A script for a TV commercial promoting a consumer product, including dialogue, visual elements, and target audience considerations.

TV Commercial Script for a Smart Air Purifier

Product: PureBreathe 360 Smart Air Purifier

Target Audience: Health-conscious families and urban dwellers aged 25–45.

Title: "Breathe Pure, Live Fully"

Opening Scene

Visuals:

A busy urban street, traffic honking, and hazy air. A young mother, Anna, walks with her son, Jack, who coughs lightly.

The screen fades to their cozy home, where Anna shuts the windows to block out pollution.

Voiceover (soft and soothing):

"In a world filled with pollution, protecting your loved ones starts at home."

Scene 2: The Problem

Visuals:

Close-up of dust particles in sunlight streaming through the window.

Jack playing on the floor while Anna looks concerned, reading about air quality on her phone.

Dialogue:

Anna (to herself): "I need to make our home safe for him..."

Scene 3: Introducing PureBreathe 360

Visuals:

Anna unboxes the sleek, modern PureBreathe 360 Smart Air Purifier.

The purifier powers on with a glowing display showing real-time air quality improvements.

Voiceover (upbeat):

"Meet PureBreathe 360, the smart air purifier designed to eliminate up to 99.9% of pollutants, allergens, and harmful particles."

Scene 4: Product in Action

Visuals:

Animation showing the purifier pulling in dirty air and releasing clean air.

Real-time app notifications on Anna's phone: "Air quality: Excellent!"

Jack runs through the living room, laughing, while Anna smiles.

Voiceover:

"With its advanced HEPA filtration and AI-powered air quality sensors, PureBreathe 360 adapts to your environment, giving you and your family the clean air you deserve."

Scene 5: Happy Family Moment

Visuals:

The family enjoys dinner together in a bright, airy kitchen.

The purifier hums softly in the background, and the app displays "Pollution removed: 100%".

A golden retriever joins the family, wagging its tail.

Dialogue:

Anna (to Jack): "Feels good to breathe easy, doesn't it?"

Jack: "Yeah! Can we take it to grandma’s house too?"

Voiceover (warm):

"PureBreathe 360. Clean air, wherever life takes you."

Closing Scene

Visuals:

The purifier placed prominently in the living room, blending seamlessly with the décor.

Bold text appears: "Breathe Pure. Live Fully."

Voiceover:

"Available online and in stores. PureBreathe 360—because every breath matters."

Call to Action

Visuals:

Website link and QR code appear on-screen.

Social media icons fade in.

Tagline: "Order now and get free filters for a year!"

Voiceover (energetic):

"Visit PureBreathe.com or your nearest retailer today!"

End of Commercial