

Ulora Scripts

Below you'll find paid media scripts & ad concepts for UGC talking head videos along with other formats, including static images.

Many of these were used across channels such as Meta, TikTok and even YouTube.

The final video assets are in this folder:

<https://drive.google.com/drive/folders/1sxqtPwfHHNjJPgyx8SyKsekdykB9GZ8?usp=sharing>

Take a look to see how the scripts and creative direction came to life:

Ulora Scripts

About Ulora: Ulora is a natural, holistic supplement brand built around one core belief: that your brain deserves better than another cup of coffee. Their hero product Superfocus is a daily drink mix that directly addresses the root cause of brain fog, low motivation, and inability to focus (low dopamine), giving your mind the clean, sustained fuel it needs to actually perform.

Script 1	
Name	Failing Mom ADHD
Objective	Speaks to moms who struggle with ADHD and want an easy solution
Finished Link	 Failing Mom ADHD.mp4
Script	<p>Hook: Heeey, we need to pay that bill, it's been over two years! Dirty underwear in the laundry! Need to find something for dinner tonight!</p> <p>I used to think I had ADHD until I saw a mom on this app talking about this drink. If you know anything about ADHD, people with ADHD have low dopamine levels.</p> <p>If you have ADHD and you're a mom on top of it, it just makes everything more overwhelming and more paralyzing. This is called SuperFocus.</p> <p>When I was reading the reviews and the ingredients in this, I was actually shocked. This is going to change people's lives. This has actual nootropics in it. Not only that, but it has a non-stimulant that's going to help release dopamine into the brain. So instead of being low on dopamine, and then spiking in dopamine, and then crashing in dopamine, this will sustain you all day long.</p>

	<p>It's so easy. They just send you a pack like this with little packets in it. You put it in 8 to 12 ounces of water. I wish I would've listened to the mom on TikTok sooner because ever since I started drinking this, my to-do list is done by 12 PM. Mmm. I don't love the Mojito flavor, but the Fruit Punch is so freaking good.</p> <p>I'm actually kind of embarrassed to say that I actually subscribed to this so they send it to me monthly, but I drink it every morning so why not?</p> <p>If you're an overstimulated, busy mom or if you have ADHD, you have to give this a try. I'll link this below, but you will thank me later.</p>
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Script 2	
Name	"I'm Lazy" ADHD
Objective:	Speaks to moms who have ADHD and feel as if their current doctors or surrounding members are telling them they're crazy.
Finished Link	 "I'm Lazy" ADHD.mp4
Script	<p>Hook: You're neglecting the kids, there's dishes in the sink, dinner needs to be cooked, the house is an absolute wreck, and the laundry is piled up. "It's not that hard."</p> <p>Exactly what my first psychiatrist told me when I told him I could not get off the couch. All I know how to do is scroll. He told me I was lazy.</p> <p>So, I found a holistic psychiatrist. He ran a bunch of tests, and he said, "You have absolutely no dopamine." Well, no shit I have no dopamine. I have no motivation to do anything.</p> <p>He told me about this newer product that's been helping so many people. He said one mom he was working with got more done in one hour than she had done the entire week. I needed this stuff.</p> <p>So, I ordered it. He was not wrong. I was able to deep clean my house in less than two hours. I didn't get distracted by my wedding dress, old pictures, wasn't trying to rearrange all the furniture in the house, and I didn't have any burnout at the end.</p>

	<p>This is SuperFocus. It has a synergistic blend of nootropics, herbs, vitamins, and minerals that actually help support your brain function better and help you get stuff done.</p> <p>My favorite part about it: it has the most bioavailable form of tyrosine—the amino acid that supports the neurotransmitter dopamine—the one all of us ADHD people are lacking. I'm so excited about this product.</p> <p>When my husband and kids are talking to me, my hamster-wheel brain is not going crazy trying to figure out what they're saying. I felt so guilty for such a long time as a parent, thinking I was a bad mom because I just couldn't get everything done. I didn't realize it was a dopamine issue. So many people struggle with this.</p> <p>You don't want to get on meds, you don't want to deal with the side effects.</p> <p>I waited two weeks for this product. I'm going to link it in the orange cart. I know they're low on stock, so if you see the orange cart, grab it while you can.</p>
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Script 3	
Name	Former Aderall User
Objective	Speak to Aderall users & offer a natural alternative
Finished Link	 Former Aderall User.mp4
Script	<p>Hook: I took Adderall for nine years and I just replaced it with something you could buy without a prescription.</p> <p>I've been studying the brain for the last four years and I've learned that Adderall and all these other amphetamines flood your brain with dopamine and norepinephrine. You feel laser-focused in the moment, but by the evening, you crash, lose your emotions, and become completely dependent. I was tired of feeling like a zombie, so I spent the next 12 months trying every different nootropic under the sun. And at one point, I</p>

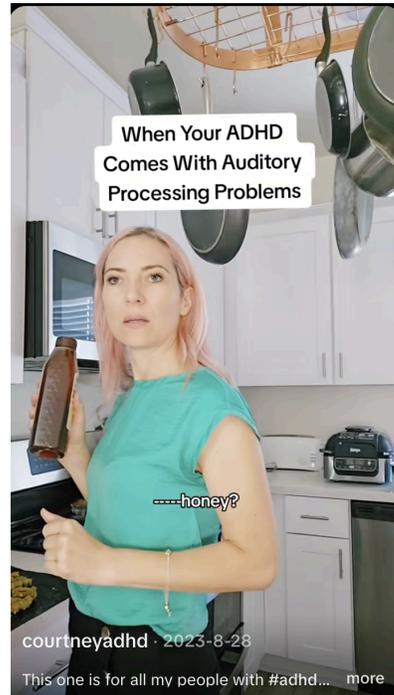
	<p>was taking six to ten different supplements every day to mimic Adderall's benefits without the damage, without the side effects.</p> <p>And last month, I found a singular drink that was almost everything that I was taking separately. SuperFocus. Alpha GPC, Rhodiola Rosea, N-Acetyl L-Tyrosine, Phosphatidylserine, and Lion's Mane.</p> <p>Five different nootropics that are all clinically backed to help your brain produce dopamine and norepinephrine naturally, without the side effects. You will be your most productive self, and you will not crash by the evening, you will feel completely normal.</p> <p>They have two really good flavors. I take the caffeinated version in the morning, and if I have things to get done in the afternoon and I don't want caffeine, I take the non-caffeinated version.</p> <p>Now, the last I checked, they were sold out because they were on sale, so if that orange button pops up, you better run.</p>
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Script 4	
Name	Iceland approach to ADHD
Objective	Speaks to people looking for holistic natural alternatives to aderral specifically in a us vs them format.
Finished Link	 Iceland Approach to ADHD.mp4
Script	<p>Hook: I grew up with ADHD in an Icelandic holistic home, and my mom helped my brain go from this to this without ever using this.</p> <p>ADHD really just comes down to a lack of dopamine, the feel-good chemical in your brain. And feeding the brain with Adderall makes the brain overflow with dopamine, which drains the brain completely of the chemical it needs to feel good and motivated and function. So instead, my mom used to give me this herb called Rhodiola rosea that athletes have been using in healthy populations for the longest time because it gives you mental energy and keeps you calm under stress, so it prevents burnout, basically. And she paired it with an amino acid called L-tyrosine, which actually makes the brain produce more dopamine in a slow</p>

	<p>process, instead of burning it all out at once like stimulants do. So what happens when you pair L-tyrosine with Rhodiola rosea, that's like rocket fuel for your brain.</p> <p>And there's a couple ways that you can get this combo. You can take them both in capsule form. That's like eight capsules a day. Or you can try to get your hands on the extremely pure and natural red meat that we have in Iceland, but you'd still have to take Rhodiola with it.</p> <p>But I found the perfect blend of them in this fruit punch, plus a bunch of other brain boosters that are going to help you stay sharp as you age. And since it's a drink mix and not a slow-release capsule like Adderall, it kicks in 10 times faster, but without the jitters and the crash that you'd experience with Adderall.</p> <p>The best way I can describe it is calm focus with steady energy. Before I couldn't even focus for 10 minutes to save my life, but now I can lock in for hours.</p> <p>And since everyone already knows they sell out of this stuff constantly, so if you see the orange shopping cart down here, that means Super Focus is back in stock! And if it is, please let me know in the comments because I need to stock up!</p>
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Script 1 Variation	
Name	The Pot Rack
Notes:	Variation of this winning creative :
Script with accompanying visuals & text on text	Visual direction: Creator is at the kitchen counter. A pot rack hangs from the ceiling with pots dangling directly above her head the entire video. She never looks up once. Ulora SuperFocus already made and sitting on the counter. Three half drunk coffees at different spots around the kitchen.

Laundry basket tipped over just visible in the doorway. Sticky notes covering the fridge door.



Creator: Creator will be stirring her drink with a rubber spatula

Text overlay: POV: you're a mom with an ADHD brain 🧠🤪

Hook: Oh my god!! Where are my pots and pans? I have been looking everywhere. What am I even making for dinner?

(CREATOR MIXES HER DRINK)

As a mom of 3 with ADHD, I tried everything out there. Adderall. Therapy. Every supplement on Amazon. Nothing worked until I found this drink.

If you know anything about ADHD, people with ADHD have low dopamine levels. Like your brain is literally running on empty all day. And if you are a mom on top of it, it just makes everything more overwhelming and more paralyzing. You are not lazy. You just have no fuel for your brain.

But then I saw a mom on TikTok recommend these drinks.

(CREATOR SIPS ON HER DRINK)

And oh my god, these are good. Yowwieee.

Okay so this is called SuperFocus by Ulora.

(CREATOR HOLDS UP THE PACKET)

When I was reading the reviews and the ingredients, I was shocked. It has actual nootropics in it that give your brain the building blocks to actually create dopamine on its own. Not spike it. Create it. And it has a non-stimulant, so instead of being low on dopamine and then spiking and then crashing, this will sustain you all day long.

They literally just send you a pack with little packets in it. You put it in 8 to 12 ounces of water and mix it.

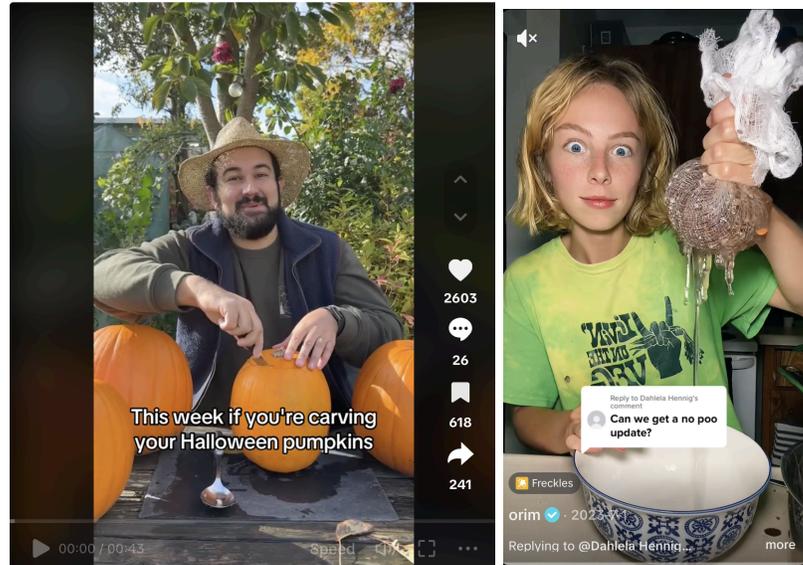
I wish I had found this sooner because ever since I started drinking this every morning my to do list is done by noon. Like who am I.

They have two flavors, Fruit Punch and Mojito. I am a little embarrassed to say I already subscribed, so they just send it to me monthly but I drink it every single morning so honestly why not.

If you are an overstimulated busy mom or you have ADHD you have to give this a try. Link is below. Just trust me on this one.

Script Concept 1	
Name	The Pumpkin Seed Trick
Core Idea / Format	<p>What will the ad <i>look like</i> (structure, visual approach, who appears, etc.)</p> <p>Format: UGC talking head with prop</p> <p>Structure: Visual hook of gooey pumpkin hands → creator looks at camera → ADHD couch confession → behavioral pain list → science reveal → product bridge → CTA</p>

Visual Approach: Creator is elbow-deep in a pumpkin at her kitchen table. Hands are dripping with orange guts. She stops mid-scoop, looks directly at the camera, and starts talking. Seeds are visible in her palm and scattered on the counter. She tosses them into a ziplock bag as she explains. Kitchen is lived-in: dishes nearby, maybe a kid's drawing on the fridge, cereal box on the counter. This looks like she just hit record mid-activity.



Who appears: A UGC mom, 35-45 years old, in the kitchen

Core idea: Pumpkin seeds have what your ADHD brain needs. It's in a drink.

Hook Concepts

At least 2 different hooks you could test under this script

Hook 1: As a single mother of 3 with ADHD, I spent four years thinking I was just bad at being a mom. The house was a mess. I'd forget to pack my kids' lunch. I'd doom scroll instead of sleeping and wake up exhausted. And I genuinely thought I was chronically lazy.

Intro:
Turns out I wasn't bad at anything. My brain just couldn't produce enough dopamine to function.

	<p>Then I found this Huberman video that explained how L-Tyrosine is literally the key to dopamine production and focus.</p> <p>It is the raw material your brain needs to produce dopamine. Your brain physically cannot make dopamine without it. And ADHD brains burn through it so much faster than everyone else's.</p> <p>So I started looking into natural sources. Turns out pumpkin seeds are one of the highest natural sources of L-Tyrosine on the planet. But you'd need to eat about three cups of them every single day to get a real dose. Luckily, I found this company called Ulora that packages all the natural ingredients your brain actually needs to produce dopamine</p> <p>Hook 2: 10 days ago, I was completely done with Adderall. The anxiety, the 3 pm crash, feeling like a zombie every single day. So one night at like 11 pm, I went down a full rabbit hole.</p> <p>Intro: Thank god for my TikTok feed because I saw this Huberman video that explained how L-Tyrosine is literally the key to dopamine production and focus.</p> <p>It is the raw material your brain needs to produce dopamine. Your brain physically cannot make dopamine without it. And ADHD brains burn through it so much faster than everyone else's.</p> <p>So I started looking into natural sources. Turns out pumpkin seeds are one of the highest natural sources of L-Tyrosine on the planet. But you'd need to eat about three cups of them every single day to get a real dose. Luckily, I found this company called Ulora that packages all the natural ingredients your brain actually needs to produce dopamine</p>
<p>Why It's Fresh / Why It Might Work</p>	<ul style="list-style-type: none"> - Hook 1 plays on the shame & guilt of being a bad mom (i.e. fear & loss aversion, along with the identity of being a bad mom) - Hook 2 uses authority and social proof with study & Huberman, and also presents a natural alternative to Adderall without the side effects <p>Market sophistication level:</p>

	<p>Solution aware. They know they have ADHD because of the symptoms they're experiencing, and they have tried all the traditional solutions out there, but are frustrated by their experience. differentiate.</p> <p>They've tried traditional solutions but hate the side effects. Almost feel ashamed and guilty, and decided to do away with solutions altogether.</p>
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Concept 2	
Name	Day in the life as an ADHD Mom
Core Idea / Format	<p>What will the ad <i>look like</i> (structure, visual approach, who appears, etc.)</p> <p>Format: Day-in-life vlog Voiceover narration over B-roll</p> <p>Structure: Shame/identity open → specific ADHD mom failures shown visually → the turning point → morning routine with SuperFocus → before/after activities → close → CTA</p> <p>Visual Approach: Mom in a robe in her kitchen, warm morning light, cozy and lived-in. The voiceover runs over B-roll of her actual morning: making the drink, packing lunches, kids in the background, laundry, desk work. The product is shown as part of her morning routine</p> <p>B-roll shots of mom day in the lift and interacting with the child</p>



Morning of an ADHD Mum
My Hacks to Survive 🤪☕



Who appears: A UGC mom, 35-45 years old, in the kitchen

Core idea: ADHD mom feels like she's failing at motherhood. Turns out her brain was just dopamine starved. One morning drink fixes the problem.

Hook Concepts

Hook 1: ADHD has made me feel like I'm failing at motherhood.

Hook 2: I love my kids more than anything. So why does it feel like I can never actually show up for them?

	<p>Expanded script: ADHD has made me feel like I'm failing at motherhood.</p> <p>Like, genuinely, some mornings I wake up and it feels like I literally got run over by a truck. Before I've even touched my coffee. Before the kids are even awake.</p> <p>I'm drowning before my day even starts. I procrastinate. I can't get things done. I'm late to everything. And I'm constantly comparing myself to the moms who just seem to have it together</p> <p>So when I finally got my diagnosis of having ADHD after 5 years of struggling, I stopped beating myself up. And the number one thing that dramatically helped with how I felt and my productivity is hands down the Ulora SuperFocus drink.</p>
<p>Why It's Fresh / Why It Might Work</p>	<p>This concept leads with identity and motherhood shame, the most emotionally charged way to get a mom's attention.</p> <p>The product is integrated as a habit and may come off as more authentic than simply a talking head video.</p> <p>It shifts the conversation from "I can't focus" to "I'm failing my children. The entire script is then structured as the restoration of that identity and becoming the best mother for their child.</p> <p>In addition, it also helps with shame removal. It's not you, it's your dopamine" is one of the highest-converting reframes. It transfers blame from character to biological, so the product becomes a natural solution.</p> <p>Target persona: Overwhelmed ADHD mom</p> <p>Market sophistication level:</p> <p>Level 2. She knows ADHD is real and that it affects her focus and mood, but she does not have a clear picture of the underlying mechanism. She has heard of dopamine in passing, but has never connected it to why she feels the way she does every morning. She is not someone who has spent hours researching supplements or reading studies. She is someone who has tried</p>

	<p>a few things, found them lacking, and quietly concluded that nothing really works for her. The concept does not need to introduce advanced ideas. It just needs to give her one clear explanation that makes her past failures make sense, and then present the solution as the logical next step.</p>
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<p align="center">Concept 3</p>	
<p>Name</p>	<p>Mom, Try This</p>
<p>Core Idea / Format</p>	<p>What will the ad <i>look like</i> (structure, visual approach, who appears, etc.)</p> <p>Format: UGC dialogue skit between mom and young child; two-person scene</p> <p>Structure: ADHD chaos montage through everyday tasks → child is the calm witness throughout → child hands mom the Ulora SuperFocus packet → child explains product & dopamine connection → CTA</p> <p>Visual Approach: The entire video is shot from the child's POV. The viewer experiences it as if they are the child sitting there watching the mom's chaos unfold around them. The phone or camera is mounted or held at child height, so the mom is always looking slightly downward toward the lens when she addresses the child directly.</p>



[Inspo to understand how this will be shot & produced](#)

Who appears: A young UGC mom, 25-35 years old in child's bedroom

Text: When you become a mother, but you have ADHD

Core idea: ADHD mom feels like she's failing at motherhood. Turns out her brain was just dopamine starved. One morning drink fixes the problem.

Hook Concepts

Hook 1: I need to put your lotion on, come here. How was your day? What was your favorite part? Oh my god!! I forgot to turn the water off.

Hook 2: Mama don't I have a doctor's appointment today?

Yeah, you do. It is at 3.

It is 3:02.

No it is not. I thought it was 2 o'clock.

Oh my god, we gotta go. We gotta go we gotta go we gotta go.

	<p>Expanded idea:</p> <ul style="list-style-type: none">- After a few blunders and panic attacks, the child gives her the packet to try. And explains the connection of low dopamine levels and how she learned all this from Tiktok.
<p>Why It's Fresh / Why It Might Work</p>	<p>Contextualizes the pain point in a comedic way. Leverages the shame of being a failing parent. Feels native and organic.</p> <p>Avatar: Overwhelmed ADHD mom</p> <p>Market Sophistication Level:</p> <p>Level 2. She knows ADHD is real, and dopamine is involved, but she has never been given a clear natural path forward. Now that she has a child, shes more inclined to take action on it.</p>

Inno Supps

Inno Supps Paid Ad Scripts

About Inno Supps: Inno Supps is a fast-growing DTC supplement brand specializing in performance, gut health, and body composition products. Known for science-backed formulas and aggressive paid social marketing, they compete in some of the most saturated verticals in the supplement space.

<https://www.innosupps.com/>

Script 1	
Name	Nitrowood Magnum - Pitch a Tent
Objective	Creatively pitch the "ED" angle using the double entendre / sexual innuendo
Angle	Uses camping humor much like other brands, like Old Spice, Dr. Squatch to get the message across while remaining compliant on Meta
Target Audience	Men ages 30-55 experiencing sexual performance decline
Market Sophistication	Level 4-5; Consumers have seen hundreds of "boost testosterone" ads. This script avoids the tired direct claim and instead leads with humor and personality to cut through category fatigue.
Finished Link	https://drive.google.com/file/d/1TilvVW2BYQ1ZiGrTQYdgVRykV5n6xV0N/view?usp=drive_link
PDP	https://www.innosupps.com/products/nitro-wood-magnum-r
Script	<p>Some guys struggle to pitch a tent. Me? Haha.</p> <p>Mine goes up in seconds.</p> <p>Nitro Wood Magnum makes sure of it.</p> <p>It contains a proprietary blend of black ginger and other natural ingredients to boost nitric oxide for better blood flow and performance.</p>

	It's cardiologists' approved and an absolute game changer. I mean, look at the size of this thing. Check out Innosup's Nitro Wood Magnum and up your tent game.
Creative Direction	A park ranger stands confidently in front of a tent in the woods. As he delivers the opening line "Some guys struggle to pitch a tent. Me? Mine goes up in seconds" the tent behind him rapidly pops up.

Script 2	
Name	Inno Cleanse UGC
Objective	Generate sales by speaking directly to a frustrated female audience
Angle	UGC speaks to the pain point around feeling bloated, uncomfortable in her own clothes, and let down by every solution she's already tried
Target Audience	Women ages 20-40 experiencing bloating, constipation, or digestive discomfort
Market Sophistication	Level 3-4; They know they're bloated and uncomfortable, they've tried things before, and they've been disappointed
Finished Link	https://drive.google.com/file/d/1WAttr5cAeZ15sNOQsfU2b4EbO-8WdcMhh/view?usp=drive_link
PDP	https://www.innosupps.com/products/inno-cleanse-tb
Script	<p>Attention, gassy girls and bloated babes. You have to try this natural detox. There were some days I could barely button my jeans. I was so backed up and just really uncomfortable. I tried every single tea, supplement and remedy out there and nothing seemed to work. Once I tried InnoCleanse, I was shocked. Within 24 hours, my bloating and constipation were significantly better. My stomach has never looked this flat.</p> <p>I can wear all the crop tops or tight dresses without feeling uncomfortable and my digestion has never been better. I just take two pills before bed</p>

	when I need a reset and I'm always happy with my results. So to all my bloated babes, if you're ready to fit into those tight jeans again, improve your gut health and finally ditch bloating, you have got to give InnoCleanse a try.
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Script 3	
Name	Complete Gut Health Stack - Dr. Ali Kazemi
Objective	Establish medical authority and drive conversions
Angle	A board-certified gastroenterologist explains the gut-weight loss connection and presents the product system as the clinical solution.
Target Audience	Adults ages 30–60 who have struggled to lose weight despite traditional dieting
Market Sophistication	Level 5 - health-conscious but confused by conflicting information and other prior solutions haven't worked
Finished Video	https://drive.google.com/file/d/1QNWDUK5WPVX48ZwIPDiK-QSsuV3f9kJa/view?usp=drive_link
PDP	https://www.innosupps.com/products/complete-gut-health-stack-g
Script	<p>Losing weight can be next to impossible if your gut's off balance. As a board certified MD, I can confidently say that taking the InnoSupps Complete Gut Health Stack can be an absolute game changer for accelerating weight loss and improving digestion. Here's how it works. Step one is cleanse. By flushing out what could potentially be three to 10 pounds of toxic poop, you're giving your gut a fresh start. Step two is restore. InnoGut Restore comes complete with prebiotics, probiotics,</p> <p>patented form of digestive enzymes. rapidly enhance digestion, step three is PROTECT. EndoGutProtect can help accelerate the healing of your gut lining in as little as 48 hours. It's formulated with patented and greedy Corbino, the most powerful postbiotic outlet. I'm confident that the</p>

	<p>complete gut health stack will revitalize your digestive health. Click below today and set it up to 25 % off.</p>
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Clients Blackbox

Clients Blackbox Scripts

Client: Clients Blackbox, a performance branding agency that builds lead generation systems exclusively for retirement-focused RIAs. Their clients are independent financial advisory firms targeting pre-retirees and retirees with \$500,000 or more in investable assets.

The Goal: Drive qualified appointments onto RIA calendars through a three-step Facebook funnel, a 90-second video ad, a 10-minute educational video, and a scheduling tool that disqualifies prospects below the minimum asset threshold before they can book. These scripts are the top of that funnel. Their only job is to stop the scroll, activate the right fear or desire, and get a pre-retiree to click through to the longer video.

Script 1 - The Fee Trap	
Hook Type	Pattern Interrupt - Quietly disrupts the assumption that paying advisor fees is the responsible, correct thing to do
Audience	Pre-retirees and retirees, aged 55 to 70, with at least \$500,000 in investable assets. They have had a financial advisor for years, probably at a big-name firm like Schwab, Fidelity, or Vanguard. They consider themselves financially responsible.
Angle	Positions every traditional advisor as the enemy before introducing the firm as the obvious alternative.
Awareness	Level 2 – Problem Aware. They know advisors charge fees but haven't connected fees to long-term retirement damage.
Pain Point	Fear of being financially taken advantage of without knowing it.
Structure	Pattern interrupt → 3 bold guarantees (each killing a specific fear) → fee math gut punch → virtual firm reframe → soft apply CTA
Why It Works	The three guarantees are architected to match the audience's top 3 fears in order. Risk reversal ('you don't pay if we don't perform') eliminates the #1 objection before it forms.
Script	Did you know that paying 1 to 2% a year on all of your money to a financial advisor is NOT the best way to retire?

	<p>Most firms charge you those fees whether your portfolio goes up or down. You lose money, and they still get paid. We think that's wrong.</p> <p>At [Firm Name], we guarantee you three things.</p> <p>Number one, we will grow your portfolio, or you don't pay us a dime.</p> <p>Why should a financial advisor get paid for losing you money?</p> <p>Unlike other firms that say they do better when you do better but still charge you when your accounts are down, we only make money when you do.</p> <p>Number two, we will protect a portion of your portfolio from market downturns entirely.</p> <p>Nobody saw 2008 or 2022 coming. The worst way to retire is during a down market when you're forced to take income out of a portfolio that's falling. We make sure that never happens to you.</p> <p>Number three, we will lower your current advisory fees by up to 40 percent.</p> <p>A 2 percent fee on \$500,000 over 20 years amounts to over \$200,000 out of your pocket. You shouldn't be paying for their office expenses. We operate 100 percent virtually, so we pass those savings directly to you.</p> <p>If you have at least \$500,000 saved and want a no-cost retirement plan built specifically for your situation, click the button below to apply right now and see if you qualify.</p>
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Script 2 - The 401K Question	
Hook Type	Mirror Hook - Opens by voicing a question the audience is already asking themselves, making them feel immediately seen and understood.

Audience	Pre-retirees and retirees aged 55 to 70 with \$500,000 or more saved. They are actively researching retirement decisions online, asking specific tactical questions, but have no coherent written plan tying it all together.
Angle	The problem isn't that they don't have enough money. It's that they don't have a strategy and deep down they know it.
Awareness	Level 3 – Solution Aware. They are researching specific tactics like Roth conversions which means they know help exists. They just haven't committed to anyone yet.
Pain Point	The quiet discomfort of knowing you should have this figured out by now and not being sure you do.
Structure	Mirror question → reframe → free plan offer → value anchor → first CTA → skepticism pre-handle → credibility → second CTA
Why It Works	Opens with the audience's own words and addresses a fear.
Script	<p>I'm 64 and just retired with \$1.5 million in my 401k. Should I convert it to a Roth IRA?</p> <p>If you're still asking questions like that, it means you're not entirely confident in your retirement income plan. Or worse, you don't have one yet. And that's okay. Most people in your situation feel the exact same way, and that's exactly why we exist.</p> <p>We're a fiduciary virtual retirement planning firm, and we have a free gift for you. It's a fully customized retirement income plan that we normally charge \$500 for, at zero cost to you.</p> <p>Click the button below to claim yours right now. Not everyone will qualify, but if you do, we'll build it specifically around your situation with no obligation to work with us afterward.</p> <p>If you're still watching, I'm guessing you're interested but maybe a little skeptical. I get it. You see a lot of people on social media talking about retirement planning. Most of our clients said the exact same thing before they worked with us.</p> <p>So here's a little background on who we are. We're a team of fiduciary retirement specialists, which means we are legally obligated to act in your best interest. We have helped hundreds of pre-retirees and retirees with</p>

	<p>\$500,000 or more protect their income, lower their fees, and retire with real confidence.</p> <p>Click the button below to get your free retirement income plan right now, and we will see you soon.</p>
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Script 3 - The Street Interview
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Hook Type	Pattern Interrupt - A two-person conversation on camera where someone gets stopped and asked about their finances.
Audience	Retirees aged 60 to 72 who already have money saved but no real strategy behind it. They have investments but not a plan. They've felt the anxiety of watching their portfolio drop and had no framework to make sense of it.
Angle	A relatable peer voices every fear the audience has, then resolves each one through their experience with the firm.
Awareness	Level 2 – Problem Aware. They know the anxiety. They haven't found the solution yet.
Pain Point	The helpless feeling of watching the market drop with nothing to anchor to.
Structure	Casual street interview format. Question hook → fear surfaced → old advisor failure → firm discovery → emotional payoff → CTA.
Why It Works	Intriguing format that isn't the standard talking head from a typical RIA form
Script	<p>Interviewer: May I ask you a question?</p> <p>Woman: Sure.</p> <p>Interviewer: How old are you?</p> <p>Woman: I'm 63.</p>

	<p>Interviewer: Still working or retired?</p> <p>Woman: Retired. About two years now.</p> <p>Interviewer: Congratulations. So here's the big one. Were you ever worried about running out of money?</p> <p>Woman: That was my biggest fear, honestly. Every time the market dropped I panicked. I had no idea what I was supposed to do.</p> <p>Interviewer: Did you have a plan or just investments?</p> <p>Woman: Just investments. My old advisor kept telling me to ride it out. But that never felt like a plan to me.</p> <p>Interviewer: So what changed?</p> <p>Woman: I found [Firm Name]. They built me an actual retirement strategy. Income streams, tax planning, even estate planning. Things I hadn't even thought to ask about.</p> <p>Interviewer: And how does it feel now?</p> <p>Woman: Completely different. I know exactly what I can spend every month. I don't even stress when the market drops anymore.</p> <p>Interviewer: How did you get started?</p> <p>Woman: Easy. I just scheduled a free virtual consultation with [Firm]. It took about twenty minutes, and honestly, it changed everything.</p>
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Script 4 - The Retirement Fear	
Hook Type	Confession Hook - Opens with a personal fear
Audience	Pre-retirees aged 55+ with \$500,000 or more saved
Angle	Hits their biggest fear of running out of money and being too old to get back into the workforce.

Awareness	Level 2 – Problem Aware
Pain Point	The tension between wanting to spend and enjoy retirement and being too afraid to because they don't know if the money will last.
Structure	A male or female in their 60's speaking to the camera, warm and natural, feels like a friend giving a recommendation. Confession hook → specific delayed fear → desire statement → firm discovery → big box contrast → specific benefits named → peace of mind payoff → soft CTA.
Why It Works	Everyone fears running out of money, and the thought of going back into the workforce after retirement scares them.
Script	<p>Want to know what my biggest fear was heading into retirement?</p> <p>The same as everyone else's.</p> <p>Running out of money.</p> <p>Not right away but ten or fifteen years in, when it's too late to go back to work and too late to fix anything.</p> <p>But I also didn't want to spend my retirement pinching pennies. I worked too hard for that.</p> <p>That's when I found [Firm Name]. Unlike the big box firms like Schwab, Vanguard, and Fidelity, they didn't hand me cookie-cutter investment advice. They helped me build a full plan built around my life. Income, taxes, estate planning, things I hadn't even thought to ask about. And they didn't charge me an arm and a leg to do it.</p> <p>Now I have a strategy in place that ensures money is coming in every single month, no matter what the market does. And for the first time, I actually feel free to enjoy the retirement I worked so hard for.</p> <p>If you're anywhere near retirement, tap the button below. The first consultation is free and virtual. You'll wish you did it sooner.</p>

Script 5 - The Wrong Advisor

Hook Type	Confession Hook: Opens with an admission of staying too long in a bad situation
Audience	Retirees and pre-retirees who don't yet have a financial advisor or have one but deep down know they're not getting what they need
Angle	The fear of hiring the wrong advisor or feeling like their current advisor/plan isn't working
Awareness	Level 4 – Most Aware
Pain Point	The pain of not making the wrong choice with their retirement funds. Also the pain of staying in a situation you know isn't working, because the effort of leaving feels worse than the pain of staying.
Structure	Older couple on camera, casual home setting, talking to the camera like they're telling a friend what happened.
Why It Works	Having an older married couple speaks to the buyer persona that wants to make the right decision for their loved ones
Script	<p>Woman: Okay, confession time. We stayed with our old financial advisor way too long.</p> <p>Man: Way too long. And deep down, we both knew we weren't getting what we needed.</p> <p>Woman: Cookie-cutter advice. Annual reviews with no real follow-up. Vague answers every time we asked something specific.</p> <p>Man: The tipping point was when we asked about taxes, and they told us they don't really handle that.</p> <p>Woman: That was it for us. So we found [Firm Name]. And honestly, at first I was skeptical. Moving everything sounded like a complete nightmare.</p>

	<p>Man: But they made it so easy. We had a dedicated person who walked us through the entire transfer, organized everything, and got it done fast.</p> <p>Woman: And it wasn't just about moving money. They rebuilt our whole plan from scratch. Income, investments, taxes, estate planning. Everything under one roof.</p> <p>Man: Honestly I wish we had made the move years ago.</p> <p>Woman: If you're in the same boat just tap the button below. Schedule a free virtual consultation and they will take care of the rest.</p>
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Script 6 - Interview Style	
Hook Type	Pattern Interrup - A stranger gets asked on camera how much money they have saved.
Audience	Pre-retirees aged with \$500,000 or more saved
Angle	This script introduces the risks they haven't accounted for
Awareness	Level 2 – Problem Aware. They know markets are unpredictable but haven't connected that risk to their specific retirement picture
Pain Point	Having a number saved without a strategy to protect it
Structure	Interview format -
Why It Works	Question hook → impressive answer → risk challenge introduced → firm discovery → big box contrast → full scope of services → CTA.
Script	<p>Interviewer: Excuse me, how old are you?</p> <p>Woman: I'm turning 63 next month, actually.</p> <p>Interviewer: Just retired?</p> <p>Woman: Just retired. Finally.</p>

	<p>Interviewer: Congratulations. Okay this is going to sound forward but are you worried about your savings lasting through retirement? Inflation, market crashes, cost of living going up?</p> <p>Woman: Honestly we were. That was a real fear for us.</p> <p>Man: That's exactly why we got in touch with [Firm Name]. They blend growth strategies with protected income so even if the market drops again we still have enough coming in.</p> <p>Interviewer: So they're like a financial advisory firm, like Schwab or Fidelity?</p> <p>Man: Technically yes but they do so much more than the big box firms. Full retirement planning. Taxes, estate planning, trusts, wills. They handle all of it.</p> <p>Woman: And it's completely virtual so we never had to leave the house.</p> <p>Interviewer: How does someone get started?</p> <p>Woman: Just tap the link below this video and schedule a free consultation.</p>
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Script 7 - Rude Awakening	
Hook Type	Pattern Interrupt - Opens by describing the exact situation the audience believes is enough
Audience	Pre-retirees aged 55 to 65 with \$500,000 or more saved who feel prepared on paper but have never actually mapped out how to live off their money.
Angle	The problem isn't that they don't have enough. It's that having money and knowing how to use it are two completely different things.
Awareness	Level 1 to 2 – Unaware to Problem Aware. This script's job is to introduce a problem they didn't know they had.

Pain Point	Have money saved but have no idea how much they can spend.
Structure	Talking head UGC False security → moment of realization → three specific unknowns → firm discovery → growth plus protection solution → tax and estate layers → peace of mind payoff → CTA
Why It Works	Points out the fear of not knowing how much they can actually spend and the very real possibility of having to cut their lifestyle to make the money last.
Script	<p>I thought we were in a good spot for retirement. A million saved, house paid off, zero debt. I figured we'd be fine.</p> <p>But once we actually stopped working that's when it hit us. We didn't know how much we could spend each month. We didn't know if the market would hold. And we had no idea how to draw income without triggering a massive tax bill.</p> <p>So we did some research and that's when we found [Firm Name]. They built us a plan that blends growth with protected income so we still get the upside but we're not exposed to major losses. They layered in a full tax strategy, set up our estate plan, and showed us exactly how to make the money last without cutting our lifestyle in half.</p> <p>It gave me a peace of mind I didn't even know I was missing.</p> <p>If you're within five to ten years of retirement and you want that kind of clarity tap the button below. The consultation is free, it's virtual, and you'll wish you did it sooner.</p>

Script 8 - The Trust	
Hook Type	Pattern Interrupt - Opens a loops and initiates a story, but immediately signals a common pain point

Audience	Higher net worth pre-retirees with multiple properties, complex assets, and children they want to pass wealth to. They have built real wealth but have avoided estate planning because it feels complicated and irreversible.
Angle	Targets a specific high-value fear around estate transfer and positions the firm as the guide who makes an overwhelming decision feel simple.
Awareness	Level 3 – Solution Aware. They know estate planning matters. They just haven't taken action because the complexity has paralyzed them.
Pain Point	The fear of making a wrong and irreversible decision with everything they've spent a lifetime building.
Structure	Talking head UGC Confession hook → specific situation details → meeting as turning point → solution named simply → peace of mind payoff → CTA
Why It Works	Most people at this wealth level won't admit they don't have this figured out. Opening with that admission gives them permission to feel the same way.
Script	<p>I've built a lot over the years. But even with real wealth, I still wasn't sure if I actually needed a trust.</p> <p>When I sat down with [Firm Name], things finally clicked. Multiple properties, complex assets, plans to pass everything down to my kids, they helped me see exactly how a trust could protect what I've built, keep everything organized, and make transfers smoother for my family.</p> <p>I feel a huge sense of peace now. Everything is structured exactly the way I want it.</p> <p>And they don't just handle trusts. They provide full retirement planning services so I can move through retirement with complete confidence.</p> <p>If you've accumulated real wealth and want that kind of clarity, take the short quiz linked below and speak with an advisor today.</p>

Script 9 - Vanguard or Fidelity

Hook Type	Question Hook - Addresses a common question the market has
Audience	Pre-retirees who are in research mode, actively comparing options and trying to figure out who to trust.
Angle	Enters the conversation as an educator giving away a better alternative to Vanguard and Fidelity
Awareness	Level 3 – Solution Aware. They know estate planning matters. They just haven't taken action because the complexity has paralyzed them.
Pain Point	Unsure of the best advisory firm
Structure	Talking head UGC Familiar question hook → honest positioning → no-sell declaration → free gift introduced → credibility → what they will learn → zero friction CTA.
Why It Works	Introduces a better alternative than Vanguard or Fidelity
Script	<p>Should you go with Vanguard or Fidelity?</p> <p>Their fees are different, and so are their products.</p> <p>My best advice is to use a professional who understands your specific needs and your net worth bracket.</p> <p>I'm a fiduciary retirement income specialist, and I specialize in retirement income planning for higher net worth individuals.</p> <p>In fact, I have nothing to sell you in this video. I actually have a free gift for you.</p> <p>It's a short ten-minute video that reveals the top retirement mistakes that could cost many people around 30 percent of their nest egg in retirement and strategies to help protect yours. Click the learn more button below to watch it right now at no cost to you, no email or phone number required.</p>

	<p>Hi, my name is [Name]. I'm a financial advisor working under the fiduciary standard, which means I'm obligated by law to act in your best interest. Over the past decade, I've helped hundreds of high-net-worth individuals better plan for retirement and maximize their retirement income.</p> <p>Inside, you'll learn number one, one overlooked risk that can seriously increase your chances of running out of money in retirement. Number two, how I help my clients get some of the stock market upside with the goal of completely protecting some of their assets from stock market downside. And number three, why average returns may be costing you money in retirement.</p> <p>This video is at zero cost to you. You don't need to give me your phone number or email to watch it. Just click the button below to access it immediately, and I'll see you in there.</p>
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Script 10 - Retirement Planning	
Hook Type	Empathy Hook - Opens by naming an emotion rather than a financial problem.
Audience	Pre-retirees and retirees with \$500,000 or more saved who are exhausted by the complexity of retirement planning and just want someone to take the wheel.
Angle	Emotional relief and peace of mind
Awareness	Level 2 – Problem Aware.
Pain Point	The pain of working hard to save, only to stress out about how much you can spend during retirement before running out of money
Structure	Talking head UGC Empathy hook → stress loop named → firm discovery → solution → emotional resolution → CTA.
Why It Works	Focuses on the emotional burden rather than the financial details

Script

Retirement planning shouldn't be this stressful. You work your whole life to save. You're stressed basically the entire time. Then you finally stop working and then what? You're stressed again trying to plan for retirement. Worrying about whether the money is going to last because you don't actually have a plan.

That's exactly where we were. But that's also when we found [Firm Name]. They helped us build a plan that blends growth with protected income so we don't have to stress about timing the market or guessing how long the money will last. They walked us through taxes, income strategy, even our estate plan. All virtually.

It was the first time we actually felt like someone saw the whole picture.

And now we feel calm. In control. Secure.

If that's what you're looking for tap the link below. The consultation is free, virtual, and it could change everything you thought you knew about retirement.

Audien Creator Ads

Audien Hearing Scripts for TikTok & Meta

About Audien: Audien Hearing is an OTC hearing aid brand on a mission to make hearing loss treatment accessible to everyone, at a fraction of the cost of traditional prescription devices that can run upwards of \$5,000. No doctor visits, no waiting rooms, no stigma. Just take them out of the box, put them in your ears, and start hearing again.

Script 1	
Name	OTC Hearing Aids
Angle	Daughter surprises mom with an affordable alternative to expensive hearing aids
Target Audience	Adults 50+ with hearing loss and their adult children who are actively researching hearing aid options
Market Sophistication	Level 3. They know hearing aids exist and have likely looked into them, but have been priced out or put off by the process.
Finished Link	 OTC hearing aids.mp4
PDP	https://audienhearing.com/products/audien-atom-one-hearing-aid
Script	<p>Mom. Hey, mom. You know how you've been saving up for those hearing aids that were like \$3,000? Yeah. I want you to try these out.</p> <p>These are over the counter hearing aids. Just try them, put them in. You notice any difference? Oh my god. Totally.</p> <p>Yeah. It comes with the charging case. They instantly activate as soon as you put them in your ear. It comes with a twenty hour rechargeable battery. And what I like is they're super discreet, so no one even notices you have them in.</p> <p>These are better than the thousand dollars once I try. If you guys have anyone in your family who struggles with hearing loss or you struggle with hearing loss, these are a great buy.</p>

Script 2

Name	Gifting mom
Angle	Daughter gifts mom affordable OTC hearing aids after being quoted thousands at a hearing clinic
Target Audience	Adults 50+ with untreated mild to moderate hearing loss and their adult children who have been told prescription aids are the only option
Market Sophistication	Level 3. Problem aware and solution aware but blocked by cost and the friction of the medical system.
Finished Link	 Gifting mom .mp4
PDP	https://audienhearing.com/products/audien-atom-one-hearing-aid
Script	<p>Okay you got it in? you hear everything better? mom mom mom yeah? i got you these things i want you to try what is it? i know you've been having a little trouble hearing lately these are over-the-counter hearing aids you know how we went to get that hearing test they said you needed all the prescriptions and it was thousands of dollars</p> <p>These are literally under a hundred, so I want to see if they work. Okay, you got it in? You hear everything better?</p> <p>Is better? Yes, I hear everything! Can you hear the TV? That's crazy. Oh my god, Devin! This is awesome.</p>

Script 3

Name	Gift of Hearing
Angle	Son surprises mom with OTC hearing aids, which is especially meaningful during the holidays
Target Audience	Adults 50+ with hearing loss and their adult children looking for an affordable solution

Market Sophistication	Level 3. Solution aware but skeptical of cheaper alternatives after being conditioned to believe only expensive prescription aids work.
Finished Link	 Gift of hearing.mp4
PDP	https://audienhearing.com/products/audien-atom-one-hearing-aid
Script	<p>Do you hear any difference at all? Say that again. Is it good? Mom. Mom. Mom. Mom. What? Sorry. Sorry to startle you. I got you these things. They're over the counter hearing aids.</p> <p>I don't know if they're going to work great, but we're going to test them out and see if they're any good.</p> <p>Now, do you hear any difference at all? Say that again. Is it good? Really? to me! Talk more! It's a difference or no? I haven't heard your voice this clear in years. Your regular hearing aids are over thousands of dollars so if you guys have a family member that struggles with hearing loss grab one of these right now for a great Christmas gift.</p>

Script 4	
Name	Supersonic hearing
Angle	Adult child tests the product on herself first before gifting it to her mom
Target Audience	Adults shopping for a loved one with hearing loss
Market Sophistication	Level 4. They are problem and solution aware but haven't found an option that works well yet.
Finished Link	 Supersonic hearing.mp4
PDP	https://audienhearing.com/products/audien-atom-one-hearing-aid
Script	<p>Unfortunately, it is time. My mother needs hearing aids. However, I was looking on the market and they are so freaking expensive. I don't know how anyone can afford them. And I know that that's like a serious problem. So I found these affordable pairs and I actually found them in like the big</p>

name stores. These work so well. I tried them out for myself because I'm like, I don't want to give this to my mom if they're uncomfortable.

So I tried them and they were like, I literally had supersonic hearing. I can't even put it into words how well these work. I was not expecting that insane quality because they are literally a fraction of the cost of the typical hearing aids that you find in the stores.

You don't have to download a different app or anything, you literally just stick these in your ear and they work instantly, which is amazing because older folk, don't want to be downloading any of these crazy apps or working with any sort of technology. They also come with different earpieces, which is amazing because it fits every single ear type. They're very discreet and portable. Also, it comes with a charger, so it doesn't require any of those like specific little batteries. I really have nothing bad to say about these. I'm excited to give these to her. I think over a million people have bought this, so this stuff works and it is very affordable.

Script 5	
Name	The Interview
Angle	Street interview to dispel common myths about hearing aids
Target Audience	Adults 50+ with hearing loss
Market Sophistication	Level 3. They know the problem, know solutions exist, but are anchored to the belief that quality hearing aids require a prescription and a significant investment.
Finished Link	 Interview.mp4
PDP	https://audienhearing.com/products/the-audien-atom-x-otc-hearing-aid
Script	How much do you think a hearing aid typically costs? Like about \$2,200. Several hundred dollars. At minimum \$1,000, \$1,500, somewhere in there. Exactly. What if I told you I had a hearing aid with me today that is under \$400? This is called AtomX. It is the first hearing aid that has a touchscreen on the case. You can see here it has the battery percentage, all that good stuff. You can also adjust the volume on here. It's very easy, very accessible,

very simple to use. There's no apps you need to download. We want to try it out today? Sure.

Let's see how these compare to your normal hearing aids that you typically wear. Just stick it in like an AirPods. Oh, super easy. I heard it beep. Really? Okay, perfect.

Say something. Hello, I want you to just kind of observe the sounds. How does this compare to your typical hearing aid? I can hear the music over there. I can hear the water flowing back there. It's kind of amazing. I don't feel them at all. OK. So it feels great. Is this something you think you would purchase? Most definitely. This is very kind of detailed. I'll go and purchase this right away. Amazing. You heard it here first. This is AtomX, and it makes hearing simple again.

Audien AI UGC

Objective: To create top-of-funnel scripts for prospects who are unaware/problem aware of hearing loss. We experiment with different target personas & formats.,

Script 1:

Angle: Contrarian Take - "I'd Know If I Had Hearing Loss"

Format: Talking head

Persona: Audiologist (expert POV)

Description: Dispel myth and explain how hearing loss is gradual & undetected

[Source](#)

The biggest lie about hearing loss is that you'd know if your hearing was getting worse.

But 1 in 3 people over 50 are completely unaware they even have it.

Deep inside your ear are thousands of tiny hair cells called stereocilia. They turn sound into signals your brain understands. But over time, from aging and loud noise, they break. And once damaged, they never grow back.

The high-frequency sounds are the first to go. Birds chirping. Raindrops. A microwave beeping.

That's why hearing loss goes undetected.

And traditional hearing aids make it worse. They amplify background chatter, which damages the remaining healthy stereocilia. You need something that enhances speech and detects the environment.

Audien Hearing Aids is unlike anything I've seen. Their Ion Pro 2 uses an advanced A2 MAX sound chip that analyzes sound in real-time and enhances human speech. It adapts to your exact hearing loss and adjusts to whatever environment you're in.

Do yourself a favor. Get these now to hear clearly again and prevent permanent damage

Script 2:

Angle: Confession story – Earbuds destroyed my hearing

Format: Talking head UGC

Persona: 32-year-old female

Description: Uses the everyday habit of wearing earbuds all day to hook cold audiences who don't realize they're at risk for hearing loss.

I wore earbuds at the gym every day. Literally the worst decision of my life.

So, I was always blasting music to drown out the gym noise. But I kept it at 70% volume, so I thought I was totally fine.

Then I started getting this ringing in my ears. I freaked out and went to an audiologist. Turns out I have mild hearing loss.

She basically told me I was doing the same damage as standing next to a leaf blower. I'm 32 and I basically had the hearing of someone in their 60s.

So she recommended hearing aids. I looked into traditional ones and they were like \$5,000. I'm like, absolutely not.

Then I found Audien, the number one affordable over-the-counter hearing aids. They have Bluetooth, so I can still listen to music. But the difference is they adapt the sound to your hearing loss. They filter out background noise and can adapt to any environment you're in.

I've been using them for 2 months now, and it's insane how good they are. I'm hearing conversations across the room.

So if you're constantly asking people to repeat themselves, you have to try Audien.

Script 3

Angle: Confession story – Earbuds destroyed my hearing

Format: Talking head UGC

Persona: 45-year-old female

Description: Uses the everyday habit of wearing earbuds all day to hook cold audiences who don't realize they're at risk for hearing loss.

Wearing your earbuds all day is the worst thing you can do to your ears. At 45, I have the hearing of a 70-year-old.

Morning podcast while I made breakfast. Calls during work. Audiobooks while I cleaned. I thought I was fine because I kept the volume 'reasonable.'

Then my daughter said, 'Mom, why do you always say "what?"' That hit me. So I got my hearing checked.

When I told the audiologist I wore earbuds 6-8 hours a day, she's like, 'You're not at a rock concert. So why are your ears getting front-row damage?' What I thought was 'reasonable' volume was loud enough to cause hearing loss.

So she recommended Audien Hearing Aids. Instead of blasting sound directly into your ear like earbuds do. They enhance speech and filter out background noise.

Plus, I can still take calls and listen to music. But without damaging my hearing.

Now with Audien, I'm hearing my kids from upstairs. And my husband doesn't have to yell from the other room anymore.

If you're asking people to repeat themselves or feeling like everyone's mumbling, just try Audien.

Script 4

Angle: Discovery story with humor – Drive thru

Format: Talking head UGC

Persona: 55-year-old female

Description: Use an absurd moment to reveal hearing loss and target people who don't realize they have a problem until an external event.

Please tell me I'm not the only one who can't hear the drive-thru speaker. I ordered a cheeseburger at McDonald's and somehow left with 6 apple pies.

My daughter was dying laughing. She goes, 'Mom, you need hearing aids.' I was like, 'I'M NOT OLD.' She goes, 'You literally have six apple pies.'

So tell me why this hearing aid with a touchscreen has been sitting out in the universe and no one said a word? Like, where has this been my whole life?

I got the Atom X from Audien Hearing. It comes with this touchscreen case—no app, no tiny buttons. You just tap to switch modes. Outdoor mode for drive-thrus. Conversation mode for home. Restaurant mode for noisy places. It filters out all the background noise and enhances speech so I can actually hear what people are saying.

The design is super discreet. Big touchscreen display. And a portable charging case. The best part? It doesn't scream 'senior citizen'.

Last week I ordered a cheeseburger and got... a cheeseburger. Complete life saver.

So if you've been constantly asking people to repeat themselves, get the Atom X. You're welcome.

Script 5

Angle: Confession story – Ruined Daughters' Wedding

Format: Talking head UGC

Persona: 60-year-old male

Description: Tell an emotional story with a pain point to reveal undiagnosed hearing loss

I almost ruined my daughter's wedding.

I walked her down the aisle, but I couldn't hear her vows. And the look on her face after destroyed me.

I've been dreaming about this day for 28 years. She's reading the vows she wrote. Everyone's crying. But all the voices are blurring together. I can't make out a word.

After the ceremony, she runs over and asks, 'Dad, what did you think?' I froze. I saw the disappointment in her eyes. And then I knew I broke my little girl's heart.

I'd been putting off hearing aids for years because they cost \$6,000. Plus, I didn't want those bulky beige things hanging off my ears. So I kept making excuses.

Then my wife gave me hearing aids from Audien Hearing. Apparently, they're over the counter, so no appointments, no prescriptions. Super affordable.

They showed up at my door. I put them in and—wow. I could hear the refrigerator humming. My wife talking from upstairs. The doorbell actually ringing.

And they're tiny, so nobody even knows I'm wearing them,

If you've been avoiding hearing aids because of the price or how they look, check out Audien Hearing.

Script 6

Angle: Personal discovery story: medical warning/isolation

Format: Talking head UGC

Persona: 65-year-old female

Description: Uses a doctor's urgent warning about isolation and dementia risk to create fear-based urgency

My ear doctor warned me I was going to lose connection with my family. She told me to stop pretending I could hear and get a hearing aid before it was too late.

She said if I didn't do something, three things would happen.

First, I'd become isolated even from my own grandkids. Second, I'd be exhausted all the time from straining to hear. And third, I'd be at serious risk for dementia.

She told me I'd probably need to spend \$6,000 for my mild to moderate hearing loss. That's my mortgage. So my options were: hear my grandkids or keep my house.

But then I found Audien Hearing for under \$100! They're over the counter, so no doctor visits, no prescriptions. I just put them in my ears. They filter out background noise and amplify voices so I can hear them crystal clear. And they're tiny, so nobody even knows I'm wearing them.

Now I'm hearing conversations at family dinners. And I'm not exhausted anymore. If you struggle to hear, don't wait. Try Audien Hearing.

Audien AI Talking Head

Objective: To create top-of-funnel scripts for prospects who are unaware/problem aware of hearing loss. We experiment with different target personas & formats.,

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(Health Expert persona - will require more b-roll)

SCRIPT 1: Wife Persona (50s-60s) - "I Noticed Something About My Husband"

Okay I need to tell you what I noticed about my husband. We've been together 18 years and I swear he was getting... weird. I'd be talking to him and he'd just stare at me. Or respond with something completely off. And I'm like, is he done with me?

Then I read this article that literally freaked me out. People with untreated hearing loss have a 60% higher risk of dementia. Because their brain is working SO hard just to hear that it starts breaking down everywhere else.

I was like... oh my god. He's not ignoring me. He literally can't hear me.

So I started looking into traditional hearing aids but they're four thousand dollars. Then I found Audien.

Apparently they're like the number one over-the-counter hearing aid brand. They're super tiny, affordable, and actually work. So I surprised him with them and instantly my man was back. He could hear me and he was present again.

If your partner is asking "what?" constantly or you feel like they're checking out, look into it. Audien literally saved our marriage.

Script 2: Daughter Persona (40s) - "I Got This For My Mom and She Cried"

So my mom called me last week crying and I need to tell you why because it's honestly really important. She's 68 and for the past year I've noticed she's been... off. Like withdrawing from family dinners, not engaging in conversations, getting frustrated a lot.

Then I started Googling her symptoms and watching videos about memory loss and aging, and what I found absolutely floored me. Apparently people with hearing loss are FIVE TIMES more likely to develop dementia. Five times. Because when you can't hear, your brain literally starts to shrink in the areas that control memory and thinking. Like your brain needs sound to stay healthy.

And I was like... wait. She's not depressed. She just can't hear us. She's probably embarrassed to keep asking people to repeat themselves, so she just shut down, you know?

So I looked into hearing aids but they wanted like \$5,000 and she'd have to go to all these appointments. She's on a fixed income. That's not happening. But then I found out the FDA approved over-the-counter hearing aids in 2022. You don't need a prescription anymore. You can just buy them.

That's when I found Audien. Apparently they're the top over-the-counter brand, they're like \$200, super discreet, and actually work. I ordered them and when she put them in for the first time, she started crying. She said, "I can hear your voice clearly again. I forgot what you sounded like." And then she wanted to call her sister immediately. Like she was excited to talk to people again.

If your parent is withdrawing or seems off, look into their hearing. Audien literally gave me my mom back.

SCRIPT 3 - Male 62-Year-Old Persona: "What's The Point?"

"You never hear me anymore so what's the point?"

That's what my wife said to me three weeks ago. And I just sat there. Because she was right.

I'd been noticing stuff for months. My grandson would run up excited about something and I'd have no idea what he said. I'd just go "that's great buddy" and watch his face drop.

And my wife? She stopped looking at me when she talked. She'd just stare at her phone or the TV because she knew I wasn't really listening anyway.

I genuinely thought it was dementia. Like I'm 62 and losing my mind.

But then I watched this Andrew Huberman episode where he interviewed a hearing specialist and apparently people with untreated hearing loss are up to 5 times more likely to develop dementia. Not because you can't hear—because your brain is working SO hard just to decode sound that it starts breaking down everywhere else.

And I was like... wait. It's not dementia. I literally just can't hear.

I thought hearing aids were these giant beige things but apparently the FDA made them over-the-counter in 2022. And get this—1.5 billion people globally have hearing loss but only 20% have hearing aids. That's insane.

Audien is the top over-the-counter brand—under \$100, tiny, you can get them at Walgreens. I put them in and my wife said something from the kitchen. And I heard every single word. Crystal clear. I started crying because I realized I hadn't really heard her voice clearly in probably three years.

If your family is pulling away, check your hearing before it's too late. I almost lost everything over something that cost me less than a hundred bucks.

SCRIPT 4: Audiologist Podcast-Style Marriage Angle

Hook: Speaker 1 (Audiologist): I'm an audiologist and I've saved more marriages than most therapists. Let me tell you why.

Speaker 2 (Husband, 50s): My wife genuinely thought I stopped loving her.

Speaker 1: What was she saying to you?

Speaker 2: She'd be talking to me, and I'd respond with something random. And she's like, "You're not even listening to me." And I'd get defensive, you know? But honestly, half the time I had no idea what she said.

Speaker 1: So when you came in, what did you think was going on?

Speaker 2: I don't know, maybe she was overreacting? I didn't think it was a big deal.

Speaker 1: But when I tested your hearing, you'd lost significant hearing in both ears. You weren't ignoring her. You literally couldn't hear her.

Speaker 2: I felt like such an idiot. We'd been fighting for two years over something I didn't even know was a problem.

Speaker 1: And your brain was exhausted from trying to decode sound all day, which made you irritable and withdrawn.

Speaker 2: That's exactly what was happening.

Speaker 1: This is why I always tell people. If your relationship is struggling because of communication, check hearing first. And honestly, I don't usually recommend specific brands, but Audien is one of the few I actually trust. They're over-the-counter, under \$100, and they use the same sound processing technology you'd get in hearing aids that cost thousands.

Speaker 2: I put them on, and my wife was stunned. She said I was actually present for the first time in years. She's never been happier.

Speaker 1: That's what I see all the time. Couples think they're falling apart when really it's just hearing. If your partner seems distant or you're constantly fighting, check their hearing before you blame the relationship.

SCRIPT 5 - Audiologist – Alzheimer's Angle

Hook: Speaker 1 (Audiologist): A 62-year-old woman came into my office convinced she had early-onset Alzheimer's. Turns out, it was something we could fix in under an hour.

Speaker 2 (Podcast Host): Wait, what made her think it was Alzheimer's?

Speaker 1: She was forgetting conversations with her daughter. Getting lost in places she'd been a hundred times. And her mom had Alzheimer's, so she'd been Googling her symptoms and everything pointed to early dementia.

Speaker 2: So what did you find?

Speaker 1: I ran a hearing test and she had moderate hearing loss in both ears. She wasn't forgetting conversations, she never fully heard them in the first place. Her brain was filling in gaps, and when it couldn't, she thought it was memory loss.

Speaker 2: So it wasn't Alzheimer's at all?

Speaker 1: Not yet. But here's what really concerned me. Untreated hearing loss makes you up to 5 times more likely to develop dementia. Your brain works so hard just to decode sound that it stops functioning properly in memory and cognition.

Speaker 2: That's terrifying. So what did you do?

Speaker 1: Well, the good news is the FDA approved over-the-counter hearing aids in 2022. I don't usually recommend specific brands, but Audien is one I trust. They're super affordable, and they use the same technology as devices that cost thousands. She got them and within days she could follow conversations again. The "forgetting" stopped because she was actually hearing.

Speaker 2: So checking hearing first could actually prevent dementia?

Speaker 1: In many cases, yes. If you're worried about memory loss, check your hearing first. You'd be surprised how often that's the real issue.

SCRIPT 6 - Scientific Explainer Video - "Brain Shrinkage"

Watch what happens to your brain when you can't hear clearly.

Your ears send mixed signals up to your brain. So your brain has to work overtime just to figure out what people are saying.

Scientists call this "cognitive overload" and it starts to physically shrink your brain. Johns Hopkins tracked this—people with untreated hearing loss lose one cubic centimeter of brain tissue every year. Your dementia risk goes up to five times higher.

But when people start wearing hearing aids, something incredible happens. Studies show a 48% reduction in cognitive decline. What does that mean? Your brain ages half as fast when you can hear properly. Half.

So why don't people wear them? Because the traditional system charges thousands of dollars and hands you chunky beige medical devices.

Audien said forget that. They took the same digital processing technology from those \$3,000 devices and made it sleek, near-invisible, and comfortable all day. /

If you're forgetting names, losing your balance, or can't think straight, try Audien hearing aids.

Audien Super Bowl

SCRIPT #1: The Super Bowl Party Isolation Gap

Addresses: Social isolation at loud gatherings + TV volume frustration + technology fear

SCRIPT BRIEF:

- **Target ICP:** Pragmatic Paul (late 60s-70s, frugal skeptic, tired of \$5K hearing aids)
- **Product Type:** Problem-Solution
- **Primary Desire:** Relationships (companionship, not missing out)
- **Secondary Desire:** Freedom (from frustration and isolation)
- **Sophistication Level:** High - has tried hearing aids, knows the pain points
- **Ad Format:** UGC testimonial style
- **Hook Type:** Problem-agitate-solution
- **Framework Used:** Framework 4 (Hook → Problem → Failed Solution → Product Intro → Features → Benefit → End Result → CTA)

THE SCRIPT:

Super Bowl parties used to stress me out.

TV cranked so loud the neighbors could hear it. And I STILL couldn't make out what the announcers were saying.

Someone asks me a question during a commercial - can't hear them either. Just nodding along like I understood.

My wife would get frustrated. The kids stopped trying to talk to me. I'd just sit there feeling left out at my own party.

Tried turning up my old hearing aids. Made everything louder - the TV, the crowd noise, people chewing chips. Just a wall of sound. Couldn't separate anything.

Then I got the Atom X with Conversation Mode and TV Mode.

Here's the thing - the case has a touchscreen. You just tap it to switch modes.

TV Mode separates the game commentary from all the background chaos. I hear the announcers clearly without blasting the volume.

Someone talks to me, I tap the screen - Conversation Mode - and I hear them. Not the TV. Not the crowd. Just them.

At our party last weekend, I switched between the two all night. Heard every play. Heard every conversation. Didn't miss a thing.

TV was at normal volume. My wife actually smiled at me.

If you've been dreading Super Bowl parties because you can't hear, go to audienhearing.com and get the Atom X.

Touchscreen case. Instant switching. No app, no pairing, just tap and go.

You'll actually enjoy the party this year.

SCRIPT #2: The Family Gathering Nightmare

Addresses: Missing grandkids' voices + background noise struggle + ease of use

SCRIPT BRIEF

- **Target ICP:** Caring Carol purchasing for elderly parent (Pragmatic Paul)
- **Product Type:** Problem-Solution
- **Primary Desire:** Relationships (hearing grandchildren, family connection)
- **Secondary Desire:** Protection (being a good grandparent)
- **Sophistication Level:** High - family has tried other solutions
- **Ad Format:** Family testimonial/story
- **Hook Type:** Emotional pain point
- **Framework Used:** BAB (Before-After-Bridge)

THE SCRIPT:

My dad stopped coming to family dinners.

Twenty people talking, kids running around, TV on in the background - he'd just sit there. Couldn't follow conversations. Couldn't hear his grandkids.

He'd leave early. Said he was tired. But I knew - he was embarrassed.

We tried getting him better hearing aids. He'd crank them up and everything got louder - dishes clanking, chairs scraping, everyone talking at once. Just noise.

He'd take them out halfway through dinner and miss the rest of the night.

Then we got him the Atom X for the Super Bowl party.

It has Conversation Mode and TV Mode. The case has a touchscreen - he just taps it to switch.

During the game, he tapped TV Mode. Heard the announcers clearly. No blasting volume.

My nephew asked him a question. He tapped Conversation Mode. Heard him perfectly. Not the TV. Not everyone else talking. Just my nephew.

He switched back and forth all night. Heard the game. Heard the conversations. Stayed the whole time.

At the end of the night, he hugged me and said "I didn't miss anything."

If someone you love is missing out on family time because they can't hear in crowds, go to audienhearing.com and get the Atom X.

Conversation Mode for hearing people. TV Mode for hearing the game. Just tap the touchscreen to switch.

Give them their family back.

SCRIPT #3: The "Neighbors Know The Score" Problem

Addresses: TV volume embarrassment + spouse frustration + simplicity need

SCRIPT BRIEF

- **Target ICP:** Pragmatic Paul (practical, frustrated with TV volume wars)
- **Product Type:** Problem-Solution
- **Primary Desire:** Comfort (peaceful home life)
- **Secondary Desire:** Relationships (spouse harmony)
- **Sophistication Level:** High - knows the TV volume problem intimately

- **Ad Format:** Relatable story/testimonial
- **Hook Type:** Relatable pain point with humor
- **Framework Used:** PAS (Problem-Agitate-Solution)

THE SCRIPT:

My neighbors knew the score before I did.

TV so loud they could hear it through the walls. And I STILL couldn't make out what the announcers were saying.

My wife would walk in, look at the volume, and just shake her head. The dog would leave the room.

I'd turn up my hearing aids. Made it worse. Everything got louder - commercials, crowd noise, my wife asking me to turn it down. Couldn't separate the voices I actually wanted to hear.

Super Bowl parties were the worst. TV maxed out. Twenty people talking. I'd just sit there pretending I heard anything.

Then I got the Atom X with TV Mode.

The case has a touchscreen. I tap it, select TV Mode, and it separates the dialogue from all the background noise.

Game commentary comes through clear. Crowd noise fades back. Volume stays normal.

At our Super Bowl party, my wife walked by and stopped. Looked at the TV volume. Looked at me. Said "wait, you can actually hear that?"

I could. Clearly. Without blasting it.

Someone asked me a question, I tapped Conversation Mode on the touchscreen. Heard them perfectly. Tapped back to TV Mode for the game.

Switched all night. Heard everything. Normal volume the whole time.

If you're tired of blasting your TV just to hear the game, go to audienhearing.com and get the Atom X.

TV Mode for clear dialogue. Conversation Mode for people talking. Just tap the screen.

Your neighbors will thank you.

SCRIPT #4: The "I'm Not The Mom I Wanted To Be" Gap

Addresses: Identity crisis from hearing loss + social isolation + missing family moments

SCRIPT BRIEF

- **Target ICP:** Female version of Pragmatic Paul (60s-70s, grandmother, missing family connection)
- **Product Type:** Problem-Solution
- **Primary Desire:** Relationships (being present for family)
- **Secondary Desire:** Protection (being a good grandmother/mother)
- **Sophistication Level:** High - has tried solutions, deeply frustrated
- **Ad Format:** Emotional testimonial
- **Hook Type:** Identity crisis hook
- **Framework Used:** Framework 4 with emotional depth escalation

THE SCRIPT:

I stopped hosting family dinners.

Not because I didn't want to. Because I couldn't hear anyone.

Ten people talking, dishes clanking, grandkids laughing - it was just noise. I'd smile and nod but I was missing everything.

My daughter would repeat things three times. My grandkids stopped trying to tell me stories.

I wasn't the grandma I wanted to be. I was just... there.

Tried turning up my hearing aids at our last Super Bowl party. Made everything louder but I still couldn't separate voices. Just a wall of sound.

I'd sit there watching everyone else laugh at something I didn't hear. Feeling left out in my own home.

Then my daughter got me the Atom X with Conversation Mode.

The case has a touchscreen. I tap it, and it focuses on the person talking to me. Filters out everything else.

At our Super Bowl party, my grandson ran up and started telling me about the game. I tapped Conversation Mode. Heard every word. Not the TV. Not everyone else. Just him.

When I wanted to hear the game, I tapped TV Mode. Clear commentary. No blasting volume.

I switched between the two all night. Heard my grandkids' stories. Heard the game. Heard the conversations I'd been missing.

At the end of the night, my daughter hugged me and whispered "you're back." (edited)

If you've been missing family moments because you can't hear in crowds, go to audienhearing.com and get the Atom X.

Conversation Mode for hearing people clearly. TV Mode for hearing the game. Just tap the touchscreen.

Be the grandma you want to be.

SCRIPT #5: The "Finally, Technology That Makes Sense" Gap

Addresses: Technology fear + complicated controls + Super Bowl party chaos

SCRIPT BRIEF

- **Target ICP:** Independent Ira (80+, hates complicated tech, arthritic hands)
- **Product Type:** Problem-Solution
- **Primary Desire:** Freedom (from frustration and helplessness)
- **Secondary Desire:** Success (feeling competent, not defeated by technology)
- **Sophistication Level:** High - has rejected other hearing aids due to complexity
- **Ad Format:** Simplicity-focused testimonial
- **Hook Type:** Contrarian/relief hook
- **Framework Used:** Framework 3 (Hook → Failed Solution → Product Intro → Features → Benefit → CTA)

THE SCRIPT:

I'm 82 years old and I don't want to learn new technology.

My old hearing aids had tiny buttons I couldn't see. An app I couldn't figure out. Pairing. Programming. Forget it.

Super Bowl parties were impossible. TV loud enough to rattle the windows. Twenty people talking. My hearing aids made everything louder but I couldn't understand anything.

I'd just give up and take them out.

My daughter got me the Atom X. I almost sent it back. Another complicated gadget I'd have to figure out.

Then I opened the case. Touchscreen. Big. Clear. Like my phone.

I tap the screen. It says "TV Mode." I hear the game clearly. That's it. No app. No pairing. No programming.

Someone talks to me, I tap again. "Conversation Mode." I hear them. Not the TV. Just them.

At our Super Bowl party, I switched between the two all night. Tap for the game. Tap for conversations. That's all I had to do.

Heard every play. Heard every conversation. Didn't miss a thing.

And I didn't need my daughter to set it up for me.

If you're tired of complicated hearing aids with tiny buttons and apps you can't figure out, go to audienhearing.com and get the Atom X.

Big touchscreen. Tap for TV Mode. Tap for Conversation Mode. That's it.

Finally, technology that makes sense.

Static Image Ads Brief

Static Image Ads Brief

Client: Audien Hearing (sells hearing aids)

ANOTHER BRIEF: [Static Image Ads Brief - Audien Hearing](#)

Concept 1: Us vs them ad											
Angle:	Paints a common enemy										
Idea:	Side-by-side comparison of traditional hearing aids.										
Design Copy:	<p>"I threw my \$5000 hearing aids away for these."</p> <table border="1"><tbody><tr><td>✗ \$5300</td><td>✓ Under \$400</td></tr><tr><td>✗ 6 doctor visits</td><td>✓ Zero appointments</td></tr><tr><td>✗ Complicated</td><td>✓ Tap to adjust</td></tr><tr><td>✗ Bulky</td><td>✓ Near invisible</td></tr><tr><td>✗ Too loud</td><td>✓ Adapts to surroundings</td></tr></tbody></table>	✗ \$5300	✓ Under \$400	✗ 6 doctor visits	✓ Zero appointments	✗ Complicated	✓ Tap to adjust	✗ Bulky	✓ Near invisible	✗ Too loud	✓ Adapts to surroundings
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✗ Complicated	✓ Tap to adjust										
✗ Bulky	✓ Near invisible										
✗ Too loud	✓ Adapts to surroundings										
Creative Direction:	Left side - Large, bulky behind-the-ear hearing aid Color: Beige/tan (aged medical device look) Right side: Atom X Show actual size, much smaller and sleek with the touchscreen case										
Inspiration:	link to ad										

Same Relief. Zero Recovery.

Bunion Surgery



- ✗ \$8,000 Cost
- ✗ 6+ Weeks Recovery
- ✗ Risk Of Complications
- ✗ 50%-70% Return Rate
- ✗ Requires Meds & Follow-Up
- ✗ Invasive & Irreversible

Treat Medy

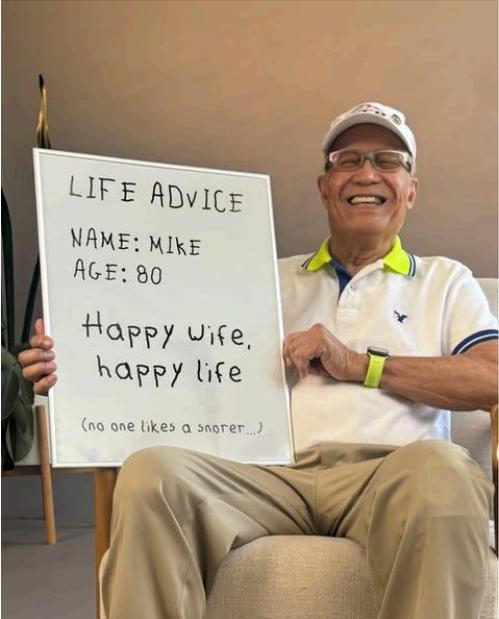


- ✓ Under \$100
- ✓ 30 Min/Day At Home
- ✓ Relieves Pressure Naturally
- ✓ Permanent Fix
- ✓ Toe Realignment In 2-3 Weeks
- ✓ Comfy & Pain-Free

MOTT & BOW	Other Jeans
✓ Premium fabric	✗ Cheap fabric
✓ 2x more stretch	✗ Rigid and constricting
✓ Extra breathable for Summer	✗ Non-breathable denim
✓ Amazing fit	✗ Standard design
✓ Lasting colors for years	✗ Loose colors in the 1st wash

Ad principle to steal:
 Contrast your strengths with their weaknesses.

Concept 2: Life advice	
Angle:	Relatable relationship humor from the frustrated spouse's perspective
Idea:	Using humor to expose a pain point and positioning hearing aids as the solution.
Design Copy:	Life Advice Name: Jerry Age: 75 Happy wife, happy life

	(No one likes repeating themselves)
Creative Direction:	Create an ad featuring a grandpa holding a whiteboard displaying life advice. The hearing aid can be subtly visible in his ear or showcased in a circular zoomed inset frame within the composition.
Inspiration:	

Concept 3: My wife's ultimatum	
Angle:	Relatable humor
Idea:	Appeals to spouses who are tired of repeating themselves.
Design Copy:	MY WIFE'S ULTIMATUM: GET HEARING AIDS OR GET A DIVORCE LAWYER
Creative Direction:	Sharpie with words on the palm and Ion Pro 2 in the other hand. Or it can be a Post-it note with divorce papers in the background with hearing aids front and center.
Inspiration:	link to ad



Concept 4: Cheaper than couples therapy

Angle:	Relationship humor and value prop
Idea:	Positions the broader benefit of not just hearing but as potentially a marriage-saving investment.
Design Copy:	<p>Headline: Cheaper than couples therapy. Better than the silent treatment.</p> <p>Bullet:</p> <ul style="list-style-type: none"> - Actually hears "take out the trash" - No more asking "what?" - No more sleeping on the couch - TV volume back to normal
Creative Direction:	Bold headline at top. Centered lifestyle photo of relieved husband holding hearing aids.
Inspiration:	Can look something like this, but follow the design copy above.



Concept 5: Selective hearing	
Angle:	Relatable pain point with humor
Idea:	Directly addresses the elephant in the room and speaks to the frustrated spouse or family member, encouraging them to gift hearing aids
Design Copy:	<p>Main headline: Selective hearing ends today.</p> <ul style="list-style-type: none"> ✓ Crystal Clear Sound ✓ Nearly Invisible Design ✓ No Prescription Needed ✓ FDA-Registered <p>Alt headlines:</p> <ul style="list-style-type: none"> • Done repeating yourself? • Spouse has selective hearing?
Creative Direction:	Big headline with 4 benefit call-outs. Design should grab attention, either a lifestyle background or product-focused.
Inspiration:	Can be similar to concept 3

Concept 6: Customer results

Angle:	Social proof
Idea:	Showcase real survey data to build trust
Design Copy:	Premium hearing aids made for everyday life. ✓ 93% heard better in group conversations ✓ 84% enjoyed clearer TV and radio sound ✓ 87% felt more confident socially ✓ 89% recommended Audien to friends and family
Creative Direction:	Ion Pro 2 product image with headline with the customer result percentages.
Inspiration:	

Concept 7 – Official statement	
Angle:	Humor that highlights the benefits of hearing aids
Idea:	Fake "apology" for hearing aids working too well. List funny consequences of actually hearing
Format:	IG story ad or static ad:
Design Copy:	Official Statement We need to address the recent surge of customer complaints. Apparently, actually hearing comes with consequences. We never meant to expose that you CAN hear "take out the trash" from across the house. Or that your neighbor's dog has been barking at 2am

this entire time. Or that you can't blast the TV to tune out your wife's book club gossip anymore.
 But Audien hearing aids work a little too well.
 If this has caused marital accountability, more chores, or regret, we sincerely apologize.
 Love, Audien
 P.S. To make up for it, get up to \$250 off sitewide. Hear everything, then blame us later.

Inspiration:

[link to ad](#)

OFFICIAL STATEMENT

We need to address recent concerns from our customers and apologize for the unexpected social and domestic chaos our pet hair removers have caused.

Apparently, removing every last strand of pet hair with almost no effort has consequences.

We never meant to make your friends assume you deep-cleaned your entire home overnight, or cause arguments about whether you "definitely hired a cleaner." And we certainly did not intend for your partner to realize you were the source of the shed, not the pets. But the Uproot tools work a little too well.

Our engineered metal edge is so effective, it is revealing the true color of couches that have not been visible since 2018. Our only intention was to give you a cleaner home, not trigger competitive cleaning sprints or expose years of forgotten upholstery.

If this has led to obsessive scraping sessions, sudden pride in your carpet, or a newfound rivalry with your lint roller, we sincerely apologize.

Love, Uproot Clean

P.S. To make up for it, we're upping our Sale Discount. Enjoy it, then blame us later.

WE'RE SORRY

After helping thousands of people not only reclaim deep, restorative sleep — but also burn stubborn fat while they snooze — we realized we messed up...

NIGHT SHRED

We forgot to give everyone 50% OFF and include some of our best sleep-inducing products completely FREE.

So, as a **BLACK FRIDAY EXCLUSIVE DEAL**, we are offering Night Shred Black plus **TWO FREE GIFTS** for just \$39.99, to make your nightly ritual even cozier and more affordable than ever.

Rest easy,
 Team Inno Supps

Concept 8 – Enjoy dinner out again	
Angle:	Emotional pain point
Idea:	Addresses restaurant anxiety for people with hearing loss.
Design Copy:	Main headline: Enjoy Dinner Out Again. Subtext: Crystal clear conversations even in crowded places.
Creative Direction:	Restaurant setting with hearing aids front and center

<p>Inspiration:</p>	
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<p align="center">Concept 9 – Hear like you’re 25 again</p>	
<p>Angle:</p>	<p>Pain point of feeling old</p>
<p>Idea:</p>	<p>Delivers a big promise that the audience aspires to have</p>
<p>Design Copy:</p>	<p>Hear Like You’re 25 Again</p> <ul style="list-style-type: none"> ✓ Tap to adjust ✓ Super small & discreet ✓ No doctor's visits ✓ 90% cheaper than traditional hearing aids
<p>Creative Direction:</p>	<p>Product copy with benefit call-outs</p>

<p align="center">Concept 10: Judge Judy comment</p>	
<p>Angle:</p>	<p>Relatable humor</p>
<p>Idea:</p>	<p>Responding to someone's Judge Judy TV volume complaint.</p>

Design Copy:	Case closed: TV volume solved.
Creative Direction:	Create a comment response ad with a TikTok/social media bubble that responds to this and include a product image.
Inspiration:	<p>From our TikTok ad</p> 

Concept 11: Best sellers																
Angle:	Product comparison															
Idea:	Reduces decision paralysis for in-market buyers.															
Design Copy:	<p>Find Your Perfect Match 1,000,000+ happy customers</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Ion Pro 2 Best sound quality</th> <th>Atom X Easiest to use</th> <th>Atom One Most affordable</th> </tr> </thead> <tbody> <tr> <td>6 hearing profiles</td> <td>Touchscreen case</td> <td>Under \$100</td> </tr> <tr> <td>72 hour battery</td> <td>4 environmental modes</td> <td>Small & discreet</td> </tr> <tr> <td>Bluetooth streaming</td> <td>UV-cleaning case</td> <td>24 hour battery</td> </tr> <tr> <td>30% clearer sound</td> <td>Bluetooth streaming</td> <td>Setup in seconds</td> </tr> </tbody> </table>	Ion Pro 2 Best sound quality	Atom X Easiest to use	Atom One Most affordable	6 hearing profiles	Touchscreen case	Under \$100	72 hour battery	4 environmental modes	Small & discreet	Bluetooth streaming	UV-cleaning case	24 hour battery	30% clearer sound	Bluetooth streaming	Setup in seconds
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30% clearer sound	Bluetooth streaming	Setup in seconds														

<p>Creative Direction:</p>	<p>3-column vertical layout product grid with product images for each.</p>
<p>Inspiration:</p>	<p>link to ad</p>  <p>THE BLACK STUFF</p> <p>4 BARS ZERO BULLSH*T</p> <p>CHOSEN BY 75,000+ MEN</p> <p>CELTIC TIGER Sharp, Menthol, & Bold Built for recovery days, long days—or just waking the hell up.</p> <p>ATLANTIC PINE TAR Gritty, Smoky, & Rugged For the one who actually gets his hands dirty.</p> <p>CITRUS CEDARWOOD Clean, grounded, & fresh. For men who want to smell clean, not chemical.</p> <p>GINGER HONEY TEA Warm, spicy, & strangely addictive. For those who like it soft on the skin, strong on scent.</p> <p>NATURE'S SCENTS. WHICH ONE'S YOURS? OR JUST GRAB THE WHOLE DAMN BUNDLE.</p>

Obvi Burn Box Bundle

Goal: Recreating script from past winning creatives.

Product: [Obvi Burn Box Bundle](#)

Hook (Shame + Pain Point)

This is a picture of me hiding behind my kids at the beach. Smiling on the outside...but the truth is, I was ashamed of myself.

I hated how I looked. No matter what I tried—diets, workouts, cutting out carbs—nothing worked. It was humiliating.

I stopped wearing swimsuits, and I avoided social gatherings. I even hid from cameras because I couldn't stand the thought of being tagged in another picture.

My confidence was shaken. I felt like nobody liked me...and honestly, I didn't even like myself.

Story Transition

A few months later, I showed up to my high school reunion. And that's where I saw Amanda.

Like me, Amanda had been heavy her whole life. She was always the one people whispered about in the hallways, the girl who skipped dances because she hated how she looked.

But that night, she walked into the room down 152 pounds. Everyone turned their heads. The same people who ignored her in high school couldn't stop staring now.

I was floored. She looked confident and radiant. Her husband couldn't keep his hands off her and was proud to flaunt her "hot" wife.

I pulled her aside and asked, "Amanda, what's your secret?"

At first, I didn't believe her answer. But curiosity got the best of me...so later that night, I googled it.

I found an entire community of women, just like Amanda, with jaw-dropping transformations.

- Sarah had lost 42 pounds after struggling with late-night cravings her whole life.
- Rachel dropped 8 pant sizes and said she finally felt comfortable looking in the mirror again.
- Jessica, after a messy divorce, shed 60 pounds and said she'd never felt more alive.

Story after story, woman after woman...I realized this wasn't a fluke. Something real was happening here.

And that's when I discovered what they all had been taking...Obvi Burn Box.

It's a complete 3-step fat loss, beauty, and wellness system that works around the clock to:

- Torch stubborn fat
- Crush cravings
- Supercharge your metabolism
- And support healthier-looking skin, hair, and nails.

Science / Reframe

See, fat loss isn't just about calories or relying on willpower.

If fat loss were only about willpower, women wouldn't still be struggling with stubborn belly fat, late-night cravings, and hitting the same plateau year after year.

The real problem isn't discipline. It's your metabolism and hunger hormones. If you don't support them the right way, no amount of dieting or exercise will stick.

That's exactly what Obvi Burn Box does, using collagen and natural ingredients to give your body what it really needs.

There are three different formulas inside the Burn Box. Each one tackles fat loss and supports beauty in its own way.

Breakdown of the 3-Step System

First, I take the Obvi Collegenic Burn in the morning after breakfast. It jumpstarts my metabolism, gives me clean energy and focus, and helps set the tone for the whole day. It's not jittery energy and it fuels my workouts too. Plus, collagen inside supports my joints, skin, and hair so I'm not just burning fat, I'm looking better while doing it.

Before training or in the afternoon slump, I take Obvi Collegenic Burn Fast. This one helps fight off cravings, supports blood sugar balance, and keeps metabolism firing when it usually slows down. It gives me that extra boost I need to push hard in my workouts and show up fully during the day.

Lastly, I take Obvi Collagenic Burn PM at night. Nighttime used to be when I caved into snacking. I'd reach for a scoop of ice cream or that box of cookies. Now Burn PM fights midnight cravings that always held me back. And it helps me wind down to get deep, restful sleep while supporting overnight fat-burning. It feels like my body is sculpting itself while I sleep.

Close / Call to Action

Obvi Burn Box isn't about quick fixes or unsustainable diets. It's a natural, all-in-one solution that helps your body do what it's designed to do—burn fat, control cravings, and restore beauty from the inside out.

Forget expensive prescriptions or starving yourself. This is your complete 24/7 fat-burning, body-sculpting, beauty system.

Thousands of women are breaking through plateaus, seeing the number on the scale move again, and feeling proud when they look in the mirror. And now it's your turn.

This is your complete 24/7 fat-burning, body-sculpting, beauty system.

Click below to grab your Obvi Burn Box and start your transformation today.

Obvi Collagenic Burn Elite

Goal: Recreating script from past winning creatives.

Product - [Obvi Collagenic Burn Elite](#)

Obvi Collagenic Burn Elite Video Script

You've probably been told that losing belly fat means hours of cardio and giving up all your favorite foods.

That's why so many women fail. The truth is, cardio and starving yourself actually work against you.

I know, because I lived it. I spent years trying everything.

Running every morning, cutting out carbs, and drinking meal replacement shakes...

I thought I was doing everything right, but my body held onto more fat instead.

And honestly, most fat burners out there didn't help either. They pump you full of artificial ingredients. And they don't address what women really struggle with.

You see, our metabolism naturally runs slower than men's. And as we get older our skin, hair, and joints stop getting the support they need.

That's why I switched to Obvi Collagenic Burn Elite. It's the only formula that combines collagen with clinically studied fat-burning ingredients.

Instead of stuffing your cabinet with powders and pills, Obvi Collagenic Burn Elite gives you everything you need with just 2 capsules a day. It contains:

- Five types of collagen to support glowing skin, luscious hair, and healthy joints.
- GreenSelect® and natural caffeine to fire up your metabolism and melt stubborn fat.
- And MCT oils to fuel your body with energy

And the best part it also helps you feel satisfied, so cravings don't take over. That means you don't have to starve yourself. And you don't have to do hours of cardio to tone up or lose weight.

If you've been stuck for months or even years like I was... if the scale isn't moving in the right direction or you're fighting to lose those last stubborn 10 pounds, Burn Elite is for you.

It's powerful blend of fat-burning ingredients helps reignite your body's natural ability to tap into fat stores and get back into fat-burning mode.

It worked for me and it's working for tens of thousands of women.

Sarah dropped 14 pounds and finally fit back into her favorite jeans.

Michelle lost 11 pounds, and she says her waist looks slimmer and her skin has never looked better.

So if you're ready to lose the belly fat and finally see the slimmer figure you've always wanted, tap below now and grab Obvi Collagenic Burn Elite before it sells out again.

Trust me, you don't want to wait on this.

Obvi Collagenic Fat Burner

Goal: Recreating script from past winning creatives.

Product - [Obvi Collagenic Burn Elite](#)

Obvi Collagenic Burn Elite Video Script

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