Ad Script Templates

Version 1 · 40 items · PDF and Word (DOCX, editable) · Monastic Media

How to use them. Replace every placeholder in square brackets with your product's facts, keep the beat timings, and shoot the shot list in one session. Customer stories must be a real customer's own experience, with paid or gifted creators disclosed.

Problem to solution

PREVIEW

Face cream that won't sink in before the kurta

15 seconds · Skincare · 9:16

Hook: Kurta in one hand, and my face cream still hasn't sunk in.

Time	Shot	Voiceover	On screen
0-4 s	Mid shot in a bedroom. Creator holds an ironed kurta on a hanger, face still shiny with a thick cream. She checks the wall clock, then her face in the mirror.	Kurta in one hand, and my face cream still hasn't sunk in.	Getting late. Face still wet.
4-8 s	Close-up of the kurta neckline brushing her jaw. She pulls it back fast and looks at a greasy mark on the inside collar.	Put the kurta on now and this collar is done.	Fresh kurta. Already marked.
8-12 s	Close-up of hands. A pea-sized drop of [PRODUCT] on the back of the hand, light lotion texture shown, then spread across the cheek in two quick strokes.	So now it's [PRODUCT]. A light lotion with [KEY INGREDIENT OR FEATURE] that [BENEFIT].	[PRODUCT]: [BENEFIT]
12-15 s	Mid shot. She slips the kurta over her head, smooths the collar, picks up her bag and looks at the lens.	Chalo, ab late nahi.	Shop [BRAND]

Call to action: Tap Shop Now and keep [PRODUCT] next to your mirror for the morning rush.

Shot	Framing	Note
Creator with kurta on hanger, checking mirror	mid	Natural window light. Let the shine on the face read on camera without exaggerating it.
Kurta collar brushing jaw, mark on collar	close-up	Use a light-coloured cotton kurta so the collar mark is visible. Lock focus on the fabric.
Lotion on back of hand, spread on cheek	close-up	Hold the drop on the hand for one full second so the texture shows before spreading.
Kurta on, bag picked up, look to lens	mid	One continuous take. Product bottle visible on the dresser behind her, label facing lens.

Props: [PRODUCT] bottle, A thick face cream jar for the problem beat, label removed, Light-coloured cotton kurta on a hanger, Dresser mirror, Wall clock, Handbag

Creator note: Play it as a rushed weekday, quick and a bit irritated, eyes on the mirror and the collar, then a calm glance at the lens on the last line.

PREVIEW

Sunday champi, Monday pillow cover stains

15 seconds · Haircare · 9:16

Hook: Champi done. Pillow cover ruined.

Time	Shot	Voiceover	On screen
0-4 s	Overhead of a white pillow cover with a dark oil patch where the head was. A hand lifts the cover and holds it up to camera.	Champi done. Pillow cover ruined.	Sunday night oiling. Monday morning laundry.
4-10 s	Close-up of a steel katori of thick oil being poured into a palm, then cut to a bathroom shelf with the shampoo bottle squeezed flat.	Itna oil lagao, and then it's two rounds of shampoo before office.	Two washes. Every time.
10-15 s	Close-up of a dropper from [PRODUCT] releasing a few drops into fingertips, worked into the scalp at the parting. End on the bottle next to a clean pillow.	Now it's a few drops of [PRODUCT], with [KEY INGREDIENT OR FEATURE]. It [BENEFIT].	[PRODUCT] by [BRAND]. See the range.

Call to action: See the [BRAND] hair oil range and pick your bottle.

Shot	Framing	Note
Oil-stained pillow cover held up	overhead	Use a real stain from one night of oiling. White or pastel cover so it reads on a small screen.
Katori oil into palm	close-up	Pour slowly so the thickness shows.
Flattened shampoo bottle on shelf	close-up	Squeeze the bottle flat before the take. Real bathroom tiles, no styling.
Dropper into fingertips and onto parting	close-up	Count the drops on camera. Keep the bottle label in the last frame.

Props: [PRODUCT] bottle with dropper, White pillow cover with oil stain, Steel katori with a thick hair oil, Nearly empty shampoo bottle, Comb

Creator note: Deliver the hook flat and dry, like a sigh; speed up slightly on the last line and keep eyes on your hands, not the lens.

PREVIEW

The chai cup wears more lipstick than me

15 seconds · Makeup and beauty · 9:16

Hook: Office chai cup has more of my lipstick than I do.

Time	Shot	Voiceover	On screen
0-3 s	Close-up of a white office chai cup turned slowly to show a bright lipstick print on the rim.	Office chai cup has more of my lipstick than I do.	11 am chai. Lipstick: gone.
3-6 s	Mid shot at a desk. Creator checks her lips in the phone front camera, sighs, digs in her bag for the bullet.	Phir se lagao, phir se chai, phir se same story.	Reapply count: lost track
6-11 s	Close-up of the [PRODUCT] doe-foot wand coming out, one swipe on the lower lip, then the upper. She presses lips once and waits.	This is [PRODUCT]. Liquid formula with [KEY INGREDIENT OR FEATURE]. Swipe, let it set, done.	Let it set before the first sip
11-15 s	Close-up of a fresh chai cup. She sips, turns the rim to camera, then holds the [PRODUCT] tube next to it.	[BENEFIT]. Now the cup can get its own.	Shop [PRODUCT] shades at [BRAND]

Call to action: Tap Shop Now to see all [PRODUCT] shades.

Shot	Framing	Note
Lipstick print on cup rim	close-up	Plain white cup, rotate on a desk so the mark comes into view slowly.
Checking lips on phone at desk	mid	Real office desk with laptop and sticky notes. Natural tube light is fine.
Wand application and setting	close-up	Tight on lips. Hold still for the set; do not cut away early.
Sip and rim turn with tube beside cup	close-up	Only shoot this after a genuine sip. Show the rim as it really is; no retakes on a cleaned cup.

Props: [PRODUCT] liquid lipstick, Two plain white chai cups, Hot chai, Office desk with laptop, Handbag with a regular lipstick bullet

Creator note: Keep it light and teasing, like telling a colleague a running joke; look at the cup for the hook and at camera only on the last line.

PREVIEW