

## Video/Audio Ad Scripts

### Ad 1 (60 seconds) - General, overall services ad

[Background Music: Upbeat, Energetic Tune]

Narrator (Friendly and Enthusiastic):

More than ever, small and mid-sized businesses need to cut through the noise to grow or just stay afloat. But how do you compete when you can't afford an agency? Say hello to 143 Berkley!

[Background Music: Transition to a Catchy Melody]

Narrator:

We're your local marketing superheroes, poised to get the word out whether you need new content, a new strategy, or a total rebrand! We'll build or revamp your website, compelling promotional videos, marketing campaigns, and more.

[Background Music: Building Momentum]

Narrator:

Our secret sauce? We're a network of expert marketers with full skillsets, based right here in the Midwest. We deliver top-tier agency-level work without those hefty agency-level bills -- fuss-free marketing that gets results.

[Background Music: Exciting Buildup]

Narrator:

From strategy to copy, design to web development, video production, and beyond, we've got it all harmonized, ready to make your small business build an audience and shine brighter than ever before.

[Background Music: Uplifting Crescendo]

Narrator:

For mid-sized businesses looking to outsource their marketing needs, we offer a solution that's more affordable, flexible, and lightning-fast than agencies or hiring full-time employees.

[Background Music: Inspiring Finale]

Narrator:

Join the fuss-free marketing revolution – crush your marketing goals without crushing your budget. Contact us today for a free 30-minute consultation!

[Background Music: End with a Memorable Jingle]

Narrator:

143 Berkley – Simplified marketing. Fast. Affordable. Awesome. Visit us at [143Berkley.com](http://143Berkley.com).  
1-4-3-B-E-R-K-L-E-Y.com.

[Background Music: Fade Out]

CRANG  
INTERNEY

## Ad 2 (60 seconds) - Mid-size business/ditch your agency focus

[Background Music: Upbeat, Energetic Tune]

Narrator (Friendly and Enthusiastic):

Keep putting marketing on the back burner for your mid-size business? It's a common cut to make in the short term, but how much business are you leaving on the table - especially if you've already invested time and money with an expensive agency? The solution: 143 Berkley!

[Background Music: Transition to a Catchy Melody]

Narrator:

We're the agile marketing partner you've been looking for, ready to provide quick turnarounds that align with your brand's vision. You've got a logo and brand guidelines? Fantastic! We'll harmonize your entire marketing portfolio to the new branding to ensure a consistent and polished image.

[Background Music: Building Momentum]

Narrator:

We're your local marketing superheroes, based right here in the Midwest. No more agency delays or inflated bills. We deliver agency-level results without their hefty costs.

[Background Music: Exciting Buildup]

Narrator:

Whether you need a website revamp, attention-grabbing promotional videos, marketing campaigns, or anything in between, we've got you covered with expert skills in strategy, copy, design, web development, video production, and more.

[Background Music: Uplifting Crescendo]

Narrator:

Mid-size business owners love outsourcing their marketing needs with us to enjoy a more affordable, flexible, and lightning-fast solution. No need to break the bank or hire full-time employees.

[Background Music: Inspiring Finale]

Narrator:

Join the fuss-free marketing revolution – crush your marketing goals without crushing your budget. Contact us today for a free 30-minute consultation!

[Background Music: End with a Memorable Jingle]

Narrator:

143 Berkley – Simplified marketing. Fast. Affordable. Awesome. Visit us at [143Berkley.com](http://143Berkley.com).  
1-4-3-B-E-R-K-L-E-Y.com.

[Background Music: Fade Out]

CRANG  
INTERNEY

### **Ad 3 (30 seconds) - Website services focus**

[Background Music: Upbeat, Energetic Tune]

Narrator (Friendly and Enthusiastic):

Your business's website is your first, second, third, hundredth impression for your potential customers. Is yours turning heads, in a good way? Make a good impression with 143 Berkley.

[Background Music: Transition to a Catchy Melody]

Narrator:

We're the quick, smart choice for website design, copywriting, SEO setup, and more. We'll help you get found by the right audience, communicate clearly, and convert visitors into customers.

[Background Music: Exciting Buildup]

Narrator:

Join the fuss-free marketing revolution and make your website work harder for you. Contact us today for a free 30-minute consultation.

[Background Music: End with a Memorable Jingle]

Narrator:

143 Berkley – Simplified marketing. Fast. Affordable. Awesome. Visit us at [143Berkley.com](http://143Berkley.com).  
1-4-3-B-E-R-K-L-E-Y.com.

[Background Music: Fade Out]

#### **Ad 4 (15 seconds) - Event/tradeshow focus**

[Background Music: Upbeat, Energetic Tune]

Narrator (Friendly and Enthusiastic):

Conferences and tradeshow are a big investment - are you seeing enough visitors turn into leads? Get the most from your next marketing event with 143 Berkley.

[Background Music: Transition to a Catchy Melody]

Narrator:

We specialize in booth design and messaging, cohesive collateral, and vendor management. Maximize your booth's ROI.

[Background Music: Exciting Buildup]

Narrator:

Get ahead of your next tradeshow -- contact us for a free 30-minute consultation.

[Background Music: End with a Memorable Jingle]

Narrator:

143 Berkley – Simplified marketing. Fast. Affordable. Awesome. Visit us at [143Berkley.com](http://143Berkley.com).  
1-4-3-B-E-R-K-L-E-Y.com.

[Background Music: Fade Out]

## **Ad 5 (15 seconds) - Collateral/design and copywriting ad**

[Background Music: Upbeat, Energetic Tune]

Narrator (Friendly and Enthusiastic):

Unlock your small/mid-size business's marketing power with 143 Berkley!

[Background Music: Transition to a Catchy Melody]

Narrator:

We craft compelling copy and eye-catching designs for print and digital materials – one-pagers, whitepapers, case studies, postcards, social media, infographics, and more!

[Background Music: Exciting Buildup]

Narrator:

Our skilled copywriters create engaging and persuasive content tailored to your brand's voice and audience and our expert graphic designers turn messages into visually stunning materials that make a lasting impact. Contact us today for a free 30-minute consultation.

[Background Music: End with a Memorable Jingle]

Narrator:

143 Berkley – Simplified marketing. Fast. Affordable. Awesome. Visit us at [143Berkley.com](http://143Berkley.com).  
1-4-3-B-E-R-K-L-E-Y.com.

[Background Music: Fade Out]

## **Ad 6 (30 seconds) - Targeted Ad for Mid-Larger Sized Businesses**

[Background Music: Energetic Beat]

Narrator (Confident and Engaging):

Hey Mid-Sized Business Owners! Tired of waiting months for marketing collateral? Meet your secret weapon – 143 Berkley!

[Background Music: Transition to a Driving Rhythm]

Narrator:

We're a local marketing network specializing in the middle space, for businesses like yours who don't want to break the bank hiring huge agencies for simple projects. We're the go-to for overflow projects, saving you time and money.

[Background Music: Building Momentum]

Narrator:

We cut costs and save the day with marketing overflow, copy, design, and more!

[Background Music: Exciting Buildup]

Narrator:

We work across any industry: from retail to insurance, from tech to industrial clients as well as real estate and nonprofits, B2C and B2B. Our clients come to us for efficient, on-brand graphic design, copy, and strategy needs.

[Background Music: Uplifting Crescendo]

Narrator:

143 Berkley bridges the gap between big agencies and your in-house team. Send us a project, and watch us turn it around with precision and style.

[Background Music: End with a Memorable Jingle]

Narrator:

143 Berkley – Simplified marketing. Fast. Affordable. Awesome.! Visit us at [143Berkley.com](http://143Berkley.com).  
1-4-3-B-E-R-K-L-E-Y.com.

[Background Music: Fade Out]



## **Ad 7 (90 seconds) - Comprehensive Marketing Solutions for Businesses**

[Background Music: Upbeat, Energetic Tune]

Narrator (Friendly and Enthusiastic):

In a world filled with noise, how can your mid-to-large-size business stand out without breaking the bank? Say hello to your marketing superheroes – 143 Berkley!

[Background Music: Transition to a Catchy Melody]

Narrator:

Tired of waiting months for marketing collateral? 143 Berkley is your new secret weapon! We're a local marketing network bridging the gap between high agency costs and wait times and quick, polished, on-brand projects to keep your business moving.

[Background Music: Building Momentum]

Narrator:

Picture this scenario – a client faced a sudden rebrand on a tiny budget, but they didn't panic. They came to 143 Berkley! We handled their marketing overflow, copy, and design, and saved them a fortune. Imagine what we could do for you!

[Background Music: Exciting Buildup]

Narrator:

We work across any industry: from retail to insurance, from tech to industrial clients as well as real estate and nonprofits, B2C and B2B. Our clients come to us for efficient, on-brand graphic design, copy, and strategy needs.

[Background Music: Uplifting Crescendo]

Narrator:

Many of our clients all start with big agencies for their initial brand guides. But when they get tired of high rates and slow work, they turn to us for the day-to-day graphic design and copy needs every business needs.

[Background Music: Building Momentum]

Narrator:

Instead of a traditional agency, we're a network of marketing experts who can work quickly and efficiently -- we're even the go-to team for startups. While the big agencies fuss about packaging sizes, we're knocking out web mockups, email designs, social content, and ads.

[Background Music: Exciting Buildup]

Narrator:

What sets us apart? We're quick studies. You send us a project, and after some quick discovery, we deliver exactly what you need: on-brand, polished, and lightning-fast – that's our promise.

[Background Music: Uplifting Crescendo]

Narrator:

143 Berkley bridges the gap between big agencies and your in-house team. Send us a project, and watch us turn it around with precision and style.

[Background Music: End with a Memorable Jingle]

Narrator:

143 Berkley – Simplified marketing. Fast. Affordable. Awesome. Visit us at [143Berkley.com](http://143Berkley.com).  
1-4-3-B-E-R-K-L-E-Y.com.

[Background Music: Fade Out]