

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

Run Time: 30 sec (untimed)
Script Title: "Wedding Day"
Version: Three
Agency:
Broadcaster:

CREATIVE TOUCH PHOTOGRAPHY - AWARENESS COMMERCIAL

Tone: Poignant.
SFX: Underlay entire commercial with repetitive whisper effect as written "Creative Touch Photography, for now and forever."
VO1: Young Woman - Whisper effect
VO2: Man more mature

SCRIPT

(Whisper effect)
VO1: Creative Touch Photography, for now and forever... (Whisper effect)

VO2: They say that a wedding is the most important day of your life (pause), a once in a lifetime event.

(Whisper effect)
VO1: Creative Touch Photography, for now and forever... (Whisper effect)

VO2: Why then trust your memories (pause), this moment to Uncle Fred?

(Whisper effect)
VO1: For now and forever... (Whisper effect)

VO2: Poignant.

(Whisper effect)
VO1: Creative Touch Photography... (Whisper effect)

VO2: Forever.

(Whisper effect)
VO1: Creative Touch Photography, for now and forever... (Whisper effect)

VO2: Visit creativetouch.com and simply see what great photography looks like, or give Creative Touch Photography a call (pause) they'll help capture your wedding day for you, for now and forever.

VO1: Creative Touch Photography, for now and forever.

END