T-Shirt

Brief:
1. **2 actors:**
    1.1. <u>VO</u>
    1.2. Actor - after initial results
1. **Lead : 1**
2. **Headlines:** 4

4 hook = **4 ads**

HOOK BATCH HEADLINES:

- **Hate shirts that make you look like this?**
- **This T-Shirt Makes More Men Look Hot Than Crossfit**
- **…**
- **…**

Lead (Contradiction of Present (False) Beliefs)

"Big brands cut costs by making generic designs"
→ Breaks the belief that big brands = quality. Challenges what the viewer thought was true.

Daily Problems / Rock Bottom - Inflection Point

"That don't fit real body types"
→ A common daily annoyance: shirts that look bad, feel off, and don't represent you.

Problem

→ Shirts are made for mannequins, not for actual men. Poor fit, bad design, low confidence.

UMP – Unique Mechanism of the Problem

"Generic designs"
→ Reveals the hidden reason behind the problem: manufacturers don't design for real bodies.

Authority Figure (Yoda Guide)

→ Implied authority: the **brand** steps in as the guide to solve this long-standing issue.

Agitation / Emotional Damage / Imminent Prediction

→ Implied: You'll keep feeling unattractive and overlooked if you keep buying mass-market tees.

Discredit Other Solutions

"Big brands cut costs..."
→ Dismisses mainstream options as cost-driven and impersonal.

Reality / Common Enemy

→ Common enemy = **mass production & cost-cutting by big brands**
→ Reality = You're not the problem. The **shirt industry is**.

Show Solution – Product Intro

"Ma Brand design tees"
→ The brand and product are introduced as the better alternative.

UMS – Unique Mechanism of the Solution

"Unique design that shows off your muscles"
"Little wiggle room where you want it"

→ Specific tailoring elements make it more flattering. These details **create the result**.

Show Secondary Benefits

"Goes with everything"
"Extremely comfortable"
"Feels brand new after each wash"
→ Convenience, versatility, and longevity.

Supporting Benefits + Visualisation

"I get compliments every time I wear one out"
"I've never looked better"
→ Helps viewer **imagine** a better version of themselves wearing it.

Social Proof

"Hey, I like your shirt."
→ Simple but powerful validation from others.

Grand Offer

"Priced perfectly for a premium tee."
→ Offers **perceived value** that's accessible.

Bonus

→ Not a separate bonus here — but the "brand new after each wash" line acts like a **bonus-quality feature**.

Guarantee & Risk-Free

"Returns and exchanges are so easy"
→ Removes friction from purchase decision.

Objection Reply

"You'll never buy a tee from the store again!"
 → Dismisses the in-store habit or loyalty to other brands.

Trust

"I've never looked better and haven't touched any of my other tees since I got these."
 → Personal experience builds **trust** through authenticity.

Incentivize to Buy a Bundle of 3 or 4

→ Not present in this version — **a missed opportunity** that could boost AOV with a bundle offer or discount.

CTA – Urgency / Scarcity – Why Buy Now

→ Also not included directly — **no urgency or FOMO** yet. Could add:

 "Limited offer / Fast-sellers / Get yours before they're gone."

If you want, I can optimize this script to **include the missing persuasion levers** (bundle incentive, CTA urgency, bonus) — or help build a **custom version for your own brand**. Want me to take a crack at that?