Electronics 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.

Unplug and Recharge

Wearables · Adult (30-45) · Neutral American · 30 seconds

The inbox can wait. The group chat can wait. The trail cannot.

Meet the Cairnway Summit, the rugged outdoor watch built for the long way round. Satellite GPS that finds you where the signal gives up. A battery that outlasts the weekend. And a case tough enough to take the fall you swore you would not take.

So leave the laptop. Pack the boots. Let the mountain do the talking.

Cairnway. Go further. Come back lighter.

See the Bigger Picture

Software · Adult (40-55) · Neutral American · 60 seconds

Somewhere, right now, a glacier is moving. Slowly. Patiently. The way it has for ten thousand years.

Somewhere, a city is waking up. Streetlights going off one by one, like someone blowing out candles.

And somewhere, a kid at a kitchen table is about to see all of it.

This is Terrasphere. The whole planet, in three dimensions, in the palm of your hand. Fly over the coastline you grew up on. Walk the streets of a town your grandmother only talked about. Watch forests, rivers and shorelines change across decades, layer by layer, and begin to understand what that change means.

It is not a map. A map tells you where things are.

Terrasphere shows you why they matter.

Download it free today, and see just how big your world really is.

Terrasphere. Look closer.

Your Home, Your Haven

Smart home · Adult (30-45) · Neutral American · 15 seconds

Long day? Let the room catch up with you.

Lumora smart bulbs shift from bright and busy to soft and golden with a single tap. Or a word. Or nothing at all.

Lumora. Light that listens.

Speed Unleashed

Product launch · Young adult (18-25) · Neutral American · 15 seconds

Zero. To gone.

The new Arcline Vanta. All electric. All torque. All at once. Range that laughs at your commute and acceleration that rearranges your face.

Book a test drive, if you can handle it. Arcline Vanta.

Capture the Moment

Cameras · Young adult (18-25) · Neutral American · 30 seconds

Okay, you know that photo? The one where everyone is squinting and somebody's thumb is in the corner? Let's retire it.

Meet the Hoverly Air, the pocket drone that makes you look like you hired a film crew. Unfold it, tap once, and it lifts off, follows the action and frames the shot for you. Beach days. Birthday chaos. The whole family on the dock, finally all in frame.

Hoverly Air. Your memories, from a better angle.

Immerse Yourself

Gaming · Adult (25-40) · Neutral American · 30 seconds

Close your eyes. Now open them somewhere else.

The Portalis One headset takes you out of the living room and into worlds that have no business being this real. Duck under laser fire. Climb a cliff face with your own hands. Sit courtside with a friend who lives three time zones away.

No cables. No console. Just you, and wherever you decide to go next.

Portalis One. The room is only the beginning.

Your Health, Your Priority

Wearables · Adult (30-45) · Neutral American · 30 seconds

You look after everybody. The kids, the team, your mother's calendar. So who's looking after you?

The Halden Watch keeps a quiet eye on the everyday things that add up. Your steps. Your workouts. Your sleep. A gentle nudge to stand up, breathe, drink some water. And when life calls, it is right there on your wrist, so you never have to choose between being present and being reachable.

Halden. A little care, every hour.

Sound Perfection

Audio · Adult (30-45) · Neutral British · 30 seconds

Listen.

That is the sound of nothing. No engine drone. No office chatter. No stranger's phone call about his gutters.

The Aurelle Quiet headphones fold the world away and leave only what you came for. The breath before a singer's first note. The bow finding the string. A bass line you could lean against.

Soft leather, brushed aluminium, and comfortable enough to forget you are wearing them.

Aurelle Quiet. Hear everything. Hear nothing else.

Game Changer

Gaming · Young adult (18-25) · Neutral American · 15 seconds

Load screens? Gone. Lag? Gone. Your excuses? Also gone.

The Hexfire V console. Ridiculous graphics, instant loading, and a controller that rumbles like it means it.

Your next world is waiting. Hexfire V. Press start.

Smart Home, Simplified

Smart home · Adult (30-45) · Neutral American · 30 seconds

Hands full of groceries? Just say so.

The Oriel Home Hub turns your voice into the remote for your whole house. Lights on. Heat up. Front door locked. Ask it what's for dinner, set a timer for the pasta, and play the playlist that makes chopping onions almost fun.

No apps to dig through. No manual to read. Just talk the way you already do.

Oriel Home Hub. Say the word.

The Big Night In

Home entertainment · Mature (55+) · Neutral American · 60 seconds

There is a moment, just before the film starts, when the lights go down and the whole room goes quiet.

You remember it, probably better than the film itself. Popcorn on your lap. Somebody still whispering. Then the screen fills up and, for two hours, you are somewhere else.

We built the Lanterna Vista for that moment.

A screen so deep that night skies actually look like night. Color so true you will notice the freckles on an actor's cheek. And sound that fills the room without shaking the neighbors off their couch.

It is not about more pixels, or bigger boxes. It is about forgetting that you are watching a television at all.

So dim the lights. Call the family in. Pass the bowl to the left.

The Lanterna Vista. Come for the picture. Stay for the night.

Stop Scrolling

Home entertainment, duet · Adult (25-40) · Neutral American · 30 seconds

Cast: JESS DAN

JESS Okay. What are we watching?

DAN I thought you picked.

JESS I picked last night.

DAN That was forty minutes of scrolling. That's not picking.

JESS Fine. Just ask it.

DAN Ask the remote?

JESS It's the Reelhouse Stick. Just ask.

DAN Uh. Something funny, under two hours, no subtitles.

JESS ...Oh. That's actually good.

DAN Wow. I am a genius.

JESS It's a genius. You're a man holding a remote.

DAN Reelhouse. Stop scrolling, start watching.

Five A.M.

Audio · Young adult (18-25) · Australian · 15 seconds

Five a.m. Cold. Dark. Your legs are not convinced.

Pop in Rovo Run buds and let the beat make the argument. Sweatproof, secure, and they stay put on the hills.

Rovo Run. Your legs will thank you. Eventually.

Bring the Sound

Audio · Young adult (18-25) · Neutral American · 30 seconds

Picture it. Sand in your shoes, sun going down, the whole crew on the beach. And somebody's phone is playing music through its own tiny speaker. Tragic.

Enter the Driftwave Go. Clip it to a bag, toss it in a cooler, drop it in the surf. It floats, it's waterproof and it plays all day on a single charge. And it is loud. Like, bonfire-party loud.

Driftwave Go. Bring the sound.

Photos You Can Hold

Cameras · Young adult (18-25) · Neutral American · 30 seconds

You took four hundred photos at the wedding. How many are on your fridge? Exactly.

The Printo Pop is the instant camera that actually gets pictures into your hands. Point, click, and in seconds there's a real print, still a little warm, ready for a scrapbook, a wallet, or your best friend's bedroom mirror.

Fun colors, built-in flash, zero editing required.

Printo Pop. Print the good ones.

Ninety Seconds of Light

Cameras · Adult (40-55) · Neutral American · 60 seconds

I've been photographing the same stretch of coastline for twenty years.

Same rocks. Same lighthouse. Same stubborn gulls. You'd think I'd have run out of pictures by now.

But the light is never the same twice. Some mornings it comes in low and gold, and you've got maybe ninety seconds before it's gone. Miss it, and you wait for tomorrow. Or next year.

That's why I carry the Merrow M7. It wakes up the second I lift it. It focuses before I've finished thinking about it. It shoots in the kind of low light that used to send me home. And it's light enough that I never leave it in the car.

It doesn't take the picture for me. It just never gets in the way.

The Merrow M7 mirrorless camera. For the ninety seconds that matter.

Supervising

Appliances · Adult (25-40) · Neutral American · 30 seconds

Let's be honest. Nobody has ever enjoyed vacuuming. Not once. Not in the history of floors.

So hand it over. The Dustwick Roam maps your home, glides under the couch, hugs the corners, and handles the pet hair you've been politely ignoring. Then it empties itself and heads back to its dock, like a very small, very tidy roommate.

And you? You're on the couch. Feet up. Supervising.

Dustwick Roam. Clean floors, no effort.

Crunch Time

Appliances · Young adult (18-25) · Neutral American · 30 seconds

Crispy fries in fifteen minutes. Wings with that crunch. Last night's pizza, somehow better than last night.

The Toastly Air Crisper does it all with a spoonful of oil and zero preheating drama. Six presets, a big basket for the whole family, and a dishwasher-safe tray, because nobody wants to scrub after dinner.

Stop waiting on the oven. Start eating.

The Toastly Air Crisper. Crunch time, any time.

The Heart of the Home

Appliances · Mature (55+) · Southern US · 60 seconds

My mama's refrigerator was avocado green, and it hummed like it was praying.

That door opened a thousand times a day. Sweet tea. Leftover ham. A pound cake somebody always brought when times were hard. Every report card I ever got went up on the front of it with a magnet shaped like a peach.

Kitchens change. Families don't, not really.

So when it came time to pick a new one, I wanted something that would earn its place. The Hearthmore French-door refrigerator has room for Sunday dinner and the week that follows. Crisper drawers that keep the greens fresh past Wednesday. Water and ice right in the door for the grandkids who can't keep their hands off it. And it's so quiet I sometimes forget it's there.

Just don't forget the magnets.

Hearthmore. Built for the heart of the home.

The Freezer Situation

Appliances, duet · Any · Neutral American · 30 seconds

Cast: MOM SAM

MOM Sam, why is there a soccer uniform in the freezer?

SAM It smelled. I read that cold kills smell.

MOM That is not how any of this works.

SAM Well, the washer takes forever.

MOM Not anymore. The new Tumblewell does a full load in under an hour. Grass stains, mud, whatever that is.

SAM It's pizza.

MOM It was pizza.

SAM So can I take the uniform out of the freezer?

MOM Please. Tumblewell washers. Clean, fast, done.

Every Sound Is a Clue

Gaming · Young adult (18-25) · Neutral American · 30 seconds

Footsteps. Behind you. Left side. Second floor.

With the Vexa Strike gaming headset, you hear it before they see you. Spatial audio that paints the whole map in sound. A crystal-clear mic so your squad actually hears the callout, not your little brother's cartoons. And cushions soft enough for the all-nighter you promised you wouldn't pull.

Hear first. React first. Win.

Vexa Strike. Every sound is a clue.

Your Thumbs Earned This

Gaming · Young adult (18-25) · Neutral American · 15 seconds

Your thumbs have been carrying the team for years. Give them an upgrade.

The Thumbcraft Pro controller. Remappable back buttons, hair-trigger response, and a grip that stays put when things get sweaty.

Thumbcraft Pro. Your thumbs earned this.

Know Yourself, Gently

Wearables · Adult (30-45) · Neutral British · 30 seconds

It's small enough to forget. That's rather the point.

The Linnet Ring sits quietly on your finger, no screen, no buzzing, no fuss, and learns the shape of your days. How you slept. How much you moved. When you were running on empty and pretended otherwise.

Each morning, one simple score and one simple suggestion. Walk a little more. Go to bed a little earlier. Be a little kinder to yourself.

Linnet. Know yourself, gently.

From the Porch

Wearables · Adult (30-45) · Neutral American · 30 seconds

The first time she walked to school on her own, I watched from the porch until she turned the corner. Then I stood there another ten minutes, like that would help.

Now she wears a Tagalong. A kids' smartwatch with calls to approved numbers, location sharing, and no internet rabbit holes. She gets a little independence. I get a little peace of mind.

I still watch from the porch. Just not as long.

Tagalong. Let them go. Stay close.

Make the Thing

Product launch · Adult (25-40) · Neutral American · 60 seconds

Every big idea starts small.

A sketch on a napkin. A line of code at two in the morning. A melody hummed into a phone on the bus home.

For years, the tools got in the way. Too heavy to carry. Too slow to keep up. Too busy asking you to update, restart, plug in, wait.

Introducing the Corvid Slate.

Thin enough to vanish into a tote bag. Fast enough to keep pace with your fastest thought. A display so sharp your photos look like windows, and a battery that lasts from first coffee to last train.

Open it, and it's awake. Close it, and it waits, exactly where you left off.

No fanfare. No noise. Just a machine that gets out of the way, so the idea can get out of your head.

The Corvid Slate. Available this fall, wherever tech is sold.

Make the thing.

The First Record

Audio · Mature (55+) · Irish · 60 seconds

The first record I ever bought was second-hand, a bit warped, and cost me a full week's pocket money.

I played it until the grooves went grey. I knew every crackle. Every scratch. Every skip. The little breath the singer took before the last chorus.

Somewhere along the way, music turned into something you scroll past. Thousands of songs, and none of them really yours.

The Fennick Deck is a proper turntable. Belt-driven, so the motor stays quiet and the music doesn't. A solid walnut plinth. A tonearm that sets down like it's afraid of waking someone. And a built-in preamp, so you can plug it straight into the speakers you already own.

Put a record on. Sit down. Don't skip anything.

You'll be surprised what you've been missing.

Fennick. Music you can hold on to.

Like a Biscuit Tin

Home entertainment · Adult (30-45) · Scottish · 30 seconds

Here's a wee problem. Your telly is gorgeous. And it sounds like a biscuit tin.

The whispery bits are too quiet, the explosions are too loud, and you've worn the volume button smooth.

The Bellmoor Wide soundbar fixes all of that in one sleek line under the screen. Dialogue you can actually follow. Big moments that roll across the room. And one remote, so no more hunting down the sofa.

Bellmoor Wide. Finally, it sounds as good as it looks.

Every Friday's a Premiere

Home entertainment · Adult (30-45) · Neutral American · 60 seconds

It started as a Friday thing.

One bedsheet, two clothespins, and a borrowed projector that sounded like a hair dryer. The kids thought it was the best night of their entire lives.

Now half the street shows up. With chairs.

The Porchlight Cinema projector makes backyard movie night easy. It's the size of a lunchbox, runs on its own battery, and throws a big, bright picture onto almost any wall, even before the sky's completely dark, and nobody has to squint. Streaming is built right in, and the speaker is plenty loud for the whole lawn.

Somebody always falls asleep before the ending. Somebody always asks to watch it again next week.

Set it on a stool. Point it at the garage door. Hand out the blankets.

That's how you know it worked.

Porchlight Cinema. Every Friday's a premiere.

One More Chapter

Product launch · Mature (55+) · Neutral American · 15 seconds

A thousand books. One hand. No glare at the beach and no lamp keeping him awake.

The Pagewell e-reader. Weeks on one charge, pages that feel like paper, and text as big as you like.

Pagewell. Just one more chapter.

The Parcel by the Fern

Smart home, duet · Mature (55+) · Neutral American · 60 seconds

Cast: TED GLORIA

TED Morning, Gloria.

GLORIA Ted. Did you get a parcel yesterday?

TED I did not.

GLORIA You did. Two-fourteen. Brown box. Left by the fern.

TED How do you know that?

GLORIA My Knockwise doorbell. I see my porch, and your fern, in crisp HD. From the bathtub if I like.

TED That is a lot of information about the bathtub.

GLORIA It sends an alert to my phone the second someone steps up. Delivery, visitor, raccoon.

TED We have a raccoon?

GLORIA We have three, Ted.

TED Three?

GLORIA Harold, Maude and the little one. I haven't named the little one. Also, a very nervous pizza boy.

TED So where's my parcel now?

GLORIA In my kitchen, safe and sound, next to the good biscuits. Come get it. I made coffee.

TED ...I think I might get one of those doorbells.

GLORIA Knockwise. Know who's knocking. I'll text you the link.

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