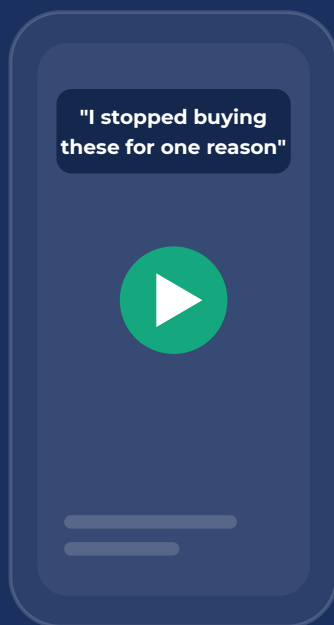


 TOOLKIT

UGC Brief & **Hook** Library

Brief creators, open with hooks that hold, get the right shots, and handle rights and disclosure properly.

**PROBLEM**

"The mistake most people make with..."

DEMO

"Watch what happens when I..."

PROOF

"312 people asked, so here it is"

MYTH

"You don't need 10 steps for..."

COMPARE

"Same price, very different result"

120 hooks in 12 angles

6 example scripts

30-shot shot list

Editable brief + spreadsheet

Contents

	How to use this toolkit	3
01	What makes creator-style ads work	5
02	The brief a creator can follow	7
03	The hook library	10
04	Scripts that follow the five jobs	19
05	The shot list library	23
06	Finding and vetting creators	26
07	Rights, partnership ads and disclosure	29
08	Reviewing drafts without a third round	33
09	Testing creator ads	35
	If you want a second pair of eyes	38
	Sources	39

01

What makes creator-style ads work

Creator-style ads work when they look like the content around them and still say one clear thing fast. The platforms' own research points to the same few levers: vertical video with sound, a message in the first seconds, real people on camera and text that fits the screen.

What the platforms' own research says

Both platforms publish creative guidance, and most of it agrees. Read the numbers below as each platform's own findings about its own ads. They're useful for direction, not as a forecast for your account.

34.5%

lower cost per result for Reels campaigns using 9:16 video with audio and key messages in the safe zone, compared with image ads (15 split tests)

Meta, 2026

63%

of TikTok videos with the highest click-through rate highlight the key message or product in the first 3 seconds

TikTok, 2020

87%

of TikTok's top 200 highest-spending Spark Ads in a 2023 analysis involved creators

TikTok Creative Center

TikTok's current guidance for performance ads (updated June 2025) is the most concrete public brief you'll find. It says to introduce the proposition in the first 3 seconds, put the hook in the first 6, shoot vertically at 9:16 in at least 720p, use sound, show 5 to 10 words per second when using on-screen text, feature people such as creators, employees or customers, and choose "a DIY or not overly polished style" ([TikTok, 2025](#)).

Meta's Reels guidance points the same way. In a meta-analysis of 15 A/B tests run from May 2022 to April 2023, adding partner-made native Reels creative (9:16 video with audio, inside the safe zone) to an existing campaign gave on average a 5% lower cost per result and an 11% higher conversion rate ([Meta, 2026](#)).

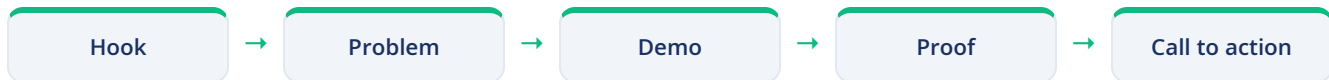
WHAT THE RESEARCH SAYS

The early seconds carry a large share of a video ad's value. Meta reported with Nielsen that up to 47% of a video campaign's value was delivered in the first 3 seconds, and up to 74% in the first 10. This is a 2016 feed-video study, so treat it as direction rather than a current benchmark. — [Meta for Business, 2016](#)

How a creator ad earns its result

Every ad that works in this style does five jobs, in this order. The script chapter turns this into timings.

The five jobs of a creator ad



- 1. Hook (0 to 3 seconds).** Stop the scroll with a moving first frame, a spoken line and on-screen text that all say the same thing.
- 2. Problem (3 to 8 seconds).** Name the situation in the buyer's words, so the right person thinks "that's me".
- 3. Demo (about 8 to 20 seconds).** Show the product doing its job. This is where trust is built, so no cut at the key moment.
- 4. Proof (about 20 to 26 seconds).** A review, a result, a number or a test. Something other than the creator's enthusiasm.
- 5. Call to action (last 3 to 4 seconds).** One action, said and shown, with nothing important in the bottom of the frame where the button sits.

SPARKLING HERBAL DRINK BRAND: USER-GENERATED CONTENT AS ONE ANGLE AMONG SEVERAL

The brand had a large content library on three networks and couldn't tell which content sold. We sorted every clip into angles (offer, visual appeal, user-generated, talkative, calm, movement, testimonial and more) and ran the same four sales angles on Meta, Snapchat and TikTok. Visual appeal returned the most per dollar; offer and user-generated content carried the volume. Orders across the three networks rose 3.2 times over four months. [Read the project](#)

The lesson for this toolkit: user-generated content is an **angle you test**, not a style you assume will win. That's why the brief asks for one angle per video, and why Chapter 9 tests angles before it tests anything else.

WATCH OUT

Briefing "a UGC video" with no angle gets you a pleasant clip that tries to do everything. One angle per video is what makes results comparable.

02

The brief a creator can follow

A good brief fits on one page and answers every question a creator would otherwise guess at. Most unusable first drafts trace back to a missing line in the brief, not to the creator.

Writing lines a creator can't misread

A creator can only film what the brief makes clear. These are the lines that most often come back as the wrong video, rewritten so they can't be misread.

Vague brief line	Usable brief line
"Show how great the product is"	"Show the lotion absorbing: rub in, then pick up a sheet of paper. No mark on the paper."
"Target audience: women 25-55"	"Women 40+ with dry skin on their shins who've stopped wearing skirts because of it"
"Be authentic!"	"Talk as if you're telling a friend why you switched. No reading from the screen."
"Mention the benefits"	"Say 'no fragrance' and 'not greasy'. Do not say 'heals', 'cures' or 'clinically proven'."
"Good hook"	"Product or problem on screen in the first frame. Spoken hook finished by second 3."
"Send the video"	"Send H1, H2, H3 openings, the main cut, a 12-second cutdown and the raw takes."

The 20 lines that make a draft usable

The template below is also in `ugc-brief-template.docx` , ready to fill in. Each line exists because leaving it out causes a predictable problem: a claim you can't run, a video with licensed music, a hook buried at second 9, or no raw files to recut.

Creator brief: one page

COPY AND ADAPT

Brief ID: [BR-2026-07] Brand: [brand] Creator: [name, handle]

1. The product in one line: [what it is, price, where to buy]

2. Product truths (proof on file): [truth 1] / [truth 2] / [truth 3]

3. Who it's for: [buyer: situation, age range, what they're tired of]

4. Angle for this video (one only): [e.g. Objection]

5. Hooks to film (separate openings): H1 [...] H2 [...] H3 [...]

6. The one thing the viewer must remember: [key message]

7. Must say / must show: [product name said once, product on screen by second 3]

8. Must not say / must not show: [health claims, competitor names, prices, licensed music]

9. Shots required: [shot codes from the shot list]

10. Length and versions: main cut [20-40 s], cutdown [9-15 s], one version with no music and no burned-in text

11. Format: 9:16 vertical, 1080×1920 or higher, 30 fps, key text inside the safe zone

12. Audio: original voice; no licensed music; clean voice track as a separate file

13. Deliverables and file names: [BR07_CreatorName_H1_v1.mp4 ...]

14. Disclosure (organic posts): platform label on + "[ad / paid partnership]" said or shown in the video

15. Usage and permissions: [paid use on Meta and TikTok, 90 days from first spend; creator-handle ads: yes/no]

16. Timeline: draft [date] · our feedback within 2 working days · final [date]

17. Revisions: 2 rounds included; a reshoot caused by not following the brief is included

18. Raw files: all usable takes, unedited, shared via link within [3] days of approval

19. Fee and payment: [\$ amount], paid [on approval / 50% upfront]

20. Questions to: [name, email]

Product truths are the backbone

A product truth is a fact you can prove with something on file: a lab result, a review count, a timing you've measured, a policy. Creators will improvise claims if the brief gives them none. Give them three they're allowed to use, and line 8 for the ones they aren't. Under the Federal Trade Commission's (FTC) Endorsement Guides, the brand is responsible for what endorsers say on its behalf, and a claim of specific results is read as typical unless you say otherwise (FTC). Regulators elsewhere apply similar principles, so write line 8 for the strictest market you sell to.

Format specs for Reels and TikTok

Spec	Meta Reels ads	TikTok in-feed ads
Ratio	9:16	9:16 recommended
Resolution	1440×2560 recommended	540×960 minimum; at least 720p advised
Length	Up to 15 minutes	Up to 10 minutes

Problem hooks (PRB)

- **PRB-01** My hair looked like this every morning, and I was washing it every day.
Open on: mirror shot, creator pulling at frizzy ends · Online store
- **PRB-02** I was spending 20 minutes a night on [task] that should take 2.
Open on: creator mid-task, timer running on screen · Any
- **PRB-03** Every month I'd open my bank app and have no idea where \$400 went.
Open on: thumb scrolling a statement, numbers blurred · App
- **PRB-04** The worst part of [activity] isn't the work. It's [the annoying bit].
Open on: tight close-up of the annoying bit: tangled cables, a stuck lid · Any
- **PRB-05** Three alarms, and I still woke up like this.
Open on: alarm ringing, creator face down in the pillow · Online store
- **PRB-06** This is what my dog did to the couch every time I left the house.
Open on: slow pan across the damage · Online store
- **PRB-07** Booking a [plumber] should not take four phone calls.
Open on: phone call log screenshot, four missed calls · Service
- **PRB-08** I had 14 tabs open just to [compare two flights].
Open on: screen recording: tabs multiplying · App
- **PRB-09** Nobody warned me that [problem] gets worse after [stage of life].
Open on: creator close to camera, quiet tone · Online store
- **PRB-10** If your [shirt] looks like this after one wash, it's not you.
Open on: holding up a pilled or shrunk item · Online store

Curiosity hooks (CUR)

- **CUR-01** I didn't expect a [product] to fix my [unrelated problem].
Open on: product in an unusual setting, e.g. a pan in the bathroom · Online store
- **CUR-02** Watch what happens when I pour this on [surface].
Open on: hand about to pour, freeze for half a second · Online store
- **CUR-03** There's a reason [baristas] all use the same [tool]. **(Only if true)**
Open on: over-the-shoulder shot of a professional setting · Any
- **CUR-04** I almost returned this. Then I found the setting nobody mentions.
Open on: creator holding the return label, then turning the product over · Any
- **CUR-05** This [small thing] replaced three things in my kitchen.
Open on: three items pushed off the counter, one placed down · Online store
- **CUR-06** Pause on the second ingredient.
Open on: label held to camera, second line circled · Online store
- **CUR-07** Guess what this costs.
Open on: product held up, price card face down · Online store



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