

## A Wrightwell copywriting case study

# Scripting videos to enable education choices



### The client's project

A group offering nursery education needed to find a way to show prospective parents around their locations when actual visiting wasn't possible due to Covid-19 restrictions.

Parents naturally want to know that their children will not only be safe in the care of a nursery, but that they will feel cherished, make friends and spend the day in a wide range of

fun and educational activities. The nursery group meets all these needs, but it was a new challenge to demonstrate their offering online.

## **The challenge**

The group had invited an excellent video professional to create films showing the various rooms and equipment at the nurseries. They also filmed children enjoying the activities with the teachers. What they now needed were scripts to run with the videos. These were to be voiced by children, so needed to sound natural for a 4-year-old.

## **My approach**

This was quite a challenge. The good news was that sufficient life experience meant that I could still step into the shoes of a young child to balance using their language with providing information.

We decided that this needed to be fun. So I wrote the scripts that:

- Invited the viewer into the school and talked directly to them throughout the film
- Created a story for the day that included naming the classmates and explored their characters
- Let the child be the helpful instructor, offering explanations and showing concern for their visitor
- Demonstrated the care and fondness between the children and the teachers
- Aimed to amuse as well as inform the viewer, but in a way that was kind to all participants

Timing is vital on a video, and the script needs to match the various scenes throughout the precious moments we have available to tell a story.

That meant taking note of when each scene changed and writing words to fit. With a very tight deadline, I worked to create a script that could easily be trimmed or reorganised as the voiceover was matched to the film.

A challenging task, but a hugely enjoyable one.

Photo by [Markus Spiske](#) on [Unsplash](#)

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*I'm Kathy Lawrence and I'm a hugely experienced copywriter working directly with clients and agencies across a wide range of B2B and B2C industries. Do get in touch to find out how I can help your business with its marketing words at [kathy@wrightwell.com](mailto:kathy@wrightwell.com).*

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