

Advertising Script Template

CELT X

Use this template to plan a short, focused advertisement script before writing the full version. Perfect for video ads, social media spots, audio ads, podcast ads, presenter reads, and short brand promos.

Project Details

Product/Service/Campaign _____

Ad Length _____

Platform _____

Target Audience _____

Main Message

Call to Action

Script Structure

Hook

Grab attention quickly with a problem, image, question, line of dialogue, bold statement, or relatable moment.

[illegible]

Problem, Need, or Desire

Show what the audience recognizes, wants, needs, or struggles with.

Product or Solution

Introduce the product, service, brand, offer, or campaign clearly.

Key Benefit

Focus on the strongest benefit, not every possible feature.

Proof or Payoff

Add a result, emotional payoff, visual transformation, testimonial, offer, or quick reason to believe.

Call to Action

End with a clear next step.

Quick Check

- ☐ Does the ad open quickly?
- ☐ Is there one clear message?
- ☐ Does the audience understand what is being offered?
- ☐ Is the benefit specific?
- ☐ Does the script fit the timing?
- ☐ Is the call to action clear and easy to follow?
- ☐ Does the voiceover sound natural when read aloud?