

Client: Creative Touch Photography
Ad Consultant:
Scriptwriter: Michael Tate
Time/Date: Friday October 30, 2009
Contract #:

Run Time: 30 sec (untimed)
Script Title: "Family"
Version: Two
Agency:
Broadcaster:

CREATIVE TOUCH PHOTOGRAPHY - AWARENESS COMMERCIAL

Tone: Fun.
SFX: Underlay entire commercial with repetitive whisper effect as written "Creative Touch Photography, for now and forever."
VO1: A boy and girl (kids) - Whisper effect
VO2: Female more mature

SCRIPT

VO1 & 2: (Whisper effect)
Creative Touch Photography, for now and forever (kids giggling)...
(Whisper effect)

VO3: Would you like to immortalize your family; your history?

VO1 & 2: (Whisper effect)
Creative Touch Photography, for now and forever... (Kids having fun)
(Whisper effect)

VO3: Beautiful photographs of your wife.

VO1 & 2: (Whisper effect)
For now and forever... (Kids serious but fun) (Whisper effect)

VO3: Your children.

VO1 & 2: (Whisper effect)
Creative Touch Photography... (Kids giggling) (Whisper effect)

VO3: Your family pictured the way they ought to be...

VO1 & 2: (Whisper effect)
Creative Touch Photography, for now and forever... (Kids giggling)
(Whisper effect)

VO3: Visit creativetouch.com and simply see what great photography looks like, or give Creative Touch Photography a call (pause) they'll help capture your family for you for now and, forever.

VO1 & 2: Creative Touch Photography, for now and forever. (Kids giggling no whisper)

END