

Strepsils radio ad script:

Characters : a person and rooster

A person wakes up to a beautiful morning
(environment is : Alarm, birds chirping, uplifting music)

Person : "Wow, what a beautiful morning!!"

While enjoying the part, suddenly his rooster tries to crow, but due to soar throat, rooster crows bad (Funny ambience)

Person : "eeh"

Music stops dramatically and rooster does it again, giving audience a clear idea of rooster's sour throat.

Person : "Oh my poor rooster"
Rooster sounds in background

Person : "Ohh, i have an idea, hey rooster, try this"
Rooster tries strepsils

Background music rises to a positive environment
An uplifting music with birds chirping (same as first part) and drums

Feeling : Back to the beautiful morning
Music ends gradually and dramatically
Close the ad with Strepsils promo

Person : "Strepsils, for your clear throat"

Mixing:

Attached a screenshot of the work.

The listed sounds were arranged according to the script. Most sounds had a volume modulation (Fade-in, Fade-out) to ensure a smooth and engaging atmosphere.

There were 16 channels used with separate FX going on.

Volumes and panning is adjusted at the master level, were voice of person and rooster were given highest db and dedicated panning level

voice of person was given a reverb, distortion, compression, EQ adjustment

Channels were given separate as its easy to correct the timings and arrange it, also gets more clarity.

Amplitude modulation is given to rooster's crowing sounds.

Other used effects on sounds are : parametric EQ adjustment, Equalisation, Audio restoration, Compression, Amplitude modulation, Reverb, Pitch shift.

The arrangement:

Audience should feel like a beautiful morning waking up scene, as getting to indulge in it, it should break with a weird sound(Rooster crowing badly).

A small negative/missing feeling is created with no background music to make the audience feel it.

As rooster takes the strepsils(a small gulping sound), uplifting music starts and it should meet a drums and morning environment ambience which ultimately results in the rooster's best voice(soothing and enhanced).

Finally give the audience, brand promo words and end with a chicken sound to balance the mood.

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Sound details

Voiceover : my own voice

Recorded using a basic microphone headset

Software : Sony vegas pro 13

Sounds:

- Samplefocus.com
- morning-atmos
- birds-chirping-ambience_77bpm_G_minor
- sound-fx-sub-sonic
- pure-white-noise-faller
- oh-no baby sound

youtube.com

- iphone_alarm
- funny rooster sounds

Mixkit.com

- Rooster good sound
- Record player vinyl scratch
-

Pixbay.com

- sound-effects-finger-snap-with-reverb-113861
- ding-idea
-

Edmprod (Edm production kit with lot of sample wav files)

- Edm starter kit
- Uplifters
- Drums
- Chinese intro
- Chorus Arp 140 G#m
- Soup