D2C Hook Library

Version 1 · 300 items · PDF and CSV (opens in Google Sheets) · Monastic Media

Hook types

Type	What it does
Question	Opens with a question the viewer answers in their head.
Problem call-out	Names one specific everyday problem in the viewer's own words.
Curiosity gap	Starts a story or a claim the viewer has to keep watching to resolve.
Contrarian	Says the opposite of what the category usually says, then earns it.
Show, don't tell	The first three seconds are the product visibly doing its job.
POV / story	A first-person moment the viewer recognises from their own day.

How to use it. Pick three to five hooks of different types for one product and run them on the same ad body, so the only difference is the opening. Keep the winner, then try its type again with a new line. The on-screen text and the first-three-seconds shot travel with the hook.

PREVIEW

Skincare

Question

Hook	On screen	First 3 seconds	Format
How many times did you actually reapply sunscreen today? Be honest.	Count on one hand	Medium close-up of a creator on a sunny balcony holding a sunscreen tube up to the lens, eyebrows raised, then holding up one finger. Harsh noon light, clothes drying on a line behind her.	Talking head
Why does every moisturiser feel like ghee on the face in July?	Monsoon sticky test	Extreme close-up of a fingertip pressing into a thick cream and lifting slowly, the cream pulling into sticky strings. Rain streaks on a window blur in the background.	Product close-up
Serum first or moisturiser first? Which one do you reach for?	Pick one	Front-camera selfie at a bathroom mirror. Creator holds a dropper bottle in one hand and a moisturiser jar in the other, moving them up and down like a weighing scale, confused face.	Selfie UGC
What is actually in the face wash you bought because the bottle looked nice?	Turn it around	Tight shot of two hands rotating a pastel face wash bottle from the pretty front label to the small print on the back. The camera pushes in on the ingredient list.	Hands demo
Ever ended a phone call and found sunscreen smeared all over your screen?	That greasy streak	Phone tilted toward a window so a shiny cheek-shaped smudge catches the light across the glass. A thumb drags through it and leaves a clear line.	Product close-up

Problem call-out

Hook	On screen	First 3 seconds	Format
My sunscreen makes me look grey in every single selfie.	The white cast	Front-camera selfie by a window. Creator turns her cheek toward the light so a faint ashy layer shows, then pulls a face at the camera.	Selfie UGC
Twenty minutes on the scooter to office and my face is coated in dust.	Helmet off, dust on	Office basement parking. Rider pulls off a helmet, wipes a white cotton pad across the forehead and holds the greyed pad up to the lens. Handheld, slight shake.	Street-style vox pop
Half my night cream ends up on the pillow cover, not on my face.	Every morning	Overhead shot of a white pillowcase in morning light with a shiny greasy patch. A hand comes in and points at it, then rubs it between finger and thumb.	Product close-up
The minute I start sweating, my	Sweat plus sunscreen	Creator on an evening badminton court, racket under one arm, wiping her brow with the back of her wrist and squinting hard at the camera.	Talking head

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sunscreen runs straight into my eyes.			
AC office all day, and by lunch my cheeks feel like paper.	Tight by 2 p.m.	Selfie at an office desk with the AC vent visible above. Fingers gently pinch the cheek to show tight, dull skin, the desk lamp and a lunch dabba in frame.	Selfie UGC

Curiosity gap

Hook	On screen	First 3 seconds	Format
My mother-in-law picked up my serum, read the label, and said one word.	Wait for her word	Living room, mid shot. An older woman in a cotton saree pushes her glasses up and squints at a dropper bottle while the creator watches beside her, nervous.	Talking head
My sunscreen sat in the car glovebox for all of May. Today I finally opened it.	Glovebox, all of May	Close shot inside a parked car, sun on the dashboard. A hand pops the glovebox, pulls out a dusty tube, unscrews the cap and starts to squeeze. Cut before the cream appears.	Hands demo
I stopped using face wash in the morning. Here is what I use instead.	The morning swap	Close shot at a steel bathroom tap. A hand turns the tap off, reaches for the face wash on the ledge, stops, and picks up a different bottle beside it.	Hands demo
Nobody tells you how long a moisturiser takes to sink in, so I timed mine.	Stopwatch is on	Split frame: left side a phone stopwatch being tapped to start, right side a fingertip pressing moisturiser onto a cheek at the same moment.	Split screen
If your kajal smudges by noon, look at what you put under it.	Not the kajal	Tight close-up of an eye with kajal smudged at the outer corner. A ring finger taps the under-eye, then the camera pulls back to a cream jar on the dresser.	Product close-up

Contrarian

Hook	On screen	First 3 seconds	Format
You do not need a ten-step routine. Three bottles do the job.	Clear the shelf	Crowded bathroom shelf packed with jars and tubes. One arm sweeps most of them into a basket, leaving three bottles standing. Shot straight on, eye level.	Hands demo
Stop washing your face five times a day just because it is summer.	Put the soap down	Creator at a sink splashing water on her face, freezes mid-splash with wet hands raised, looks straight into the lens. Water dripping from her chin.	Talking head
Skipping moisturiser in Chennai heat is the wrong move. Hear me out.	Yes, even in May	Bus stop on a bright afternoon, auto rickshaws passing. Creator in a cotton kurta	Street-style vox pop

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		dabs a small blob of gel cream from a tube onto her cheek, sweat on her temple.	
The fanciest-looking serum on your shelf is not automatically the better one.	Ignore the box	Split frame: left, a heavy glass bottle in a gold box; right, a plain plastic dropper bottle. A hand from each side slides them toward the centre.	Split screen
Don't pick a sunscreen by the SPF number first. Pick it by how it feels.	Texture before numbers	Three sunscreen swatches in a line on an inner forearm. A finger rubs the middle one in while the other two stay chalky and thick.	Hands demo

Show, don't tell

Hook	On screen	First 3 seconds	Format
Watch this gel break into water the second it touches skin.	Gel to water	Macro shot of a clear gel blob on the back of a hand. A fingertip spreads it and tiny water droplets bead up on the surface. Soft side light to show the shine.	Product close-up
A full day of sunscreen and eyeliner, and one pump of this oil cleanser.	No scrubbing	Forearm with a sunscreen swatch and a thick eyeliner stripe. Fingers massage in a pump of cleansing oil, the liner melts into it, then a splash of water rinses the arm.	Hands demo
I'm pressing a tissue on my cheek right after putting this sunscreen on.	The tissue test	Front-camera selfie. Creator presses a white tissue flat on her cheek, peels it off slowly and holds it up close to the lens.	Selfie UGC
Left hand, my old moisturiser. Right hand, this one. Same fan, same minute.	Left vs right	Split frame of two hands under a ceiling fan. Left hand stays shiny and slick, right hand looks soft and dry to touch. A finger taps each palm.	Split screen
Dropping this serum into a glass of water so you can see how light it is.	Thin as water	Close shot of a dropper above a clear glass of water against a white wall. One drop falls and spreads out in thin swirls.	Product close-up

POV / story

Hook	On screen	First 3 seconds	Format
Me at 7:40 a.m., school bus honking downstairs, with thirty seconds for my face.	Thirty-second mornings	Mirror selfie in a busy kitchen-side washbasin. A packed tiffin and a water bottle on the counter, creator pumps moisturiser with one hand while zipping a school bag with the other.	Selfie UGC
Third sangeet this week, and I'm taking off my makeup in the back seat.	Sangeet night cleanup	Back seat of a car at night lit by phone torch. Creator in a sequin dupatta wipes lipstick off with a cotton pad, streetlights sliding past the window.	Street-style vox pop

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