

C O P P

Y W W R I

T I N G S

A M P L E S

B Y C R A I G

O ' D O N N E L L Y

F O R M O T I O N

P I C T U R E A D V E R T

I S I N G

Craig O'Donnelly  
Copywriting Samples

20th Century Fox

*Marley & Me*

“Brought Home”

VO: FROM THE MOMENT THEY BROUGHT HIM HOME,  
MARLEY  
WAS OUT OF CONTROL,  
AND IMPOSSIBLE TO DEAL WITH.  
BUT FOR THE GROGAN FAMILY,  
THEY WOULDN'T HAVE MARLEY...  
ANY OTHER WAY.

**MARLEY & ME**

**RATED PG.**

20th Century Fox

*Marley & Me*

“Holiday Event”

VO: THERE ARE GOOD DOGS,  
THERE ARE BAD DOGS,  
AND THEN THERE'S...  
MARLEY.

OWEN WILSON

JENNIFER ANISTON

**MARLEY & ME**

**RATED PG.**

20th Century Fox

*Marley & Me*

“Double Trouble”

VO: 20TH CENTURY FOX PRESENTS

A COMEDY ABOUT TWO LOVABLE MUTTS.

A DAD,

AND HIS DOG.

OWEN WILSON

JENNIFER ANISTON

**MARLEY & ME**

**RATED PG.**

20th Century Fox

*Night at the Museum 2: Battle of the Smithsonian*

“Make History”

VO: THIS MEMORIAL DAY  
SECURITY GUARD LARRY DAILEY... IS BACK!

NOW, HE'LL HAVE TO MAKE HISTORY...

OR BREAK IT,

IN A SINGLE NIGHT.

THE STUDIO THAT BROUGHT YOU *MARLEY & ME*

THROWS YOU ANOTHER BONE.

(Larry throws bone to Dinosaur)

**NIGHT AT THE MUSEUM 2: BATTLE OF THE SMITHSONIAN**

**RATED PG.**

20th Century Fox

*Night at the Museum 2: Battle of the Smithsonian*

“Elite Guard”

VO: THIS MEMORIAL DAY,  
THE NATION'S GREATEST SECURITY THREAT EVER...  
WILL REQUIRE ITS BEST,  
ITS BRIGHTEST,  
AND ITS MOST ELITE GUARD...  
TO TAKE CHARGE.  
... *THIS* GUY.

**NIGHT AT THE MUSEUM 2: BATTLE OF THE SMITHSONIAN**

**RATED PG.**

20th Century Fox

*Night at the Museum 2: Battle of the Smithsonian*

“Smackdown!”

*MX: Carmina Burana*

*VO: THIS MEMORIAL DAY,  
GET READY... TO RUMBLE!*

LARRY THE GUARD VERSUS -

LAST STAND (General Custer)

WRONGWAY (Amelia Earheart)

KA MUN RA

THE THINKER

HONEST ABE

IVAN THE TERRIBLE

AND... (General Custer tries to pronounce *Sacajeweah*)

IN A *SMACKDOWN*...

THAT WILL *GO DOWN*...

IN HISTORY!

**NIGHT AT THE MUSEUM 2: BATTLE OF THE SMITHSONIAN**

**RATED PG.**

20th Century Fox

*Reno 911: Miami The Movie*

“Right Stuff”

VO: IN MIAMI'S TIME OF NEED...  
THESE EIGHT HEROES FROM RENO,  
WILL FIND THE COURAGE...  
THE GUTS...  
AND THE RIGHT STUFF,  
TO FAIL...  
WHERE OTHERS HAVE TRIUMPHED.

**RENO 911: MIAMI. THE MOVIE**

**RATED R.**



Fox Walden

*Mr. Magorium's Wonder Emporium*

“Imagine”

VO: THIS HOLIDAY SEASON,

IMAGINE...

ALL THE WONDER,

THE MAGIC,

ALL THE FUN,

AND ALL THE MAGIC,

THAT'S IN STORE

AT...

**MR. MAGORIUM'S WONDER EMPORIUM**

**RATED PG-13.**

Alla Prima Productions

*Local Color*

Trailer Script

CARDS: ALL JOHN TALIA WANTED  
WAS TO PAINT.

ALL NICOLAI SEROFF WANTED...

WAS TO BE LEFT ALONE.

A FILM BY GEORGE GALLO

SOMETIMES TO SEE LIFE CLEARLY...

YOU HAVE TO OPEN MORE

THAN YOUR EYES.

**LOCAL COLOR**

INSPIRED BY A TRUE STORY

Strongheart Pictures

*The Education of Charlie Banks*

Trailer Script #1

VO: CHARLIE BANKS NEVER KNEW  
WHAT HIS LIFE WAS SUPPOSED TO BE  
UNIL HE SAW...  
WHAT HE DIDN'T WANT TO BECOME.

MICK LEARY NEVER BELIEVED  
THAT WHAT HE WANTED FROM LIFE,  
HE COULDN'T GET  
ONE WAY... OR ANOTHER.

STRONGHEART PICTURES PRESENTS  
A CAUTIONARY TALE ABOUT FRIENDSHIP,  
BETRAYAL,  
LOVE,  
AND MURDER.

SOMETIMES YOUR BEST TEACHER  
CAN BE YOUR WORST ENEMY.

**THE EDUCATION OF CHARLIE BANKS**

Motive Marketing

*There Be Dragons*

Trailer Script 1

CARDS: SPAIN, 1936

A COUNTRY DIVIDED BY WAR

TWO FRIENDS DIVIDED BY BELIEF

ONE BY HATE

THE OTHER BY FAITH

FROM ROLAND JOFFE'

THE DIRECTOR OF "THE MISSION"

AND "THE KILLING FIELDS"

COMES THE EPIC HISTORY OF TWO REVOLUTIONS

BASED ON A TRUE STORY.

EVERY SAINT HAS A PAST,

EVERY SINNER, A FUTURE.

AND IN EACH ONE OF US...

THERE DWELLS A PLACE WHERE...

**THERE BE DRAGONS**

Motive Marketing

*There Be Dragons*

Trailer Script 2

*CARDS:* TWO FRIENDS

SEPARATED BY TRAGEDY

A COUNTRY

TORN APART BY HATE

A MAN

COMPELLED BY FAITH

*VO:* FROM ROLAND JOFFE

THE DIRECTOR OF "THE MISSION" AND "THE KILLING FIELDS"

COMES THE UNTOLD STORY OF *OPUS DEI*,

A MAN DESTINED TO BECOME A SAINT,

AND THE SINNER DETERMINED TO DESTROY HIM.

CHARLIE COX

WES BENTLEY

**THERE BE DRAGONS**

Motive Marketing

*There Be Dragons*

Trailer Script 3

VO: TWO FAMILIES SEPARATED BY FORTUNE

TWO FRIENDS THAT WILL GROW APART

ONE WILL FIND A CALLING,

THE OTHER WILL LOSE HIS SOUL.

FROM ROLAND JOFFE,

THE DIRECTOR OF "THE MISSION" AND "THE KILLING FIELDS"

COMES A TRUE STORY OF FAITH...

DEVOTION...

AND COURAGE.

IN EVERY REVOLUTION - THERE IS HOPE.

IN EVERY WAR, THERE ARE CASUALTIES.

FOR EVERY LIFE...

THERE IS A DESTINY.

**THERE BE DRAGONS**

Motive Marketing

*There Be Dragons*

Trailer Script 4

VO: TWO FAMILIES SEPERATED BY FORTUNE

TWO FRIENDS THAT WILL GROW APART

ONE WILL FIND A CALLING,

THE OTHER WILL LOSE HIS SOUL.

FROM ROLAND JOFFE,

THE DIRECTOR OF “THE MISSION” AND “THE KILLING FIELDS”

COMES A TRUE STORY OF FAITH...

DEVOTION...

AND COURAGE.

CHARLIE COX

WES BENTLEY

**THERE BE DRAGONS**

Two Camels Entertainment

*B-Girl*

Trailer Script

VO: ANGEL SANTIAGO HAD ALL THE RIGHT MOVES

UNTIL FATE...

STEPPED IN

AND CHANGED HER LIFE... FOREVER.

NOW, SHE'LL HAVE TO BREAK FROM THE PAST...

LEARN A NEW STYLE...

STEP IT UP,

AND DISCOVER WHAT IT TAKES

TO BE YOURSELF.

CARDS: THIS SUMMER

DANCE YOUR LIFE

BARE YOUR SOUL

BE YOURSELF.

**B-GIRL**

JUST BE.