Halloween commercial scripts

50 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.

Fun Size Is a Lie

Halloween, candy · Adult (25-40) · Neutral American · 15 seconds

Fun size is a lie. There is nothing fun about one bite.

Mallowmoon full-size bars. Chocolate, caramel, and a marshmallow middle.

This Halloween, be the good house.

Mallowmoon.

The Good House

Halloween, grocery · Adult (30-45) · Neutral American · 15 seconds

Every street has one house the kids talk about all year.

Be that house. Big bags of candy are two for nine dollars at Parkhurst Market, through Friday.

Parkhurst Market. Stock up before the doorbell rings.

One Night Only

Halloween, haunted attraction · Adult (40-55) · Neutral American · 15 seconds

Blackthorn Manor opens its doors for thirteen nights this October.

Twelve rooms. One way out. Everyone who goes in comes back.

Mostly.

Blackthorn Manor. Tickets at the gate.

If You Dare, Part Two

Halloween, corn maze · Young adult (18-25) · Midwestern US · 15 seconds

Eight acres of corn. Two miles of path. One exit.

The Tuckaway Acres corn maze is open every weekend in October.

Nobody has seen Greg since Saturday.

Tuckaway Acres. Bring a friend. Keep track of him.

Your Dog Is a Taco

Halloween, pet costumes · Adult (25-40) · Neutral American · 15 seconds

This Halloween, your dog could be a taco. A pumpkin. A very small sheriff.

Pet costumes in every size are in now at Wagmore Pet Supply.

Wagmore. He is going to hate it. You are going to love it.

Spooky Low Prices

Halloween, car dealership · Adult (40-55) · Southern US · 15 seconds

The only thing scary at Lakeside Motors is how good these deals are!

Every truck on the lot is marked down through October thirty-first.

Lakeside Motors. No tricks. Just trucks.

The Day After

Halloween, dental · Adult (30-45) · Neutral American · 15 seconds

We're not going to tell you to skip the candy. We're dentists, not monsters.

Enjoy every piece. Then come see us.

Brightwater Family Dental. We'll see you in November.

Extra Large, Extra Late

Halloween, pizza delivery · Young adult (18-25) · Neutral American · 15 seconds

The kids got candy. You walked two miles in the cold holding a plastic pumpkin.

You've earned a pizza.

Slice Harbor delivers until midnight on Halloween. Two large pies, nineteen ninety-nine.

Boo at the Zoo

Halloween, family event · Adult (25-40) · Neutral American · 15 seconds

Wear your costume. Bring a bag. Meet a bat.

Boo at the Zoo is back at Maple Ridge Zoo, with a trick-or-treat trail past every animal.

The last two weekends in October. Kids in costume get in free.

Last-Minute Face

Halloween, makeup · Young adult (18-25) · Neutral American · 15 seconds

No costume? You have a face.

The Velvet Hex Halloween palette has twelve shades, from bone white to bruise purple.

Ten minutes. One mirror. Done.

Velvet Hex. Be something tonight.

The Doorbell

Halloween, smart home · Adult (30-45) · Neutral American · 15 seconds

It's Halloween. Your doorbell is about to ring forty times.

The Porchlight video doorbell shows you who's there. Tonight, it's a very short vampire.

Porchlight. Know before you open.

Thrift the Costume

Halloween, thrift store · Adult (25-40) · Neutral American · 15 seconds

A prom dress from 1994. A trench coat. One hard hat.

That's three costumes, and it's under twenty dollars.

Second Story Thrift. Your Halloween is already hanging on our racks.

Fright Nights

Halloween, theme park · Adult (40-55) · Neutral American · 30 seconds

By day, Thunder Point Park is roller coasters, cotton candy and a very friendly beaver mascot.

But when the sun goes down in October, the lights go out.

Five haunted houses. Three scare zones. Coasters in total darkness. And something has happened to the beaver.

Fright Nights at Thunder Point Park. Fridays and Saturdays through Halloween.

Not recommended for kids under twelve. The cotton candy is still great.

Costume Contest at Dooley's

Halloween, bar and restaurant · Adult (25-40) · Irish · 30 seconds

Dooley's Public House is having a Halloween costume contest, and we take it very seriously.

First prize is five hundred dollars. Second prize is a bar tab. Third prize is our respect.

Last year a man came as a fridge. He could not sit down all night. He won.

Saturday the thirty-first, nine o'clock. Live music, no cover in costume.

Dooley's. Come as you aren't.

The Walking Tour

Halloween, ghost tour, tourism · Mature (55+) · Southern US · 30 seconds

There's a house on Linden Street where the porch light comes on every night at nine.

Nobody has lived there since 1962.

Some folks say it's the wiring. I'll let you decide.

Old Harbor Ghost Walks leave from the town square every evening in October. Ninety minutes, eleven stops, and one story I only tell after dark.

Old Harbor Ghost Walks. Wear good shoes.

Trunk or Treat

Halloween, community event, PSA · Adult (30-45) · Neutral American · 30 seconds

Looking for a safe place to trick-or-treat this year?

Come to Trunk or Treat at the Fairmont Community Center. Forty decorated cars, one parking lot, and more candy than any child should have.

It's Friday, October thirtieth, from five to eight. It's free. All ages are welcome, and costumes are encouraged for grown-ups too.

Trunk or Treat at Fairmont. Bring a bag. We'll fill it.

The Pumpkin Spice Problem

Halloween, coffee shop · Young adult (18-25) · Neutral American · 30 seconds

You said you were over pumpkin spice. You said it out loud, in public, with confidence.

And yet here you are.

The Kettle and Crow Midnight Pumpkin Latte has real pumpkin, dark espresso and a little black cocoa on top. We made it for people who say they're over pumpkin spice.

It's really good.

Kettle and Crow. Through October thirty-first, or until you stop pretending.

Party in a Box

Halloween, party supplies · Adult (25-40) · Neutral American · 30 seconds

You offered to host the Halloween party. That was three weeks ago. It is now Thursday.

Don't panic. Go to Confetti Depot.

Spider webs and string lights. Plates and cups. A fog machine and a playlist. One box has all of it, for thirty-nine dollars.

You just have to open the door.

Confetti Depot. The party is in aisle one.

Stay on the Sidewalk

Halloween, safety PSA · Adult (40-55) · Neutral American · 30 seconds

On Halloween night, there will be more kids on our streets than on any other night of the year.

So here are three small things.

If you're walking, carry a light and stay on the sidewalk. If your costume has a mask, lift it to cross the street. And if you're driving between five and nine, slow down.

Slow down.

A message from Riverbend Police and Fire. Have a safe Halloween.

Escape the Cellar

Halloween, escape room · Adult (25-40) · Neutral British · 30 seconds

Good evening. You and five friends have sixty minutes.

The door behind you is locked. The lamp has about an hour of oil. And the previous owner of this cellar left some rather detailed notes.

Most groups need a hint. Some need two.

The Cellar, a Halloween escape room at Lockwood and Key. Booking now through November first.

Do bring someone clever.

The Bakery Window

Halloween, bakery · Mature (55+) · Neutral American · 30 seconds

Every October, I put ghost cookies in the front window. I've done it for twenty-six years.

They're sugar cookies with white icing and two little chocolate eyes. Nothing fancy. But I have customers who came in as kids and now bring their own.

We also do pumpkin bread, caramel apples and a chocolate cake shaped like a cauldron.

Rosalind's Bakery. Order by Wednesday for Halloween.

The Costume Aisle at Nine PM

Halloween, big-box retail · Adult (30-45) · Neutral American · 60 seconds

It is nine o'clock on October thirtieth, and my daughter has just told me she no longer wants to be a princess.

She has been a princess since August. We own the dress. We own the shoes. There is a wand.

She would now like to be a banana.

I asked her why. She said, and I'm quoting, 'Because bananas are funny.' I could not argue with that.

So here is what I know. Hartwell's is open until eleven. The costume aisle still has every size. And there is, in fact, a banana.

There's also a shark, a slice of pizza, an astronaut and something called a spooky avocado, which I did not ask about.

Kids' costumes start at fourteen ninety-nine. Face paint, candy bags and glow sticks are all in the same aisle, so you only have to make one trip.

My daughter is going to be a banana. I'm told the princess dress will be 'for later.'

Hartwell's. Open late all Halloween week.

The House on the Corner

Halloween, home improvement · Adult (40-55) · Midwestern US · 60 seconds

I want to be clear that it started small. One pumpkin. A string of orange lights.

Then I was at Brennan's Hardware picking up furnace filters, and they had a twelve-foot skeleton by the door.

I don't know if you've ever stood next to a twelve-foot skeleton. It changes a man.

So now I have the skeleton. I have forty feet of purple lights and an outdoor timer. I have two fog machines, because one fog machine does not cover a corner lot. I have a motion sensor that makes the mailbox scream.

My wife says it's too much.

It is not too much.

Brennan's has everything you need to be the house on the corner. Lights, extension cords, stakes, timers and, yes, the skeleton. They'll even help you load it.

Brennan's Hardware. Family owned since 1958. Ask for the skeleton by name. His name is Dennis.

What We Hand Out

Halloween, nonprofit, food drive · Adult (30-45) · Neutral American · 60 seconds

On Halloween, about three hundred kids knock on the door of the Northside Food Pantry.

We give them candy, like everybody else on the block. We decorate. One of our volunteers dresses as a carrot every single year, and nobody knows why.

It's one of my favorite nights.

Some of those kids come back on Monday with their parents. Not for candy. For groceries.

That's what we do the other three hundred and sixty-four days. We hand out food to about nine hundred families in this neighborhood, and October is when our shelves start to run low.

So this Halloween, we're asking for one small thing. When you buy a bag of candy, buy a jar of peanut butter too. Drop it in the orange bin at any Northside grocery store, any day through November seventh.

One jar. That's it.

The Northside Food Pantry. We'll take care of the candy. Help us with the rest.

A Face on Purpose

Halloween, pumpkin carving kit · Adult (30-45) · Neutral American · 15 seconds

Every year you carve a pumpkin with a steak knife and a soup spoon. Every year it comes out looking surprised.

The Gourdsmith carving kit has six real tools and twelve patterns.

Gourdsmith. This year, make a face on purpose.

The Closet Door

Halloween, mattress store · Adult (25-40) · Neutral American · 15 seconds

You watched the scary movie. It's two in the morning. The closet door is open. A little.

We can't help with the closet. We can help with the bed.

Featherfall Sleep Shop. Every mattress, twenty percent off through Halloween.

Nine Pieces Ago

Halloween, gym · Young adult (18-25) · Neutral American · 15 seconds

You said one piece of candy. That was nine pieces ago.

We're not judging. We have a bowl at the front desk.

Join Ironbird Gym in November and your first month is one dollar.

Ironbird. Bring the wrappers. We don't ask.

No Signal

Halloween, phone carrier · Adult (25-40) · Neutral American · 15 seconds

In every scary movie, somebody's phone has no signal.

That's the whole movie. One bar, and everybody's home by nine.

Farbell Mobile. Coverage in the woods, the basement and the cabin by the lake.

Farbell. Sorry about the plot.

One Cold Spot

Halloween, candle shop · Adult (30-45) · Neutral American · 15 seconds

Our new candle is called Haunted Library. It smells like old paper, wood smoke and one unexplained cold spot.

We don't know how we did the cold spot.

Emberlow Candle Company. Halloween scents, in store now.

The Skeleton Can Stay

Halloween, lawn care · Adult (40-55) · Midwestern US · 15 seconds

The scariest thing in your yard is not the plastic skeleton. It's the leaves. There are so many leaves.

Greenstride Lawn Crew does a full fall cleanup in one visit, starting at ninety-nine dollars.

Greenstride. The skeleton can stay.

Put the Scissors Down

Halloween, hair salon · Adult (25-40) · Southern US · 15 seconds

Nothing on Halloween is scarier than bangs you cut yourself at midnight.

Honey, put the scissors down.

Copper Comb Salon takes walk-ins all Halloween week. Costume hair, color and repairs.

Copper Comb. We won't ask what happened.

Caller Thirteen

Halloween, radio station contest · Adult (25-40) · Neutral American · 15 seconds

This is Ridge Ninety-Eight Five. Sometime this hour, you're going to hear a wolf howl.

When you do, be caller thirteen and win five hundred dollars.

If you hear a wolf and the radio's off, that's a different problem.

Five Movies, One Blanket

Halloween, movie theater · Young adult (18-25) · Neutral American · 30 seconds

Starling Cinemas presents the All-Night Fright Marathon. Five scary movies, from eight at night until the sun comes up.

There is a creature. There is a cabin. There is a doll that should not be in that chair.

Tickets are twenty-five dollars, and that includes unlimited popcorn and coffee.

Bring a blanket. Bring a friend who screams. We keep the lobby lights on, in case you need a minute.

Friday, October thirtieth. Starling Cinemas.

Cider Donut Season

Halloween, orchard and cider · Mature (55+) · Midwestern US · 30 seconds

I'll be honest with you. Nobody drives forty minutes for the apples.

They come for the cider donuts. We make them every morning in October, and we put them out warm. By noon on a Saturday, there's a line past the barn.

We also have fresh-pressed cider, eleven kinds of apples and a scarecrow contest the kids judge themselves. They are harsh.

Pennyfield Orchard. Open daily through Halloween. Come early. I mean that.

A Real Volcano

Halloween, craft store · Adult (30-45) · Neutral American · 30 seconds

Your son has announced that he will be a volcano for Halloween.

Not a store-bought volcano. A real one. With lava.

You have four days, no pattern and a strong feeling about cardboard.

Thimble and Twine has the felt, the red tissue paper, the battery lights and the hot glue. We also have a staff member named Carol who has built two volcanoes and a working lighthouse.

Thimble and Twine. All costume supplies are thirty percent off this week.

Not Too Scary Story Night

Halloween, public library · Adult (40-55) · Neutral American · 30 seconds

This Thursday is Not Too Scary Story Night at the Elmwood Public Library.

We turn the lights down. Not off. Down.

There will be a story about a ghost who is afraid of children, and one about a witch who can't find her other sock. Nobody gets eaten. We checked.

It's for ages four to eight, it starts at six thirty, and it's free. Pajamas are welcome.

The Elmwood Public Library. The only thing we haunt is the returns desk.

Before and After

Halloween, pharmacy · Adult (40-55) · Neutral American · 30 seconds

Halloween has a before and an after. Pellam's Pharmacy has an aisle for both.

Before: glow sticks, reflective tape, flashlight batteries and face paint that actually washes off.

After: makeup remover, bandages for the new-shoe blisters, and something gentle for a stomach that met a pillowcase full of chocolate.

We've seen it all. We've been on this corner for thirty years.

Pellam's Pharmacy. Open until ten on Halloween night.

It Is Always the Cape

Halloween, urgent care · Adult (30-45) · Neutral American · 30 seconds

Every Halloween, Quickmend Urgent Care sees the same three things.

A twisted ankle from a costume that was too long. A bumped head from a mask with no eye holes. And one grown man who tried to jump a hedge in a cape.

It is always the cape.

We're open until midnight on October thirty-first, no appointment needed. So hem the costume, cut the eye holes bigger and walk around the hedge.

Quickmend Urgent Care. Here if you need us.

Out by Friday

Halloween, moving company · Adult (40-55) · Scottish · 30 seconds

You bought the house in April. Lovely place. Big staircase. Very reasonable price.

Nobody mentioned the piano.

You don't own a piano.

Two Oaks Moving can have you packed, loaded and out by Friday. We wrap the furniture, we carry the boxes, and we do not ask why you're leaving in such a hurry.

We've moved four families out of that street this October. Nice people. Very pale.

Two Oaks Moving. Call for a free quote.

The Inflatable Pumpkin

Halloween, insurance · Adult (30-45) · Neutral American · 30 seconds

Cast: AGENT DEB

AGENT Stillwater Mutual, claims. How can I help?

DEB Hi. My inflatable pumpkin got loose in the wind.

AGENT Okay. How big is the pumpkin?

DEB Fourteen feet.

AGENT And where is it now?

DEB On my neighbor's car. And his fence. It's still smiling.

AGENT You're covered. Home and auto, same policy. I'll send someone tomorrow morning.

DEB Thank you. Should I let the air out?

AGENT I would. Stillwater Mutual. Whatever October blows in.

A Pirate Should Not Drive

Halloween, safe ride home · Adult (25-40) · Australian · 30 seconds

Right. You're dressed as a pirate. It's one in the morning, and you've had a lovely night.

A pirate should not be driving.

Neither should a zombie, a disco ball or whatever your mate Kev is meant to be.

Open the Lanternway app and a driver will be with you in minutes. Halloween night, every ride home is half price until three.

Leave the car. Keep the hat.

Lanternway Rides. Everybody gets home.

The Skeleton Shuffle

Halloween, kids' dance studio · Young adult (18-25) · Neutral American · 30 seconds

Do you have a small ghost at home with too much energy?

Bring them to the Skeleton Shuffle at Tiptoe Dance Studio.

It's a Halloween dance party for ages three to ten. We'll teach the zombie walk, the bat flap and a move called the wobbly pumpkin. Most of our dancers fall over on purpose.

Saturday, October twenty-fourth, two to four. Ten dollars a dancer. Costumes on, tap shoes optional.

Tiptoe Dance Studio. We'll wear them out for you.

Room Fourteen

Halloween, hotel · Adult (40-55) · Neutral British · 30 seconds

Guests at the Mossgrave Hotel occasionally report a knocking in room fourteen.

We have looked into it. It is the radiator.

It is almost certainly the radiator.

This October, join us for the Haunted Weekend. Two nights, a candlelit dinner, a tour of the old wing and a full breakfast for those who slept.

From two hundred and forty dollars per couple. Room fourteen is available on request. It usually is.

The Mossgrave Hotel. Checkout is at eleven.

Four Hundred Pounds of Pumpkin

Halloween, craft brewery · Adult (30-45) · Neutral American · 60 seconds

Every fall, somebody walks into Crooked Fence Brewing and asks if our pumpkin ale has real pumpkin in it.

Yes. It has four hundred pounds of real pumpkin in it. I know, because I roasted them. Myself. In an oven that fits six at a time.

I did the math on that later. I don't recommend doing the math.

We call it Last Lantern. It's a pumpkin ale with cinnamon, a little ginger and brown sugar, and it tastes like the last warm afternoon in October.

We make one batch a year. When it's gone, it's gone, and then people get upset with me personally.

So here's my advice. Come by the taproom this weekend. We've got a fire pit, a food truck and a man with a banjo who takes requests, within reason.

Last Lantern pumpkin ale, from Crooked Fence Brewing. On tap and in cans through Halloween.

Must be twenty-one or older. Please drink responsibly.

The Mayor Is in the Pumpkin

Halloween, city parade · Any · Neutral American · 60 seconds

Cast: DANA ROY

DANA The Marlow Creek Halloween Parade is back, Saturday, October thirty-first, at four o'clock.

ROY Right down Main Street. Same as every year.

DANA Not the same. This year there are thirty floats.

ROY Thirty?

DANA Thirty floats, six marching bands and the high school drumline dressed as skeletons.

ROY And the mayor?

DANA The mayor will be riding in a giant pumpkin.

ROY Does the mayor know that?

DANA He does now.

ROY Okay, what do folks need to know?

DANA The parade starts at the library and ends at Founders Park. Main Street closes to cars at three, so park on Elm or at the fairgrounds and take the free shuttle.

ROY And the kids?

DANA Any child in costume can walk in the parade. Just be at the library by three thirty.

ROY Can I walk in the parade?

DANA Are you a child in costume?

ROY I could be in costume.

DANA The Marlow Creek Halloween Parade. Saturday at four. It's free, and so is the cider.

ROY I'm coming as the mayor.

I Said Yes in May

Halloween, school fundraiser · Adult (30-45) · Neutral American · 60 seconds

Hi. I'm the parent who said yes to running the Juniper Hill Elementary Halloween Carnival.

I said yes in May. May is a very easy month to say yes in.

So here is what forty volunteers and one very long extension cord have built for you.

There's a haunted hallway, designed by the fifth grade. It is mostly streamers, and it is still more frightening than I expected. There's a cake walk, a ring toss, a pumpkin bowling lane and a booth where you can throw a wet sponge at the principal. He volunteered. I want that on the record.

It's Friday, October twenty-third, from five to eight in the school gym. Tickets are fifty cents each, or twenty-five for ten dollars.

Every dollar goes to the library. Last year we bought six hundred new books. This year we would like shelves to put them on.

The Juniper Hill Halloween Carnival. Come hungry. Bring quarters. Aim for the principal.

The Late Forecast

Halloween, audio drama · Mature (55+) · Neutral American · 60 seconds

Turn off the lights.

No, go on. I'll wait.

Good. Now listen.

In the town of Harrow Bay, the radio station went off the air in 1974. The tower is still there. The building is locked. And every night in October, at eleven minutes past eleven, somebody reads the weather.

It is never tonight's weather.

The Late Forecast is a new audio drama in ten parts, from Lamplit Audio. No pictures. No screen. Just a voice, a storm and a town that would rather you didn't ask.

You can listen in the car. You can listen on a walk. We would suggest that you not listen alone in a house that makes noises, but people do, and they write to us about it.

The letters are very polite. The handwriting is not steady.

The Late Forecast. All ten episodes, free, starting October first, wherever you get your podcasts.

From Lamplit Audio. You can turn the lights back on now.

If they'll come on.

Three Pumpkins Scary

Halloween, kids' book fair · Adult (25-40) · Neutral American · 60 seconds

The Dogear Halloween Book Fair is coming to your child's school, and we would like to prepare you.

Your child will come home with a list. The list will have nine books on it. One of them will be about a skeleton who plays the trombone.

You will say, 'Pick two.' Your child will pick five. This is normal.

Here's the good news. Every book at the fair is sorted by how scary it is. One pumpkin means not scary at all. Two pumpkins means a little shivery. Three pumpkins means read it with a grown-up, preferably one who is brave.

Picture books start at four dollars. Chapter books start at six. And every book you buy sends one free book to a classroom that needs it.

So say yes to the trombone skeleton. It's reading. You're allowed to give in.

The Dogear Halloween Book Fair. All this week in the school library.

Hold Still, Dinosaur

Halloween, photo studio · Adult (30-45) · Neutral American · 60 seconds

I have been a children's photographer for eleven years. I have photographed newborns, toddlers and a set of triplets who did not agree on anything.

None of that prepared me for Halloween.

Last year I photographed a dinosaur who refused to roar. A ladybug who cried because her brother was also a ladybug. And a four-year-old dressed as a tax accountant, who sat perfectly still and asked how long this would take.

Best picture I took all year.

Here's the thing. The costume lasts one night. In a week it's in a bag in the closet, and next October it won't fit.

So bring them to Snapdragon Portrait Studio. Halloween mini sessions are fifteen minutes and forty-five dollars. You get five edited photos by email the same week. Pets are welcome. Siblings are welcome, even the ones dressed the same.

Snapdragon Portrait Studio. Booking now through October thirtieth.

The dinosaur did roar, by the way. Right after we finished.

Roses for Mister Doyle

Halloween, florist · Mature (55+) · Irish · 60 seconds

People think a florist has nothing to do in October. Just mums.

Those people have not met my Halloween customers.

There's a woman who orders a wreath made entirely of dried thistles, and she is the most cheerful person I know. There's a boy of nine who buys one orange lily for his teacher, because she let him be a bat in the school play.

And there's Mister Doyle.

Every year, on the thirty-first, Mister Doyle comes in for a dozen roses, as dark as we can get them. They're for his wife. He says she's a witch. He says it very fondly.

They've been married forty-one years. I've stopped asking questions.

So if you'd like something for your table, your door or your own particular witch, come and see us at Fernsby Flowers. We have deep red dahlias, orange lilies and roses nearly as dark as Mister Doyle likes them.

Halloween arrangements from thirty-five dollars.

Fernsby Flowers. Bring her something dark.

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