

Campaign Name: SBC Objectives & Synopsis by Spot/Episode

Specify the SBC objectives each spot aims to address and provide a synopsis to guide the script writer. Use this later to assess the draft scripts and ensure the objectives and storyline are achieved.

#	SBC OBJECTIVE	SYNOPSIS
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Spot 1

INT: Restaurant, early morning

Indicate cues for the sound designer, if the spot start indoors (INT) or outdoors (EXT), the location of the scene, and the time (DAY, NIGHT).

Describe the scene, including where it is, who is present, and what they are doing. Include any details about the ambiance that the production studio should prepare.

Describe any **key characters** (bold their name) in the script, including age, gender, and relevant visible characteristics that should be considered during casting.

Speaker 1

(*expression/tone*) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Speaker 2

(*expression/tone*) Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Speak 1

(*expression/tone*) Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Speaker 2

(*expression/tone*) Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

A CAR DRIVES PAST AND COMES TO A SCREECHING HALT

Describe anything that happens during the scene.

Speaker 1

(*expression/tone*) Sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Speaker 2

(*expression/tone*) Ut enim ad minima veniam, quis nostrum exercitation ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

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Speaker 1

(**expression/tone**) Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.

Voice Over

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Attribution

enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

THE END