Retail 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.

Back to School at Crestline

Big-box retail, back to school · Adult (25-40) · Neutral American · 30 seconds

The alarm is set. The bus is coming. And that backpack from last year? It has seen things.

Back to school starts at Crestline. Backpacks with actual pockets. Sneakers that survive recess. Notebooks, markers, and the one calculator your teacher insists on.

Plus great deals on the styles they will actually wear, not the ones you hope they will.

Crestline. Everything on the list, and a little extra for the first day.

The Drip

Home & DIY · Adult (40-55) · Neutral American · 30 seconds

Drip. Drip. Drip. That faucet has been talking to you for three weeks, and it is not going to stop on its own.

Come see us at Benchmark Home and Hardware. Tell our people what is going on, and they will walk you to the right washer, the right wrench, and the right five-minute video to watch before you start.

No lectures. No upsell. Just the fix.

Benchmark. Bring the problem. Leave with the plan.

Tomorrow Morning

Big-box retail, online · Adult (25-40) · Neutral American · 15 seconds

Forgot the phone charger? The birthday gift? The thing you promised you already ordered?

Order by midnight on Parcelry, and it is at your door tomorrow morning.

Parcelry. You forgot. We did not.

Stretch the Week

Big-box retail · Adult (30-45) · Neutral American · 30 seconds

This week, make every dollar do a little more at Everfield Supercenter.

Fresh produce, picked this week and priced right. Pantry staples for less, every single aisle. School clothes, cleaning supplies, and the toy that will buy you twenty quiet minutes on a Saturday.

Low prices every day, not just on the days we put up a banner.

Everfield Supercenter. Fill the cart. Keep the change.

The Backyard Nobody Uses

Home & DIY, seasonal · Adult (30-45) · Neutral American · 60 seconds

Every house has one. The backyard nobody uses.

There is a folding chair out there that nobody trusts. A grill with a cover that blew off in April. And a patch of dirt that was going to be a garden, back when you had big plans and a free weekend.

Here is the thing. It is not too late. Summer is long, and Hartwell Home Center has everything you need to take that yard back.

Grills, from the simple and sturdy to the kind your neighbor will ask about. Outdoor seating comfortable enough to fall asleep in. String lights, planters, pavers, and a garden center full of people who actually know which plants survive full sun.

Start with one corner. One chair. One tomato plant. Then watch what happens.

Hartwell Home Center. Your backyard is waiting. It has been very patient.

The Squint

Big-box retail, electronics · Adult (30-45) · Neutral American · 30 seconds

This is me, watching the game on my old TV. I am squinting. I have been squinting since two thousand and eleven.

My wife says the players look like ants. She is being generous.

So we went to Voltage Row. A guy named Dev asked what we watch, how big the room is, and what we wanted to spend. Then he showed us three TVs. Not thirty. Three.

Now the players look like people.

Voltage Row. Real advice. Big pictures.

Every Season

Fashion & beauty, department store · Adult (30-45) · Neutral British · 30 seconds

There is the coat you buy for one winter. And there is the coat you still reach for ten years later.

At Marlowe and Finch, we believe in the second kind.

Timeless pieces to build a wardrobe on. New shapes and colours for when you fancy a change. Soft, easy looks for the whole family, from Sunday lunch to the school gate.

Whatever the weather. Whatever the plan.

Marlowe and Finch. Dress for the life you actually live.

The Pickle Jar

Big-box retail, warehouse club, duet · Adult (30-45) · Neutral American · 60 seconds

Cast: DANA SAM

DANA Why is there a pickle jar the size of a toddler in our cart?

SAM Because it was a good price.

DANA We do not eat pickles.

SAM We could start.

DANA You also bought forty rolls of paper towels.

SAM Thirty-six. And we will use every one of them. That is the point of Stockwell. You buy big, you pay less, and you stop running to the store every other day.

DANA Okay. The coffee, I get. The dog food, I get. The fresh berries, fine, those were a steal.

SAM Thank you.

DANA But the pickles.

SAM Think of them as an investment.

DANA In what?

SAM In us. As people who have pickles.

DANA ...Did you at least get the big bag of pretzels?

SAM I got two.

DANA Fine. But you are carrying the jar.

SAM Stockwell Warehouse Club. Buy big. Save more. Lift with your knees.

Your Glow, Your Rules

Fashion & beauty · Young adult (18-25) · Neutral American · 30 seconds

Okay, real talk. My bathroom shelf used to be a graveyard of products that were almost right.

Then I went to Glowroom. I told someone what my skin actually does, not what the ads say it should do, and she let me try things before I bought anything.

Now I have a routine. A short one. That I actually use.

Glowroom. Makeup, skincare and fragrance, with real people to help you find your match.

Come play. Leave glowing.

Five A.M.

Fashion & beauty, athletic wear · Adult (25-40) · Neutral American · 30 seconds

Five a.m. Nobody is watching. Nobody is clapping.

It is just you, the cold, and the voice in your head that says one more lap.

Stride Theory builds gear for that voice. Fabrics that breathe when you are working hard. Shoes made to take the pounding, mile after mile. A fit that disappears, so the only thing you think about is the next step.

You do the work. We will be there for every rep.

Stride Theory. Show up.

The Workbench

Home & DIY · Adult (40-55) · Southern US · 30 seconds

Listen. We know your garage is not just where the truck sleeps. It is your workshop. Your thinking spot. Your place.

So treat it right with the Ridgeback Folding Workbench. Heavy-duty steel frame. Solid wood top. Folds flat against the wall when you need the space back.

Yeah. You like that, don't you?

Tough enough for the big jobs, good-looking enough to show off.

Don't just stand there. Get yours at Ironbridge Hardware. Built for people who build.

Hollowmere Manor

Local event, haunted attraction · Adult (40-55) · Neutral American · 60 seconds

This October, the doors of Hollowmere Manor creak open once again.

Did you really think it was over?

Bigger. Darker. More terrifying than ever before. Twelve rooms of nightmares, built by people who should probably talk to someone about it.

Walk the hallway of whispering portraits. Find your way out of the Mirror Maze, if the mirrors let you. And whatever you do, do not stop in the nursery. She does not like visitors.

Scream all you like. Nobody out here can hear you. Well, the people in line can. They find it very encouraging.

Hollowmere Manor, on Old Mill Road. Open Thursday through Sunday, eight p.m. until midnight, all October long. Not recommended for children under twelve, or for anyone who sleeps with the hall light on.

Tickets online now.

So. Do you have what it takes to make it through Hollowmere Manor... alive?

The Gift Wrap Counter

Seasonal sale, department store · Mature (55+) · Neutral American · 60 seconds

For thirty-one years, I have worked the gift wrap counter at Ashby's on Main Street.

I have wrapped a bicycle. I have wrapped a canoe paddle. One December, a young man brought me a ring box and asked me to make it look like socks, so she would never guess. She guessed. She said yes anyway.

People think the holidays are about the gifts. I think they are about the minute right before someone opens one. That little pause. That is what we are wrapping, really.

So come see us this season. Four floors of gifts, from cashmere scarves to kitchen gadgets to the toy they wrote to the North Pole about. Our staff will help you find it, and I will be right here with the ribbon.

Ashby's. Wrapped with care since before you were born. Well. Before some of you were born.

Beige

Home & DIY, paint · Adult (30-45) · Neutral American · 15 seconds

Your living room is beige. Your hallway is beige. Your life, frankly, is a little beige.

Coatwell Paint and Supply. Every color imaginable, and people to help you pick one.

Be brave. Or at least be sage green.

Find Your Pair

Fashion & beauty, local shop · Young adult (18-25) · Neutral American · 30 seconds

You know that pair of jeans. The one that fits like it was made for you, because honestly, it kind of was.

At Indigo Lane Denim, we cut, hem and fit every pair right here in the shop. Raw denim, washed denim, wide leg, slim, and that vintage straight leg you keep seeing everywhere.

Walk in. Try on. Walk out in the pair you will wear until it falls apart.

Indigo Lane Denim, on Fourth Street. Find your pair.

The Beard

Fashion & beauty, local shop · Adult (30-45) · Scottish · 30 seconds

Your beard has had a rough year. You know it. It knows it.

At Birch and Anvil Grooming Company, we sort that out. Hot towel. Proper trim. A barber who listens when you say just a wee bit off the sides, and actually takes a wee bit.

Then we send you home with the oils and balms to keep it looking sharp until next time.

Walk-ins welcome. The coffee's on.

Birch and Anvil. Look like you meant it.

Come Sit a Spell

Local shop, furniture · Mature (55+) · Southern US · 60 seconds

Hey there, neighbor. I'm Walt Pruitt, and for going on forty years my family has run Hearthside Furniture right here on Route Nine.

Now, I'm not gonna shout at you. You get enough of that. I'm just gonna tell you what we've got.

We've got sofas you can sink into after a long day. Recliners my own daddy would have fought you for. Dining tables big enough for the whole family, even the cousins you only see at Thanksgiving. And mattresses you can lie down on right there in the store for as long as you like. Nobody's gonna rush you.

This month, our Fall Comfort Sale means savings in every room of the house, and free local delivery on every order. We'll carry it in, set it up, and haul the old one away.

So come on down. Sit a spell.

Hearthside Furniture. Family owned. Neighbor approved.

Assembly Required

Home & DIY, furniture · Adult (25-40) · Neutral British · 30 seconds

Step one. Open the box. Step two. Count the screws. Step three. Discover you have one screw too many, and spend the evening wondering where it was meant to go.

Or, go to Nook and Beam.

Clever, modern furniture for small spaces, with free assembly on every order. Our team builds it, in your home, with the correct number of screws.

You put the kettle on.

Nook and Beam. Good design. No leftover bits.

Everything Must Go

Seasonal sale · Adult (25-40) · Neutral American · 15 seconds

Summer's over, and everything must go! The End of Summer Clearance at Bayside Outlet Center is on now.

Swimwear, sandals, patio sets and grills, all marked down to make room for fall.

This weekend only at Bayside. Hurry in!

The Doorbuster

Seasonal sale, duet · Adult (25-40) · Neutral American · 30 seconds

Cast: MANAGER KYLE

MANAGER Kyle. First Doorbuster Friday at Pinewood Outlet. You ready?

KYLE I have stretched. I have hydrated. I am wearing knee pads.

MANAGER It's a sale. Not a rugby match.

KYLE Half off TVs, half off coats, half off every toy on aisle nine? It's a rugby match.

MANAGER Doors open at six a.m. Just smile and point to the deals.

KYLE And if they charge?

MANAGER Step aside, Kyle. Step aside.

KYLE Pinewood Outlet. Doorbuster Friday. Please stretch first.

Ask Me What to Read

Local shop, bookshop · Adult (40-55) · Irish · 60 seconds

Right. I'll be honest with you. The Crooked Shelf is not a big shop. The floor slopes. The door sticks in the rain. And there's a cat called Dickens who sleeps on the poetry and will not be moved.

But here's what we do have. Every book on these shelves was chosen by someone who read it first. Mysteries that'll keep you up past midnight. Cookbooks with actual gravy stains. Well, no, those are the second-hand ones in the back. And a children's corner with beanbags and a rug shaped like a whale.

And we've got me. Tell me the last book you loved, and I'll find you the next one. I am very rarely wrong. Ask anyone. Ask Dickens.

We'll order in anything we haven't got, and our Thursday book club always has tea and far too many biscuits.

The Crooked Shelf, on Harbour Lane. Come in and get lost for a while.

The Last-Minute Bouquet

Local shop, florist · Mature (55+) · Neutral American · 30 seconds

It's February thirteenth. It's nine o'clock at night. And you have just remembered.

Don't panic. Call Stem and Ribbon.

We have roses, tulips, and the kind of wildflower bouquet that says I planned this for weeks. Order by ten, and we will deliver anywhere in town before breakfast, with a handwritten card.

Your secret is safe with us. We have kept a lot of them.

Stem and Ribbon Florist. Love, delivered on time.

Sunday Produce

Grocery, local · Adult (30-45) · Neutral American · 30 seconds

On Sunday mornings, the trucks roll in from the farms outside town, and by eight o'clock our shelves look like a painting.

Peaches that drip down your wrist. Sweet corn picked yesterday. Tomatoes that taste like tomatoes, which you may have forgotten is possible.

At Greenacre Market, we buy local whenever we can, and we price it so you can come back every week.

Greenacre Market. Fresh from just down the road.

Points on Everything

Grocery, app · Young adult (18-25) · Neutral American · 15 seconds

Groceries add up. Now they pay you back.

Download the Kettle Hill Grocers app and earn points on every item in your cart, from bananas to birthday cake.

Kettle Hill Grocers. Shop. Scan. Save.

A Word From Biscuit

Local shop, pet store · Any · Neutral American · 30 seconds

Hi. My name is Biscuit. I am a dog. I want to tell you about my favorite place.

It is Barkley Street Pet Supply. It smells like a thousand treats. The people there know my name. They helped my human find food I actually finish, and a bed I do not have to steal from the couch.

Also, there is a bin of squeaky toys. A whole bin.

Barkley Street Pet Supply. Good dogs go there. Also cats, I guess.

The Cat Is Unimpressed

Local shop, pet store · Adult (25-40) · Neutral American · 15 seconds

I bought my cat an expensive tower. He sat in the box it came in.

At Furrow and Tail, we get it. Toys, beds and treats for pets with standards.

Furrow and Tail. Free box with every purchase.

Birthday Bash

Local event, toy store · Adult (25-40) · Neutral American · 30 seconds

Attention, grown-ups! The Toybox Junction Birthday Bash starts this Saturday!

Building sets, board games, art kits, stuffed animals the size of a small bear, and remote control cars that go way too fast for your living room.

Plus face painting, a bubble machine, and free gift wrapping all weekend long!

Bring the kids. Bring the grandparents. Bring your inner eight-year-old.

Toybox Junction, at the corner of Elm and Fifth. Where play comes first!

First Light

Seasonal sale, outdoor gear · Mature (55+) · Neutral American · 60 seconds

There is a moment, right before sunrise, when the whole mountain holds its breath.

The stove is hissing. The coffee is almost ready. Your boots are still wet from yesterday's river crossing, and you would not trade this for anything.

At Switchback Outfitters, we have been getting people to that moment for a long time. Tents that stand up to the wind. Packs that fit your back, not somebody else's. Jackets, boots, stoves, maps, and the small things you only forget once.

And when you are not sure which trail is right for you, ask. Everybody behind our counter has slept on the ground more nights than they can count. They will tell you the truth about a trail, including when to turn back.

Gear up this fall during our Trailhead Sale, with savings on tents, packs and boots.

Switchback Outfitters. See you at first light.

Twenty-Five Years

Local shop, jewelry · Adult (40-55) · Neutral American · 60 seconds

She still wears the ring you bought her when you had nothing. The stone is small. The band is thin. And she has never once taken it off. Not once.

Twenty-five years. Two kids. One very old dog. A kitchen you painted three times because she could not decide on the yellow.

Maybe it is time to say it again.

At Castellan Jewelers, our family has been helping people say the important things for three generations. Anniversary bands. Pendants and bracelets. Earrings she will notice you noticed. Or, if you want to keep that first ring exactly as it is, we can design something to sit right beside it.

Come in and talk to us. No pressure, no rush, just coffee and a quiet table to think.

Castellan Jewelers, on Market Square. For the things worth saying twice.

Pre-Loved

Fashion & beauty, local shop · Young adult (18-25) · Australian · 15 seconds

This jacket? Twelve bucks. These boots? Barely worn. This whole outfit? Pre-loved, and loved all over again.

Second Act Resale. Designer labels, vintage finds, and fresh stock every single day.

Give great clothes a second act.

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