Hostess: Well steroids is just a euphemism.

Dude: Cause I’m kinda into steroids.

Hostess: See, this is one big burger.

Dude: You want big, you should see my biceps, man.

Hostess: So we call it Big Daddy’s Bacon Cheeseburger on Steroids, get it?

Dude: I get it.

Hostess: Cause it’s a lot of burger.

Dude: You know I can deadlift a compact car.

Hostess: I mean, it’s massive.

Dude: Massive like me?

Hostess: Well, that maybe a stretch. But it is delicious.

Dude: Sounds good. I’m on my way.

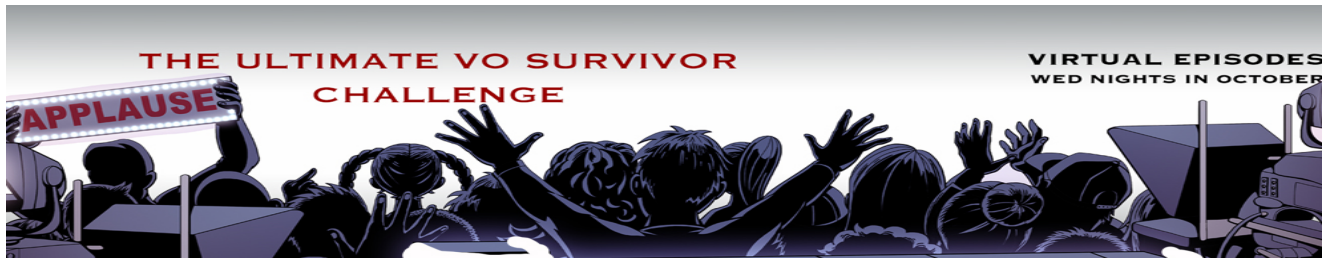
Hostess: See you soon.

Anncr: Big Daddy’s Burger Bar. Award-winning burgers on steroids.

Dude: You think my glutes will fit through Big Daddy’s door?

Hostess: I don’t know, are they big?

Dude: (doubling him) They’re big.



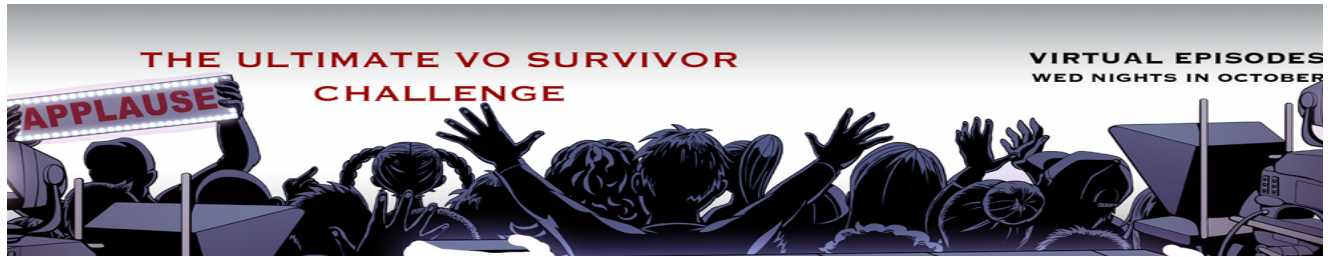
COMMERCIAL #16 – SHOPPERS ANTHEM

SHOPPERS ANTHEM

Open to all genders and interpretations

VO:

**She's a Chauffeur
She's a shopper
She's a chef
And she's a shoulder
She keeps both eyes on her kids
And both eyes on the budget
She never stops running
Never stops worrying
Never stops caring
Because she never
Never
Ever
Stops being
A mom
And for that
We salute her**



COMMERCIAL #17 - CAFE

Cafe Rewards Radio: Good Deeds :30

VO: Did you know that when you buy five cups of Café premium roast coffee with the Cafe app, you get the next one free?

VO: Think of it as your reward for all the times you held the door for a stranger...

SFX: Door jingle.

VO: ...Let someone merge when you were running late....

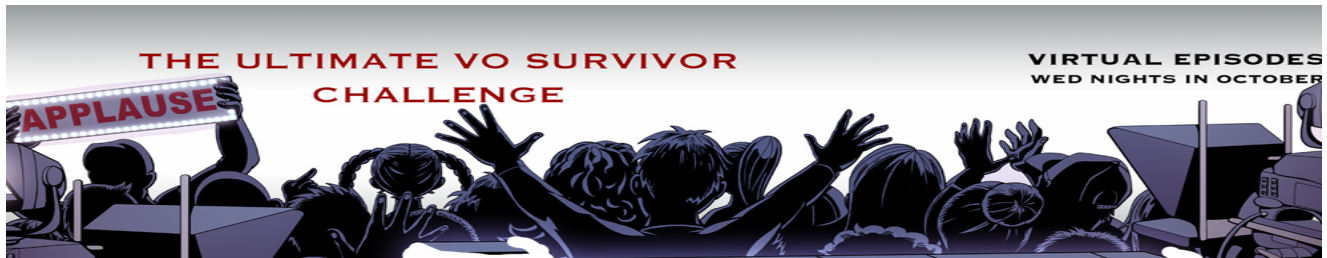
SFX: Blinker

VO: ...Or liked one of your aunt's posts on social media, even though you had no idea what she was talking about.

SFX: Digital click.

VO: So enjoy your free, sixth cup of Café coffee with Café rewards, and keep the good going.

VO: Café. Good is Brewing



COMMERCIAL #18 – OVERWATCH ANTHEM

OVERWATCH ANTHEM

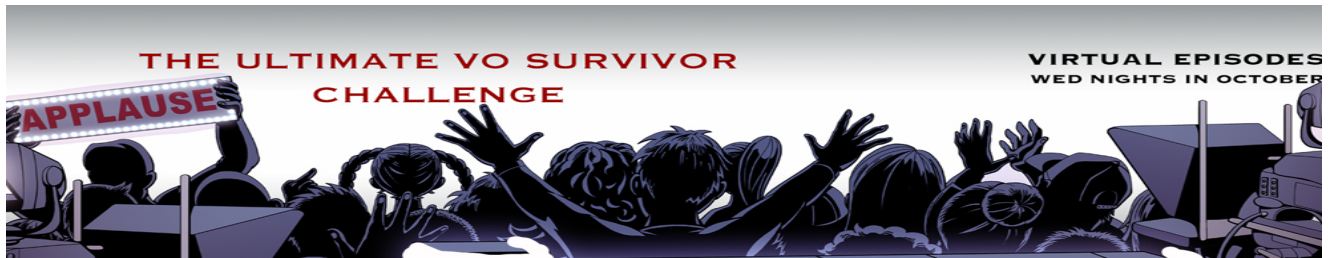
THERE'S A WAR IN AMERICA.
FOR SOME, THE WAR IS ALL THEY KNOW.
OTHERS, CAN'T SEE IT AT ALL.
EVERY DAY, THE WAR CLAIMS THE LIVES OF 20 AMERICAN VETERANS.
14 OF THEM, BY THEIR OWN GUN.

THERE'S A WAR IN AMERICA, AND WE WILL WIN.
BY LETTING THOSE FIGHTING KNOW THEY AREN'T ALONE.
AND TEACHING THOSE WHO CAN'T SEE THE WAR, THAT THEY CAN JOIN THE FIGHT.

IN THIS WAR, THE WEAPONS ARE DIFFERENT.
THEY'RE A CALL, A QUESTION, AN EXTENDED HAND.
A VOICE THAT CUTS THROUGH THE DARKNESS AND SAY, "I'M HERE FOR YOU."
AS VETERANS DO WHAT THEY HAVE ALWAYS DONE:
MAKE SURE NO FIGHTER STEPS ONTO THE BATTLEFIELD ALONE.

THE OVERWATCH PROJECT IS HERE FOR THOSE WHO FIGHT.
OUR MISSION IS TO EMPOWER VETERANS OF THE WORLD'S STRONGEST MILITARY
WITH NEW TOOLS TO SAVE LIVES IN THOSE DARKEST MOMENTS.

WE'RE ALL ON THE FRONT LINES NOW.
THIS IS THE WAR ON SUICIDE,
NEVER BACK DOWN.
NEVER SURRENDER.
BECAUSE THE WAR IS ON.



COMMERCIAL #19 - TALENT

Talent – all genders/ethnicities – open to interpretation

Some have hidden talents-----that maybe should stay that way.

Sometimes the gift comes naturally.....

Other times, it has to be coaxed out.

And of course, there's temperamental talent....

Especially when their check is late.

At Sound 80, we have a talented group, too.

Well, not like that, but talented people who know how to deal with talent—from recording them,

To booking them, to paying them, to giving them back rubs...
Okay....no back rubs

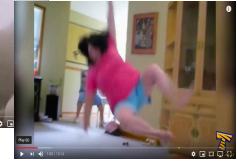
Yeah, there's a whole weird, wonderful world of talent out there.

We know, we deal with it every day.

We can take care of your talent issues, so you can work on your own talent

See story board below

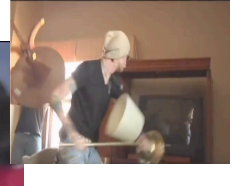
"Talent"



(WOMAN AND GUY DANCING)

(GUY HANDWALKS ON DUMBBELLS, GUY FALLS ON TREADMILL, WOMAN FALLS ON BALANCE BOARD)

VO script (Read in cool, laid back somewhat sarcastic tone): **Everybody out there is good at something. That's called talent. ... Of course, some have more than others.**

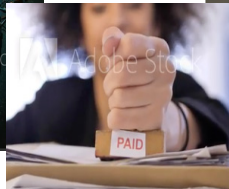


(DORKY GUY SINGS IN MIRROR, GUY FLIPS TOOTHBRUSH INTO GLASS)

(SLATE SHOWS TAKE 212, GUY SCREAMS)

(BAND TRASHES HOTEL ROOM)

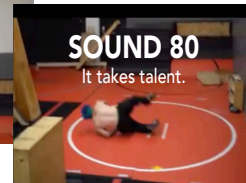
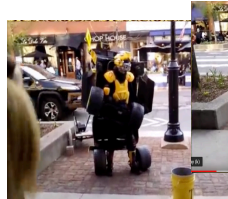
.... Some have hidden talents--that maybe should stay that way. Sometimes the gift comes naturally....other times, it has to be coaxed out. And of course, there's temperamental talent...especially when their check is late.



(SOUND 80 STAFF HEADS STRIPPED ON SKIERS)

(OPERA SINGER CUTS TO DOG HOWLING)

At Sound 80, we have a talented group, too. Well, not like that, but talented people who know how to deal with talent--from recording them, to booking them, to paying them, to giving them back rubs.... Ok, no back rubs.



(TRANSFORMER GUY TURNS INTO CAR)

(WEIRD OLD GUY DANCING BADLY, GUY SOMERSAULTS AND CRASHES)

Yeah, there's a whole weird, wonderful world of talent out there. We know, we deal with it every day. We can take care of your talent issues, so you can work on your own talent (GUY CRASHES)... or not.