

ProFit Elite Protein — UGC Video Ad

UGC VIDEO · META · TOF AWARENESS

BriefKit

Professional Creative Briefs

ProFit Elite Protein — UGC Video Ad

UGC VIDEO

META

TOF AWARENESS

FORMAT SPECIFICATIONS

Dimensions:	1080 × 1920
Aspect Ratio:	9:16
File Format:	MP4
Platform Notes:	Optimized for META Reels/Stories placement with native feel; vertical format for mobile scrolling
Production Level:	Low
Scope/Cost:	1 creator, smartphone filming, single kitchen location, basic props like shaker and protein (~\$100-300)

Safe Zone:

Top 15% no text (platform UI overlays), center 65% safe for key content and visuals, bottom 20% no text (CTA button and swipe-up area)

HOOK — FIRST IMPRESSION

Visual Direction:	Quick montage of frustrated person shaking a clumpy protein mix, spilling everywhere, with exaggerated frown
Text Overlay:	Tired of clumpy shakes?
Psychology:	Triggers recognition of common frustration to interrupt scroll and build curiosity about a better alternative

THUMBNAIL / FIRST FRAME

Visual Direction:	Close-up of a hand holding a shaker bottle with lumpy protein mix visible inside, person's face showing disgust in the background
Text Overlay:	End Clumpy Protein Forever?

CREATIVE STRUCTURE

1

Problem (5s)

Shot: medium · Camera: handheld · Transition: jump cut

Creator in kitchen, natural light, attempting to mix standard protein powder in shaker, showing lumps forming

Ugh, another morning ruined by this chalky, clumpy mess that won't mix right.

2 Agitate (8s)

Shot: close-up · Camera: static · Transition: hard cut

Show creator tasting the lumpy shake, making a face, then dumping it in sink

It tastes awful, sticks to the bottle, and I end up skipping my protein altogether.

3 Agitate (7s)

Shot: wide · Camera: pan · Transition: swipe

Quick cuts of gym bag with unused protein, clock showing missed workouts, frustrated expression

How many gains have I lost because of bad protein mixes?

4 Solution Tease (7s)

Shot: over-shoulder · Camera: tracking · Transition: match cut

Creator picks up ProFit Elite Protein tub, shows easy pour into shaker, quick shake with no lumps

What if there was a protein that mixes in seconds, no clumps, and actually tastes great?

5 Social Proof Tease (3s)

Shot: POV · Camera: static · Transition: hard cut

Text overlay of social proof stats appearing on screen while creator smiles at smooth shake

Over 12,000 5-star reviews. Join 50k+ athletes who switched.

CALL TO ACTION

CTA Text: Learn More

Style: Bold white text on blue button, centered at bottom

Placement: Bottom screen, persistent after 20s

CTA Variations (A/B):

1. What's the Secret Mix?
2. 12k Reviews Can't Be Wrong
3. Mix Smooth, Train Stronger

COPY VARIATIONS

Headlines

1. Ditch Clumpy Protein Shakes
2. Frustrated with Lumpy Mixes?
3. Protein That Won't Let You Down

Body copy

1. Discover a whey protein that blends perfectly every time, helping you stay consistent with your fitness goals.
2. No more wasted scoops or bad tastes—get the smooth mix gym-goers rave about.

STYLE REFERENCES

Mood: Casual and relatable, like a friend's honest rant turning to excitement

Color palette: Neutral kitchen tones, Vibrant chocolate brown, Clean white accents

Typography: Sans-serif bold typeface like Montserrat Bold for headlines, regular weight for body text

Visual refs: Handheld smartphone footage in natural kitchen light, creator speaking directly to camera with quick hard cuts between actions, minimal props for authentic UGC feel

AUDIO DIRECTION

Primary audio: On-camera speech

Music style: Upbeat motivational electronic with 120-140 BPM, light synths and subtle beats

Music source: Epidemic Sound

Audio mix: Voice 100%, music 20-30% background to not overpower speech

SFX notes: Shaking bottle sounds, liquid pouring, exaggerated 'ugh' sigh for emphasis

MANDATORY CHECKLIST

- **Include product name ProFit Elite Protein visibly** branding
- **No price mentions** copy
- **Video duration exactly 30 seconds** technical
- **Integrate social proof text** copy
- **Adhere to META native feel guidelines** compliance
- **Text overlays in safe zone only** technical