# "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.