Company Name: Ryze Superfoods

Landing Page: LINK

Ad 1: The Swap Timeline (about 70 seconds)

Structure: "What happens when…" with an avatar hook, milestones tied to the mushrooms, and a 30-day close.

SCENE	SCRIPT/WHAT TO SAY	WHAT TO FILM/VISUAL SUGGESTIONS
1. Hook	"Here's what happens when someone who drinks three coffees a day switches to RYZE mushroom coffee for 30 days." **Hook variant to test:** "If you need three coffees to get through the day, try this for 30 days."	Woman or man in their 40s at a kitchen counter with a third coffee mug. Text overlay: "DAY 1." Quick push-in.
2. Problem	"Three cups, and she's still jittery by 10, crashing by 2, and a little bloated all day."	Shaky hand holding a cup, a head on the desk at mid-afternoon, a hand on the stomach. Clock graphic at 2 p.m.
3. Day 1	"Day one: one scoop of RYZE in hot water. Smooth and creamy, like a latte. Only 48mg of caffeine, less than half of a regular cup."	Scoop into a mug, stir, steam rising, a first sip with a surprised smile. Text: "48MG CAFFEINE."
4. Week 1	"In the first week, the jitters ease. Cordyceps supports steady energy, so there's no big spike and crash."	Flat energy line becoming a smooth line in an animation. Cordyceps icon pops on screen. She works at her desk calmly.

5. Weeks 2–3	"By week two or three, she notices calmer focus from Lion's Mane, and a more comfortable gut with Turkey Tail and the prebiotic fiber blend."	Focused work montage, a notebook filling up, a relaxed lunch scene. Lion's Mane and Turkey Tail icons appear with labels.
6. Day 30	"At day 30, it's just part of her morning. She even has a cup in the afternoon and still sleeps soundly."	Evening scene, a mug by the sink, lights out. Soft smile. Add "Individual results vary."
7. Proof	"Over 276,000 reviews, and six organic mushrooms in every cup."	Review counter animation, six mushroom icons in a row.
8. Offer and CTA	"It's a Halloween sale right now: up to 50% off bundles plus gifts worth $40, and a 30-day guarantee. Tap below."	Bundle shot with "HALLOWEEN SALE," a countdown timer, "30-DAY GUARANTEE" badge, CTA arrow.

Ad 2: Rate Your Morning Drink (about 55 seconds)

Structure: Rapid-fire grading game with a reveal. Use real cups and cans, and keep the host playful.

SCENE	SCRIPT/WHAT TO SAY	WHAT TO FILM/VISUAL SUGGESTIONS
1. Hook	"I'm grading every morning drink on jitters, crash, and gut. Only one gets an A." **Hook variant to test:** "Grading your morning coffee alternatives from F to A."	Host behind a table lined up with five drinks. Big letter-grade graphic in the corner.

2. Sugary latte	"Sugary coffee-shop latte? Tastes great. But the sugar spike means the crash is coming. D."	Hold up a flavored latte, thumbs down, "D" stamp slams on screen.
3. Energy drink	"Energy drink. Heavy caffeine, jitters, and a crash. F."	Shaky hand on a can, a "F" stamp, a jittery sound effect.
4. Regular coffee	"Regular black coffee. Decent, but a regular cup has more than twice the caffeine of RYZE, so the jitters and 2 p.m. crash come with it. C."	Mug of black coffee, a half-thumbs-up, "C" stamp. A caffeine bar comparison graphic.
5. Green juice	"Green juice? Healthy, but it's not coffee. B for effort."	Bottle of green juice, a shrug, "B" stamp.
6. RYZE reveal	"Then there's RYZE. Smooth and creamy like a latte. 48mg of caffeine. No sugar. Six organic mushrooms, plus prebiotic fiber for gut comfort. And no, it won't make you trip. These are functional mushrooms, not magic mushrooms. A."	Bottle or bag reveal, scoop into a mug, taste reaction. Funny "no trip" beat with a raised eyebrow. "A" stamp with confetti.
7. Offer and CTA	"It's a Halloween sale: up to 50% off bundles plus gifts worth $40, and a 30-day guarantee. Tap below."	Bundle shot with sale badge, countdown, guarantee badge, CTA arrow.

Ad 3: Halloween "We Apologise" Retargeting (about 25 seconds)

Structure: Apology hook, three confirmed truths, one "lie" twist, then a direct CTA. Show it only to people who have already viewed or clicked.

SCENE	SCRIPT/WHAT TO SAY	WHAT TO FILM/VISUAL SUGGESTIONS
1. Hook	"We apologise to everyone who thought mushroom coffee was too weird to try. We lied." **Hook variant to test:** "I probably shouldn't say this, but RYZE is 50% off for Halloween."	Spooky Halloween styling: dark background, orange text, a pumpkin on the counter. Presenter looking sheepish with a mug.
2. Truth 1	"Yes, it's true there are six organic mushrooms in every cup."	Six mushroom icons popping onto the screen.
3. Truth 2	"Yes, it's true it has less than half the caffeine of regular coffee."	Caffeine comparison bar, "48MG" stamp.
4. Truth 3	"And yes, it's true over 276,000 people have reviewed it."	Review counter animation with stars.
5. The twist	"But we told you the price would stay the same. That was the lie. It's up to 50% off bundles with gifts worth $40 for Halloween."	"50% OFF" slams on screen with a countdown timer. Gifts slide in.
6. CTA	"And you still get a 30-day guarantee. Get yours today."	"30-DAY GUARANTEE" badge, CTA arrow.