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Read book pages 42-51 and follow the steps

Project Name

Meeting Date

Asset

Department

Delivery Date

All assets have been collected, backed up and stored

Uploaded to HFA



# Location sheet

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Manager name

Dates reserved

Telephone in Email

Other

Location address

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Nearest medical emergency center

Location agreement

Crew vehicles

Permit (if public) Fire

Cast vehicles

Dept permit Police

Tables & chairs

Permit Insurance

Shuttle (if no park)

Certificate Security

SFX/Makeup

Traffic control

Costumes

Warning signs

Pyrotechnics

Neighbors release

Utilities / Power

Parking posts

Dressing rooms

Catering / Food

Insert location photos



Form HFA 46665

# Film Day Prep Sheet

MAKE A COPY FOR EACH SCENE RECORDED

Describe scene

Production

Scene

Slate

Dateate

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CAMERA ROLL    SOUND ROLL    TAPE TRACK    EXT / INT    DAY / NIGHT    SYNC / GUIDETRACK

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## Camera Information

Lens

S.LOG

Distance

Filters

F stop

Cam / Rec

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Take	Duration	Clip ID	Continuity notes (if NG mention why)
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12

# 1. Introductory Hook

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MAKE COPIES AS NEEDED FOR EACH SHOT

The purpose of an introductory "hook" in a commercial video ad screenplay is to grab the viewer's attention immediately, creating curiosity or excitement. It aims to draw the audience into the story, product, or message within seconds, increasing the likelihood that they will continue watching the ad and engage with its content.

This is the first page of your script. Start with notes on casting talent, name, phone, character played, and by rating them from 1 to 10 on communication skill, performance, spontaneity, sense of humor, and your personal notes. You should have plenty of room for your hook and production day notes.

## 2. The Problem Explained

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In this step of the ad, the focus is on articulating a relatable problem or challenge that the target audience faces. This step aims to empathize with viewers, highlighting the issue to make them more receptive to the upcoming solution presented in the advertisement.

Now that you've identified the problem in your ad script, it's essential to start envisioning how you'll capture it on film. Consider camera angles, lighting, settings, and any visual elements necessary to effectively convey the problem to the audience, ensuring it resonates with clarity and impact.

### 3. Introducing The Product

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MAKE COPIES AS NEEDED FOR EACH SHOT

The introduction of the product is a pivotal moment in the ad. It involves showcasing the product in a compelling manner, highlighting its features, benefits, and unique selling points. The goal is to captivate the audience's interest and demonstrate how the product can solve the previously mentioned problem or fulfill their needs effectively.

It is time to gain product knowledge, do visual planning, such as camera angles, lighting, and settings, needed to showcase the product effectively, start casting, and begin sketching or storyboarding.

## 4. How The Product Works

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Explaining how the product works is a pivotal part of the ad. In this phase, the focus is on providing a clear and concise demonstration or explanation of the product's functionality, features, and benefits. This step should make it easy for viewers to understand how the product can address their needs or solve their problems effectively.

Casting: If applicable, select actors or presenters who can effectively represent the product and brand. Location and Set Design: Choose appropriate locations or design sets that complement the product and message.

## 5. What This Means For You

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MAKE COPIES AS NEEDED FOR EACH SHOT

In the "What This Means for You" step of the ad, the emphasis shifts from the product to the viewer. It elucidates the direct benefits and positive outcomes the viewer can expect from using the product. This connection between the product's features and the viewer's needs helps establish its value and relevance.

Props and Wardrobe: Gather any necessary props or clothing to enhance the product's presentation. Technical Equipment: Ensure you have the right cameras, lighting equipment, and audio gear for a professional production.



## 6. The First Call To Action

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MAKE COPIES AS NEEDED FOR EACH SHOT

The first call to action (CTA) in an ad is a prompt or instruction aimed at encouraging immediate viewer engagement. It typically involves urging viewers to take a specific action, such as visiting a website, making a purchase, or subscribing. This initial CTA guides viewers on the next steps to interact with the product or brand.

Production Schedule: Develop a timeline for filming, including pre-production, shooting, and post-production phases.

## 7. Testimonials

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Testimonials are endorsements from individuals who have used a product or service. They serve as social proof, validating the quality and effectiveness of the offering. Testimonials can be in the form of written reviews, video interviews, or quotes, and they help build trust and credibility with potential customers by showcasing positive experiences from others.

Budgeting: Manage the budget to cover production costs, including equipment, personnel, and post-production editing.

## 8. Experts

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MAKE COPIES AS NEEDED FOR EACH SHOT

The "experts" step in an advertisement involves featuring authoritative figures or professionals who endorse or validate the product or service. These experts may include industry specialists, celebrities, or recognized authorities in a relevant field. Their endorsement adds credibility and reassures viewers about the product's quality and effectiveness, influencing their decision-making process.

## 9. Proof

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MAKE COPIES AS NEEDED FOR EACH SHOT

In the context of advertising and marketing, "proof" refers to evidence or substantiation provided to support claims made about a product or service. Proof can take various forms, such as data, statistics, case studies, before-and-after photos, scientific studies, customer reviews, or testimonials. It serves to demonstrate the product's or service's effectiveness, quality, or benefits, helping to persuade potential customers and build trust.

Legal Considerations: Address any legal and compliance requirements related to advertising and product claims.

## 10. Objections

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MAKE COPIES AS NEEDED FOR EACH SHOT

In advertising and marketing, objections can be addressed in a couple of different ways:

**Pre-emptive Addressing:** Some advertisements proactively address potential objections or concerns that customers might have about a product or service. By acknowledging and providing solutions to these objections, the ad aims to preemptively alleviate doubts and build trust.

**Humorous Approach:** In some cases, advertisers may use humor to address objections indirectly. By making light of potential concerns in a witty or amusing way, they can both acknowledge objections and entertain the audience, potentially making the objections seem less significant.

Both approaches aim to overcome objections and create a more positive perception of the product or service being advertised.

## 11. Final Call To Action / Outro

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The final call to action (CTA) in an advertisement is the last instruction or prompt given to the viewer, encouraging them to take a specific action. This action often includes making a purchase, signing up for a newsletter, visiting a website, or contacting the company. The final CTA serves to guide the viewer toward a desired outcome and prompt immediate engagement or response.

The outro in an advertisement marks the conclusion of the video or presentation. It typically includes elements like the company's logo, contact information, and any final branding messages. The purpose of the outro is to leave a lasting impression, reinforce the brand, and provide viewers with relevant information for further engagement or action.

Be detailed in your notes about all aspects of production, in addition to the script itself.

## 12. The One Page Commercial Cinematic Ad Script

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MAKE COPIES AS NEEDED FOR EACH CREW MEMBER

The Hook	Crewmember Notes
The Problem Explained	Crewmember Notes
Introducing The Product	Crewmember Notes
How The Product Works	Crewmember Notes
What This Means To You	Crewmember Notes
CTA 1 / Request Engagement / Lower Thirds	Crewmember Notes
Credibility Statements / Proof	Crewmember Notes
Objections: Pre-emptive / Humorous	Crewmember Notes
CTA 2 / Outro / Lower Thirds	Crewmember Notes