

Four briefs, *three apps*

These are my answers to the LSK test: three video briefs and one brief for a UGC creator.

Each ad brief starts with the idea and my answer to "why will this convert", so you can judge the thinking first. The storyboard, the script and the production details follow. Facts about the apps come from their store pages, help centers and ad libraries, and the links are on each page.

01

Magnet

TikTok · UGC · 24 s

A guy leans into the camera and whispers about the dating app where you chat first and photos unlock only if you both agree.

02

Harna

Facebook · motion · 25 s

Nine women doing nine different workouts on one screen. Which one do I do? Harna picks it for you.

03

AUTODOC

Meta · UGC · 18.5 s

Four small car jobs filmed in macro, each new part clicking home with the minutes it took. The app ties it together: his reg, parts for his car, the video for his model, the app price.

04

AUTODOC

Brief for the UGC creator

The same ad, written for the person who films it: whose hands and cars we need, the shot list, the sounds to record, and what never to say.

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+

WHY THIS VIDEO WILL CONVERT VIEWERS INTO CUSTOMERS

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, ending on the "photos unlock only if you both agree" moment. Men 25–45 on dating apps are overwhelmingly exhausted by the visual-first "résumé" culture and low match rates of traditional swiping apps; anchoring on "build an avatar and chat" immediately disarms skepticism and lowers registration friction.
3. **The whisper hook** has a particular psychological effect, interrupts the scroll and matches the "anonymous app" search intent that already drives Magnet's conversions. The avatar sets Magnet apart from standard swipe apps, giving men 25+ a concrete reason to download, with a low-friction CTA.

01 Overview

CLIENT	Magnet, dating app
DELIVERABLE	TikTok vertical UGC video (9:16), burned-in captions throughout
LENGTH	About 24 seconds
FOCUS MARKETS	Tier-1 English-speaking (US, UK, CA, AU) and EU (Nordics, NL, IE)
LANGUAGE	English

02 *Angle*

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

03 *Creator persona and wardrobe*

The creator as a user persona:

- Casual man, 25–45, who should feel like the average viewer: relaxed and a little conspiratorial.
- He represents users who value their privacy (according to the most popular search, "anonymous app").
- He is tired of making instant, appearance-based decisions on dating apps and is open to a more conversation-first approach, where personality and shared interests come before photos.

Wardrobe

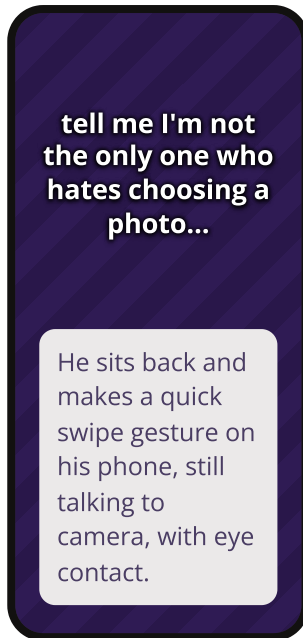
- Echoes the avatar/reference (in the visuals: a teal polo) and stays clear of the purple UI footage.
 - No logos or brand names visible, and no busy patterns that flicker on camera.
-

04 Storyboard



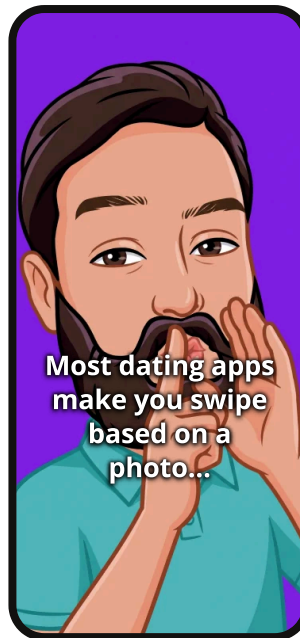
0:00-0:03

Selfie close-up at a home desk, evening lamp light. He leans in, finger to lips.
"(whisper) Anonymous dating app...?"



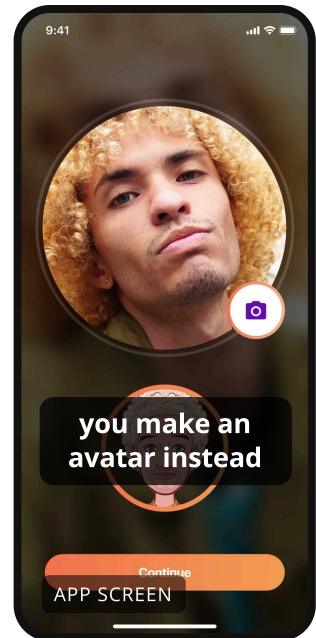
0:03-0:08

"...and tell me I'm not the only one who hates choosing a photo... and being judged by it!"



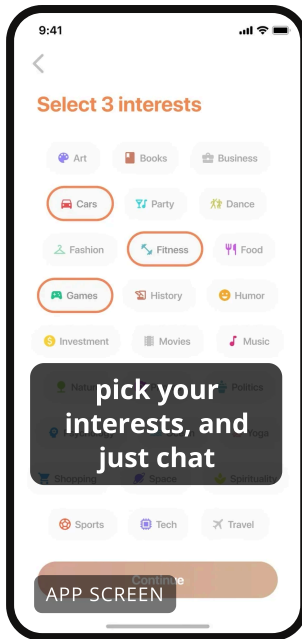
0:08-0:21 · 1/4

His cartoon avatar, same whisper pose, flashes for one second as the transition into the app.
"Most dating apps make you swipe based on a photo in the first few seconds..."



0:08-0:21 · 2/4

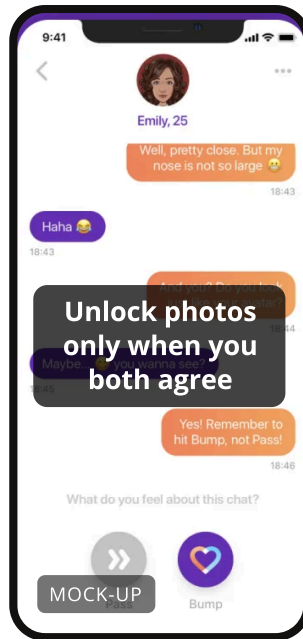
Screen recording: the avatar / profile.
"On Magnet, you make an avatar instead..."



0:08-0:21 · 3/4

Screen recording: interests, then match and conversation.

"...pick your interests, and just chat."



0:08-0:21 · 4/4

The chat interface. "Do you look just like your avatar?"
"Maybe... you wanna see?"
Below: Pass or Bump.

"Unlock photos only when you both agree."



0:21-0:24

"(whisper, close-up, pointing down) Magnet. Link's below. Keep it between us."

Frames 4 and 5 are screens from Magnet's own promo video, to show what the screen recording should capture. Frame 6 is my chat mock-up of the conversation.

05 Script • about 24 seconds

TIME	BEAT	SHOT	VO AND DELIVERY TIP	ON-SCREEN TEXT
0–3 s	Hook (whisper)	Creator on camera. Selfie close-up; he leans in, finger to lips.	Whisper: "Anonymous dating app...?" <i>Delivery tip: the whisper should feel intriguing and playful, not creepy.</i>	Burned-in captions and a text overlay, easy to read.
3–8 s	Problem (normal voice)	Creator on camera. He sits back and makes a quick swipe gesture on his phone, to establish the familiar dating-app behavior before introducing Magnet, but with natural talk and eye contact with the viewer.	"...and tell me I'm not the only one who hates choosing a photo... and being judged by it!"	Burned-in captions and a text overlay.
8–21 s	Demo / product reveal	Creator on camera (swipe), then screen recording. He opens the Magnet app. The cartoon-avatar version of the creator can flash as a 1-second transition into the product section. Real app footage: avatar/profile → interests → match/conversation → chat interface.	"Most dating apps make you swipe based on a photo in the first few seconds... On Magnet, you make an avatar instead, pick your interests, and just chat. Unlock photos only when you both agree." <i>Delivery tip: say the first sentence quickly, with a swipe gesture, then slow down on "make an avatar", "just chat" and "both agree". Those phrases are the product's selling points, so the pace should emphasize them.</i>	Burned-in captions and a text overlay.
21–24 s	CTA (whisper)	Creator on camera. Close-up; he points down.	Whisper: "Magnet. Link's below. Keep it between us."	"Download Magnet", logo / app badge.

06 Production notes

- **Location:** a home desk with a slightly lived-in background (a shelf, a poster) and a mug, like a real guy's room, not a studio.
- **Lighting:** a soft front light from a lamp. Keep the face evenly lit, and avoid harsh shadows or heavy color filters. A warm or purple-tinted accent lamp in the background fits Magnet's brand color.
- **Time of day:** preferably evening, which suits the "whispering a secret" tone.
- **Do not show:** photos of women, other dating apps' logos, or any real profile pictures.

07 *Direction notes*

- **Tone:** curious and a little playful, like telling a friend about something you discovered. Not salesy, not creepy.
- **Hook rule:** the first 3 seconds must work on mute. Use captions plus a visible whisper or lean-in.
- **Audio:** native voice only, burned-in captions.
- **Delivery:** natural and imperfect is better than scripted-sounding, but stress the key phrases from the delivery tips.

08 *Reference that inspired me*



TIKTOK · @WORDSATWORK

"Whispering is really interesting from a linguistics perspective..."

Borrowed: the whisper hook.

[tiktok.com/@wordsatwork/video/75736715926521...](https://www.tiktok.com/@wordsatwork/video/75736715926521...) ↗

09 *Client input from the brief*

Core idea and features

- Magnet is about fewer swipes and no judgment by the looks
- Real photos will become available only when the user agrees to do so after exchanging a few messages
- The feature was selected as a focus area as Magnet has several conversions coming from keywords like "anonymous App, anonymous chat" etc
- Gamers like Magnet, the App is sometimes positioned as gamified dating, because of the avatars

Not allowed

- Focus on body parts is a NO
- Exaggerated claims like you WILL find your love

- Portfolio of women is FORBIDDEN, the model must talk, otherwise, this is considered as objectification of women
- Emotional instability is NO-GO (feeling lonely)

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.

She isn't lazy or unmotivated. She's overwhelmed by options: workouts, diets, programs. The grid shows the overload, then Harna cuts through it.

Facebook + Instagram

Motion graphics + app UI

25 s, 15 s, 6 s

Sound-off first

App installs

Women 25+, core 30–50

WHY THIS CONVERTS

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.

01 Audience and persona

Harna's audience has three core segments:

- **A. The "I don't have time" woman.** "I need something I can actually fit into my day."
- **B. The beginner "I don't know where to start" woman.** Recent App Store reviews show her clearly: one reviewer says she has "zero coordination" but can already feel the workouts, another says the moves are explained simply enough to follow. She doesn't necessarily want more information. She wants less decision-making.
- **C. The "change my body" woman.** "I need to get back into a routine."

I chose **B**, because for her the answer is Harna's core screen: when you open the app, the **Today** tab already shows one workout picked for you. Her problem: *"There are endless workouts online. Which one am I supposed to do?"* Harna answers: *"We'll tell you."*

The persona: 30 to 50, not "around 30"

Work, family and social responsibilities, and little predictable free time. She's either new to exercise or starting again after years off; for her it's the same problem. In my first version she was around 30. I widened it after checking who Meta actually showed Harna's past ads to. In Meta's EU transparency data for five large Harna ads, women aged 35–54 were 60% to 86% of the people reached. Three of those ads targeted women 18–65+, so the skew came from Meta's delivery, not from Harna's targeting. The grid still keeps its mix of ages, but six of the nine women are 35–55, and the woman who lights up at the turn is around 40.

Competitors: BetterMe, Sweat and Lasta. In Meta's Ad Library, BetterMe's and Lasta's ads mostly sell the same package: a 28-day challenge, a one-minute quiz and visible results in four weeks. Almost none of them talk about the real beginner problem, which is choosing.

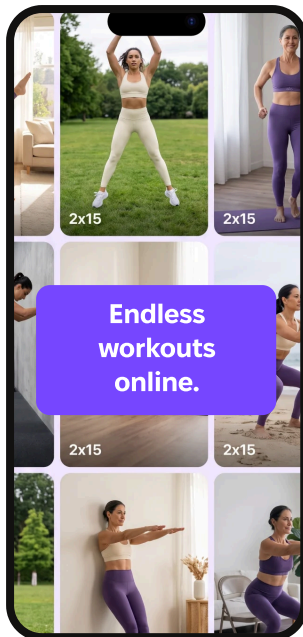
02 The brief

CONCEPT	One screen, nine different women, nine different workouts, and a single answer to "which one do I do?": <i>Harna plans for you.</i>
FORMAT	Motion-graphic collage of exercise footage (not UGC) in a 3×3 grid, plus real screen recordings of the Harna app
LENGTH	25 s master, plus a 15 s cut-down and a 6 s bumper
RATIOS	4:5 (Feed) and 9:16 (Reels and Stories)
SOUND	Sound-off first, optional light upbeat track
OBJECTIVE	App installs
AUDIENCE	Women 25+, core 30–50, in the US, UK, Canada, Australia and Ireland
INSIGHT	She isn't lazy or unmotivated. She's overwhelmed by options. The grid shows the overload, then Harna cuts through it

Why the insight holds. It isn't only my observation. Chernev, Böckenholt and Goodman (2015) pooled 99 results from choice-overload studies with over 7,000 people. It hits hardest when people have no clear preference and want to keep the effort low, and one of its effects is

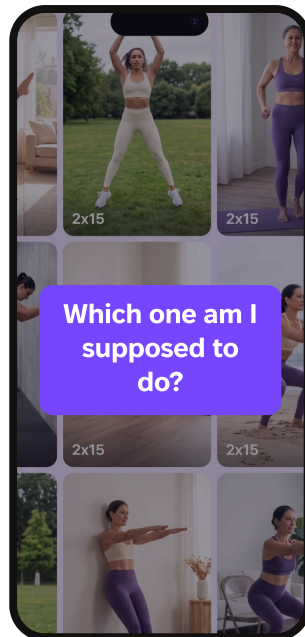
simply putting the decision off. That's a beginner exactly: she doesn't know what she likes yet, so she starts on Monday, every Monday.

03 Storyboard



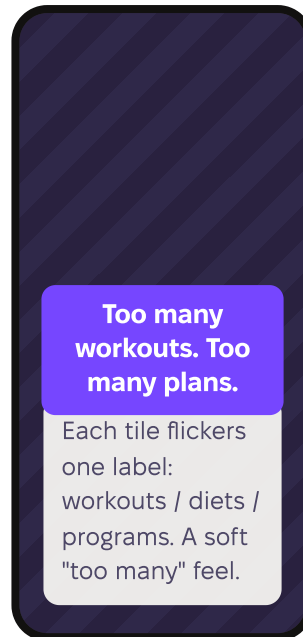
0:00

All nine tiles play at once, slightly out of sync, with small labels: 2x15, 45 min, 10k steps.

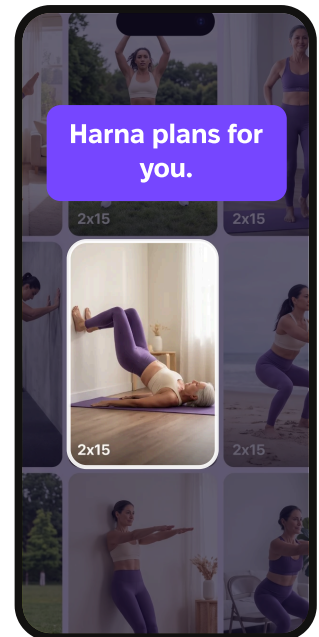


0:02

Labels pile up, a small shake.

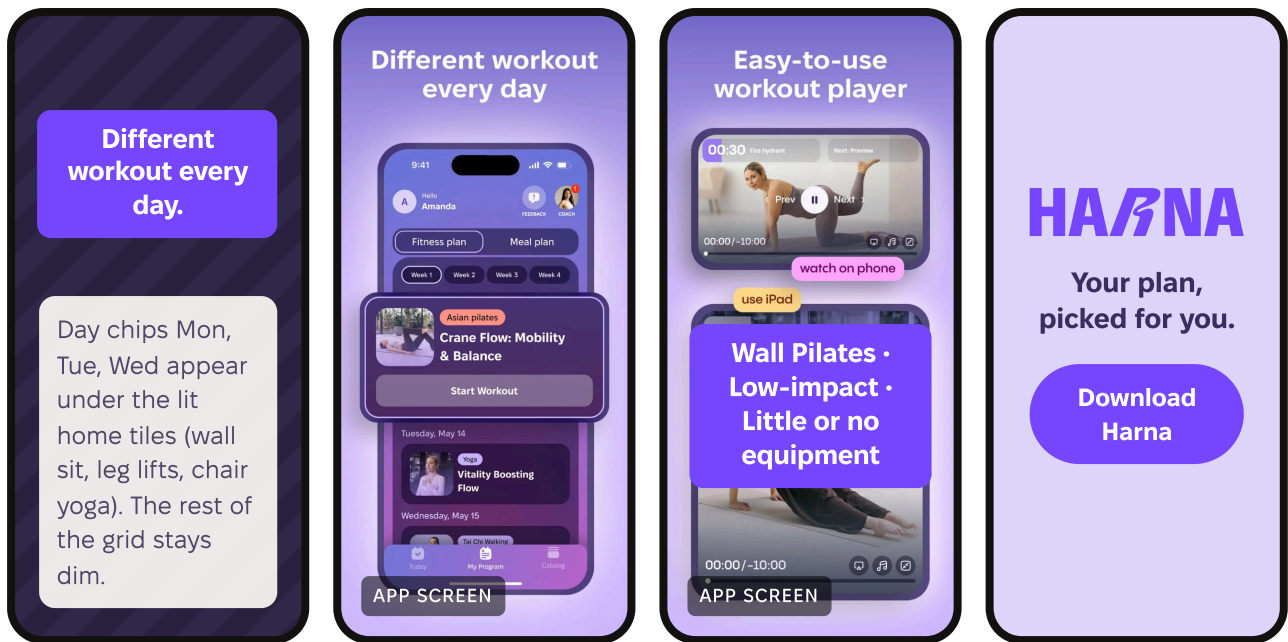


0:04



0:07

The grid snaps into line. Eight tiles dim and the center tile lights up: in the final grid that's tile 1, a woman around 40 in a wall sit. Harna logo above her.



0:11

0:14

0:18

0:22

The app card slides up over the grid: today's workout, already picked, and a different one each day. The headline is Harna's own App Store line.

Rounded cards, one at a time: the week plan, the guided player, the progress chart.

Frames 1–2 use my grid mock-up. Frames 6–7 use Harna's own App Store screens to show what to record; the final ad uses real screen recordings from a demo account.

04 Script · 25-second master

TIME	VISUAL	ON-SCREEN TEXT	MUSIC / SOUND
0–3 s · Hook	All 9 tiles play at once, slightly chaotic: small shake, labels overlapping on the tiles (2×15, 3×20, 45 min, 10k steps)	0–1.5 s: "Endless workouts online." · 1.5–3 s: "Which one am I supposed to do?"	Optional track starts on frame 1. The ad also works muted
3–6 s · Overwhelm	Tiles flicker through labels: <i>workouts / diets / programs</i> . A soft "too many" feel	"Too many workouts. Too many plans."	A soft tick on each flicker
6–10 s · Turn	The grid calms and snaps into line. Eight tiles dim; the center tile (tile 1, wall sit) lights up. The Harna logo appears above it	"Harna plans for you."	One soft click on the snap. The music opens up
10–17 s · Demo	Home tiles light up one by one with day chips, Mon to Sat; the Sun chip says <i>Rest</i> . A Harna app card slides up with the real Today screen: today's workout, its length and equipment	"Different workout every day."	A light tick per day
17–22 s · Benefit	Quick real UI shots in rounded cards, one at a time: the week plan, the guided workout player, the progress chart	"Wall Pilates · Low-impact · Little or no equipment" · card labels <i>Your week · Step by step · Your progress</i>	
22–25 s · CTA	End card: lilac background, Harna logo, purple button, store badges	"Your plan, picked for you." + button Download Harna	Music resolves

"Different workout every day" is Harna's own App Store headline, so it's a claim the product already makes. **Optional, only if the client confirms cycle-based planning is live:** a small chip on the app card in the demo beat, *Planned around your week and energy*, with no hormone words and only with a real screen recording.

The risk in this format is the grid reading as "look at all this choice", which is the opposite of my point. So the overwhelm beat has to feel like noise (labels piling up, the small shake), and at the turn eight tiles dim hard, with no slow fade.

15 s cut: hook (0–3) · overwhelm (3–5) · turn (5–8) · demo (8–12) · end card (12–15). **6 s bumper:** grid + "Which one am I supposed to do?" (0–2) · one lit tile + "Harna plans for you." (2–4) · end card (4–6).

05 Three hooks to test

Only the first three seconds change. From second 3 on, all three run the same edit.

H1 The question · master

WHAT WE SEE

All 9 tiles play at once, slightly out of sync, with overlapping labels (2×15, 45 min, 10k steps)

ON SCREEN

"Endless workouts online." → "Which one am I supposed to do?"

WHY

My original idea: her own inner voice, word for word

H2 The 40 minutes

WHAT WE SEE

The same grid. A timer chip in the middle counts up to 40:00 while the tiles keep changing, then everything freezes

ON SCREEN

"40 minutes choosing a workout." → "Did none."

WHY

A moment most beginners recognize, with a small punchline

H3 The labels

WHAT WE SEE

Each tile flashes a question at once:
Pilates? / HIIT? / Yoga? / Walking? /
Barre? / Chair yoga? / Stretch? / Cardio?
/ Strength?

ON SCREEN

"Which one today?"

WHY

The fastest to read: three words, and the tile labels work at a glance

06 Grid casting and footage

Each tile is a 3–5 s loop with no visible cut, filmed vertically on a phone-quality-plus camera. All nine women look clearly different: ages (late 20s to 55+), body types, skin tones and hair.

Controlled, safe form, no extreme poses.

#	SETTING	EXERCISE	WOMAN (AGE GUIDE)	DEMO DAY
1	Living room	Wall Pilates: wall sit with arm raises	Around 40, the hero tile (she lights up at the turn)	Mon
2	Park	Brisk walking lunges	Late 20s	overload only
3	Beach	Low-impact cardio: step-ups or marching	50s	overload only
4	Bedroom	Mat Pilates: leg lifts	Mid-30s	Tue
5	Kitchen / home	Chair yoga stretch	55+	Wed
6	Garden or balcony	Standing cardio: low-impact knee lifts	Early 30s	Fri
7	Living room	Wall Pilates: wall push-ups	Mid-40s	Thu
8	Park bench	Step-ups or bodyweight squats	Late 30s	overload only
9	Home	Cool-down stretch	Around 50	Sat

The outdoor tiles (2, 3, 8) stay in the overload beats, because they're part of the "too many options" noise. In the demo beat only the home tiles light up, because Harna is a home-workout app, and Sunday is a rest day, because a real plan has one. Tile 1 sits in the **center** of the grid, so the lit tile is never under the Reels interface.

07 Specs and placement

PLACEMENTS	Facebook and Instagram Feed (4:5), Reels and Stories (9:16)
CAMPAIGN	App promotion, optimized for installs; then for trial start or first purchase once there's enough data
SIZES	4:5 at 1440×1800, 9:16 at 1440×2560
9:16 LAYOUT	Reels covers roughly the top 14% and the bottom 35% of the screen, so all text sits between 15.5% and 64.5% of the height, 6% in from the sides. I moved my first idea of text bands at the top and bottom into the middle of the frame
TEXT STYLE	Bold sans-serif, white on a solid lilac band with rounded corners. Max 7 words per card, each line on screen for at least 1.5 s

CAPTIONS

There's no voice-over, so there's nothing to subtitle. The on-screen text is the script, on purpose, so the ad works with the sound off

MUSIC

Optional light upbeat track from Meta's Sound Collection, about 100–110 BPM, no lyrics. Soft ticks on the flickers, one click on the snap

FIRST FRAME

The full grid with "Endless workouts online." already on it. No logo intro, no fade from black

COPY

Primary text: "Too many workouts, too many plans. Harna picks today's workout for you: wall Pilates, chair yoga, walking and more, at home, with little or no equipment. A different workout every day." · Headline: "Harna plans for you." · Button: Install now

END CARD

The same design on every cut and hook: lilac background, logo, "Your plan, picked for you.", a purple **Download Harna** button, store badges. 3 s on the master and the 15 s cut, 2 s on the bumper. If the client prefers its web quiz, the button reads **Take the quiz** and the ad button is Learn more

08 Policy check

RULE	WHERE IT COULD SLIP	HOW THE BRIEF HANDLES IT
✓ Client: no exaggerated weight-loss claims or timelines	Fitness labels, post copy, end card	No kilos, sizes, results or timelines anywhere. The labels are sets, minutes and steps only
✓ Client: no body shaming, unhealthy habits or extreme dieting	The word "diets" in the overwhelm beat	It only appears as part of the noise she's tired of. No diet names, no calorie numbers, no fasting, no comments on anyone's body
✓ Client: no extreme transformations or unsafe form	Nine exercise tiles	No before/after. Form rules for every tile in the production notes. Nothing jumps or is explosive
✓ Client: no unverified medical or hormonal claims	The cycle feature in the client brief	Not used. The optional "Planned around your week and energy" chip goes in only if the client confirms the feature is live, and never with hormone language
✓ Meta Health & Wellness	Fitness ads that slip into "tone your belly" copy	No negative statements about appearance, no pinched fat, no promise of a result in a set time. The ad sells planning, not a body result
✓ Meta personal attributes and self-perception	The hook questions, and H2's "Did none."	The questions are her inner voice ("Which one am I supposed to do?"), never "Are you...?" about her body, age or health. The joke is about choosing, never about her body or her worth
✓ Landing page and store page	Some quiz screens show BMI or goal weight; one App Store screenshot shows a menopause belly-fat course	Send traffic where the first screens match "Harna plans for you": goal, workout types, training days. I'd flag that screenshot to the client before launch
✓ Product truth	"Your fitness coach", "No equipment", "10,000 workouts" in my first draft	Human coaching is a paid add-on, so the end card says "Your plan, picked for you." Some workouts use dumbbells or a block, hence "Little or no equipment". The 10,000 figure had no source, so the hook now says "Endless workouts online"

09 How I'd test it

1. **Hooks first.** H1, H2 and H3 on the same 25 s edit, equal budget, 4:5 and 9:16, Advantage+ placements. I'd watch the 3-second view rate (thumb-stop), the hold rate (15-second views ÷ 3-second views), CTR, cost per install, and **cost per trial start or first purchase, the number that decides.**
2. **How I'd read it.** Good thumb-stop but people leave before 6 s: the overwhelm beat is too long, cut it to 2 s. Good CTR but expensive installs: the store page or quiz isn't repeating

"Harna plans for you", so fix the destination before touching the video. A hook that wins on clicks but loses on cost per trial is pulling curiosity, not intent.

3. **Then casting:** the same edit with the hero tile around 40 versus around 30.
4. **Then a creator version:** the same message said by one real woman ("I don't pick workouts anymore. I just do today's"), against this motion-graphics version. LSK's strength is UGC, so I want to know whether a face beats the grid.

10 References that inspired me



META AD LIBRARY · BETTERME, VIA THE "DIANA FITNESS" PAGE

28-day wall Pilates ad with a 3×3 grid

What I borrowed: the 3×3 grid of workout tiles as the very first frame, with small sets × reps labels on each tile. It reads as "workout" in under a second and stops the scroll. **What I changed:** in their ad the grid *is* the program. In mine the grid is the problem (too many options), and the answer is one lit tile. I left out their belly-toning copy and the illustrated body double.

facebook.com/ads/library/?id=1128218639867382 ↗



META AD LIBRARY · TONAL × CREATOR HWUWU

Decision fatigue, named on screen

What I borrowed: naming decision fatigue on screen, then a product that builds the workout for you, so you don't have to think. The same move as my turn, *Harna plans for you*.

facebook.com/ads/library/?active_status=all&... ↗

11 Production notes

Tiles

- **Casting:** nine real women, filmed for this ad: no stock footage, no AI-generated people. Six of the nine are 35–55, tile 1 is around 40. Mixed body types, skin tones and hair. Faces visible.
- **Wardrobe:** everyday activewear, leggings with a T-shirt or long sleeve, no logos. Frame the whole body or the face and the move. Never a close-up of belly, glutes or a sports bra.
- **Shooting:** vertical 4K at 30 fps, tripod, daylight, bright real homes. Each move filmed as a 3–5 s loop that starts and ends in the same position, plus a calm 6 s take for the demo beat. Leave space above the head so every tile crops cleanly to 4:5 and 9:16.

- **Form:** wall sit with back flat and knees over ankles; wall push-ups in one straight line; leg lifts with the lower back on the mat; chair yoga on a stable chair without wheels; walking lunges with short steps. Nothing jumps.
- **Labels in the overload beats:** sets × reps (2×15, 3×20), durations (45 min), steps (10k steps), and the words workouts / diets / programs. No calories, no kilos, no diet names.
- **Releases** for all nine women, and location releases for the park and the beach.

App screen recordings

- Ask the client for the latest build and a demo account on a beginner wall-Pilates plan. Record on an iPhone in English, clean status bar, Do Not Disturb on, 60 fps. Show each recording in a rounded phone card, Harna's own style. No mock-ups of screens that don't exist.
- **Record:** **Today** with today's workout (name, length, equipment); **My Program** with a different workout each day; the guided player; the progress chart (Strength, Endurance, Coordination, Flexibility); workout preferences (wall Pilates, chair yoga, Tai Chi walking).
- **Keep out of frame:** calories; weight, goal-weight and BMI screens; the menopause belly-fat course and the weight-loss collection; prices; the coach chat, since coaching is a paid add-on.

The click

Four small jobs on two everyday UK cars, filmed in macro. Each new part clicks home, and a label says the part, the car and the minutes it took. The AUTODOC app is the thread: his reg in, parts for his car, the video for his model, and the app price.

Built on a Katana Kult ad that sells a keychain purely through the moment it works: button, blade out, a cut on every click, no words.

Facebook + Instagram

UGC, hands only, macro

18.5 s + 15 s cut

No voice-over

App installs

UK men 30+

WHY THIS CONVERTS

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.

01 Why this angle

I built this on a Katana Kult ad because it sells a product purely through the moment it works. It has been live since 15 October 2024, and the brand runs about 26 active ads on Meta, many of them cuts of this same format, from 9 to 41 seconds. My read: you don't keep re-cutting one format for almost two years unless it pays for itself.

AUTODOC's problem is the reverse of a keychain's. Nobody *wants* a cabin filter, but every driver wants the job done right first time, and the click is the moment that shows it. It also solves the hardest copy problem. We can't promise fit (AUTODOC's own reviews include

wrong-part complaints), but we can *show* a part snapping home on the car it was ordered for. AUTODOC's own gloved macro hack ("Spray Can Seal Fix") has 4.4m plays on TikTok, so people do watch this kind of footage from the brand. Yet in the AUTODOC videos I checked, the app never shows up.

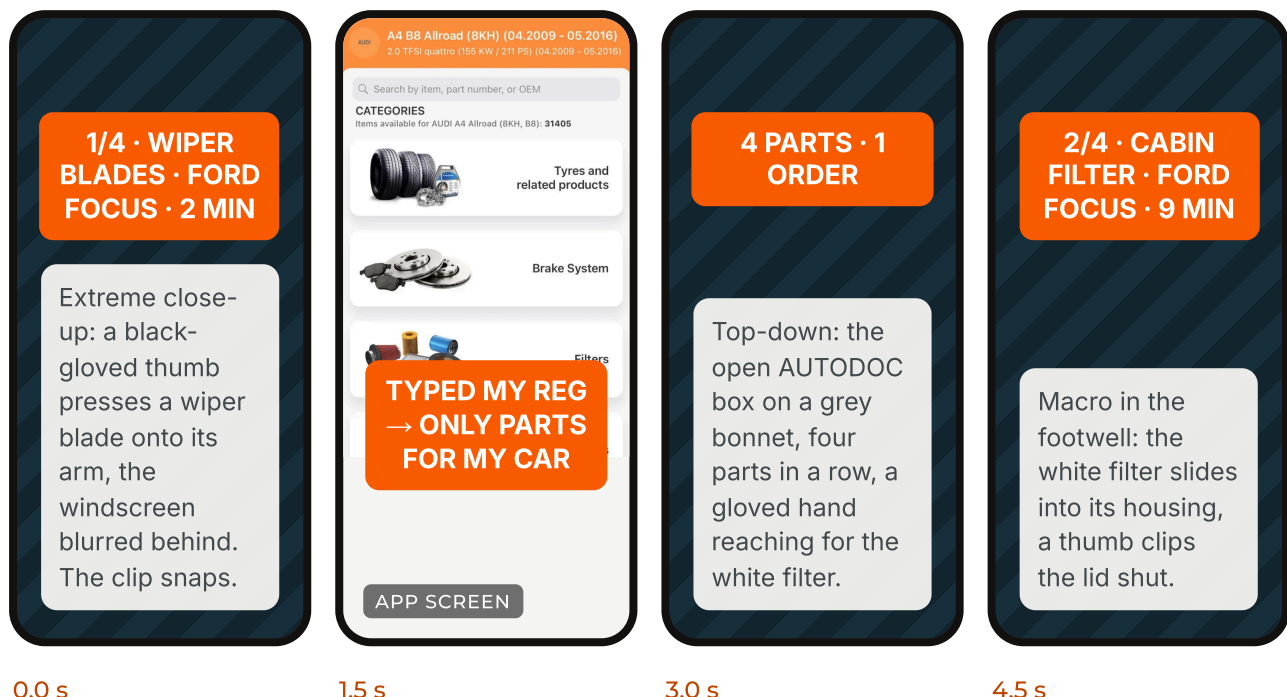
I went with **Meta** because that's where UK men 30+ are. Facebook's UK ad reach is 38.8m people, 47% of them men, while TikTok's UK ad audience is 62% women. A no-talk montage with labels also suits a feed where lots of people scroll with the sound off.

02 Audience insight

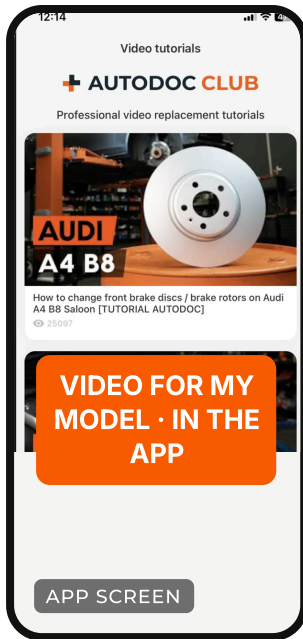
Almost half the cars on UK roads are over ten years old (SMMT), so they're long out of warranty and every repair is paid out of pocket. Their owners know small jobs are cheaper done at home. What they don't believe is that the jobs are *small*. Four parts clicking home, each with an honest timer, fixes that in 18 seconds.

The other doubt is ordering the wrong part, and the app answers it on screen: his reg, and only his car's parts. Two cars, a Ford Focus and a Vauxhall Corsa, both among the UK's four most common, do what Katana Kult's rack of 50+ designs does: the viewer looks for his own.

03 Storyboard

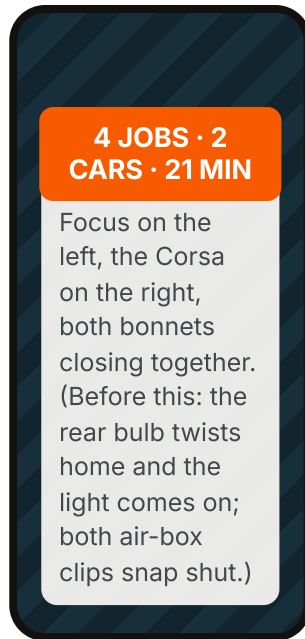


Screen recording: the reg typed, his car in the orange header, the parts list for that car.

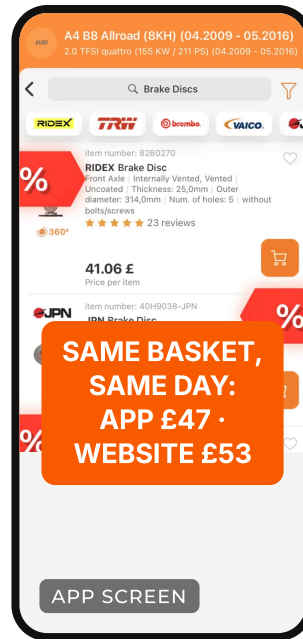


6.5 s

The AUTODOC video tutorial for his model, playing in the app.

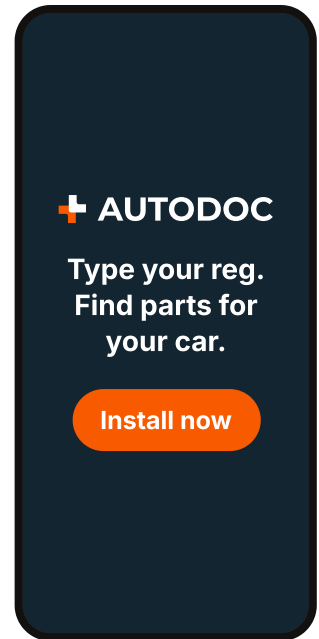


12.0 s



13.5 s

The app basket with four parts and the total, then the same items on autodoc.co.uk, same day.



16.0 s

Frames 2, 5 and 7 use AUTODOC's own App Store screens to show which screens to record. In the ad they're his phone, his reg, his basket. Labels use AUTODOC's own orange caps style from its TikTok.

04 Script • 18.5-second master (hook A)

TIME	SHOT	ON-SCREEN TEXT	SOUND
0.0–1.5	Macro: wiper blade onto the arm, the clip snaps	1/4 • WIPER BLADES • FORD FOCUS • 2 MIN	A dry, loud click. Music starts on it
1.5–3.0	Screen: reg typed, his car in the header, the parts list for that car (with the item count, if the app shows one)	TYPED MY REG → ONLY PARTS FOR MY CAR	Soft taps on the beat
3.0–4.5	Top-down: the AUTODOC box open on the bonnet, four parts in a row. A gloved hand takes the cabin filter	4 PARTS • 1 ORDER	Box flap, tape
4.5–6.5	Macro: the filter slides into its housing, the lid clips shut	2/4 • CABIN FILTER • FORD FOCUS • 9 MIN	The slide, then the clip
6.5–8.0	Screen: the tutorial for his model, playing in the app	VIDEO FOR MY MODEL • IN THE APP	Music only
8.0–10.0	Second car. Macro: the bulb holder twists home, the rear light comes on	3/4 • REAR BULB • VAUXHALL CORSA • 4 MIN	The twist-click
10.0–12.0	Macro: both air-box clips snap shut, one in each hand	4/4 • AIR FILTER • VAUXHALL CORSA • 6 MIN	Clack, clack
12.0–13.5	Split screen: both bonnets close together	4 JOBS • 2 CARS • 21 MIN	Double thunk, the music hits
13.5–16.0	Screen: the app basket with four parts and the total, then the same items on the website, same day	SAME BASKET, SAME DAY: APP £47 • WEBSITE £53	Taps
16.0–18.5	End card	AUTODOC app • Type your reg. Find parts for your car. • Install now	A last click, music out

All numbers are his. The minutes come from his stopwatch, timed on his first real fit (the retakes for the camera don't count). The prices come from his basket and his garage invoice. So the minutes, £47, £53 and the £65 in hook B are all placeholders. The website label runs only if his same-day screenshots show it; otherwise it reads "4 PARTS • £47 IN THE APP". There's no voice-over, and every cut lands on a click recorded on location.

15-second cut: the same edit without the box shot (3.0–4.5) and the tutorial screen (6.5–8.0), and with the price beat cut to 2 s. All four clicks stay, so the 1/4 → 4/4 counter and the 21 MIN total still add up. The tutorials stay in the primary text.

05 Three hooks to test

All three lead into the same body. Each tests a different reason to stop scrolling.

A The click · main

0.0–1.5 S

Macro: a wiper blade slides onto the arm and a gloved thumb snaps the clip

LABEL

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

TESTS

A pure sensory stop, the closest thing to the reference's eject

B The garage quote

0.0–1.5 S

Macro on his real service invoice, the line "Pollen filter £65.00", garage name blurred. A gloved finger taps it, and we cut on the beat to the filter sliding home

LABEL

GARAGE: £65 · ME: 9 MIN

TESTS

Money: the cost he's already winced at, in a second and a half

C The huddle

0.0–1.5 S

Top-down over the open bonnet: two pairs of gloved hands push the four parts into frame, one in each hand

LABEL

SATURDAY JOBS · 2 CARS

TESTS

The reference's own opening, to see if it carries over to car parts

06 From Katana Kult to AUTODOC, shot by shot

KATANA KULT	TIME	WHAT I TOOK	IN THE AUTODOC AD
Top-down circle of hands, each holding a different keychain	0–1 s	Variety at a glance	Hook C: hands over the bonnet, four parts
Macro of the one-touch eject, twice	1–3.5 s	The mechanism as the hero	Each job shown as its click
A quick moment of use (the bottle)	4–4.5 s	Proof it works	The rear light coming on
Wall rack of designs, a hand picks one	5.5–7.5 s	Abundance, "50+ fan favorites"	The AUTODOC box with four parts, and the app's list for his car
Dark macros, the engraved sheath	8–10 s, 12.5–13 s	Quality close-ups	Optional insert: the maker's name on the new part
Two pairs of hands ejecting together	13.5–16 s	A doubled finale	Split screen, two bonnets closing together
Black card with just the URL	16.5–18.5 s	One line, no clutter	Dark card, AUTODOC logo, one line
No voice, no text, a cut every 0.5–1.5 s, clicks on the beat	Whole ad	Rhythm and sound	Kept, plus labels, because a car part needs context a katana doesn't
The copy carries the offer	Ad text	The video makes you want it, the copy gives the reason	Primary text: reg search, videos, app price

I dropped the garden and the bottle. A filter doesn't need a lifestyle moment.

07 What the app has to prove on screen

All recorded on his own phone, personal data blurred in the edit:

1. **His reg going in for each car**, with the car shown in the header, plus the item count if the app shows one (AUTODOC's App Store screenshots show "Items available for AUDI A4 Allroad: 31405").
2. **The parts list** for each car.
3. **The tutorial** for each job, 3–5 seconds each.
4. **The basket** and its total, and the order confirmation.
5. **The same items on autodoc.co.uk, the same day**, with the clock visible. AUTODOC makes this claim itself ("Buying via the app is always cheaper than on the website", UK help centre), but we only show his screenshots.

08 Specs and placement

PLACEMENTS	Facebook + Instagram Reels and Stories (9:16), Feed (4:5). UK first (£), Ireland next (€)
LENGTH	18.5 s master, the same as the reference, plus a 15 s cut-down
MASTER	1080×1920, 30 fps. The 4:5 version is a centre crop
SAFE AREA	Text 300–1,240 px from the top and 65 px from the sides: where Meta's Reels safe zone (top 14%, bottom 35%, sides 6%) overlaps the 4:5 crop
SOUND	No voice-over. A licensed track from Meta's Sound Collection, with every cut on a click recorded on location
SOUND OFF	Each job has a label, PART · CAR · MINUTES (his real stopwatch). A 1/4 to 4/4 job counter gives people a reason to stay to the end
RUN AS	Partnership ad from the creator's handle ("Paid partnership" label), plus a brand-page version
CAMPAIGN	Meta app promotion: installs first, then first purchase
COPY	In Katana Kult's shape, one line plus three short ones: "Saturday jobs, sorted from one app." / "Type your reg, see parts for your car." / "Step-by-step videos for your model." / "App prices lower than on the AUTODOC website." · Button: Install now
END CARD	2.5 s, dark as in the reference: the AUTODOC logo, "Type your reg. Find parts for your car.", an Install now button and store badges. Small print just above the bottom 35%: "Creator's own order and times, Oct 2026. Prices change."
APP LINK	apps.apple.com/gb/app/.../id1014949597 . The link in the task brief (id1081500282) returns a 404 in every store I tried, so I'd confirm the right link with the client

09 Policy check

RULE	WHERE IT COULD SLIP	HOW THE BRIEF HANDLES IT
✓ Client: no unverified "cheapest" claims	The price beat and the primary text	No "cheapest", "best price" or "lowest", and no other shops. The only comparison is AUTODOC's app vs its own website, a claim AUTODOC publishes itself. On screen it's his own basket in both places on the same day, dated. In the primary text it's the client's own line, so the client holds the evidence (CAP 3.7). Hook B shows its basis: his garage's invoice vs his own minutes
✓ No fit promise (AUTODOC's reviews include wrong-part complaints)	An ad about parts fitting	"Guaranteed to fit" is never said or written. Each click happens on a car named on screen, right after the app shows that reg
✓ Client: no unsafe driving	None	No driving. Cars parked on a private driveway, no road in shot
✓ Client: no illegal modifications	The bulb job	The same bulb type as the old one. No LED or HID "upgrade" anywhere. In a halogen headlamp that's a Major MOT defect (DVSA manual, 4.1.4), and AUTODOC's own blog says it's illegal in the UK
✓ Client: no dangerous DIY	Four jobs	No jack, no wheels off, nothing on brakes, steering, fuel or airbags. Ignition off and a towel on the screen for the wipers, engine cold for the air filter, gloves throughout, AUTODOC's video for each job. No "anyone can do it"
✓ Meta Advertising Standards; UK CAP 3.7, 3.38–3.39, 3.47	UGC prices and times	Real basket, times and invoice, all dated and kept on file with his contact details and a signed release. Runs with the "Paid partnership" label
✓ UK CAP 3.41 (no denigrating)	Hook B	The garage name is blurred, and there's no "rip-off" language
✓ Privacy and music	Two cars, a soundtrack	Plates blurred, the second owner's consent signed, no house numbers, personal data blurred. Licensed music only

10 How I'd test it

- **Launch:** 3 hooks × 2 creators with different cars = 6 ads, one app campaign, UK men 30+, broad targeting.
- **Read in this order:** thumb-stop (3-second views ÷ impressions) picks the hook. The 50% and 95% completion marks show whether the 1/4 → 4/4 counter holds people; if they drop at the app screens, I shorten them. Then CTR, CPI, and **CPA on first purchase, which decides what scales.**

- **Round two:** one spoken line ("Put my reg in, it only shows parts for my car") against silence; £ instead of minutes on the labels; a wipers-and-bulbs winter pack; and the garage-quote story as a full UGC talking-head version, as a pure angle test.

11 References that inspired this



META AD LIBRARY · KATANA KULT · LIVE SINCE 15 OCT 2024

18.5 seconds of clicks, no words

What I borrowed: the whole grammar. The mechanism as the hero, a cut on every click, hands only, a doubled finale and a one-line dark end card. The shot-by-shot mapping is above.

facebook.com/ads/library/?id=889005572823167 ↗

TIKTOK · AUTODOC · 4.4M PLAYS

"Spray Can Seal Fix in Seconds"

What I borrowed: the orange caps label, so the ad looks like AUTODOC. The 4.4m plays also told me that gloved macro footage from the brand gets watched.

tiktok.com/@autodoc.eu/video/766206116965784... ↗



YOUTUBE SHORTS · CARCAREKIOSK

Ford Focus (2012–2018) cabin filter, 23 seconds

For pacing: gloved POV close-ups of the exact job. The whole job fits in 23 seconds, so two seconds for the click is realistic.

youtube.com/shorts/_aY6uzEEQW0 ↗

12 Sources

All opened on 4 October 2026.

- UK reach: datareportal.com/reports/digital-2026-united... · affectgroup.com/blog/tiktok-ads-audience-in-...
- UK car fleet: smtt.co.uk/one-in-22-vehicles-now-zero-emiss...
- AUTODOC app claim and reg search: help.autodoc.co.uk/categories/106/247/737
- Bulbs: DVSA MOT inspection manual, section 4: gov.uk/guidance/mot-inspection-manual-for-pr... · AUTODOC's blog: autodoc.co.uk/info/why-fitting-led-headlight...

- Rules: asa.org.uk/type/non_broadcast/code_section/0... · ads.tiktok.com/help/article/tiktok-ads-polic... · adsuploader.com/blog/meta-ads-safe-zones

Creator brief: the click

Hi, and thanks for taking this one on. Four small jobs on one or two cars, filmed close up. Wiper blades, cabin filter, a rear bulb, an air filter. We want the moment each new part clicks into place, plus your phone showing the AUTODOC app: your reg, the parts for your car, the video for your model, your basket. No talking to camera. Your hands, the clicks and the sounds are the ad.

Why it works: people pay a garage for small jobs because they think the jobs are fiddly, and because they're scared of buying the wrong part. A part snapping home in two seconds, on a car the app found by reg, answers both.

Brief from Task 03

Hands only, macro

Half a day, two cars

Raw footage, we edit

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.

01 The job at a glance

CLIENT	AUTODOC, car parts app
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

02 Who we're looking for

The best creator for this is a regular UK driver who already does his own small jobs on the driveway, so his hands and his car look like the viewer's.

You're right for this if:

- You're a man aged 30–45 in the UK, with access to **one or two everyday cars**: yours, plus maybe a partner's or a family member's. Ideally a 2012–2019 Ford Focus, Fiesta, VW Golf or Vauxhall Corsa, the UK's four most common cars (SMMT, 2025). Standard, not modified.
- You do light DIY and you're patient. Every click needs 3–5 takes, and the fourth one is usually the good one.
- Your hands are steady and look like normal working hands: short clean nails, nothing flashy.
- You have a mate or partner who can lend their hands for one shot (the huddle, hook C).
- You have a phone that shoots good close-ups (macro mode, or a clip-on macro lens), and a quiet spot to record sounds.
- You have an Instagram or Facebook Professional (Creator) account, so we can run the ad from your handle with the "Paid partnership" label.

Not right for this one:

- Hand-model polish, a studio set-up, or heavy colour grading.
 - Modified or show cars.
 - A professional mechanic account. The story is a regular driver.
 - Anyone who has posted for another car parts seller (Euro Car Parts, GSF, Halfords, eBay Motors, Mister Auto, CarParts4Less) in the last 3 months.
-

03 The four jobs

If one of these needs more than the table says on your car, stop and message us. We'll

swap the job, not the rules.

#	JOB	CAR	SAFETY	THE CLICK WE NEED
1	Wiper blades	Car 1	Ignition off, so the wipers can't move. Fold a towel on the windscreen in case the bare arm springs back	The blade sliding onto the arm and the clip snapping shut
2	Cabin (pollen) filter	Car 1	Engine off. Only a trim panel and a few screws or clips. Don't touch any wiring under the dash	The filter sliding in and the lid clipping shut
3	Rear light bulb	Car 2	Lights off, and let an old bulb cool. The same type of bulb as the old one. Never an LED or HID "upgrade" , because the client can't show modifications. Only a bulb you can reach by hand (often from inside the boot). If it needs the bumper off, pick another	The holder twisting home, then the light coming on
4	Engine air filter	Car 2	Engine off and cold, key out, bonnet stay locked. Put a clean cloth over the open intake so nothing falls in	The air-box clips snapping shut, one in each hand

Only one car? Do all four on it and tell us. The labels will change.

04 Before shoot day

1. **Add both cars to the AUTODOC app** with your reg (or make, model and engine, if that's what it asks). Screenshot each car in the header, plus the "items available" count if the app shows one.
2. **Find all four parts and their tutorials** for your cars. Send us the screenshots before you order. No video for a job on your model? Tell us.
3. **Order all four in one basket in the app.** We cover the cost (details in your agreement). Screenshot the basket total. On the **same day**, open autodoc.co.uk in a browser and screenshot the same items with the total and your phone's clock showing. If the app is cheaper, we use that. If not, we cut it.
4. **Your garage quote, for hook B:** a photo of your last service invoice showing the pollen filter line, or a written quote from your usual garage. Don't edit it. We'll blur the garage name.
5. **Fit nothing early.** The old parts stay on until shoot day.
6. **Keep the AUTODOC box and packing.** It's in the ad.
7. **Plan the light.** Do both cars at the same time of day, so the split screen matches.

05 Set-up

- **Camera:** your phone's rear camera, vertical, 4K at 30 fps. Use macro mode (iPhone Pro models switch automatically when you get close) or a clip-on macro lens. Lock focus and

exposure before each click.

- **Light:** daylight, plus a small LED panel or torch for the footwell and under the bonnet. Angle it so it doesn't bounce off chrome or glass into the lens.
 - **Top-down rig:** a tripod with a side arm, a phone clamp, or a steady mate holding the phone over the bonnet. It's for the spread and the huddle.
 - **Split screen:** film both bonnets closing from **exactly the same spot**. Tripod at about 1.2 m high, 2 m in front of the car, same lens, so the two halves line up.
 - **Sound:** after each job, record the click again on its own (see Sounds to record, below). Phone mic or a lav 20–30 cm from the part, no music, no talking.
-

06 Shot list

Start recording 2 s before each action and keep going 2 s after. Hands steady, no talking. Do 3–5 takes of every click.

Timing: do each job once for real first, with a stopwatch running from the first clip or screw to the last one, and screenshot it. That's the number on the label. The retakes for the camera come after and don't count.

#	SHOT	FRAMING	NOTES
H-A	Hook A: wiper click	Extreme close-up, 15–25 cm, blade and clip filling the frame	The thumb pushes, the clip snaps. Windscreen out of focus behind
H-B	Hook B: invoice line	Macro on the paper, the pollen filter line and price sharp	A gloved finger taps the price once
H-C	Hook C: the huddle	Top-down over the open bonnet, all hands in frame	Two pairs of gloved hands (yours and your mate's) push the four parts in from the edges at the same time, one part in each hand
J1	Wiper, wide	Chest-height POV	Lift the arm, old blade off
J1-end	Wiper on the glass	Close	Lower the arm gently onto the towel, then onto the glass
J2	Cabin filter click	Macro in the footwell, torch on	Slide in slowly over 2–3 s, then the lid clip
J2-old	Old filter out	Close	Bonus. Don't clean it first
J3	Bulb click	Macro on the holder	Twist until it locks
J3-on	Light comes on	From outside, low and close to the lens cover	Lights on with the engine off
J4	Air-box clips	Close, both hands in frame	Snap both clips at once if you can
X1	The spread	Top-down on the bonnet	Open AUTODOC box, four parts in a neat row, a hand picks up the filter
X2	Brand print	Macro	The maker's name on one new part, sharp (optional)
X3	Bonnet close, car 1	Tripod, fixed, the spot from Set-up	Close it firmly, don't slam it
X4	Bonnet close, car 2	Same tripod spot and height	Same action

07 Screen recordings

Do Not Disturb on. Scroll slowly and pause 2 s on each important screen.

#	WHAT TO RECORD
S1	Your reg going in for car 1, your car showing in the header, and the item count if there is one
S2	The same for car 2
S3	The tutorial for each job, playing, 3–5 s each
S4	The basket with all four parts and the total
S5	The same items on autodoc.co.uk, same day, with the total and the clock visible
S6	The order confirmation (we blur your details)

08 Sounds to record

These matter as much as the pictures. Record each one 3 times, close to the part, in silence:

- The wiper clip snapping
- The filter sliding in, and the lid clip
- The bulb twisting and locking
- The air-box clips
- Each bonnet closing
- The AUTODOC box tape and flaps
- 10 seconds of silence at the location (we use it to clean the audio)

09 Outfit: hands and sleeves

You won't be on camera much, so your hands and sleeves are the outfit.

- **Black nitrile gloves** for every job shot, the same colour in all clips. Bring a full box and change them when they tear. Dirty gloves on the dirty-filter shot are fine.
- **Plain dark long sleeves** (black, navy or charcoal), pushed to mid-forearm. No logos, no shiny zips. Wear the same top for both cars.
- **No watch, rings or bracelets.** They catch the light in macro and can scratch paint.
- Tattoos are fine, unless they show words, logos or anything that would need explaining.

- For the phone shots, gloves can come off: clean hands, short nails. Keep them on for the invoice tap, because it cuts straight to a gloved click.
-

10 Location

- Your driveway or an open garage. Cars parked, handbrakes on, engines off.
 - Daylight. Bright overcast is ideal. No harsh sun on chrome.
 - Plain background: a garage door or a wall. No road, no traffic, no passers-by, no house numbers.
 - Number plates: we blur them. The owner of the second car signs a consent form for their car to appear.
-

11 Props and tools

- The four parts, in the AUTODOC box
 - The tools the tutorials show for your cars (a screwdriver, a Torx bit, a 7mm socket, for example)
 - A towel for the windscreen, plus a clean cloth for the air intake
 - A small LED light or a torch
 - A tripod with a side arm, or a phone clamp
 - Black nitrile gloves
 - Your service invoice
 - A bin bag for the old parts
-

12 Optional voice line

The main ad has no talking. For one test we need a single line, recorded 3 times in a quiet spot, in your normal voice:

"Put my reg in, it only shows parts for my car."

Say it your way, but keep "reg" and "only parts for my car". Never say "guaranteed to fit".

13 Do's and don'ts

Safety (non-negotiable):

- Engines off. Ignition off for the wipers, engine cold for the air filter.
- Gloves on for every job.
- No jack, no axle stands, no wheels off. None of these jobs needs them.
- No touching wiring or plugs under the dash.
- No driving on camera, no road shots.
- No kids or pets in the work area.

Don't:

- Fit an LED or HID bulb where a halogen one was. In a headlamp it's an MOT fail, and it breaks the client's rule on modifications.
- Write or say "cheapest", "best price", "guaranteed to fit", "anyone can do this" or "now it's your turn".
- Show other shops' parts, boxes, bags or logos.
- Play music while you film. We add licensed music in the edit.
- Edit the invoice, or change a price or a time.

Do:

- Slow the click down. The second before the snap is what people watch.
- Keep the old parts dirty for their shots.
- Tell us if anything in this brief doesn't match your cars, and we'll change the brief.

14 **Worth five minutes before you shoot (sound on)**



META AD LIBRARY · KATANA KULT

The ad this is built on

The rhythm: a click every second, hands only, no words. Watch it twice.

facebook.com/ads/library/?id=889005572823167 ↗

TIKTOK · AUTODOC

"Spray Can Seal Fix in Seconds"

The look: gloved hands in macro, with AUTODOC's orange label. This is how close we mean.

tiktok.com/@autodoc.eu/video/766206116965784... ↗



YOUTUBE SHORTS · CARCAREKIOSK

Ford Focus (2012–2018) cabin filter

The cabin filter click: the exact job, gloved, in 23 seconds.

youtube.com/shorts/_aY6uzEEQW0 ↗



YOUTUBE · AUTODOC

How to change a pollen filter, Ford Focus 3

The job itself: if you drive a Mk3 Focus, follow this one. Otherwise, use the app's video for your car.

youtube.com/watch?v=4-ycMEUtp0 ↗

15 Delivery

Name files like this:

- Video: AUTODOC_[FirstnameL]_[shot]_[take] , e.g. AUTODOC_DanielR_J2-filter-click_take3.mov
- Sounds: AUTODOC_DanielR_FOLEY-wiper-clip_take1.m4a
- Screens: AUTODOC_DanielR_S4-basket.mp4
- Photos: AUTODOC_DanielR_INVOICE.jpg

Upload everything to the shared folder link we send you. Not WhatsApp, it crushes the quality.

Checklist:

- [] Hooks H-A, H-B, H-C, 3–5 takes each
- [] Job shots J1 to J4, plus the end shots (J1-end, J3-on)
- [] Spread X1 and both bonnet closes (X3, X4) from the same tripod spot
- [] Screen recordings S1–S6
- [] The sounds on the list, plus 10 s of silence

- [] A stopwatch screenshot for each job
- [] Photos: invoice (unedited), basket total, website total (same day), order confirmation
- [] Optional voice line, 3 takes
- [] Signed releases (yours, your mate's for the huddle, the second car's owner)

Revisions:

- We review within 2 working days and send timestamped notes.
- One round of reshoots is included if something doesn't match this brief: a blurred click, a logo in shot, a missed safety point.
- Changes to the brief after you've filmed are paid, and agreed with you first.
- If a hook wins, we may ask for two or three extra clicks in the same gloves and sleeves within two weeks.
- Please don't post the footage until we've approved it. Usage terms are in your agreement.

Questions before you start? Message us. Asking takes two minutes, a reshoot takes half a day.