

WHAT IS and is **NOT** Considered Corporate Narration Material

©2012 ~ Tim Keenan – Creative Media Recording

Corporate Narration includes:

Aerospace

Automotive

- a) sales training
- b) service training
- c) consumer education
- d) consumer outreach
- e) tradeshow POP*

Computer eLearning

Employee Benefits Programs

Financial

Food Safety Training

Food Service Training

Government - Citizen Outreach:

Includes: Local, State, County,
Federal, Special Districts, Water
Districts, Sewer Districts,
Transportation Agencies

Insurance

Medical

- a) employee training
- b) continuing education:
physicians, nurses, techs, etc
- c) consumer health education

Military - promotional & training

Phone Prompts and IVR's

Real Estate Profiles

RETAIL POP*: e.g. home improvement
stores, department stores, food
markets, cosmetic counters, etc.

Step by Step Installation

(generally limited to big ticket items)

Technology Market - Incl. medical equip.,
computer hardware, computer software

Tradeshow POP* (all subjects)

Travel Incentive (corporate)

Videogame promotional POP*

Utilities - Customer Outreach:

Gas, Electric, Water, Phone, Internet

*point of purchase

Narration samples should **NOT** include:

Obvious Commercials

Direct Response/Infomercials

Books on Tape

Children's Stories

Plays or Dramatic Reads

Character Samples

Animation Samples

Nature Documentaries

Travelogues

Historical Documentaries

Bible Verses

Relaxation Exercises

Consumer Installation Manual

Sports Play-by-Play

Making the Most of Corporate Narration Projects

©2012 ~ Tim Keenan - Creative Media Recording

Notes & Doodles