UGC SCRIPT SET BRIEF

Kaleia Complete Collagen - 5-Script Meta UGC Set for Cold Traffic PDP Funnel

Client	Kaleia Skincare
Product	Kaleia Complete Collagen (Marine Collagen Tri-Peptide Powder, 30-day supply, $59.95)
Mode	UGC Script Set (5 scripts)
Platform	Meta (Reels + Feed Video)
Destination	Kaleia Complete Collagen PDP
Destination Headline	"The collagen your body actually absorbs."
Funnel Mechanic	UGC Ad to PDP (direct-to-product)
Traffic Temperature	Cold
Awareness Stage	Problem-Aware (Schwartz Level 2)
Market Sophistication	Level 4-5 (saturated supplement category)
Duration Tier	Short (21-34 seconds)
Number of Scripts	5 scripts, 2-3 hook variants each
Target Markets	US, UK, AU
English Variant	US English
Writer	Bas Rijksen

Brand and Offer Snapshot

Kaleia is a DTC marine collagen brand selling direct through their Shopify store and Amazon. Their flagship product is Kaleia Complete Collagen, a powdered marine collagen supplement using hydrolyzed tri-peptide technology. The tri-peptides are roughly three times smaller than standard bovine collagen peptides, which is Kaleia's core mechanism claim. Price point is $59.95 for a 30-day supply with a subscribe-and-save option at $49.95. The brand offers a 90-day money-back guarantee.

Kaleia's positioning sits between premium clinical brands and mass-market collagen powders. Their voice is confident but approachable. They lean on science without sounding clinical. The brand has 12,847 verified reviews at a 4.8-star average, a founder with a biochemistry background, and one peer-reviewed study (2023, n=312) showing 34% improvement in skin elasticity over 8 weeks. These are strong proof assets for a supplement brand at this price point.

The offer includes free shipping on orders over $75, a 90-day guarantee, and a free Collagen Absorption Guide PDF with first purchase. The subscribe-and-save discount creates a natural retention mechanic for post-purchase sequences.

Audience and Awareness Snapshot

Primary ICP: Women 35-55, US-based, health-conscious but not obsessive. She's noticed her skin changing in the last 2-3 years. Fine lines, dullness, loss of firmness. She's tried topical serums and maybe one or two other collagen supplements that didn't deliver visible results. She's skeptical of supplement claims but open to trying something backed by real evidence. She spends 30-90 minutes daily on Instagram and sees collagen ads regularly. She's problem-aware: she knows her skin is aging and suspects collagen loss is part of it, but she doesn't know why her previous collagen supplement didn't work.

Language she uses: "dull skin," "tired-looking," "I look older than I feel," "nothing works," "waste of money," "do these things actually work," "my skin used to bounce back." She trusts creator recommendations over brand ads. She reads reviews before buying. She's more likely to buy from a brand a friend or creator recommends than from a polished brand video.

Video-to-Destination Message Match

Destination PDP headline: **"The collagen your body actually absorbs."**

Each of the five scripts pays off this headline from a different angle. Script 1 (Benefit) shows the absorption working through visible results. Script 2 (Mechanism) explains why Kaleia absorbs when others don't. Script 3 (Social Proof) shows thousands of women validating that it works. Script 4 (Story) tells a personal discovery narrative that ends with absorption as the differentiator. Script 5 (Contrarian) attacks non-absorbing collagen and positions Kaleia as the fix. The viewer lands on the PDP already believing the headline.

Note: For text-based ad creative (primary text, headlines, descriptions for Meta/TikTok/Google text fields), the Ad Copy Set product covers it in full. For campaigns running both text and video creative, the Ad Copy Set and UGC Script Set can be produced in parallel.

Target Performance Benchmarks

Metric	Target
Thumbstop Rate (3-sec)	Above 30% (Meta UGC benchmark: 26%)
3-Second View Rate	Above 40%
Video Completion Rate (VCR)	Above 18% for 30-sec UGC
Outbound CTR	Above 1.2%
CPC (Link Click)	Below $2.80 (supplement category avg: $3.40)
CPM	Below $18.00

Testing Framework

Anchor script: Script 4 (Story Angle). Highest confidence based on hook strength, authenticity score, and message-match alignment. Allocate 40% of initial testing budget to this script.

Remaining four scripts each receive 15% of initial budget. Run all five scripts simultaneously in a single CBO campaign with minimum 50 conversions per ad set before making kill/scale decisions.

Kill rule: If a script fails to hit 20% thumbstop rate after 5,000 impressions, pause it and reallocate budget to the top performer.

Scale rule: If a script hits above 35% thumbstop rate AND above 1.5% CTR after 10,000 impressions, increase its budget by 20% daily until CPA rises above target.

Hook variant testing: Once the winning script is identified, test its 2-3 hook variants against each other in a dedicated ad set. The rest of the script stays identical. This isolates hook performance.

Funnel Conversion Flow

UGC Ad (Meta Reels/Feed) --> Kaleia Complete Collagen PDP --> Add to Cart --> Checkout --> Purchase

The UGC script's job is step one: earn the click from feed to PDP. The script does not try to close the sale. It installs enough curiosity and belief that the viewer taps the link. The PDP closes.

Part 2. The UGC Script Set

Script 1: The 30-Day Glow Diary. Benefit Angle.

Angle: Benefit. Hook Formula: The Specific Result. Visual Format: Before/after transformation + results montage.

"I tracked my skin for 30 days on this collagen. Here's day one versus day 30."

Leads with a concrete, time-bound result. The benefit is visual and specific. The viewer sees transformation, not claims.

Creator Direction

Creator Profile	Woman, 38-45, warm energy, relatable aesthetic. Not a polished influencer. Looks like she could be your coworker or neighbor. Clear skin but not airbrushed.
Environment	Bathroom mirror with natural light. Morning routine setting. Slightly messy counter is fine. It adds authenticity.
Wardrobe	Casual morning wear. Robe, tank top, or comfortable t-shirt. Hair pulled back.
Props	Kaleia jar, phone (for showing before photo), coffee mug in background.
Camera Setup	Selfie-style, handheld. Slight movement is good. Not tripod-perfect.
First Frame	Creator holding phone showing her "day 1" photo next to her face. Split-screen feel. This is the Reels thumbnail.

Shot-by-Shot Script (Hook Variant A)

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	I tracked my skin every single day for 30 days on this collagen. Here's day one versus day 30.	Hold up phone showing day 1 photo next to face. Genuine excitement. Not screaming, just real surprise at the difference. Look at camera, then at phone, then back.	"30 DAYS" large top center	Creator face next to phone screen. Natural bathroom light. Phone screen readable but not the hero.
2	3-8s	So I'd been dealing with this dull, tired-looking skin for like two years. Tried serums. Tried retinol. Nothing was really moving the needle.	Slightly deflated energy. Like telling a friend about a frustrating experience. Eye roll on "nothing was really moving."	"tried everything"	Talking head, slight zoom in. Quick 1-sec cutaway to bathroom shelf with other products.

3	8-15s	My aesthetician told me to try Kaleia. She said it's marine collagen, but the peptides are tiny enough that your body actually uses them.	Perk up on "Kaleia." Casual delivery. Not a pitch, a recommendation. Gesture with hand on "tiny."	"marine collagen tri-peptides"	Creator picks up Kaleia jar, holds it naturally. Label faces camera but she's not presenting it. Quick product close-up insert, 1.5 sec.
4	15-24s	By week three I could see it. The fine lines around my eyes were softer. By day 30 my skin had this bounce to it that I hadn't seen since my twenties. Not exaggerating.	Build energy through the sentence. Touch jawline on "bounce." Direct eye contact on "not exaggerating." She needs to sound genuinely surprised.	"Week 3: fine lines softer. Day 30: visible bounce."	Close-up of creator skin, natural light, no filter. 2-sec insert of before/after side-by-side photos.
5	24-30s	Link below. Honestly just try it for 30 days. That's all it took for me.	Calm, direct, no hype. Like recommending a restaurant to a friend. Small nod on "that's all it took."	"Link below"	Creator holds jar at chest level. Warm smile. Cut to product flat-lay, 1 second.

Hook Variant B

Hook Formula: The Time Stamp

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	30 days. That's all it took. Let me show you what happened to my skin on this collagen.	Direct to camera, confident but not aggressive. Hold up Kaleia jar as she says "this collagen." Slight pause after "30 days" for emphasis.	"30 DAYS" large center	Creator holding jar, bathroom mirror. Natural morning light.

Hook Variant C

Hook Formula: The Third-Party Validation

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	My husband noticed before I did. That's how I knew the collagen was actually working.	Amused expression, like sharing a funny observation. Look slightly off-camera on "my husband" then back to lens on "actually working."	"he noticed first"	Creator talking to camera, kitchen or living room. Casual.

Compliance Notes

FTC Disclosure	"Paid partnership" label required in Meta ad settings. Creator does not need to say "ad" verbally for UGC Spark-style placements.
Claims	All results referenced are supported by the 2023 peer-reviewed study (n=312, 8-week trial). "Fine lines softer" and "visible bounce" are experiential claims, not clinical claims. Compliant.
DSHEA	"Individual results may vary" appears as on-screen text in final 3 seconds.
Meta Policy	No before/after that implies guaranteed transformation. The before/after photo is the creator's own tracked documentation, not a promise. Phrasing uses "for me" not "for you." Compliant.

Layout: Vertical 9:16 for Meta Reels. Subtitles burned in, white text with black outline, bottom third. All on-screen text avoids the top 15% and bottom 20% safe zone margins.

Script 2: Why Your Collagen Doesn't Absorb. Mechanism Angle.

Angle: Mechanism. Hook Formula: The Myth Buster. Visual Format: Talking head + product demonstration.

"Your collagen supplement is probably just passing through you. Here's why."

Leads with the insight that makes the viewer rethink what they know. The mechanism (tri-peptide size) is the hook. The viewer learns something, then meets the product.

Creator Direction

Creator Profile	Woman, 30-42, sharp energy, slightly nerdy-cool. The friend who reads the studies. Confident delivery but not clinical.
Environment	Clean kitchen counter or desk. Well-lit, minimal background. Focus stays on her.
Wardrobe	Casual smart. T-shirt or blouse. Looks put together but not trying too hard.
Props	Kaleia jar. Optionally a second generic collagen container for comparison (no visible brand). Glass of water for mixing demo.
Camera Setup	Tripod, eye-level. Steady frame. This script relies on her words, not movement.
First Frame	Creator looking directly at camera with a "let me tell you something" expression. Slight lean forward.

Shot-by-Shot Script (Hook Variant A)

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	Your collagen supplement? It's probably just passing right through you. Here's why.	Direct to camera, matter-of-fact tone. Not aggressive, just confident she knows something you don't. Slight head tilt on "here's why."	"your collagen isn't working"	Talking head, clean background. Slight zoom during delivery.
2	3-10s	Most collagen is made from bovine hide. The peptides are huge. Your gut can't break them down small enough to actually reach your skin. You're basically taking expensive protein powder at that point.	Teaching mode. Use hands to gesture "big" for peptides. Slight smirk on "expensive protein powder."	"bovine peptides = too large to absorb"	Talking head. 1.5-sec insert: close-up of generic collagen label, slightly out of focus.
3	10-18s	Kaleia uses marine collagen. Tri-peptides. They're about a third the size of standard collagen molecules. Small enough to get through your gut wall and into your bloodstream where your skin can actually use them.	Pick up Kaleia jar on "Kaleia." Tap the jar on "tri-peptides." Energy lifts. Speak slightly slower on the science part so it lands.	"marine tri-peptides: 3x smaller"	Creator holds Kaleia jar. 2-sec insert: product being scooped into water, dissolving cleanly.
4	18-26s	There's a study from 2023. 312 women, 8 weeks. Skin elasticity improved 34%. That's not marketing. That's a peer-reviewed journal.	Lean into authority. Direct eye contact. Pause before "34%." Nod on "peer-reviewed."	"2023 study. 312 women. +34% elasticity."	Talking head. On-screen text overlay with study stat holds for 3 seconds.
5	26-32s	Check the link below. If you're taking collagen, it should actually absorb. That's the whole point.	Casual shrug on "that's the whole point." Like it's obvious once you know.	"link below"	Creator with jar at counter level. Friendly expression. End frame holds 1.5 seconds.

Hook Variant B

Hook Formula: The Insider Knowledge

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	Most collagen molecules are too big for your gut to absorb. Nobody tells you this part.	Conspiratorial tone, like sharing insider info. Lean in slightly on "nobody tells you."	"nobody tells you this"	Talking head, slight lean forward. Clean background.

Compliance Notes

FTC Disclosure	"Paid partnership" label in Meta ad settings.
Claims	"34% skin elasticity" references the 2023 peer-reviewed study (n=312). Direct citation, not extrapolation. Compliant.
DSHEA	"These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease. Individual results may vary." On-screen in final 3 seconds.
Meta Policy	No banned health verbs ("cure," "heal," "fix"). "Absorb" is permitted as a mechanism descriptor. Compliant.

Layout: Vertical 9:16 for Meta Reels. Subtitles burned in, white text with black outline, bottom third. Study citation on-screen text uses minimum 14pt equivalent for readability.

Script 3: I Read 200 Reviews Before Buying. Social Proof Angle.

Angle: Social Proof. Hook Formula: The Skeptic's Journey. Visual Format: Testimonial-to-camera + review scroll.

"I read over 200 reviews before I bought this collagen. Here's what convinced me."

Leads with real customer validation. The creator positions herself as a skeptic who was won over by volume of proof. The viewer identifies with the skepticism, then follows her to belief.

Creator Direction

Creator Profile	Woman, 35-50, grounded energy. The researcher type. She checks everything before buying. Trustworthy, not bubbly.
Environment	Couch or bed, phone in hand. Scrolling reviews as she talks. Cozy, relatable setting.
Wardrobe	Loungewear. This is a "scrolling at night" energy.
Props	Phone (scrolling reviews), Kaleia jar on coffee table or nightstand.
Camera Setup	Selfie-style or phone propped on nightstand. Casual, intimate framing.
First Frame	Creator on couch, phone in hand, slightly impressed expression. "I found something" energy.

Shot-by-Shot Script (Hook Variant A)

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	I read over 200 reviews before I bought this collagen. Here's what convinced me.	Looking up from phone, like she was mid-scroll and decided to share. Casual, unplanned energy.	"200+ reviews"	Creator on couch with phone. Screen glow on face.
2	3-8s	I've been burned before. Two different collagen brands, zero results, sixty bucks each down the drain.	Frustrated but matter-of-fact. Hold up two fingers on "two different." Eye roll on "down the drain."	"$120 wasted on collagen"	Talking head. Quick 1-sec insert of bathroom shelf with generic supplements.
3	8-16s	But the reviews for Kaleia were different. Women were posting their 60-day photos. Real photos. And the changes were subtle but you could actually see them.	Energy shifts up. Scrolling phone as she talks. Turn phone to camera briefly to show review page. Emphasis on "actually see them."	"real 60-day photos"	Creator showing phone screen. 2-sec insert of review page (blurred for compliance, showing star ratings and photo thumbnails).
4	16-24s	4.8 stars across 12,847 reviews. And it wasn't just "love it" reviews. Women were describing exactly what changed. The texture. The firmness. The fine lines.	List the details while counting on fingers. Slow down on "texture, firmness, fine lines." Let each word land.	"4.8 stars. 12,847 reviews."	Talking head. On-screen stat overlay holds 3 seconds.
5	24-30s	Link below. Go read the reviews yourself. That's what sold me.	Direct, calm. Shrug on "that's what sold me." No hard sell. Just genuine recommendation.	"link below"	Creator picks up Kaleia jar from table. Casual hold. End frame.

Hook Variant B

Hook Formula: The Crowd Signal

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	47,312 women switched to this collagen last year. I needed to know why.	Curious, investigative tone. Like reporting a finding. Slight lean forward.	"47,312 women switched"	Creator on couch, phone in hand. Engaged expression.

Hook Variant C

Hook Formula: The Evidence Pile

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	4.8 stars. 12,847 reviews. Normally I don't trust supplement reviews. But these were different.	Scrolling phone, raised eyebrows. Genuine surprise. Look up from phone on "these were different."	"4.8 stars / 12,847 reviews"	Creator on couch, phone screen partially visible. Night-time lighting.

Compliance Notes

FTC Disclosure	"Paid partnership" label in Meta ad settings.
Claims	Review count (12,847) and star rating (4.8) are verifiable on Kaleia product page. "47,312 switched" (Hook B) must be verified by client as real purchase data before filming. If unverifiable, replace with verifiable metric.
DSHEA	On-screen disclaimer in final 3 seconds.
Meta Policy	Review screenshots shown blurred or partial to avoid reproducing third-party content. Star rating and count shown as on-screen text, not screenshots. Compliant.

Layout: Vertical 9:16 for Meta Reels. Subtitles burned in. Review-scroll B-roll uses real phone screen capture, not a fake overlay.

Script 4: My Dermatologist Said Something That Changed Everything. Story Angle. [ANCHOR SCRIPT]

Angle: Story. Hook Formula: The Authority Whisper. Visual Format: GRWM / morning routine.

"My dermatologist told me something about collagen that I can't stop thinking about."

Leads with a personal narrative anchored by a third-party authority (the dermatologist). Highest confidence script: the hook creates a curiosity gap, the story arc is clean, and the authority transfer from dermatologist to product is natural. Recommended as anchor for 40% budget allocation.

Creator Direction

Creator Profile	Woman, 40-50, calm warm energy. Thoughtful, not performative. The type whose skincare recommendations you actually trust. Visible skin texture (not airbrushed) but healthy-looking.

Environment	Bathroom, morning routine. Mirror visible. Natural window light or soft ring light from one side.
Wardrobe	Robe or comfortable morning clothes. Hair in loose bun or clip. Getting-ready energy.
Props	Kaleia jar on counter among other (real, used) skincare products. Coffee mug. Mirror.
Camera Setup	Phone propped on counter, selfie-angle but not handheld. Stable but personal.
First Frame	Creator applying moisturizer or looking in mirror. Mid-routine. The viewer feels like they walked into her morning.

Shot-by-Shot Script (Hook Variant A)

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-4s	My dermatologist told me something about collagen that I honestly can't stop thinking about.	Looking in mirror, then turns to camera. Reflective tone, like sharing something important. Not dramatic. Just real. Pause before "can't stop thinking."	"my derm told me something"	Creator at bathroom mirror, natural light. Turns from mirror to camera.
2	4-10s	I was spending like $400 a month on serums. Retinol, vitamin C, hyaluronic acid, the whole rotation. And my skin looked... fine. Not bad. But not changing.	Gesture at products on counter. Slightly exhausted energy on the list. Emphasis on "fine" with a resigned tone. Fine is not good enough.	"$400/month on serums"	Creator gestures at skincare products. Quick 2-sec cutaway of bathroom shelf with products.
3	10-18s	She told me: "You can't fix collagen loss from the outside. Your skin needs to rebuild from the inside." That's when she mentioned Kaleia. Marine collagen. Tri-peptides small enough that your body actually absorbs them.	Deliver the derm quote slightly slower, like recalling the exact words. Pick up Kaleia jar naturally on "Kaleia." Not a reveal. Just picking it up as part of the story.	"rebuild from the inside"	Talking head. Creator picks up Kaleia jar mid-sentence. 1.5-sec product close-up as she mentions it.
4	18-26s	Three months in. My facialist asked what I changed. I hadn't changed anything else. Just added this.	Small smile on "asked what I changed." Touch face gently on the last line. Genuine moment. She's still a little surprised it worked. This is the emotional peak.	"3 months. My facialist noticed."	Close-up of creator touching jawline/cheek. Soft focus. 2-sec hold.
5	26-32s	Link below. This is the one thing I won't skip anymore.	Calm, direct. Not a pitch. A statement of personal	"link below"	Creator places jar back on counter among other

			commitment. Small nod.		products. It belongs there now. End frame holds 1.5 seconds.

Hook Variant B

Hook Formula: The Reluctant Convert

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-4s	I never thought I'd be the person recommending a supplement. But here I am, three months later, and I need to tell you about this.	Self-aware smile. Slight shake of head on "never thought." Then direct eye contact on "I need to tell you."	"I never recommend supplements"	Creator at mirror, turns to camera. Holding Kaleia jar loosely at her side.

Hook Variant C

Hook Formula: The Unexpected Witness

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-4s	When your facialist asks what you changed and the only thing different is one supplement... you pay attention.	Thoughtful, almost surprised delivery. Like she's still processing it. Pause after "one supplement."	"she noticed the difference"	Creator at bathroom mirror, reflective expression. Morning light.

Compliance Notes

FTC Disclosure	"Paid partnership" label in Meta ad settings.
Claims	"Collagen loss from the inside" is a general dermatological concept, not a specific health claim. "My facialist noticed" is a personal experiential account. No clinical claims made. Compliant.
DSHEA	On-screen disclaimer in final 3 seconds.
Meta Policy	No implied medical advice. The dermatologist reference is a personal story, not a professional endorsement (unless the client has a real derm willing to be named). If derm cannot be verified, change to "my aesthetician." Compliant either way.

Layout: Vertical 9:16 for Meta Reels. GRWM aesthetic. Subtitles burned in. Morning-light warmth in color grading. This script benefits from slightly longer cuts (3-4 sec per shot) to match the reflective, story-driven pacing.

Script 5: Stop Taking Collagen. Contrarian Angle.

Angle: Contrarian. Hook Formula: The Pattern Interrupt. Visual Format: Direct-to-camera callout.

"Stop taking collagen. Seriously. At least stop taking the kind you're probably using."

Leads with a provocative statement that challenges the viewer's current behavior. The pattern interrupt earns the first 3 seconds. The twist ("at least stop taking the kind you're probably using") redirects from rejection to curiosity.

Creator Direction

Creator Profile	Woman, 28-40, confident direct energy. Slightly edgy. The friend who tells you the truth even when you didn't ask. Not mean, just blunt.
Environment	Neutral background. Kitchen counter, plain wall, or outdoor. Focus is 100% on her and her words.
Wardrobe	Simple, clean. Solid color top. Nothing distracting from the message.
Props	Kaleia jar only. No other products. This script is about one thing.
Camera Setup	Handheld, slightly closer than normal. Creates intensity. Slight movement is good.
First Frame	Creator looking directly at camera with a "we need to talk" expression. Slight lean in. This thumbnail must stop the scroll.

Shot-by-Shot Script (Hook Variant A)

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-4s	Stop taking collagen. Seriously. At least stop taking the kind you're probably using.	Direct, slightly confrontational but not hostile. Pause after "seriously." The tone shifts on "at least" from challenge to helpful redirect. Tough love, not an attack.	"STOP taking collagen"	Direct to camera, tight frame. Slight handheld movement.
2	4-10s	90% of collagen on the market uses bovine peptides that are way too large for your gut to absorb. You're spending sixty bucks a month on something your body flushes out.	Teaching mode. Frustrated on behalf of the viewer, not at the viewer. Hand gesture on "way too large."	"90% of collagen = too large to absorb"	Talking head. Quick 1-sec insert of generic collagen supplement (no visible brand).
3	10-17s	Kaleia uses marine collagen broken down into tri-peptides. They're a third the size. Small enough to actually get into	Energy shifts from frustration to solution. Pick up Kaleia jar. Tone becomes	"marine tri-peptides. 3x smaller."	Creator holds Kaleia jar. 1.5-sec product close-up insert.

		your bloodstream and do something.	"here's what works." Tap jar on "tri-peptides."		
4	17-24s	I stopped my old collagen. Switched to this. My skin got better, not worse. Eight weeks in and my fine lines are visibly softer.	Personal testimony. Direct, no fluff. Touch face on "fine lines." Genuine, not performative.	"8 weeks. Visibly softer."	Talking head. Brief close-up of creator skin, natural light, no filter.
5	24-30s	Link below. Or keep wasting money. Your call.	Slight smirk. Not aggressive, playful challenge. Shrug on "your call."	"link below"	Creator holds jar. Direct eye contact. End frame holds 2 seconds.

Hook Variant B

Hook Formula: The Unpopular Opinion

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	Unpopular opinion: most collagen supplements are a complete waste of money.	Deadpan delivery. No smile. Like stating a fact everyone should know. Direct eye contact.	"unpopular opinion"	Tight frame, direct to camera. Clean background.

Hook Variant C

Hook Formula: The Provocateur

Shot	Timing	Creator Dialogue	Delivery Notes	On-Screen Text	Visual / B-Roll
1	0-3s	I'm about to make every collagen brand mad. But somebody needs to say this.	Conspiratorial, almost amused. Like she's about to spill a secret. Lean in slightly.	"somebody needs to say this"	Creator leaning toward camera. Slight smile. Clean background.

Compliance Notes

FTC Disclosure	"Paid partnership" label in Meta ad settings.
Claims	"90% of collagen uses bovine peptides" is an industry-level claim. Must be verified with client data before filming. If not verifiable, soften to "most collagen." "Fine lines visibly softer" is an experiential claim. Compliant.
DSHEA	On-screen disclaimer in final 3 seconds.

Meta Policy	"Stop taking collagen" is a pattern interrupt, not medical advice. The script redirects to a product, not away from supplementation. No banned health verbs. Compliant.
TikTok Note	If repurposing for TikTok: "stop taking collagen" may trigger manual review. Soften hook to "rethink your collagen" for TikTok version. Meta version can run as written.

Layout: Vertical 9:16 for Meta Reels. Subtitles burned in. Tighter framing than other scripts to match the intense, direct energy. Faster cuts in shots 2-3 to maintain urgency.

Compliance Footer

Paid partnership with Kaleia Skincare. Individual results may vary. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Always consult your healthcare provider before starting any new supplement. The 2023 study referenced (n=312, 8-week trial) measured skin elasticity improvement in healthy women aged 35-55 taking 10g daily marine collagen tri-peptides. Results based on clinical measurement, not self-assessment.

Production Notes

Casting: Five different creators, one per script. Ages range 28-50 to cover the full ICP spectrum. No two creators should look alike. Diversity in age, ethnicity, and aesthetic is critical for testing which creator profile resonates with which audience segment. If budget limits casting to three creators, Script 1 and Script 4 can share a creator (warm, relatable type) and Script 2 and Script 5 can share a creator (direct, confident type). Script 3 needs her own casting because the "couch scroller" energy is distinct.

Filming logistics: All five scripts can be filmed in a single 4-6 hour shoot day with staggered creator call times. Each script requires 15-20 minutes of filming time plus setup. Shoot all hook variants per script back-to-back while the creator is in position. The bathroom scripts (1 and 4) need natural window light or a daylight-balanced key light. The remaining scripts need clean, well-lit environments but no special setup.

Platform delivery specs: All scripts delivered as 9:16 vertical video. Resolution: 1080x1920 minimum. Frame rate: 30fps. File format: MP4 (H.264). Subtitles burned in to every version. Deliver two versions of each script: with and without the DSHEA disclaimer text, so the media buyer can test whether the disclaimer reduces engagement.

Anchor script: Script 4 (Story Angle) is flagged as the anchor. It receives 40% of initial testing budget. The story arc is the most complete, the hook creates the strongest curiosity gap, and the authority transfer from dermatologist to product is the most natural belief-installation mechanic in the set. If only one script can be filmed first, film this one.

Testing rollout: Launch all five scripts simultaneously in a CBO campaign. Let Meta's algorithm distribute impressions for the first 48 hours. After 5,000 impressions per script, apply the kill rules from the testing framework. After identifying the top performer, run its 2-3 hook variants against each other in a dedicated ad set to isolate the strongest hook.

Subtitle handling: All subtitles are white text with a semi-transparent black background bar or black text outline. Font: bold sans-serif, minimum 16pt equivalent at 1080p. Positioned in the bottom third of the frame, avoiding the Meta Reels bottom-bar safe zone (bottom 20%). Subtitle timing matches spoken cadence exactly. Each subtitle frame shows 1-2 short sentences maximum.

Music and sound: These are UGC scripts. No background music unless the creator naturally has ambient sound in their environment (kitchen noise, morning sounds). The authenticity of UGC depends on sounding real, not produced. If the client wants to add a subtle music bed in post-production, use lo-fi or ambient at 10-15% volume, never competing with the creator voice. The creator voice should be clear, close-mic quality (phone mic held 8-12 inches from face is fine).

Product handling: The Kaleia jar must be clearly visible when held, with the label facing camera. The creator should handle the product naturally, not present it like a QVC host. In

Scripts 1 and 4, the jar sits among other products on the counter. In Scripts 2 and 5, the creator picks it up deliberately as part of the mechanism explanation. In Script 3, it sits on the coffee table and is picked up at the end. The product should feel like part of the creator's life, not a prop.

AI avatar alternative: These scripts are written for real creator production. For AI avatar production (HeyGen, Arcads, Synthesia, or equivalent), Avatar Direction tables with platform-specific avatar specs, voice settings, lip sync notes, and AI content disclosure placement are available as an alternate delivery format. The script text, angles, hooks, and testing framework stay identical. Only the production wrapper changes. AI avatar production eliminates the shoot day entirely and allows the media buyer to generate and test variants in hours instead of weeks.