

Monday, June 26, 2023

## VO BOOTCAMP

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### SCRIPTS

#### - 1. Carpool Optic by Solar

- Time: 15 Seconds
- Gender: Any
- Art Direction: We want parents to let parents know that we care about the safety of their children. Medium sell voice over that is authentic yet casual. It should not feel too pushy or salesy. Should be reflective of a parent/family man/woman.
- Style: Casual, Authentic
- Script:
  - As a parent, I want to know that my kids are safe wherever they are. That includes riding in the car. With the new Carpool Optic from Solar I can breathe easy knowing my kids will arrive where they need to safely – whether I am the driver or not.

#### - 2. Surfs up Documentary

- Time: 15 Seconds
- Gender: Any
- Art Direction: The listeners should feel inspired and enticed to tune into the documentary. Should be thrilling and upbeat. Read at a medium pace with a raspier tone of voice.
- Script:
  - Surf's Up! Watch our series chronicling the journey of three men searching for the biggest waves in the world. Through candid interviews with their families and friends, we get inside the heads of extreme surfers embarking on a rush of a lifetime, Surf's Up! tonight on the Extreme Summer Sports Network.

### - 3. Nocturnal Rest All Natural Sleep Aid

- Time: 15 Seconds
- Age: Young Adult
- Gender: Any
- Art Direction:
  - There are three 15-second radio spots that will be played across the United States. The right voice for this campaign has a full, down-to-earth voice, who will engage with the target audience in a witty manner over an insomniac's nightly struggle. They'll use a bold tone without sounding exaggerated.
- Script:
  - Do you see one am, two a.m., three a.m., or even four a.m. every morning? Not because you're pouring over your life's work, or because you're the world's most exuberant *early bird*... but because you just haven't fallen asleep yet? (Long Pause) Put your insomnia to bed with Nocturnal Rest All-Natural Sleep Aid.

### - World Travel Commission

- Time 30 Seconds
- Gender: Any
- Art Direction:
  - The envisioned voice for this campaign is calm, wise, and resonant. Tap into your inner David Attenborough. Be inspirational, but not loud. The voice over will accompany stunning visuals of the respective travel destinations.
- Script: Do you remember having authentic Italian pizza in Naples? The puffy charred crust. The excess flour on your fingertips... The smell of tomato slices and mozzarella. The sumptuous texture that melted in your mouth. Do you remember having pizza in Naples? No? Make memories for your senses. Travel.

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