

UGC Brief 01: Timeless Silver

For the creator and the editor. Everything you need to shoot and cut this ad is on this page.

1. The offer

BRAND ABC PRODUCT. A handmade shampoo bar and conditioner bar formulated for mature hair, targeting thinning, frizz and dullness caused by hormonal change. \$34.99, down from \$39.99. One bundle lasts 75 to 90 washes, which is the equivalent of three bottles of shampoo and three bottles of conditioner. Handmade in the USA. No SLS, silicones or parabens. Refund any time if she does not love it.

2. Destination URL

[BRAND ABC PRODUCT landing page URL]

3. The concept, in one sentence

A woman who stopped coloring her gray discovers that the problem was never the gray, it was that she was still washing it with shampoo built for the hair she used to have.

4. The format

UGC selfie video. Hand held, front camera, one continuous person to camera with cutaways.

- 9:16 vertical, 1080 x 1920.
- 35 to 45 seconds.
- Shot in a real bathroom and a real bedroom or hallway. Daylight. No ring light, no studio, no tripod perfection. Slight handheld wobble is correct.
- Burned-in captions on every single line, non negotiable. Around 80 to 85% of viewers watch on mute.
- No on-screen graphics beyond captions until the final two seconds.

5. The five hooks

Shoot all five. Each becomes its own ad on the same body, so shoot them back to back in the same setup, same outfit, same location.

Hook A, avatar call-out. 0:00 to 0:05

"So you finally stopped coloring it. And nobody warned you what gray hair actually feels like."

Delivered slightly wry, like she is talking to a friend who just did the same thing. She is running her fingers through it as she says it.

Hook B, contrarian. 0:00 to 0:06

"Everyone kept telling me to embrace my gray. Not one person told me the gray was never the problem."

A beat of silence after "problem" before the body starts. She is holding eye contact with the lens.

Hook C, demonstration. 0:00 to 0:06

"This is what my hair does now. On its own. I have not touched a blow dryer since March." She flips her hair forward and lets it fall while she says it. The visual is the hook, the line is

support. Shoot this one last, when her hair has settled.

Hook D, curiosity. 0:00 to 0:06

"There's a reason gray hair looks amazing on some women and rough on others, and it's not genetics."

She is looking at herself in the mirror, not the lens, running her fingers through her hair. Beat of silence before the body starts.

Hook E, big proof. 0:00 to 0:06

"This company started with five hundred dollars in 2018. Today it's the shampoo bar over six thousand women past 50 swear by."

She is holding both bars up, turning them once. Specific numbers, said in full. This one leans on the brand's own mission stat rather than a hair claim, which keeps it furthest from the claim ceiling in section 9.

6. The script

Body is identical across all five hooks. Cut five versions.

Beat	Line
Hook	<i>[Any of the hooks from section 5]</i>
Problem	"For about three years I fought it. Colour every five weeks, and in between it was dry, wiry, frizzy. It just sat there."
Relief	"Then someone explained it to me and I honestly felt stupid for not knowing."
Mechanism	"After menopause your scalp makes less oil. So the strand comes out drier and coarser than it used to. I wasn't doing anything wrong. I was using shampoo made for hair I don't have any more."
Solution	"These are shampoo and conditioner bars made for mature hair. Coconut oil and vitamin E for the dryness. Cocoa butter and shea for the scalp. Blueberry extract for growth."
Differentiator	"No SLS, no silicones. Nothing coating it to fake the shine."
Proof	"This is air dried. No blow dryer, no product. And the compliments I get now are not 'you look great for your age.' They're 'what do you do to your hair.'"
Offer	"One bundle is 75 to 90 washes. That's three bottles of shampoo and three of conditioner for thirty five dollars."
CTA	"And if you don't love it they refund you. Link's below."

7. Shot list

Left column is what she says and what appears on screen. Right column is what the viewer is looking at while she says it.

Spoken line and on-screen text	What the viewer sees
Hook line (<i>caption: full line, large, bottom third</i>)	Hooks A and B: close selfie, chest up, real bathroom, daylight from a window off to one side, straight to the lens. Hook C: same framing, but she flips her hair forward and lets it fall as she speaks. Hook D: turned toward the bathroom mirror, phone catching her reflection rather than a straight selfie, fingers through her hair. Hook E: close selfie, both bars held up and turned once in front of the lens.
"For about three years I fought it. Colour every five weeks, and in between it was dry, wiry, frizzy. It just sat there."	Cut to her holding a section of hair out sideways at eye level, letting it drop. Then a two second close on the ends. Unflattering on purpose.
"Then someone explained it to me and I honestly felt stupid for not knowing."	Back to selfie. Small shrug and a half laugh. Keep this one shot, no cut.
"After menopause your scalp makes less oil. So the strand comes out drier and coarser than it used to."	Stay on her face. No graphic, no diagram. This line lands because a person says it, not because a chart appears.
"I wasn't doing anything wrong. I was using shampoo made for hair I don't have any more." (<i>caption emphasis on this line, one size up</i>)	Slow push in, or she simply leans a few inches closer to the lens.
"These are shampoo and conditioner bars made for mature hair."	Cut to both bars in her hand over the sink, turning them so the flecked texture catches the light. Five seconds, unhurried.
"Coconut oil and vitamin E for the dryness. Cocoa butter and shea for the scalp. Blueberry extract for growth."	Three quick cuts, roughly two seconds each: bar under running water; thick lather in her palm; the conditioner bar drawn once down a length of wet hair. On-screen text pops each ingredient as she names it, and nothing else.
"No SLS, no silicones. Nothing coating it to fake the shine."	The bar resting on the wooden tray by the sink, next to a plastic shampoo bottle pushed slightly out of frame. Do not label the bottle.
"This is air dried. No blow dryer, no product."	Bedroom or hallway, different light from the bathroom so it reads as a different day. She walks past a mirror and turns her head once. Natural movement, not a hair advert flick.
"And the compliments I get now are not 'you look great for your age.' They're 'what do you do to your hair.'"	Back to selfie, and she is smiling by the end of this line. This is the emotional peak of the ad, hold on her face.

Spoken line and on-screen text	What the viewer sees
"One bundle is 75 to 90 washes. That's three bottles of shampoo and three of conditioner for thirty five dollars."	Both bars on a clean surface beside three shampoo bottles and three conditioner bottles, so the maths is visible without being explained. On-screen text: 75-90 washes.
"And if you don't love it they refund you. Link's below."	Selfie, casual, she is already half turning away. End card, two seconds: product pack shot, "BRAND ABC PRODUCT", "Refund any time", BRAND ABC logo.

8. Asset list

To shoot

1. Five hook takes, same setup, back to back.
2. Full body performance to camera, bathroom, one clean take plus one safety.
3. B-roll: hair held out sideways and dropped, close on dry ends.
4. B-roll: both bars in hand, turning.
5. B-roll: bar under running water.
6. B-roll: lather in palm, close.
7. B-roll: conditioner bar drawn down wet hair.
8. B-roll: bar on the wooden tray beside a plastic bottle.
9. B-roll: air dried hair, different room, different light, walking past a mirror.
10. B-roll: the six bottles beside the two bars, static, clean surface.

From the client

- Product pack shot for the end card.
- BRAND ABC logo file.
- Brand font.

In the edit

- Burned-in captions, every line.
- Ingredient text pops on the three-cut ingredient sequence only.
- "75-90 washes" text on the bottle comparison shot.
- End card, two seconds.

9. Hard constraints

These are not preferences. An ad that breaks one of them does not run.

1. **Do not say "stops thinning", "stops hair loss", "regrows hair" or any version of those.** The brand publishes "reduces hair loss", "promotes growth" and "less fall out". Stay at or below that. This is a Meta compliance line as much as a client one.
2. **No before and after framing anywhere in this ad.** No split screens, no "day 1 / day 60", no labelled transformation. Meta reads that as an implied promise on a personal attribute and it can cost the ad account. The air dried shot is a demonstration of the product, not a comparison against a past state.
3. **No medical or health context.** No mention of illness, treatment, medication or any condition. Menopause is fine and the brand names it on its own page. Nothing else is.
4. **No specific personal result claims.** "My hair grew two inches" or "I lost 50% less hair" does not go in this script even if the creator says it is true, unless she is a genuine verified customer and the client has her sign off in writing. See section 10.
5. **Captions on every line.** No exceptions.
6. **Keep the polish off.** No ring light, no colour grade, no music bed under the whole thing. If it looks like an ad it dies.

10. Reference

Primary reference, the ad this concept comes from. BRAND ABC static ad, Meta Library ID [on request]. Take the *tone* from it: gray as something with presence rather than something to apologise for, warm and unhurried, the four benefit lines stacked as aspiration. Do not take the structure, a static's job and a video's job are different.

Style reference for the shoot: the reference ad's black and white portrait sets the mood, but shoot this in colour. The gray has to read as silver, and it cannot do that in monochrome.

UGC Brief 02: The Drain Test

For the creator and the editor. Everything you need to shoot and cut this ad is on this page.

1. The offer

BRAND ABC PRODUCT. A handmade shampoo bar and conditioner bar formulated for mature hair, targeting thinning, frizz and dullness caused by hormonal change. \$34.99, down from \$39.99. One bundle lasts 75 to 90 washes, the equivalent of three bottles of shampoo and three bottles of conditioner, roughly \$5.83 a bottle. Handmade in the USA. No SLS, silicones or parabens. 6,126 reviews at 4.9. Refund any time if she does not love it.

2. Destination URL

[BRAND ABC PRODUCT landing page URL]

3. The concept, in one sentence

She shows the two things every woman with thinning hair actually checks, the shower drain and her hairbrush, then shows the bar that changed what she finds there and exactly how she uses it.

4. The format

UGC selfie video, demonstration led. Hand held, filmed across a real shower routine.

- 9:16 vertical, 1080 x 1920.
- 40 to 50 seconds. This one is allowed to run longer than Brief 01 because the demonstration is the ad.
- Filmed in a real bathroom, over at least two separate days so the light and the outfit change. It has to look like a routine, not a shoot.
- Burned-in captions on every line, non negotiable.
- **The bathroom must be genuinely lived in.** Other people's products visible, a towel that is not folded. A staged bathroom kills this concept faster than a bad line.

5. The five hooks

Shoot all five, same setup, back to back.

Hook A, demonstration. 0:00 to 0:06

"This is my shower drain. I've been washing my hair with a bar of soap for a month."
She is crouched, phone pointed down at a clean or near-clean drain. She says it flatly, no

salesmanship. The visual is doing everything.

Hook B, big proof. 0:00 to 0:06

"Six thousand one hundred and twenty six women have reviewed this thing. It's still sitting at four point nine."

She is holding the two bars up to the lens as she says it. Specific number, said in full, not rounded. A round number sounds guessed and a counted one sounds counted.

Hook C, curiosity. 0:00 to 0:07

"There is one reason your hair started thinning in your fifties, and it has nothing to do with your shampoo being too harsh."

Straight to camera, no product in frame. Payoff arrives at the mechanism beat, not before.

Hook D, avatar call-out. 0:00 to 0:06

"So you check the shower drain every time now. Before you even reach for a towel."

Crouched by the drain, matter of fact, not sales-y. Same indirect call-out move as Brief 01's Hook A, aimed at the behaviour rather than the identity.

Hook E, contrarian. 0:00 to 0:06

"Everyone told me to switch to a gentler shampoo. Turns out the bottle was never the problem."

Holding up an old plastic bottle, then setting it down and pushing it out of frame on the word "bottle."

6. The script

Body is identical across all five hooks. Cut five versions.

Beat	Line
Hook	<i>[Any of the hooks from section 5]</i>
Problem	"Every wash used to be a handful. In the drain, in the brush, on the pillow. My ponytail got so thin I was clipping extensions in to fake the volume."
Mechanism	"It isn't your styling and it isn't damage. Estrogen drops, your growth cycle slows, and the strands come in finer and start snapping."
Solution	"So I stopped buying shampoo in a bottle. This is a shampoo bar and a conditioner bar, made for mature hair."
Demo, step 1	"Wet your hair. Three swipes across the top, one down the length. And it lathers, which is the bit I didn't believe."
Demo, step 2	"Conditioner bar, mid length down, twice. Rinse. That's the whole thing."
Objection	"I'd tried bars before. They left my hair feeling like straw and never quite clean. This one doesn't, because there's no SLS and no silicone sitting on top of it."
Ingredients	"Blueberry extract to promote growth. Cocoa butter and shea for less fall out. Wheat germ oil so it stops breaking off."

Beat	Line
Payoff	"And about six weeks in, I found these. Little hairs, standing straight up all over my part. I look ridiculous. I do not care."
Value	"One bundle is 75 to 90 washes. Three bottles of shampoo, three of conditioner, for thirty five dollars."
CTA	"Refund any time if you hate it. Link below."

7. Shot list

Spoken line and on-screen text	What the viewer sees
Hook line (<i>caption: full line, bottom third</i>)	Hook A: phone pointed down at the shower drain, her hand entering frame to point at it, wet tiles. Hook B: both bars held to the lens, bathroom behind her. Hook C: selfie, chest up, no product visible. Hook D: shares Hook A's exact setup, crouched at the drain. No new shot required, same take can likely serve both if the line delivery differs enough, otherwise shoot it twice back to back. Hook E: selfie, her hand holding an old, visibly used plastic shampoo bottle up to the lens, then setting it down and pushing it out of frame on the word "bottle."
"Every wash used to be a handful. In the drain, in the brush, on the pillow."	Three cuts, roughly one and a half seconds each: a hairbrush turned bristles-up, hair visibly wound through it; a hand lifted off a wet shower wall; a pillow in morning light. No hair loss should be dramatised or added. Film what is actually there.
"My ponytail got so thin I was clipping extensions in to fake the volume."	Her gathering her hair into a ponytail at the back of her head, holding it, letting it go. Filmed from behind over her shoulder into a mirror.
"It isn't your styling and it isn't damage. Estrogen drops, your growth cycle slows, and the strands come in finer and start snapping."	Straight to camera, selfie, no cutaway. Let her say it. This is the payoff for Hook C, so this beat must not be trimmed in the Hook C cut.
"So I stopped buying shampoo in a bottle. This is a shampoo bar and a conditioner bar, made for mature hair."	Both bars set down on the sink edge, in shot with a plastic bottle she pushes out of frame with one finger.
"Wet your hair. Three swipes across the top, one down the length."	The hero sequence, give it room. In-shower or over the sink, hair wet, actually doing it. Real hands, real water. Count the swipes so the viewer can follow.

Spoken line and on-screen text	What the viewer sees
"And it lathers, which is the bit I didn't believe."	Close on the lather building in her hair, five seconds unbroken, no cut. This shot answers the biggest objection in the category and it should be the longest single shot in the ad.
"Conditioner bar, mid length down, twice. Rinse. That's the whole thing."	Conditioner bar drawn down a length of wet hair twice, then water running clear.
"I'd tried bars before. They left my hair feeling like straw and never quite clean."	Back to selfie, hair now dry, different day, different top. A slight eye roll on "straw".
"This one doesn't, because there's no SLS and no silicone sitting on top of it."	Stay on her. On-screen text: No SLS. No silicones. No parabens.
"Blueberry extract to promote growth. Cocoa butter and shea for less fall out. Wheat germ oil so it stops breaking off."	Three quick cuts on the bar itself, close enough to see the texture, rotating in daylight. Each ingredient pops on screen as she names it.
"And about six weeks in, I found these. Little hairs, standing straight up all over my part."	The money shot. Very close, phone almost touching her head, parting her hair with two fingers under real daylight so the short new hairs catch the light and stand out against the length. She is turning her head to find the light. Shoot this handheld and shoot a lot of it.
"I look ridiculous. I do not care."	Pull back to her face. She is laughing. Do not cut away from this.
"One bundle is 75 to 90 washes. Three bottles of shampoo, three of conditioner, for thirty five dollars."	The two bars on a clean surface beside three shampoo bottles and three conditioner bottles. On-screen text: 75-90 washes. \$34.99.
"Refund any time if you hate it. Link below."	Selfie, casual. End card, two seconds: pack shot, "6,126 reviews. 4.9 stars.", "Refund any time", BRAND ABC logo.

8. Asset list

To shoot

1. Five hook takes, same setup, back to back.
2. Hook E prop shot: her hand holding an old, visibly used plastic shampoo bottle up to the lens, then setting it down and pushing it out of frame.
3. Full body performance to camera, two clean takes.
4. B-roll: shower drain, clean.
5. B-roll: hairbrush bristles up.
6. B-roll: hand off a wet shower wall.
7. B-roll: pillow, morning light.
8. B-roll: ponytail gathered and released, mirror, over the shoulder.
9. B-roll: bars set down beside a plastic bottle.
10. **Hero: the full wash routine**, swipes across the top and down the length.
11. **Hero: lather building**, five seconds unbroken, close.

12. B-roll: conditioner bar down wet hair, twice.
13. B-roll: water running clear.
14. B-roll: bar rotating in daylight, three angles, close on texture.
15. **Hero: the part-line close up**, new short hairs catching daylight. Shoot at least two minutes of coverage on this, it is the hardest shot in the brief and the most important.
16. B-roll: two bars beside six bottles.

From the client

- Product pack shot for the end card.
- BRAND ABC logo file.
- Brand font.
- **Written confirmation of the "280,000+ bundles sold" figure before it can be used anywhere.** It is not on the site. It is not in this script for that reason. See section 9.

In the edit

- Burned-in captions, every line.
- Ingredient text pops.
- "No SLS. No silicones. No parabens."
- "75-90 washes. \$34.99."
- End card with the review count.

9. Hard constraints

These are not preferences. An ad that breaks one of them does not run.

1. **Do not say "stop thinning", "stop hair loss" or "stops fall out".** The reference ad this concept comes from uses "Stop Fall Out" and "Stop thinning". The brand's own site publishes *reduces hair loss, less fall out, promotes growth*. Stay at that level. This one matters more on this brief than on Brief 01 because this concept lives closer to the claim.
2. **No before and after.** No split screen, no day counter, no labelled comparison, no "here's my hair in January". The drain shot and the part-line shot are present-tense demonstrations of a current state, and they must be filmed and captioned that way. Meta reads a labelled hair transformation as an implied promise on a personal attribute and it can cost the account.
3. **Do not dramatise the hair loss.** Film the brush and the drain as they actually are. Adding hair to a shot to make the problem look worse turns a demonstration into fabricated evidence.
4. **No medical or health context.** No illness, no treatment, no medication, no condition. Menopause and estrogen are fine, the brand names both on its own page. Nothing beyond that.
5. **"6,126 reviews at 4.9" is the only social proof number in this ad.** It is verifiable on the product page today. Do not substitute a units-sold figure, and do not round the review count.
6. **Captions on every line.** No exceptions.

10. Reference

Primary reference, the ad this concept comes from. BRAND ABC static ad, Meta Library ID [on request]. Keep its angle exactly: three named problems, each answered by a named ingredient, backed by hard proof. What changes is that the video proves the three problems instead of listing them.

Two things deliberately left out of this brief, both from that ad. "SOLD OUT 9 TIMES" and "Over 280,000+ bundles sold" appear nowhere on BRAND ABC's website. Neither is in this script. If the client confirms both in writing, the units figure is a strong replacement for the review count in Hook B.