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SKYLARK MOBILE SWITCH

Commercials / Upbeat / 15 sec
Cast 1 Any x1

Skylark Mobile is a no contract phone plan. A single announcer races through the pitch over fast cuts of people on their phones. The actor plays speed and fun. Bright, clean, no dead air, with a wink on the last line.

CHARACTERS

ANNOUNCER - 20s to 40s, any gender, bright and fast, sounds like a friend who just found a great deal

SETTING

Fast cuts of people on their phones in a park, on a bus, on a rooftop, all in saturated color.

Fast cuts. A skateboarder on a call. A grandmother on a video chat. A teenager filming a dog.

ANNOUNCER

(bright, quick, no pauses)

Still paying for a plan you don't even use?

(punch)

Skylark Mobile. One price a month. Unlimited talk, text, and data. No contract. No surprise fees. No sad little asterisk.

(beat, a grin in the voice)

Switch in five minutes. Keep your number.

Logo pops. A bird whistles.

Skylark Mobile. Fly lighter.

END OF SCRIPT