Example 1: a D2C coffee subscription

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> Kettleworth Coffee is a fictional brand, and the prices and results are illustrative.

1. The basics

Brand and product	Kettleworth Coffee: fortnightly whole-bean subscription, first bag half price.
Brief owner and date	Sam, creative strategist. 3 March.
Deadline and launch	Assets 17 March, live 24 March.
Channels and placements	Meta Reels, Stories and Feed. TikTok In-Feed.
Formats	Two videos (9:16 with a 4:5 cut) and two statics (4:5 and 9:16).

2. The job

Objective	New subscribers from people who already buy speciality coffee in cafés.
How we'll judge it	Cost per first subscription under £22. Hook rate above 30% on video.
Funnel stage	Prospecting.

3. The audience

Who we're talking to	A commuter who buys a £3.80 flat white most mornings and owns a grinder they barely use.
What they already believe	Coffee at home is fiddly and never as good as the café's. Subscriptions are hard to cancel.
Awareness stage	Solution-aware: knows coffee subscriptions exist, hasn't picked one.

4. The concept

Proven concept	Cost per cup: the café price next to the home price, shown in the hand.
Evidence it works	From our concept library, first run for a tea brand: CPA £14 against a £23 account average.
Copy framework	PAS (problem, agitation, solution).

5. The message

The one thing to say	Café-quality coffee at home for a fraction of the café price.
The one proof point	Roasted to order and posted within 48 hours of roasting.
Offer	First bag half price. Pause or cancel online at any time.
Call to action	Start your subscription.
Tone and words	Warm and a little dry. Say 'flat white', not 'premium coffee experience'. Avoid 'artisanal'.

6. Rules and claims

Must include	The bag in hand within the first three seconds. 'Cancel any time' on screen.
Claims check	Any price comparison must be verifiable: record which café prices we used and where they came from.
Must avoid	Caffeine or health benefit claims. Stock footage.

7. Variations

#	Motivator	Opening visual	Hook line
1	Comparison	Café cup and home mug side by side, price tags in shot	£3.80 or 62p?
2	Identity	Lo-fi kitchen, someone half-asleep grinding beans	You already own a grinder. Use it.
3	Social proof	Phone screen scrolling through customer reviews	The subscription people don't cancel.

8. Beat sheet (video)

Beat	Time	Visual	Voiceover	On-screen text
1 Hook	0–2s	A hand puts a £3.80 café cup down next to a home mug	None	£3.80 or 62p?
2 Pivot	2–6s	Beans into the grinder, pour-over in a real kitchen	Roasted the week it arrives, ground the morning you drink it.	Same flat white
3 Proof	6–12s	Bag through the letterbox, opened, steam from the cup	Posted within 48 hours of roasting. Pause or skip whenever you like.	Pause or cancel online
4 Action	12–15s	Bag in hand with a half-price sticker	Your first bag's half price.	Start your subscription

9. Static layout

Layout	Overhead shot: a café cup and a home mug on a kitchen counter, with handwritten price tags.
Text on the image	£3.80 or 62p. Same flat white.
Supporting text	Roasted to order · First bag half price · Cancel any time

10. Specs and safe zones

Export sizes	Videos at 1440×2560 plus a 1440×1800 cut. Statics at 1440×1800 and 1440×2560.
Safe zones checked	Prices and logo inside the Meta safe area. The TikTok cut checked separately.
Length and subtitles	15 seconds. Subtitles above the bottom 35% of the frame.

11. Reporting and sign-off

Ad name and tags	CostPerCup_Video_LoFi_InHand_SolutionAware_Comparison
Who signs off	Founder approves the price comparison. Creative lead approves design. Feedback by 12 March.

Example 2: a health supplement

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> Halden is a fictional brand, and the results are illustrative. The claim shown is authorised in Great Britain for foods that are at least a source of magnesium; check every claim, and its conditions of use, with your regulatory adviser.

1. The basics

Brand and product	Halden: magnesium glycinate capsules, 30-day pack, subscribe and save.
Brief owner and date	Priya, creative strategist. 10 March.
Deadline and launch	Assets 24 March, live 31 March.
Channels and placements	Meta Reels, Stories and Feed.
Formats	One UGC video (9:16), one founder video (9:16 with a 4:5 cut) and two statics (4:5).

2. The job

Objective	First orders from people who already take supplements and read the label.
How we'll judge it	Cost per first order under £28. Thumb-stop rate above 25%.
Funnel stage	Prospecting.

3. The audience

Who we're talking to	A parent in their 40s, flat by mid-afternoon, who already takes a multivitamin and compares labels.
What they already believe	Most supplements are marketing. Magnesium might help, but there are too many types to choose from.
Awareness stage	Problem-aware: knows they're tired, unsure what helps.

4. The concept

Proven concept	Label explained: a plain breakdown of what's in the capsule and why.
Evidence it works	From our concept library, first run for a skincare brand: CPA £19 against a £31 account average.
Copy framework	PAS, with the problem described as a common situation, never as the viewer's condition.

5. The message

The one thing to say	A magnesium supplement that's clear about what it does.
The one proof point	375mg of magnesium per daily dose (100% of the nutrient reference value). Magnesium contributes to a reduction of tiredness and fatigue.
Offer	15% off subscriptions. Free UK delivery.
Call to action	Shop now.
Tone and words	Plain, calm and credible. Say 'tiredness and fatigue', not 'energy boost'. No miracle language.

6. Rules and claims

Must include	Pack shot with the dose visible. Claim wording as authorised, word for word.
Claims check	Only authorised GB claims for magnesium, such as 'contributes to a reduction of tiredness and fatigue' or 'contributes to normal psychological function'. No sleep, stress, anxiety or disease claims: magnesium has no authorised sleep claim. Meta: no copy that asserts or implies the viewer's health, so no 'Are you exhausted?'. The landing page uses the same wording.
Must avoid	Before-and-after framing about tiredness. Lab coats or 'doctor recommended' imagery that implies a medical endorsement.

7. Variations

#	Motivator	Opening visual	Hook line
1	Curiosity	Four labelled dishes of magnesium powder slide into frame	Citrate, oxide, glycinate, malate. What's the difference?
2	Authority or expert	Founder at a kitchen table, reading the label aloud	What's actually in a magnesium capsule.
3	Social proof	UGC creator unboxing, customer reviews on screen	The magnesium people reorder.

8. Beat sheet (video)

Beat	Time	Visual	Voiceover	On-screen text
1 Hook	0–2s	Four labelled dishes of powder slide into frame	None	Citrate, oxide, glycinate, malate?
2 Pivot	2–6s	A hand picks the glycinate dish. Capsule close-up	There are lots of forms of magnesium. We use glycinate, at the full daily amount.	375mg = 100% NRV
3 Proof	6–12s	Label held to camera, claim highlighted	Magnesium contributes to a reduction of tiredness and fatigue.	The authorised claim, word for word
4 Action	12–15s	The pack on a kitchen shelf	15% off when you subscribe.	Shop now

9. Static layout

Layout	Flat lay: four labelled dishes of magnesium powder, with the Halden pack in the glycinate spot.
Text on the image	Four kinds of magnesium. Here's why we use one.
Supporting text	375mg per daily dose · Contributes to a reduction of tiredness and fatigue · 15% off subscriptions

10. Specs and safe zones

Export sizes	Videos at 1440×2560 plus a 1440×1800 cut. Statics at 1440×1800.
Safe zones checked	Claim text and dose inside the Meta safe area, so neither sits under the caption.
Length and subtitles	15 to 20 seconds. Subtitles above the bottom 35% of the frame.

11. Reporting and sign-off

Ad name and tags	MagnesiumTypes_Video_Studio_Ingredient_ProblemAware_Curiosity
Who signs off	Regulatory adviser approves all claim wording before design starts. Founder approves the final cut by 20 March.