

“The Morning Ritual” – Short ad film script for Minimalist

Type: Brand film concept for YouTube & Meta Ads

Why:

This story-driven script fits YouTube’s skippable ad format (5-sec hook + emotion + reveal). It also adapts perfectly for 30-sec Youtube or Meta video ads.

Script

[Opening Scene – 0:00–0:05]

Visual: Soft morning light. Three people in different homes started their day (a student, a young professional and a working mom)

VO (voiceover):

Three mornings. Three routines. One quiet moment that sets the tone.

[Scene 2 – 0:05–0:12]

Visual: Each person reaches for a Minimalist bottle - Niacinamide, Vitamin C, and Sunscreen to apply it gently.

VO:

It’s not about doing more. It’s about doing what works.

On-screen text:

No fragrance. No colour. No fluff.

[Scene 3 – 0:12–0:20]

Visual: Close-up: smooth textures, minimalist packaging, soft background music.

VO:

Every formula is backed by science.
Tested for results, not perfection.

On-screen text:

Clinically proven. Dermat-approved.

[Scene 4 – 0:20–0:25]

Visual: All three step out with confidence, fresh, natural looks. No filters, no makeup.

VO:

Because good skin isn't luck. It's consistency.

[Closing Scene – 0:25–0:30]

Visual: The minimalist logo appears on a white background.

Tagline VO:

Minimalist. Honest skincare that works.

On-screen text:

CTA: Start your minimalist routine today.
