Holiday & Seasonal 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.

Doorbusters at Dawn

Black Friday, electronics · Young adult (18-25) · Neutral American · 15 seconds

Brightaisle Black Friday doors open at 6 a.m. sharp!

TVs, headphones, laptops, game systems, all at the lowest prices we have ever printed on a sign.

Set an alarm. Bring a coffee.

Brightaisle. Friday. Six.

One Rose Short

Valentine's Day, florist · Adult (25-40) · Neutral American · 15 seconds

Last Valentine's Day I bought flowers at a gas station. She was very kind about it. Too kind.

This year I ordered from Petalrun. Same-day delivery, arranged by actual florists.

Petalrun Flowers. Redemption, in a vase.

Hayride Hours

Halloween, family farm · Adult (30-45) · Southern US · 15 seconds

The pumpkin patch is open at Hobb's Hollow Farm. Pick your own, take a hayride, and walk the corn maze... if you dare.

Weekends through Halloween, just off Route 9.

Hobb's Hollow. Come get lost a little.

Ten, Nine, Eight

New Year, sparkling cider · Adult (25-40) · Neutral American · 15 seconds

Ten. Nine. Eight. Everyone finds their person. Somebody's already crying.

Three. Two. One.

Happy New Year.

Tenstroke Sparkling Cider. Crisp apple, real bubbles, and a glass for every age at the table.

World's Okayest Griller

Father's Day, grills · Adult (30-45) · Neutral American · 15 seconds

My dad calls his burgers 'well done.' We call them 'lovingly charred.'

This Father's Day, get him a Charwick. Even heat, even edges, even Dad can't mess it up.

Charwick Grills. For the chef of the family.

The Gift Card Guy

Christmas, last-minute gifts · Adult (40-55) · Neutral American · 15 seconds

It is the twenty-third of December. You have bought nothing. We are not judging.

Giftwick digital gift cards, personalised with a note and a photo, delivered in minutes.

Still last minute. Still thoughtful. Giftwick.

Grandma's Biscuit Tin

Christmas, nostalgic, baked goods · Mature (55+) · Neutral British · 30 seconds

Every December my grandmother brought out the tin. Blue, dented, with a robin on the lid.

The rest of the year it held her sewing kit, and every child in the family fell for it at least once.

But at Christmas it was full. Butter shortbread, ginger snaps, and the jam rings everyone fought over.

So this year, I bought a tin of my own.

Havelock Biscuit Co. The tin is new. The feeling isn't.

Eight Nights of Latkes

Hanukkah, grocery · Mature (55+) · Neutral American · 30 seconds

In our house, Hanukkah means eight nights of candles in the window, a dreidel game that gets far too competitive, and latkes. So many latkes.

And every year, the same argument over applesauce or sour cream.

Marrow Lane Market has everything for the table: potatoes, onions, good oil, fresh doughnuts, and chocolate gelt for the little ones.

Marrow Lane Market. Happy Hanukkah, from our family to yours.

Lamps on the Doorstep

Diwali, sweet shop · Adult (30-45) · Neutral British · 30 seconds

The rangoli is drawn. The diyas are lit on every step. And any minute now, the house is full.

This Diwali, bring the sweetest part of the evening from Kesar Lane Sweets. Pistachio barfi, saffron ladoo, jalebi still warm from the pan, packed in gift boxes that look as good as they taste.

Order ahead for collection, or we'll bring them to your door.

Kesar Lane Sweets. Happy Diwali.

A Calmer Black Friday

Black Friday, furniture · Adult (30-45) · Neutral American · 30 seconds

This is not a Black Friday ad. Nobody is going to shout at you.

There is no countdown clock. There are no doorbusters.

There is just Oxbow and Ash, where everything in the showroom is twenty-five percent off from Friday through Sunday. Even the sofas. Especially the sofas.

Come in whenever you like. Sit down. Take your time.

Oxbow and Ash. Furniture for staying put.

The Supply List

Back to school, two-voice · Any · Neutral American · 30 seconds

Cast: MOM KID ANNOUNCER

MOM Okay. Pencils, glue sticks, two folders.

KID The folders have to have sharks.

MOM The list does not say sharks.

KID The list doesn't know me.

MOM Fine. One shark folder.

KID Two. One is for when the first shark gets sad.

MOM Fine. Two.

KID And a shark eraser.

MOM Don't push it.

ANNOUNCER Everything on the list, and a few things that aren't. Satchel Row has back-to-school supplies, backpacks and lunch boxes, all under one roof. Satchel Row. Ready when they are.

Ugly Sweater Summit

Christmas, apparel, hype · Young adult (18-25) · Neutral American · 30 seconds

It's that time of year. The office party. The family photo. The ugly sweater contest.

And this year, after three straight years of heartbreak, you are not coming second.

Fairisle Fox has sweaters with light-up reindeer, sweaters with jingle bells, and one sweater with a knitted fireplace that actually crackles.

All soft. All ridiculous. All available in matching family sets, because you are not going in alone. All machine washable.

Fairisle Fox. Win the party.

She Said She Wanted Nothing

Mother's Day, jewelry · Adult (30-45) · Neutral American · 30 seconds

Every year I ask my mom what she wants for Mother's Day. And every year she says, 'Nothing, sweetheart.'

Which, I've learned, is not a real answer.

She's never asked for anything. So this year, I'm getting her something she'll wear every day.

Marchetti Jewelers has hand-finished lockets, birthstone rings and charm bracelets, engraved while you wait, with a card written in your own words.

Marchetti Jewelers. Because nothing was never the answer.

Sun's Out, Prices Down

Summer sale, outdoor gear, hype · Young adult (18-25) · Neutral American · 30 seconds

It's hot. The water's warm. And the Sandbar Supply summer sale is on.

Coolers that keep the ice until sundown. Beach chairs that fold like they're supposed to. Umbrellas that stay put in the wind. Even paddleboards and kayaks, forty percent off, with free racks for the car roof.

This weekend only, in store and online.

The beach is calling. You in?

Sandbar Supply Co. Summer, sorted.

A Leaf for Everyone

Thanksgiving, furniture · Mature (55+) · Neutral American · 30 seconds

This Thanksgiving, my son's bringing his new girlfriend. My sister's bringing her whole family. And somebody's bringing a baby I haven't met yet.

That's nineteen people. My table seats eight.

So I went to Leafline. Solid oak dining tables with extension leaves that slide right in, and matching benches that tuck away when everyone's gone home.

This year, we all sit together. Nobody at the card table.

Leafline Tables. Room for everyone.

Lucky Red Envelope

Lunar New Year, grocery · Adult (25-40) · Neutral American · 30 seconds

Lunar New Year at my grandmother's means sweeping the house the day before, never on the day. It means oranges by the door and dumplings shaped like little gold coins.

And it means red envelopes, which she hides under our plates. We still pretend not to know.

Golden Lantern Market has everything for the reunion dinner, from fresh noodles to whole fish.

Golden Lantern Market. Wishing you a lucky new year.

First Snow

Winter holidays, outerwear · Adult (40-55) · Scottish · 30 seconds

There's a morning every winter when you open the curtains and the whole street has gone quiet.

First snow. Nobody's shovelled yet. Nobody's been out.

And then the door flies open, and the kids are gone, straight into it, boots half on.

Northcombe coats are made for that morning, and every cold one after. Warm, waterproof, and built to be dragged through a snowdrift.

Northcombe Outerwear. Go on out.

Costume Emergency

Halloween, costume shop, hype · Adult (25-40) · Neutral American · 30 seconds

The party is tomorrow. You said you'd figure out a costume. You did not figure out a costume.

You are now looking at a bed sheet and a pair of scissors.

You are a ghost.

Don't be a sheet ghost. Masquerade Mill has thousands of costumes for kids, adults and dogs, plus wigs, makeup and props, open late all Halloween week.

Masquerade Mill. Be anything but a sheet.

A Page a Day

New Year, stationery · Adult (30-45) · Irish · 30 seconds

Every January, we promise the big things. Run the marathon. Learn the language. Become a whole new person by February.

What if this year you just wrote one line a day?

Inkmarrow Planners give every day a single page. Write what happened, what you're grateful for, what you'll try tomorrow. That's it.

By December, you'll have a whole year you can hold in your hands.

Inkmarrow Planners. A page a day.

Not Just for Couples

Valentine's Day, chocolatier · Adult (25-40) · Neutral American · 30 seconds

Valentine's Day is for couples. Sure. But it's also for your best friend. Your sister. The neighbour who feeds your cat. Your mail carrier, who knows exactly what you order online.

And, honestly, it's for you.

Cocoa Stitch Chocolatiers makes hand-painted truffles, sea salt caramels and heart-shaped boxes for everyone on your list, wrapped by hand in our little shop on Mercer Street.

Especially you.

Cocoa Stitch. Share it. Or don't.

The Tree in the Back Forty

Christmas, tree farm · Mature (55+) · Southern US · 30 seconds

Every family's got a tree out there. Somewhere past the barn, in the back forty, there's one that's yours. You'll know it when you see it.

At Balsam Hollow, you pick it, we cut it and tie it to the roof. Hot cocoa's on the house, and Santa's in the barn on weekends.

We've been doing this thirty years. Come find yours.

Balsam Hollow Tree Farm. Open every day till Christmas Eve.

Ship by the Nineteenth

Christmas, shipping · Adult (30-45) · Australian · 30 seconds

Here's a Christmas tip from someone who works the counter.

If you're sending gifts interstate, get them to us by the nineteenth.

The twentieth, you'll be fine. The twenty-third, the whole state is in front of you in the queue.

Parcelroost Shipping has pre-paid satchels in every size, tracking on every parcel, and drop-off lockers open all night, so you can post the lot in your pyjamas.

Parcelroost Shipping. The nineteenth. Tell your mum.

The Year We Lost the Star

Christmas, nostalgic storytelling, ornaments · Mature (55+) · Neutral American · 60 seconds

The Christmas I was nine, the dog knocked over the tree, and the star at the top went out the back door in his mouth. We never found it.

My mother didn't say a word. She went to the kitchen, came back with tinfoil and a cardboard cereal box, and made a new one at the table while we watched.

It was lopsided. One point was longer than the others. My father said it looked like it was waving.

She kept that foil star for fifty years. It's on my tree now.

That's the thing about ornaments. They don't stay decorations for long. They become the stories you tell every December.

Tinsel and Twine has handmade ornaments, keepsake stars and personalised baubles for every tree and every story.

Start one of your own this year.

Tinsel and Twine. Hang on to it.

Black Friday Countdown

Black Friday, department store, hard sell · Adult (25-40) · Neutral American · 60 seconds

It's here. The biggest sale of the year starts Friday at Crownway Department Store.

Doors open at five a.m., and the first two hundred shoppers get a free Crownway tote packed with surprises.

We're talking half off winter coats. Half off boots. Half off every sweater in the store.

Kitchen stand mixers, slow cookers and air fryers at prices you won't see again this year.

Flat-screen TVs, tablets and headphones, all marked down to the lowest prices of the season.

Toys for every age, from building sets to ride-ons, starting at just five dollars.

And from five to nine a.m. only, take an extra twenty percent off everything already on sale.

Can't make it in? The deals go live online at midnight, with free shipping on every order.

Bring the list. Bring the family. Bring comfortable shoes.

Black Friday. This Friday. Crownway.

Brunch Committee

Mother's Day, restaurant, two-voice · Adult (25-40) · Neutral American · 60 seconds

Cast: SISTER BROTHER ANNOUNCER

SISTER Okay, Mother's Day. I'm thinking brunch.

BROTHER Great. I'll make pancakes.

SISTER You set the smoke alarm off making toast.

BROTHER That toaster was faulty.

SISTER It was new. Magnolia Porch. They do the lemon ricotta pancakes she likes.

BROTHER The ones she orders every time and then says she shouldn't have?

SISTER And then finishes.

BROTHER And then finishes mine.

SISTER So we book the porch table. Eleven o'clock. Flowers on the table. We get there early so she can't pay.

BROTHER She'll try anyway.

SISTER She'll hide her card with the waiter again.

BROTHER Can we bring the photo album? The one with my terrible haircut?

SISTER She'd love that.

BROTHER She would.

ANNOUNCER This Mother's Day, let us do the cooking. Magnolia Porch Café is serving a special brunch menu all weekend, with a fresh flower for every mom. Reservations are filling fast.

BROTHER And no smoke alarms.

SISTER No smoke alarms.

Dad's Pegboard

Father's Day, hardware and tools · Adult (30-45) · Neutral American · 60 seconds

My dad had a pegboard in the garage. Every tool had its place, and around every tool he'd drawn its outline in black marker.

So when you borrowed the hammer, there was a hammer-shaped hole on the wall, telling on you.

He taught me to change a tyre on that driveway. Taught me which way was righty-tighty. Taught me to measure twice, and then, because I was me, a third time.

Last month, I bought my first house.

The first thing I put up was a pegboard. I drew the outlines. In marker.

This Father's Day, Torque and Timber has the tools he'll actually use: cordless drills, socket sets, tape measures and the classic claw hammer, plus pegboard kits for the garage he's always meant to sort out.

Free engraving on hand tools, all month.

Torque and Timber. Everything in its place.

Every Window on Harbor Street

Winter holidays, inclusive, holiday market · Adult (40-55) · Neutral American · 60 seconds

Walk down Harbor Street on a cold night in December and look at the windows.

In one, a menorah, three candles burning and a family arguing cheerfully over the last jelly doughnut.

In the next, a Christmas tree that's clearly been decorated by a four-year-old. Every ornament on the bottom branch.

Further down, a kinara on the sill, and a string of paper stars. Across the road, clay lamps still glowing from a festival that came early this year.

That's the thing about December. Everybody's lighting something.

This season, the Harbor Lights Winter Market brings it all together on the waterfront. Sixty local makers, hot cider and roasted chestnuts, live music every evening, and the big lantern walk on the solstice.

Weekends through December, free to get in.

Harbor Lights Winter Market. Bring your light.

Still Frozen

Thanksgiving, grocery, two-voice · Any · Neutral American · 60 seconds

Cast: EXPERT CALLER ANNOUNCER

EXPERT Pantryhill Turkey Hotline, how can I help?

CALLER It's still frozen. It's Thanksgiving morning and it's still frozen.

EXPERT Okay. How big is the turkey?

CALLER Big. Very big. Twenty pounds. My whole family is coming. My mother-in-law is coming.

EXPERT Deep breath. Is it in the fridge?

CALLER It's in the bathtub. Is that wrong? It feels wrong.

EXPERT Cold water is actually right. Change the water every half hour and it'll get there.

CALLER And if it doesn't?

EXPERT Then you come to Pantryhill. We've got fresh turkeys, fully cooked turkey breasts, and every side dish, ready to heat. Is this your first time hosting?

CALLER Is it that obvious?

EXPERT A little. But everybody calls us the first year. You're going to be fine. And the stuffing's on aisle four.

ANNOUNCER The Pantryhill Turkey Hotline is open all Thanksgiving week. Pantryhill Grocers. We've got the table covered.

Reunion Dinner

Lunar New Year, restaurant, nostalgic · Adult (30-45) · Neutral American · 60 seconds

Every Lunar New Year when I was a kid, my father took over the kitchen.

He'd start the day before. Dough on every surface, flour on the cat. My sister and I were in charge of folding, and he'd inspect every dumpling like a general.

Too fat. Too flat. That one's a boat, not a dumpling.

Then the whole family would sit down for the reunion dinner, fourteen of us around a table built for eight, and nobody minded.

This year, Dad said, 'Let somebody else fold.'

So we're going to Jade Harbor Dumpling House. Their reunion banquet has hand-folded dumplings, a whole steamed fish, long-life noodles and sweet rice balls for dessert, served family style on one big table.

He'll inspect every dumpling. He'll pretend they're not as good as his.

Then he'll ask for a second plate.

Jade Harbor Dumpling House. Reserve your reunion table now.

Dear First Day

Back to school, shoes, heartfelt · Adult (40-55) · Neutral American · 60 seconds

Dear first day,

Tomorrow I'm handing you my kid.

She's six. She's got a backpack bigger than she is, a lunchbox with a dinosaur on it, and brand new shoes she's been wearing around the kitchen all week to break them in.

She says they make her run faster. I haven't told her otherwise.

Please be kind to her. Let her find a friend by lunchtime. Let somebody laugh at her jokes, even the one about the penguin.

And tomorrow, when I let go of her hand at the gate, she'll probably run straight in.

Don't look back, okay? Actually, look back once.

At Laceway Shoes, we fit every pair by hand, measure every foot and leave room to grow. This month, get ten dollars off every kids' pair for back to school.

Laceway Shoes. For every first step.

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