

Four briefs, *three apps*

Daria Svidetska · October 2026

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 magnet

TASK 01 · TIKTOK UGC

Keep it *between us*

 HARNA

TASK 02 · FACEBOOK ADS

The 9-woman
workout collage

 AUTODOC

TASK 03 · META ADS

The **click**

 AUTODOC

TASK 04 · BRIEF FOR THE UGC
CREATOR

Creator brief:
the click

Keep it between us

Anonymous-first dating, where you chat first and photos unlock only if both people agree.

TikTok

UGC, 9:16

About 24 s

Burned-in captions

Men 25+



 magnet

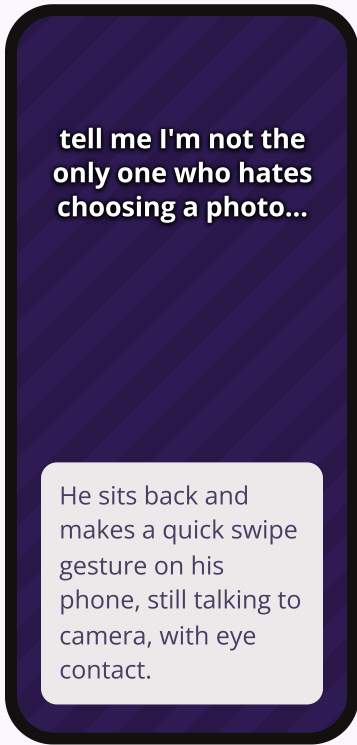
Keep it between us.

Download Magnet

The ad · about 24 s



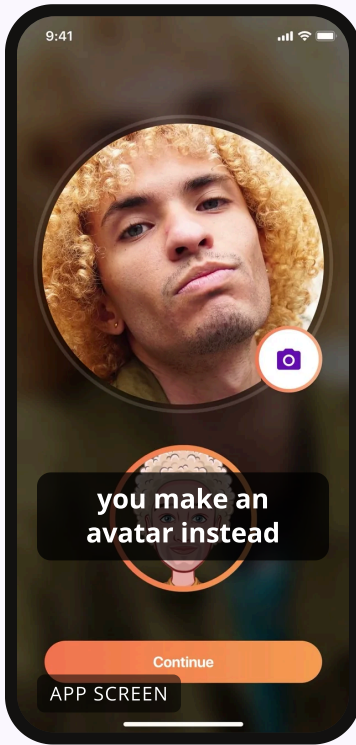
0:00–0:03
Hook · the whisper



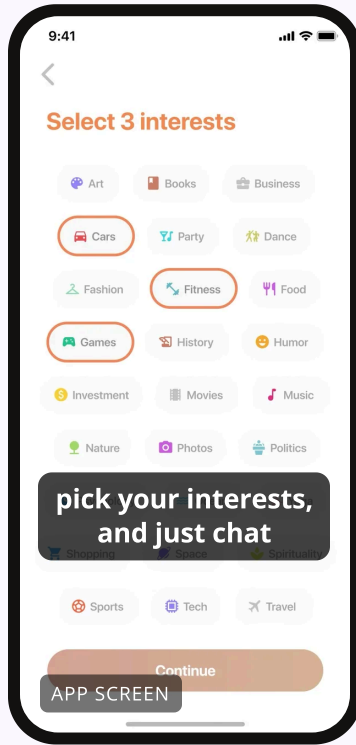
0:03–0:08
The frustration



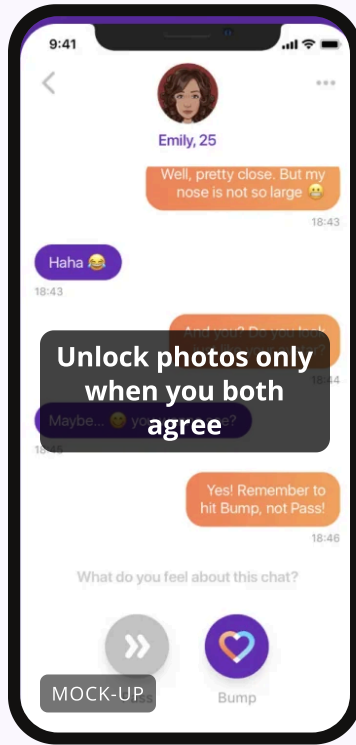
0:08–0:21 · 1/4
The photo problem



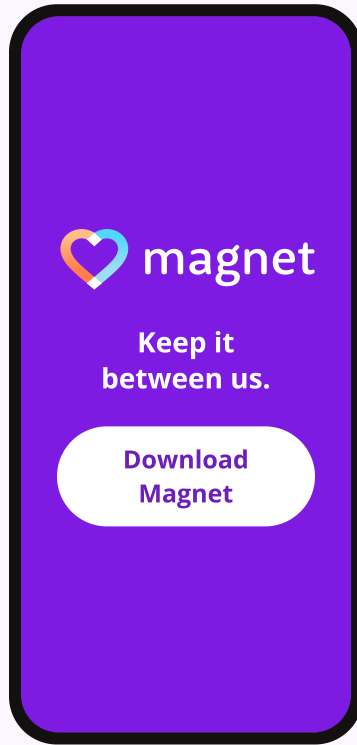
0:08–0:21 · 2/4
Make an avatar



0:08–0:21 · 3/4
Pick interests, chat



0:08–0:21 · 4/4
Photos only if you both agree



0:21–0:24
CTA · whisper again

Why it will convert

1. Capitalizes on proven search intent: "anonymous app".
2. Directly addresses audience pain points. In 24 seconds the video names a familiar frustration (choosing a photo, judging, and being judged on one photo) and shows the fix in real app footage.
3. The whisper hook interrupts the scroll and matches the "anonymous app" search intent. The avatar sets Magnet apart from standard swipe apps.

[Read the full brief →](#)

THE HOOK

0-3 s

The whisper

He leans in, finger to lips: "Anonymous dating app...?"



TIKTOK · @WORDSATWORK

The whisper as a hook

HARNA

TASK 02 FACEBOOK ADS

The 9-woman workout collage

One screen, nine different women, nine different workouts, and a single answer to "which one do I do?": Harna plans for you.

Facebook + Instagram

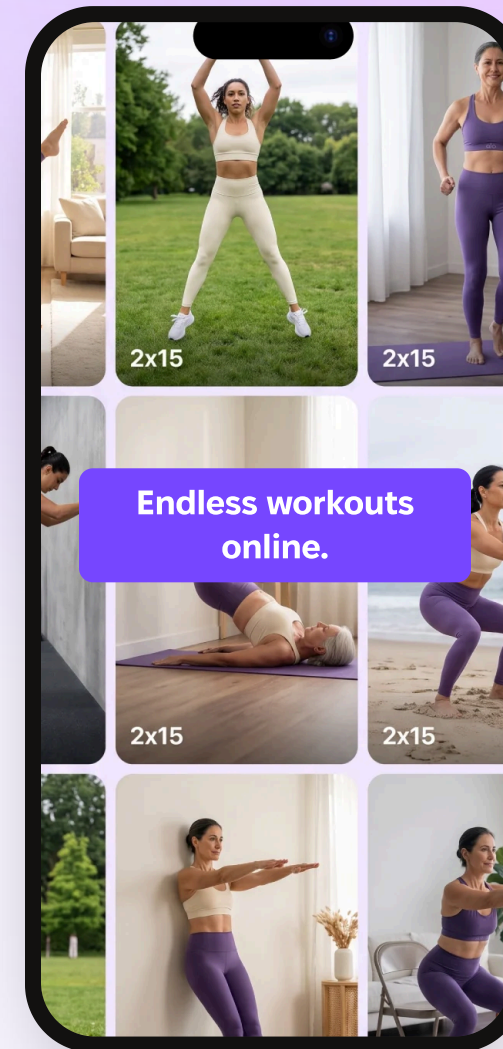
Motion graphics + app UI

25 s, 15 s, 6 s

Sound-off first

App installs

Women 25+, core 30–50

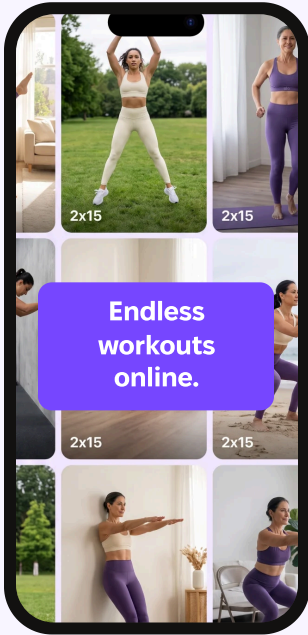


HARNA

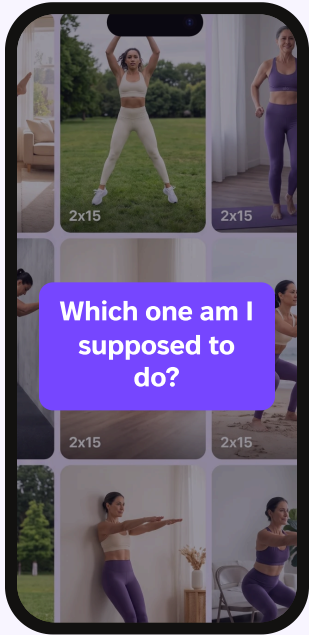
Your plan, picked
for you.

Download Harna

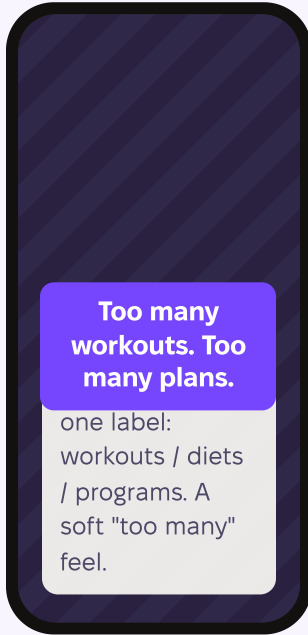
The ad · 25 s



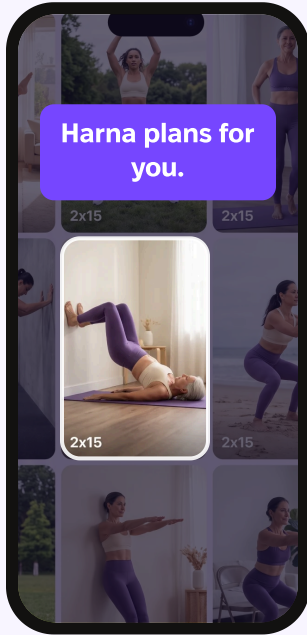
0:00
Nine workouts
at once



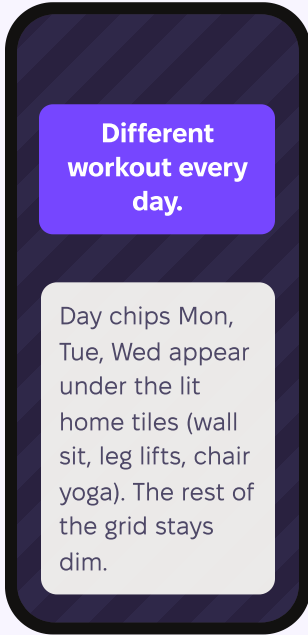
0:02
Which one?



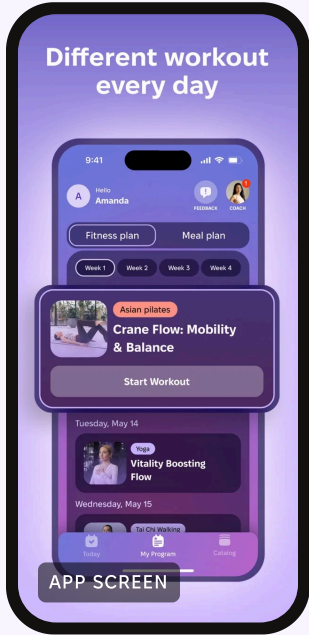
0:04
Too many plans



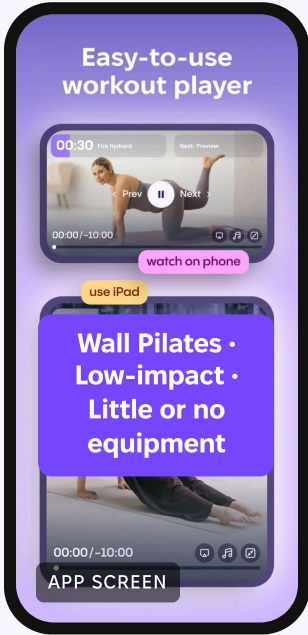
0:07
Harna picks one



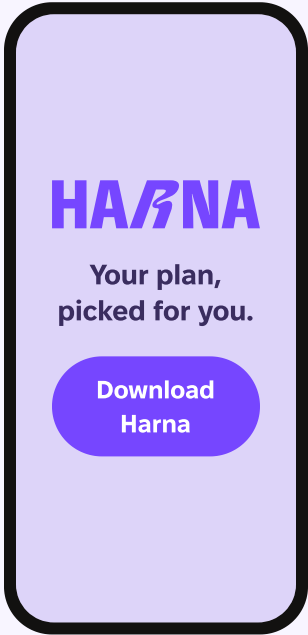
0:11
A different
one each day



0:14
Today's workout,
already picked



0:18
The guided player



0:22
End card

Why it will convert

Her problem is choosing, so the grid shows that overload in one frame and then Harna takes the decision away: one workout, already picked for today. The proof is the real app screen with today's workout chosen for her, so she sees exactly what she gets before she taps, and there's no body promise she has to believe. If the store page or quiz repeats the same idea, a plan picked for her, the women who install are the ones who want what the app actually does, and those are the installs most likely to turn into subscriptions.

[Read the full brief →](#)

THREE HOOKS TO TEST

- H1 The question**
Nine tiles at once: "Which one am I supposed to do?"
- H2 The 40 minutes**
A timer counts up to 40:00 while she's still choosing.
- H3 The labels**
Every tile flashes a question: Pilates? HIIT? Yoga?



META AD LIBRARY · BETTERME

The 3×3 grid that stops the scroll

The **click**

Four small jobs on two everyday UK cars, filmed in macro. Each new part clicks home, with the part, the car and the minutes on screen.

Facebook + Instagram

UGC, hands only, macro

18.5 s + 15 s cut

No voice-over

App installs

UK men 30+

1/4 · WIPER BLADES ·
FORD FOCUS · 2 MIN

Extreme close-up: a black-gloved thumb presses a wiper blade onto its arm, the windscreen blurred behind. The clip snaps.

 **AUTODOC**

Type your reg.
Find parts for
your car.

Install now

The ad · 18.5 s

1/4 · WIPER
BLADES · FORD
FOCUS · 2 MIN

Extreme close-up: a black-gloved thumb presses a wiper blade onto its arm, the windscreen blurred behind. The clip snaps.

0.0 s

Hook A · the wiper click

A4 B8 Allroad (8KH) (04.2009 - 05.2016)
2.0 TFSI quattro (155 kW / 211 PS) (04.2009 - 05.2016)

Search by item, part number, or OEM

CATEGORIES
Items available for AUDI A4 Allroad (8KH, B8): 31405

Tyres and related products

Brake System

Filters

TYPED MY REG
→ ONLY PARTS
FOR MY CAR

APP SCREEN

1.5 s

His reg, his car's parts

4 PARTS · 1
ORDER

Top-down: the open AUTODOC box on a grey bonnet, four parts in a row, a gloved hand reaching for the white filter.

3.0 s

One box, four parts

2/4 · CABIN
FILTER · FORD
FOCUS · 9 MIN

Macro in the footwell: the white filter slides into its housing, a thumb clips the lid shut.

4.5 s

Cabin filter · 9 min

Video tutorials
+ AUTODOC CLUB
Professional video replacement tutorials

AUDI
A4 B8
How to change front brake discs / brake rotors on Audi A4 B8 Saloon [TUTORIAL AUTODOC]
25097

VIDEO FOR MY
MODEL · IN
THE APP

APP SCREEN

6.5 s

The video for his model

4 JOBS · 2
CARS · 21 MIN

left, the Corsa on the right, both bonnets closing together. (Before this: the rear bulb twists home and the light comes on; both air-box clips snap shut.)

12.0 s

4 jobs, 2 cars, 21 min

A4 B8 Allroad (8KH) (04.2009 - 05.2016)
2.0 TFSI quattro (155 kW / 211 PS) (04.2009 - 05.2016)

Brake Discs

RIDEX Brake Disc
Item number: 82B0270
Front Axle · Internally Vented, Vented | Uncoated | Thickness: 25.0mm | Outer diameter: 314.0mm | Num. of holes: 5 | without bolts/screws
★★★★★ 23 reviews

41.06 £
Price per item

 Item number: 40H9038-JPN
JPN Brake Disc

SAME BASKET,
SAME DAY:
APP £47 ·
WEBSITE £53

APP SCREEN

13.5 s

App vs website, same day

+ AUTODOC

Type your reg.
Find parts for
your car.

Install now

16.0 s

End card

Why it will convert

A part clicking home is the one image that makes a car job look as small as it really is, and the honest timer under it turns "I'd never bother" into "I could do that on Saturday". Every click happens on a car named on screen, right after the app shows that reg and only that car's parts, so the viewer sees the fit without anyone promising it. The last beat gives the reason to install rather than browse: the same basket cost less in the app than on AUTODOC's website that day, the client's own claim shown with the creator's own screenshots.

[Read the full brief →](#)

THREE HOOKS TO TEST

- A

The click
A wiper blade snaps onto the arm.
- B

The garage quote
"Pollen filter £65" on his invoice, then the filter slides home.
- C

The huddle
Hands push the four parts into frame over the bonnet.



META AD LIBRARY · KATANA KULT

**Built on this: 18.5 s of clicks,
no words**

Creator brief: the click

Four small jobs on one or two cars, filmed close up. Your hands, the clicks and the sounds are the ad.

THE ONE RULE

Everything is real. Your cars, your basket, your stopwatch times. If the cabin filter took you 14 minutes, the label says 14.

RUNS ON	Facebook and Instagram (Reels, Stories, Feed), UK
FINAL AD	18.5 s plus a 15 s cut. We edit, you send raw footage
YOU FILM	Vertical 9:16, mostly macro, hands only
SHOOT TIME	Half a day with both cars, in daylight
DEADLINE	Raw files within 5 days of your parts arriving

What to film

1

Wiper blades

CAR 1

The blade sliding onto the arm, the clip snapping shut

2

Cabin filter

CAR 1

The filter sliding in, the lid clipping shut

3

Rear light bulb

CAR 2

The holder twisting home, the light coming on

4

Engine air filter

CAR 2

Both air-box clips snapping shut, one in each hand

RECORD ON YOUR PHONE

- Your reg going in, for each car
- The tutorial for each job, 3–5 s
- The basket and its total
- The same items on the website, same day

SOUNDS

- Every clip and click, 3 times each
- Both bonnets closing
- 10 s of silence on location

NEVER

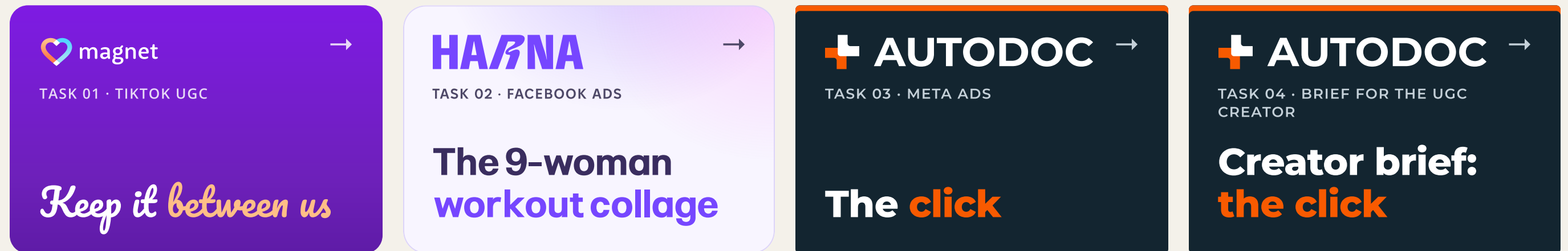
- LED or HID bulbs where a halogen one was
- "Cheapest", "guaranteed to fit", "anyone can do this"
- Other shops' parts, boxes or logos
- Music while you film

[Read the full brief →](#)

LSK SOLUTIONS · CREATIVE MARKETING SPECIALIST · TEST TASK

The full *briefs*

Script, storyboard, production notes, policy check and testing plan, task by task.



Full briefs · PDF

These slides · PDF

All briefs, one page

Online: www.dariasvidetska.link/lsk