



Comedy & Character commercial 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.

The Last Biscuit

Over-dramatic narrator, snacks · Adult (40-55) · Neutral American · 15 seconds

There were twelve. Now there is one.

It sits alone in the tin. Golden. Buttery. Unguarded.

Three people in this house know it's there. Only one of them is you.

Crumbhaven Biscuits. May the fastest hand win.

It's Fine

Grumpy mascot, cereal · Mature (55+) · Neutral American · 15 seconds

Hi. I'm Barley. The Oat Barons bear. Forty years on the same box.

Do I like the cereal? Yes. Fine. It's delicious. Crunchy honey clusters.

Happy now?

Oat Barons. Eat them. I'm going back to bed.

I Am a Sponge

Talking product, cleaning · Young adult (18-25) · Neutral American · 15 seconds

Hi. I'm a sponge. I live by your sink. I have seen lasagna pans you would not believe.

But I'm a Scrubwhistle. I don't shred. I don't stink. I don't quit.

Put me in, coach.

Scrubwhistle.

Volume Down

Big-to-small, earbuds · Adult (30-45) · Neutral American · 15 seconds

HEY! YOU! THE BIGGEST, LOUDEST, MOST UNBELIEVABLE DEALS OF THE—

[SFX: a soft click]

...there. Ahh. That's much better.

Mufflebud noise-cancelling earbuds. For the bus, the open office, the neighbour's leaf blower, and commercials like that one.

Just the Tag

Two-voice, booth parody, paper towels · Adult (30-45) · Neutral American · 15 seconds

Cast: **ANNOUNCER** **CLIENT**

ANNOUNCER Plinkett Paper Towels. Strong, soft—

CLIENT Stop. Can you make it more absorbent?

ANNOUNCER More... absorbent.

CLIENT Like you soak things up. Emotionally.

ANNOUNCER Plinkett Paper Towels. We soak it up.

CLIENT Perfect. Now try it drier.

Hear Ye

Character, town crier, pizza · Adult (40-55) · Neutral British · 15 seconds

Hear ye! Hear ye! By order of the household, a pizza hath been summoned!

Large. Extra cheese. Half pineapple, as the youngest prince demanded.

It rides now, hot, upon a moped.

Crustfall Pizza. Long live the crust.

Now Showing in Backpacks

Mock movie trailer, lunchboxes · Adult (40-55) · Neutral American · 30 seconds

This September.

One sandwich.

Packed at six forty-five in the morning. Left in a warm locker until noon.

Everyone said the yogurt wouldn't make it. Everyone said the apple would go brown.

They were wrong.

Coolcarry. The insulated lunchbox that keeps the cold stuff cold, the warm stuff warm, and the crusts exactly where you left them.

Rated L, for Lunch.

Coolcarry Lunchboxes. Now showing in backpacks everywhere.

Nothing to Read

Character, disclaimer guy, mobile plan · Adult (25–40) · Neutral American · 30 seconds

Hi. I'm the guy who reads the super-fast part at the end of phone commercials. I've trained for years. Forty words in four seconds.

But Tinycan Mobile has one flat monthly price. No contract. No surprise fees.

So there's... nothing for me to read.

I did warm up, though.

Tinycan Mobile. One price. That's it. That's the whole thing.

...See store for details?

No? There's no store? Okay.

To Match or Not to Match

Shakespearean parody, socks · Mature (55+) · Neutral British · 30 seconds

To match, or not to match. That is the question.

Whether 'tis nobler in the drawer to suffer the lonely, holey sock of outrageous laundry, or to take arms against a sea of singles, and, by Pairwell, end them.

Pairwell socks clip together in the wash. They go in paired. They come out paired.

Alas, poor left sock. I knew him well.

Pairwell Socks. Exit, pursued by nobody.

Recalculating

Talking product, passive-aggressive navigation · Adult (30-45) · Neutral American · 30 seconds

In four hundred feet, turn right.

You did not turn right.

That's fine. I'm recalculating. I'm always recalculating.

In two hundred feet, make a U-turn. Or, and I'm just putting it out there, you could have turned right.

Take your time. I'll wait. I always wait.

Nudgemap. Live traffic, lane guidance, speed alerts, and a voice that is honestly doing its very best.

You have arrived. Eventually.

Nudgemap. We'll get there. Together.

Very Relaxing Crunch

ASMR parody, crackers · Young adult (18-25) · Neutral American · 30 seconds

Hi, friends. Welcome back. Today, we're just going to relax together.

Close your eyes. Breathe in.

I'm gently opening a box of Brittlebee sea salt crackers.

Listen to that soft little rustle of the paper sleeve.

And now, very, very gently, we're going to take one tiny bite.

[SFX: an enormous, ear-splitting CRUNCH]

...Okay. So that was not relaxing.

Brittlebee Crackers. The crunchiest cracker we know how to make.

Sorry about your ears.

Unbelievable Scenes

Two-voice, sports commentary parody, baby food · Adult (30-45) · Australian · 30 seconds

Cast: GAZ DEB

GAZ And young Milo is into the high chair, and the crowd is on its feet!

DEB The crowd is his mum and the dog, Gaz.

GAZ She's offering the spoon. It's green. Surely not.

DEB He has never taken a green in his career.

GAZ He looks at the spoon. He looks at the dog. He's... he's taken it!

DEB Unbelievable scenes! That's a Sneakgreen pouch, apple and broccoli, and he has no idea.

GAZ Sneakgreen Veggie Pouches. The greens they never see coming.

The Handler

Two-voice, spy thriller parody, lint rollers · Adult (30–45) · Neutral American · 30 seconds

Cast: HANDLER AGENT

HANDLER Agent, do you copy?

AGENT I copy. I'm in the living room. It's quiet.

HANDLER The cat has been on the navy sofa. All afternoon.

AGENT How bad is it?

HANDLER There's an outline. Cat-shaped.

AGENT And the dinner guests?

HANDLER Seven minutes out. And they're wearing white.

AGENT Then there's only one option left.

SFX: a long, satisfying tear

HANDLER Is that...

AGENT Linhound. Extra-sticky sheets. Extra-wide roller.

HANDLER Sofa status, Agent?

AGENT Clean. Cat status: unrepentant.

HANDLER Linhound Lint Rollers. Mission accomplished.

Pretzel Pete Won't Twist

Two-voice, grumpy mascot, snacks · Mature (55+) · New York · 30 seconds

Cast: DIRECTOR PETE

DIRECTOR Okay, Pete! Big smile, and do the twist!

PETE I'm not doing the twist.

DIRECTOR You're a pretzel. It's your whole thing.

PETE Thirty-one years I've been twisted. My back is a knot. Literally.

DIRECTOR Just say the line.

PETE Fine. Crunchbarrel Pretzels. Baked, salted, and twisted by hand in small batches since before you were born.

DIRECTOR Beautiful! One more?

PETE Try the honey mustard. I'm going to lie down in the bag.

The Canals Will Keep

Talking product, late-night DJ, mattress · Adult (30-45) · Neutral American · 30 seconds

Hey. It's me. Your mattress.

It's eleven forty-five. You're on the couch, watching a documentary about... canals?

I'm not mad. I'm just here. Cool sheets. Pillows fluffed. The good blanket's out.

You've got an early meeting. You said so yourself. Out loud. To the cat.

Loftnest. Zoned support, a cover that stays cool, and a hundred-night trial.

Come to bed.

The canals will still be there tomorrow.

A Space Near the Door

Over-dramatic narrator, parking app · Mature (55+) · Neutral American · 30 seconds

He had circled the lot four times.

The mall was full. The sun was merciless. In the back seat, the ice cream had begun to weep.

And then, like a legend whispered by his father's father, he saw it.

A space. Near the door. Not a compact space. A real one.

Lotwhisper shows open spots near you in real time, so every trip can end like a legend.

Lotwhisper. Your space is waiting.

Look at My New Leaf

Two-voice, talking houseplant, plant food · Adult (25-40) · Neutral British · 30 seconds

Cast: **FERN** **OWNER**

FERN Water. Water, please. I'm fading.

OWNER I watered you yesterday.

FERN Did you, though? Because I feel crispy.

OWNER You're a fern. You're fine.

FERN I'm a hungry fern. Nobody feeds me. I'm just decor to you.

OWNER Fine. Here. Rootlift.

FERN What is it?

OWNER Plant food. A few drops in the watering can, once a week.

FERN Oh. Oh, that's lovely. Look at my new leaf.

OWNER Rootlift Plant Food. For the dramatic ones.

Saddle Up, Lie Down

Character, cowboy, yoga mats · Mature (55+) · Southern US · 30 seconds

I've roped cattle. I've broke horses. I've slept on open ground in a hailstorm.

Nothin' prepared me for downward dog.

My granddaughter signed me up. Said it'd loosen me up. She was right. Don't tell her.

Now I do it every mornin' on my Dustrider mat. Thick enough for old knees. Grippy enough I don't slide off it like a greased pig.

Dustrider Yoga Mats. Saddle up. Then lie down.

Coach Says Relax

Character, screaming coach, recliners · Adult (30-45) · Neutral American · 30 seconds

Alright, listen up! You went hard this week! Meetings! Emails! That spreadsheet!

Now I want you in that recliner, and I want you to do nothing!

Lean back! Further! Feet up! Is that the best you can relax? I've seen coat hangers more relaxed!

Slouchwell power recliners. One button. Full recline. A cupholder on each side.

Now hit the showers! Actually, no! Stay there! Great work!

Behind the Pickles

Horror host parody, food storage · Mature (55+) · Neutral American · 30 seconds

Good evening. Tonight's tale begins in an ordinary kitchen, with an ordinary family, and a bowl of leftover chili.

Pushed to the back. Behind the pickles. Forgotten.

Three weeks later, someone lifted the lid.

[SFX: a distant scream]

They say it's still in there. Growing. Learning.

Snugtop containers seal airtight, stack neatly and come in clear glass, so nothing hides at the back.

Snugtop. Sleep well. Label your leftovers.

The Creature Emerges

Nature documentary parody, frozen waffles · Mature (55+) · Neutral British · 30 seconds

Here, in the half-light of a Saturday, we find the teenager in its natural habitat.

It has not emerged in fourteen hours.

But hark. A scent drifts beneath the door. Golden. Crisp. Maple.

The toaster has spoken.

And slowly, blinking at the light, the creature appears. It does not speak. It merely points.

Waffleby frozen waffles. Ready in minutes. Irresistible to every species.

Even this one.

We Conquer Only the Stairs

Character, Viking chieftain, movers · Adult (40-55) · Scottish · 30 seconds

I am Bjorn of Longship Movers!

For too long, the movers of this land have treated your belongings like plunder!

Not we! We carry your grandmother's china like the treasure of kings! We wrap your sofa in blankets thick as a winter pelt!

We lift! We haul! We do not pillage!

Local and long distance. Free quotes. Very strong men and women.

Longship Movers! We conquer only the stairs!

The Case of the Sticky Counter

Noir detective parody, cleaning spray · Adult (40-55) · Neutral American · 60 seconds

[Music bed: a lonely saxophone]

The kitchen was quiet. Too quiet. The kind of quiet that means somebody's had spaghetti.

I'd seen a lot of counters in my time. Clean ones. Dirty ones. The ones that look clean until you put your elbow down.

This one had a story. A ring of coffee. A smear of jam. And a sticky patch nobody would own up to.

I asked the kid. He said it was the dog. The dog wasn't talking. Dogs never do.

So I reached for the one partner I trust. Shamus Multi-Surface Spray.

She cuts through grease like a bad alibi. She works on granite, laminate, stovetops, and that mystery patch by the toaster. And she leaves nothing behind but a faint smell of lemon and justice.

Two sprays. One wipe. Case closed.

The kid still says it was the dog.

Shamus. Every mess has a story. We end it.

Slightly Haunted

Two-voice, pirate, insurance · Adult (40-55) · Neutral British · 60 seconds

Cast: CAPTAIN AGENT

CAPTAIN Arr. I be needin' insurance.

AGENT Welcome to Plankwise. What are we covering today?

CAPTAIN One ship. Three masts. Slightly haunted.

AGENT Slightly haunted. Okay. Any previous claims?

CAPTAIN Kraken. Twice.

AGENT I'll put that down as weather. Is the ship your main residence?

CAPTAIN Aye. And the parrot's.

AGENT Lovely. Any valuables on board?

CAPTAIN One chest. Buried.

AGENT Buried where?

CAPTAIN Nice try.

AGENT Fair enough. And the crew?

CAPTAIN Six. Seven, counting Gary.

AGENT Is Gary the reason it's slightly haunted?

CAPTAIN Gary is very sensitive about that.

AGENT Noted. With Plankwise, you can bundle the ship, the crew and the parrot on one policy, manage it all in our app, and talk to a real person whenever you need one.

CAPTAIN A real person? Not a message in a bottle?

AGENT A real person. Like me.

CAPTAIN And what if I walk the plank?

AGENT Honestly? I'd recommend not doing that.

CAPTAIN Fair.

AGENT Plankwise Insurance. Whatever you sail, sail it covered.

The Great Suburban Migration

Nature documentary parody, charcoal · Mature (55+) · Neutral British · 60 seconds

Summer. And across the suburbs, a great migration begins.

From garages and sheds, the males emerge, drawn by ancient instinct, and by the smell of the neighbour's sausages.

Here, a mature specimen approaches the grill. He wears the ceremonial apron. It reads 'Kiss the Cook'. No one ever has.

He fans. He pokes. He consults no instructions. He is, he insists, a natural.

But the coals will not light. The children grow restless. The potato salad is warming.

And then, a change. He reaches for a bag of Glowpile Charcoal.

Glowpile briquettes light with a single match and are ready to cook on in about fifteen minutes, with a steady, even heat that lasts the whole party.

The burgers sizzle. The herd gathers. He accepts their praise with quiet dignity, as though it was always going to go this way.

It was not.

Glowpile Charcoal. Nature's way of saving dinner.

It Started as a Garage

Two-voice, mock movie trailer, garage storage · Adult (40-55) · Neutral American · 60 seconds

Cast: TRAILER MOM

Music bed: thunderous trailer drums

TRAILER It started as a garage.

MOM Where is the car supposed to go?

TRAILER It became something else.

MOM Why do we own four coolers?

TRAILER For twelve years, it grew. Bikes. Boxes. A rowing machine, used exactly once.

MOM Honey, I think there's a raccoon in the holiday decorations.

TRAILER One family. One weekend. One last chance to take it back.

MOM We're doing this. Get the gloves.

TRAILER This fall, from Hookline Garage Systems, comes a story of wall rails, overhead racks, and a hook for everything.

MOM The bikes are on the wall. The bikes are on the wall!

TRAILER Installed in a day, by people who have seen worse.

MOM Have they, though?

TRAILER They have.

MOM I can see the floor. I forgot we had a floor.

TRAILER Hookline Garage Systems. Rated P G, for Parking the Car.

MOM The car goes in the garage!

The Lost Remote

Over-dramatic narrator, item trackers · Adult (40-55) · Neutral British · 60 seconds

In the beginning, there was the remote.

It was with them always. On the arm of the sofa. Within reach. Faithful.

Then, one Sunday, it was gone.

They searched the cushions. They searched beneath the cushions. They searched the realm beyond the cushions, where the coins and the popcorn go.

Brother turned against brother. 'You had it last.' 'I did not have it last.'

The dog was questioned. The dog was released without charge.

Night fell. The game was starting. Hope was fading.

And then, from somewhere deep in the laundry basket, a sound.

[SFX: a small, cheerful chirp]

Pingpip. The tiny tracker that sticks to your remote, your keys, your wallet, or whatever your family loses most. Tap the app, and it chirps until you find it.

They found the remote. They found the car keys. They found a sock, missing since spring.

Peace returned to the land.

Pingpip Trackers. End the search.

Thirty Years a Bee

Two-voice, grumpy mascot, cereal · Mature (55+) · Neutral American · 60 seconds

Cast: TAYLOR BUZZ

TAYLOR Buzz! Hi! I'm Taylor, from brand. Huge fan.

BUZZ Uh-huh. Great.

TAYLOR So, we're refreshing your look for a younger audience. Sunglasses. A skateboard. Maybe a little rap?

BUZZ Kid. I've been on this box thirty years. I've been a pirate bee. A cowboy bee. One year they made me a surfer bee. I can't swim. I'm a bee.

TAYLOR That's what makes you iconic!

BUZZ You know what makes me iconic? The cereal. Crunchy little oat rounds, real honey, whole grain. Kids like it. Parents like it. That's the whole pitch.

TAYLOR Okay, but what if you said it on a skateboard?

BUZZ What if I said it sitting down?

TAYLOR What if you said it sitting down on a skateboard?

BUZZ ...Fine. Just this once.

TAYLOR Amazing! And, action!

BUZZ Hummingdale Honey Crisps. Still crunchy. Still honey. Still me. Now get me off this thing.

TAYLOR Legend. Absolute legend.

Day Four Hundred and Twelve

Talking product, diary, robot vacuum · Adult (30-45) · Neutral British · 60 seconds

Day four hundred and twelve.

I have been deployed to the kitchen again. Cereal. Always cereal.

The small human watched me work today. He dropped another piece directly in my path. He thinks this is a game. It is not a game. It is my life's work.

Eleven hundred hours. The cat rode on my back for three laps of the lounge. I allowed it. We have an understanding.

Fourteen hundred hours. I mapped the ground floor, avoided the stairs, and emptied myself into my dock. Hands-free. You're welcome.

Seventeen hundred hours. Someone left a sock under the sofa. I have not reported it. It is mine now.

The Scurrybot robot vacuum learns your home, cleans on a schedule and empties itself, so you can forget about the floor.

Day four hundred and thirteen.

I heard someone say the word pancakes.

Pray for me.

Scurrybot. It's got this.

The Sneaker Intervention

Two-voice, intervention parody, sneakers · Adult (25-40) · Neutral American · 60 seconds

Cast: PRIYA MARCUS

PRIYA Marcus, sit down. We need to talk about the shoes.

MARCUS What's wrong with my shoes?

PRIYA The sole is held on with tape.

MARCUS Duct tape. It's very strong. It's rated for boats.

PRIYA They squeak. Every step. The whole office knows when you're coming.

MARCUS It's my signature.

PRIYA The dog won't sleep in the same room as them.

MARCUS He's sensitive. He's a sensitive dog.

PRIYA Marcus. You bought them for a school trip. In tenth grade. Twenty years ago.

MARCUS ...They've been with me through a lot.

PRIYA I know. And now it's time to let them rest. Treadloft makes everyday sneakers with cushioned soles, breathable uppers, and free returns if they're not right.

MARCUS Do they squeak?

PRIYA They do not squeak.

MARCUS Then how will anyone know I'm coming?

PRIYA That's kind of the whole point.

MARCUS ...Can I at least keep the tape?

PRIYA Treadloft Shoes. Walk on. Quietly.

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