Commercial Characters animation & character scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Worth Digging For

Cereal mascot · Any (mascot) · Any (character choice) · 30 seconds

[A cartoon forest. BARNABY BADGER bursts out of a burrow, hugging a giant cereal box]

Well, hello, breakfast people! Barnaby Badger here, and I've been digging all night!

Dig, dig, dig! And look what I found! Bramble Bits! Crunchy little oat nuggets with real blackberry bits tucked inside! Every spoonful's a treasure!

[beat]

What? These crumbs? Of course I didn't eat any on the way up. Much. Hardly.

[breath]

Bramble Bits. Worth digging for!

Full Payload

Cereal mascot · Any (mascot) · Neutral American · 30 seconds

[A cartoon spaceship bridge. COMMANDER CRUMB, a square-jawed captain made from a single cereal flake, salutes the camera]

Attention, cadets! Breakfast launch in T-minus ten seconds!

Report! Whole grain rockets? Check! A crunch you can hear from orbit? Check! Tiny marshmallow moons? Double check!

[beat]

Cadet! You call that a spoonful? That's barely a snack! I want a full payload! Three, two, one... crunch!

[breath]

Starbran Rockets. Mission control for your morning. Commander Crumb, over and out!

Psst, Earthling

Cereal mascot · Any (mascot) · Any (character choice) · 15 seconds

[A cartoon moon. MOXIE THE MOON MOLE pops out of a crater, whispering]

Psst. Earthling. Down here.

These are Choco Craters. Chocolatey cereal, dug fresh from the moon. Well, from a factory. But it's shaped like the moon.

[beat]

Choco Craters. Out of this world. Mostly.

No Time, Gotta Zip

Cereal mascot · Any (mascot) · Any (character choice) · 15 seconds

[An underwater cereal bowl. ZIP THE ELECTRIC EEL zooms through at top speed]

Bzzzt! Zip here! No time! Gotta zip!

Zappleberry Puffs! Apple and berry flavor with a zingy little crackle! One bite and bzzzt, you're awake!

[beat]

Okay, I'm tired now.

[breath]

Zappleberry Puffs!

Sit a Spell

Cereal mascot, oatmeal · Mature (55+) · Any (character choice) · 30 seconds

[A cartoon front porch. GRANDPA OATSWORTH, a bearded old oat in a rocking chair, takes his sweet time]

Well, now. Everybody's in such a hurry these days. Zoom, zoom, zoom.

[beat]

Me? I like my oatmeal slow. Creamy. Warm as a quilt. With a little brown sugar on top, like my mama made. Heh. She was a patient woman too.

Porchswing Oats. Ready in five minutes...

[beat]

...Five whole minutes. Plenty of time to sit a spell.

[breath]

Porchswing Oats. Take your time.

A Clean Volcano

Cereal mascots, duo · Any (mascot) · Any (character choice) · 30 seconds

Cast: CRISPIN EMBERLY

A cartoon castle kitchen. SIR CRISPIN, a very small knight, guards a box of Castle Crisps from EMBERLY, a hungry young dragon

CRISPIN Halt, dragon! These Castle Crisps are for the good children of the kingdom!

EMBERLY I'm good! I'm very good! I cleaned my cave!

CRISPIN Your cave is a volcano.

EMBERLY A CLEAN volcano!

CRISPIN ...Very well. One bowl. Golden honey crisps, shaped like little shields.

EMBERLY Mmm! They don't even melt when I breathe on them!

CRISPIN Castle Crisps. Breakfast fit for a knight.

EMBERLY Or a dragon!

Stand Back, Civilians

Talking product, cleaning · Any (mascot) · Any (character choice) · 15 seconds

[A grimy kitchen sink. SCRUBBINS, a scrub brush with a fierce little mustache, rolls up its bristles]

Lasagna pan? Baked on since Tuesday? Stand back, civilians. I've got this.

[SFX: furious scrubbing]

[beat]

Done. Sparkling. You're welcome.

Send me your worst. Casserole dish. Oven rack. Grandma's roasting tin.

Scourwell brushes. We live for the gross stuff.

I Have Seen Things

Talking product, furniture · Any (mascot) · Any (character choice) · 30 seconds

[A living room. A plump COUCH CUSHION speaks with the weary drama of an old stage actor]

I have seen things.

Popcorn. Tears. Three seasons of a baking show, watched in a single weekend.

[beat]

For eleven years, I held this family up. And now they tell me I'm... lumpy.

[breath]

Fine. Go to Loafwell Sofas. Deep, cloud-soft cushions. Hundreds of fabrics. Delivered this week.

[beat]

Just... tell the new couch about the remote. It's been down here since spring.

A Hamster Named Kevin

Talking product, automotive · Any (mascot) · Any (character choice) · 30 seconds

[A snowy mountain road. TREAD, a grizzled old winter tire, talks like a salty sea captain]

Ice on the road, you say? Heh. I've seen worse. Much worse.

Forty below. Hills like walls. Sleet sideways. A minivan full of twins and a hamster named Kevin.

[beat]

That's why Tractell Winter Tires have deep grooves that bite into snow and slush. You stay on the road, and you stay in control. Kevin stays calm.

[breath]

Tractell. Built for the bad days.

Lefty, Where Are You

Talking product, laundry · Any (mascot) · Any (character choice) · 30 seconds

[Inside a washing machine. A lonely striped SOCK drifts through the suds, calling out]

Lefty? Lefty, where are you?

[beat]

We came in together. Same drawer. Same foot... different foot. Same person.

Every week, somebody doesn't come home. Last month it was the argyles.

[breath]

But wait. This is Pairsafe. Pairsafe Laundry Pods, now with a free sock-saver bag in every tub. Every pair comes out together, soft and fresh.

[SFX: the machine stops]

Lefty? LEFTY! You're here!

Feed the Drama

Talking product, garden · Any (mascot) · Any (character choice) · 30 seconds

[A sunny windowsill. FIONA, a very droopy potted fern, speaks like a fading movie star]

Darling. Look at me. Look at these fronds. I used to be the star of this windowsill.

[beat]

Now I get water whenever you remember. Which is Thursdays. Some Thursdays. I've been living on ice cubes and hope.

[breath]

Leafperk Plant Food. One capful a month, and I'm back. Lush. Green. Magnificent.

[Fiona perks up]

Oh, yes. There she is. Hello again, gorgeous. Leafperk. Feed the drama.

Midnight Snacker

Talking products, fridge ensemble · Any (mascot) · Any (character choice) · 60 seconds

Cast: CHEDDAR PEACH LASAGNA

Inside a fridge at 2 a.m. The light is off. CHEDDAR, an old wedge of cheese; PEACH, a cheerful cup of Clovermoss yogurt; and LASAGNA, a leftover who has been in here far too long

CHEDDAR Okay. Nobody panic. The door's going to open. It's the midnight snacker.

PEACH Ooh! Pick me! Pick me!

LASAGNA Nobody gets picked. I've been here since the Fourth of July. They're not coming.

CHEDDAR You're not getting picked because you've grown a second layer.

LASAGNA It's called character.

PEACH I think it's brave.

LASAGNA Thank you, Peach.

PEACH I'm Clovermoss Peach Yogurt! Creamy, real fruit, and the spoon's already in the drawer!

CHEDDAR Yes, yes, we know. You've said it every night this week.

PEACH Because it's true every night this week!

SFX: the fridge door opens. Light floods in

LASAGNA Act casual.

CHEDDAR How do you act casual when you're cheese? I've been sweating since Tuesday.

beat

PEACH She's reaching... she's reaching...

SFX: a happy "mm"

PEACH She picked me! Clovermoss! Goodbye, everyone! I'll never forget you!

LASAGNA See you all next Fourth of July.

CHEDDAR Gerald, you're going in the trash.

Just a Little Tickle

Talking products, oral care · Any (mascot) · Any (character choice) · 30 seconds

Cast: MOLLY SPIN

Inside a mouth, cartoon style. MOLLY, a nervous molar, meets SPIN, a cheerful Brightbristle electric toothbrush

MOLLY Is it bedtime already? I'm not ready. There's popcorn in my... everywhere.

SPIN Relax, Molly! Brightbristle's got you. Round head, soft bristles, two full minutes of gentle spinning!

MOLLY Gentle? That sounds like a trap. Last time it was floss.

SPIN Nope! Just a little tickle. You'll love it.

SFX: whirring

MOLLY Hee! Okay. Okay, that's actually nice.

SPIN Brightbristle. Clean teeth, happy molars.

MOLLY Same time tomorrow? Please?

I've Got a String

Talking products, coffee · Any (mascot) · Any (character choice) · 30 seconds

Cast: TINA CARL

A kitchen counter at 6 a.m. CARL, a chunky coffee mug, faces off with TINA, a smug little teabag

TINA Morning, Carl. Still empty?

CARL Not for long, Tina. It's Dawnkettle day.

TINA Coffee again? You're so predictable. Every single morning.

CARL Dark roasted, smooth, roasted in small batches. What've you got?

TINA I've got... a string. And a tag.

beat

CARL That's what I thought.

SFX: coffee pouring

CARL Hear that, Tina? That's the sound of a good morning. Ahh. Dawnkettle Coffee. Worth getting up for.

TINA Fine. But I'm still cuter.

Protection Is My Whole Thing

Spokes-creature, insurance · Any (mascot) · Neutral American · 30 seconds

[A cartoon suburban street. ARLO THE ARMADILLO, friendly and a little anxious, straightens his tiny tie]

Hi. I'm Arlo. I'm an armadillo. Protection is kind of my whole thing.

[beat]

When something goes wrong, I curl into a ball. That's my plan. It's not a great plan for your house.

[breath]

That's why there's Shellguard Home Insurance. Real people who answer the phone, help you file a claim fast, and never make you curl into a ball.

[beat]

Shellguard. Coverage that doesn't roll away.

Missed a Whole Migration

Spokes-creature, mattress · Any (mascot) · Any (character choice) · 30 seconds

[An ice floe. WENDELL THE WALRUS yawns enormously]

Ooooh, hello there. Wendell here. I've slept on ice every night for forty years.

[beat]

Then my cousin sent me a Snoozeberg mattress. Cool gel foam, so you don't overheat, and support that doesn't sag. Even under a two-ton walrus.

[breath]

I slept eleven hours. Straight through. Missed a whole fish migration. The whole herring parade.

Worth it.

Snoozeberg. Chill all night.

Eight Arms, One Bottle

Spokes-creature, cleaning · Any (mascot) · Neutral American · 30 seconds

[A messy cartoon kitchen. OCTAVIA THE OCTOPUS works all eight arms at once, cheerfully frazzled]

Counter, stovetop, fridge handle, sticky juice spill, mystery jam, high chair... and the dog. Don't ask.

[breath]

With eight arms, you'd think I'd have time. But what I needed was one spray that does it all.

Eightfold All-Purpose Cleaner. Cuts grease, lifts grime, fresh lemon scent. One bottle, every surface.

[beat]

Now, if you'll excuse me, I have eight arms to wash.

Eightfold. Clean every corner.

So I Can Uncurl

Spokes-creature, home security · Any (mascot) · Any (character choice) · 15 seconds

[A dark hallway at night. PANGO THE PANGOLIN peeks out from a tightly curled ball]

Did you hear that?

[beat]

Oh. It's just your Curlwise camera. It spotted the raccoon and sent you an alert.

[breath]

Phew. Curlwise Home Security. So I can finally uncurl.

Sleep, Slowly

Spokes-creature, sleep app · Any (mascot) · Any (character choice) · 30 seconds

[A treetop at dusk. STANLEY THE SLOTH speaks very, very slowly]

Oh. Hello.

[beat]

I'm Stanley. I sleep... twenty hours a day.

People ask me... how? How, Stanley?

[breath]

Hushhollow. The sleep app with gentle rain, soft stories, and slow breathing guides. It helps your busy brain... wind down... all the way.

[beat]

You get into bed. You press play. And then...

[long pause]

...Oh. Sorry. I was asleep. Again.

Hushhollow. Sleep, slowly.

Yolanda From Up the Mountain

Spokes-creature, dairy · Any (mascot) · Any (character choice) · 15 seconds

[A mountain meadow. YOLANDA THE YAK, cheerful and extremely chatty, trots toward the camera]

Hi! Yolanda! Yak! From way up the mountain, where the grass is sweet and the air is fresh!

[breath]

Summitside Yogurt. Thick, creamy and tangy, from mountain farms.

[beat]

I'd share, but I ate it.

Technically a Tooth

Spokes-creature, oral care · Any (mascot) · Any (character choice) · 30 seconds

[An arctic sea. NIGEL THE NARWHAL, extremely proud of his tusk, poses for the camera]

Good evening, everyone. You may have noticed my tusk. Don't be shy.

Everyone does. It's a real showpiece. Nearly nine feet of elegance.

[beat]

Of course, a narwhal's tusk is technically a tooth. And a tooth this magnificent deserves the very best.

Tuskbright Toothpaste. Cool mint, fresh breath, and a proper polish every time you brush.

[breath]

Tuskbright. For teeth worth showing off. Like mine.

Get Your Own

Spokes-creature, syrup · Any (mascot) · Any (character choice) · 30 seconds

[A snowy forest. MORT THE MOOSE, gentle and enormous, balances a steaming stack of pancakes on his antlers]

Oh, hey there, friend. Don't mind me. Just carrying breakfast. Big stack today.

[beat]

We tap our maple trees every spring, when the nights are frosty and the days are warm. Then we boil it down slow. Pure maple. Nothing else in the bottle.

[breath]

Snowbough Maple Syrup. Real syrup from real trees.

[beat]

The pancakes? Oh, those are all mine. Get your own.

Penguin at the Beach

Spokes-creature and announcer · Any (mascot) · Any (character choice) · 30 seconds

Cast: ANNOUNCER PIP

A sunny cartoon beach. PIP, a very small penguin wrapped in a beach towel, is melting. The ANNOUNCER is smooth and delighted

ANNOUNCER It's a scorcher out there! A hundred degrees in the shade!

PIP I'm a penguin. Why am I at the beach?

ANNOUNCER Time for Frostnip Freezer Pops! Six fruity flavors, frozen solid!

PIP Can I just go home? To Antarctica?

ANNOUNCER Blue raspberry! Watermelon! Lemon-lime!

PIP ...Did you say blue raspberry?

SFX: a crunch

PIP Ohhh. Oh, that's cold. I feel like myself again.

ANNOUNCER Frostnip. Chill out.

PIP Okay. I'm staying.

Replaced by a Robot

Spokes-creature, interview · Any (mascot) · Any (character choice) · 60 seconds

Cast: REPORTER GUS

A backyard. A TV REPORTER interviews GUS, a grumpy goat who used to be the neighborhood's lawn service

REPORTER Gus, you've mowed lawns on Maple Lane for nine years.

GUS Eight and a half. I took Tuesdays off to eat the mailbox.

REPORTER And now the neighbors have switched to Chompwell Robot Mowers.

GUS Don't say that name in front of me.

REPORTER It mows on a schedule, handles slopes, and docks itself to recharge.

GUS Big deal. I dock myself. Under the porch.

REPORTER It's also very quiet.

GUS I'm quiet!

REPORTER You yelled at the Hendersons' dog for twenty minutes last week.

GUS He started it.

beat

REPORTER Anything you'd like to say to the robot?

GUS Yeah. Fine. It does a nice job. Straight lines. Clean edges. I'll give it that.

breath

GUS But can it eat a tin can? No. No, it cannot.

REPORTER Chompwell. The lawn that mows itself.

GUS Show-off.

Rained on Your Picnic

Cartoon brand character, app · Any (mascot) · Any (character choice) · 30 seconds

[A cartoon sky. CUMULUS CAL, a big fluffy cloud with a guilty face, floats over a soggy picnic]

Okay, look. I didn't mean to rain on your picnic. I just... had a lot going on.

[beat]

Next time, check Puddlewatch. Minute-by-minute rain alerts, right on your phone. It'll tell you exactly when I'm about to lose it.

[breath]

So you can pack up the sandwiches. And I can have a good cry in peace.

Puddlewatch. See me coming.

Not Even Warm

Cartoon brand character, internet · Any (mascot) · Any (character choice) · 15 seconds

[A living room. BITSY, a tiny robot shaped like a router, blinks all its lights proudly]

Beep! Bitsy here! Your Zoomtail router!

Four people streaming, two gaming, one grandma on a video call... and I'm not even warm!

[beat]

Zoomtail Internet. Fast for the whole house. Beep!

Granny's Secret

Cartoon brand character, frozen food · Mature (55+) · Any (character choice) · 30 seconds

[A cartoon farmhouse kitchen. GRANNY HAZEL, round and rosy with flour on her glasses, leans into the camera like she's sharing gossip]

Come here, sweetheart. Closer. Closer. I'm going to tell you my secret.

[beat]

Butter. Lots and lots of butter. That's it. That's the whole secret. Don't tell the neighbors.

[breath]

Hazelbrook Frozen Pies. Flaky crust, real fruit filling, baked the old-fashioned way. Just pop it in the oven and pretend you made it. Flour on your cheek helps.

[beat]

I won't tell. I never tell.

No Bland Salsa in This Town

Cartoon brand character, snacks · Any (mascot) · Any (character choice) · 30 seconds

[A cartoon desert town. SHERIFF SPIKE, a tall cactus wearing a badge, squints at the horizon]

This town ain't big enough for bland salsa.

[beat]

I've seen chips go dry. I've seen dips go watery. I've seen a man put ketchup on a nacho.

[breath]

Dusty Mesa Salsa. Fire-roasted tomatoes, real chiles, chunky enough to stand up on a chip.

[beat]

Mild, medium, or Sheriff's Hot. Choose your heat, partner. I'd go mild. You look nervous.

Whiter Than Scary

Cartoon brand character, laundry · Any (mascot) · Any (character choice) · 15 seconds

[A dark attic. WISPY, a cartoon ghost, is supposed to be scary but is thrilled with its own sheet]

Oooooh... Ooooh, look how white my sheet is!

[beat]

I used to haunt in dingy gray. Now? Brightsheet Detergent. Brighter whites, and it smells like a spring breeze.

[breath]

Boo! ...Sorry. I'm just very excited.

Still Crispier

Cartoon brand characters, duo · Any (mascot) · Any (character choice) · 15 seconds

Cast: TUCK TILLY

A cartoon oven tray. The TATER TWINS, TUCK and TILLY, two golden potato puffs, argue as they come out crispy

TUCK I'm crispier.

TILLY I'm crispier.

TUCK I'm fluffier inside.

TILLY We're literally the same potato. From the same bag.

TUCK Hashbrook Potato Puffs! Crispy outside, fluffy inside!

TILLY Ready in fifteen minutes!

TUCK Still crispier.

TILLY Ugh.

Practice with these, record them, post them as demos or reels, use them in auditions. Please do not resell them as scripts. © VO Journey Academy · avosjourney.com