

# COMMERCIAL SCRIPTS

## KIDS

SCRIPTS: [View Kids Assessment Scripts for All Divisions](#)

## TEENS & ADULTS

### IN & OUT BURGER COMMERCIALS

Script: (excited and inviting):

**"Fresh. Fast. Legendary! At In-N-Out Burger, we keep it simple—juicy burgers, crispy fries, and real ice cream shakes, made fresh just for you! No frozen patties, no shortcuts—just the freshest ingredients and that classic taste everyone loves. Quality you can taste, smiles you can count on—In-N-Out Burger. Freshness is our tradition!"**

Script 2:

**"Craving a burger that's fresh, delicious, and made just for you? At In-N-Out Burger, we use only the freshest ingredients, hand-cut fries, and our secret spread for that perfect bite every time. It's the taste you can't get enough of—whether you're grabbing a quick meal or sharing a moment with loved ones. Made fresh, served fast. It's more than just a meal—it's a tradition. In-N-Out Burger—where every burger is made with love. See you soon! In-N-Out Burger. Simple, fresh, and always a great choice!"**

**[End with cheerful jingle]**

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### HUMANA COMMERCIAL – Your Health, Your Future (60-Second Commercial)

**[Scene 1: Walking through a park, smiling] (*calm, reassuring tone*):**

**"Your health isn't just about today—it's about every tomorrow. At Humana, we believe healthcare should work for you, not the other way around. With a wide range of Medicare Advantage plans, prescription coverage, and wellness programs, Humana puts your**

health first—because your journey matters. With personalized care, access to top doctors, and telehealth options, you get the support you need—when and where you need it. Because good health isn't just about coverage—it's about living your best life every day. Humana—guiding you to a healthier, happier future. Enroll today and experience the care you deserve."

[End with soft instrumental music and Humana's website & contact info on-screen.]

## **HP PRINTER COMMERCIAL**

### **EXT. VAST EMPTY FIELD – DAY**

MERCH MASTER, sharp and confident, with a playful grin, stands next to the sleek **HP Envy 6455e** printer. NINJA MASCOT stands beside him, arms crossed, holding a sign that reads "Outdated Printers = Envy." Behind them is an OUTDATED, BULKY PRINTER surrounded by RAGGED BOXES labeled "Missed Deadlines" and "Poor Print Quality."

### **MERCH MASTER**

Tired of everyone else having better prints than you?

### **CLOSE-UP:**

MERCH MASTER lowers his SAFETY GLASSES as NINJA MASCOT puts on ear muffs. MERCH MASTER presses a TNT PLUNGER.

### **MERCH MASTER**

With the HP Envy, you'll make your competition... BOOM with envy!

The outdated printer EXPLODES into a colorful cloud of paper confetti.

### **EXT. FIELD – DAY**

The area clears to reveal the **HP Envy** printer on a pedestal, glowing with pride. MERCH MASTER holds a stack of beautifully printed materials.

### **MERCH MASTER**

Because with HP Envy, you're not just printing—  
(leaning in, cheeky tone)  
You're showing off.

NINJA slices through an imaginary competitor's poorly printed flyer with a KATANA.

### **MERCH MASTER**

That's how you cut through the competition.

### **NINJA MASCOT**

(Playfully) And look good doing it!

**CUT TO:**

MERCH MASTER showing flawless, vibrant prints.

**MERCH MASTER**

Everyone's going to be jealous of your prints... because they can't match the envy.

NINJA fires MONEY GUNS into the air, raining cash and confetti.

**MERCH MASTER**

Ready to make everyone envy your setup? Click the link and let the prints do the talking!

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**RT #2 – SECOND CUTDOWN**

**EXT. FIELD – DAY**

MERCH MASTER is dressed like an **antiques appraiser**. Across from him is a “MERCH LOSER,” nervously holding a faded, poorly printed shirt.

**MERCH MASTER**

Today on “Print Evaluation,” we're here with a frustrated printer owner.

NINJA MASCOT walks by wearing a lab coat and scribbling on a clipboard.

**MERCH LOSER**

I just want to know—can this outdated printer deliver like the HP Envy?

**MERCH MASTER**

(Looks at the faded shirt, unimpressed)

This print quality? Worthless.

MERCH MASTER taps a TNT PLUNGER. The outdated printer EXPLODES.

**MERCH MASTER**

(Grinning at camera)

Some printers just make you envy the rest. But not the HP Envy—it leads the pack!

**CUT TO:**

MERCH MASTER lounging with a golden retriever, prints spread out around him.

**MERCH MASTER**

(To the dog in baby-talk)

Everyone's so envious of our setup, aren't they?! Who's got the best printer? We do!

**CUT TO:**

MERCH MASTER flipping a flawless print toward the camera.

## **MERCH MASTER**

Stop settling for less. Click the link and join the HP Envy revolution today.

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## **RT #3 – THIRD CUTDOWN**

### **INT. MODERN HOME OFFICE – DAY**

A sleek HP Envy printer sits on a clean, minimalist desk. The room is well-lit and organized. NINJA MASCOT pops up from behind the desk holding a stack of vibrant prints.

## **MERCH MASTER**

Say goodbye to the clutter and chaos. HP Envy gives you flawless prints—fast, reliable, and stylish.

## **CUT TO:**

**CLOSE-UP:** Ninja Mascot dramatically holds up a perfect color print as a spotlight shines on it.

## **MERCH MASTER**

Let your prints speak for themselves and make everyone... envy you.

## **ONSCREEN GRAPHIC:**

"HP Envy 6455e – Beautiful Prints. Zero Hassle."

## **MERCH MASTER**

Click the link now, and show the world what the Envy is all about!

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## **SPANISH & ENGLISH SPEAKING MAZADA COMMERCIAL**

1 way natural and authentic...very genuine & 1 way very endearing & more excited: Self-tape both in english & spanish

*"Hello and welcome to Bountiful Mazda. We are a family owned and operated company for over 23 years. At Bountiful Mazda, we aren't the normal dealership. We want customers for life, and don't play dealership games. Experience the Mazda difference!"*

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*Hola y bienvenidos a Bountiful Mazda. Somos una empresa familiar con más de 23 años de experiencia. En Bountiful Mazda, no somos el concesionario típico. Queremos clientes de por vida y no jugamos a los juegos de los concesionarios. ¡Vive la diferencia de Mazda!*

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