

AD SCRIPT PACK · SPEC

Carnivore Snax

Carnivore Snax meat chips — carnivoresnax.com. Three scripts, three hooks each, written from what real customers already say.

3x3

scripts x hooks

9

hooks to test

VOC

research first

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Carnivore Snax — Ad Script Pack #3

PRODUCT	FORMAT(S)	LENGTH	ON-SCREEN TEXT
Carnivore Snax meat chips — carnivoresnax.com	UGC talking head (A, B, C)	~30-40s each	Captions only

Spec work. Not affiliated with or commissioned by Carnivore Snax.

■ 1. Research Snapshot

Who's buying: Carnivore and keto eaters who love fat, jerky eaters who want something with no sugar or marinade, and wives buying for their husbands (who end up eating it themselves).

The split: People either love it ("this is straight up the caviar of beef jerky") or hate it ("dog treats for humans"). Most of the hate comes from people who expected seasoned jerky.

Top desires (customer words):

- "believe me when I tell you it is not jerky."
- "I ate the entire bag in 30 minutes."
- "the fat is the flavor."

Main objections: "way over priced" · "They are expecting jerky, which carnivore snax is not." · "Most of the package is fat."

■ 2. Angles Used

SCRIPT	ANGLE	AWARENESS LEVEL	WHY THIS ANGLE
A	Mechanism / Contrarian: "it's not jerky"	Product · Solution	Most of the hate comes from people expecting jerky. Setting the right expectation pulls in the right buyer and filters out the wrong one. Current ads are reaction montages that never explain what the product is.
B	Proof: the skeptic who got converted	Problem · Product · Solution	The ads show people who already love it. Nobody shows someone who doubted it (price, smell, "just jerky") and changed their mind after one bite.
C	Proof + Result: "the caviar of beef jerky"	Product · Unaware	Customers keep saying they finished the whole bag. Humor about having no self-control sells the craving without overpromising. A woman creator brings in the buyer the current ads ignore.

"It's not jerky" (Mechanism / Contrarian)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"I really don't get why so many people are hating on these. They were probably expecting beef jerky, loaded with sugar and stuff you can't even pronounce."	Creator talking to camera, a little confused and amused, open bag in hand.
H2	"If you're expecting beef jerky, don't buy this."	Creator holding the sealed bag, serious, straight to camera.
H3	"This is not beef jerky, and that's exactly why people either love it or hate it."	Creator talking to camera, pulls a piece out of the bag as they say it.

Opening line of the body: the same for all 3. "Here's what it actually is." answers every hook.

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:05-0:12	"Here's what it actually is. A real slice of ribeye, dried so thin it's basically a chip."	Pulls one piece out and holds it up to the light, so you see how thin it is.
0:12-0:15	"Just steak and salt. That's it."	Turns the bag to show "only 2 ingredients".
0:15-0:24	"The fat on the edge goes light and buttery, and it melts in your mouth. Honestly, it tastes like a steak straight off the grill."	Close on the fat edge, then the bite. Real reaction.
0:24-0:29	"I opened a bag after dinner, and it was gone before bed."	Couch at night, empty bag on the coffee table.
0:29-0:33	CTA: "If you love steak, you have to try these. Link's below."	Back to the creator, points down.

Word count: ~79-98 · **Est. length:** ~32-39s

Creator notes: Man, 25-40, who used to eat jerky and switched to clean or low-sugar food. Not a hardcore carnivore influencer. Kitchen, couch or car. Tone: a friend who's excited to show you what this actually is, not someone defending the brand. The hero shots are the piece held up to the light and the fat edge right before the bite. Use Ribeye or Brisket (the fattiest, best-reviewed cuts).

SUGGESTION All visuals and scene directions are suggestions. If the creator feels more natural in another setup, angle or delivery, go with theirs. Comfortable and real beats following the script.

Structure: wrong expectation (hook) → what it actually is → how it tastes → what happened to the bag → CTA.

Rationale: Mechanism/Contrarian angle → jerky eaters who want something clean (H2, Solution aware) and people who've seen the ads and the hate (H1 and H3, Product aware) → the reviews show most 1-star reviews come from people who expected seasoned jerky. The hook clears jerky out of the way, and the body sells the steak: what it is, how the fat melts, how fast the bag goes.

Flags:

- **COMPLIANCE** No health or diet claims ("healthier than jerky", "low calorie", "poison"). Only facts on the bag: steak and salt, no marinade, no sugar.
- **COMPLIANCE** Never "crispy" as a promise. Texture varies by batch, and some customers complain it wasn't as crispy as the ads. "Dried super thin" and "more like a chip" describe the shape, not a guarantee.
- **CREATOR'S REAL** "Melts in your mouth", "tastes like a steak off the grill" and "gone before bed" have to be what the creator actually got. Texture varies by batch.
- **COMPLIANCE** No guarantee or refund mention.
- **COMPLIANCE** The jerky comparison stays generic (sugar, marinade, long ingredient list). Never name a jerky brand and never say jerky is unhealthy or harmful.

"I thought the same thing" (Proof: the converted skeptic)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"The first time I saw these, I thought they were dog treats."	Creator talking to camera, half laughing, bag in hand.
H2	"People keep saying dried steak sounds disgusting."	Creator talking to camera, sealed bag in hand.
H3	"My buddy swore these were just expensive beef jerky."	Creator in the car, talking to camera.

Opening line of the body (changes per hook):

- H1: no bridge. Start at "Then I tried the ribeye."
- H2 and H3: "I thought the same thing."

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:03-0:06	(opening line per hook, above) "Then I tried the ribeye."	Opens the bag, pulls out a piece.
0:06-0:11	"It's a full slice of steak, dried thin, with nothing but salt."	Holds the piece up to the light.
0:11-0:18	"First bite, the fat just melts, and it hits like a ribeye off the grill."	The bite. Real reaction, no acting.
0:18-0:26	"Now I keep a bag in my car and one at my desk, because if I leave them at home, they don't last a day."	Quick cuts: bag in the glove box, bag next to the laptop.
0:26-0:32	CTA: "If you love steak and you're done with sugary jerky, link's below."	Back to the creator, points down.

Word count: ~75-77 · **Est. length:** ~30-31s

Creator notes: Man, 25-40, regular guy, not a fitness influencer. He has to look like someone who really did doubt it. Car, desk or kitchen. Tone: a little embarrassed he was wrong, then genuinely into it.

SUGGESTION All visuals and scene directions are suggestions. If the creator feels more natural in another setup, angle or delivery, go with his. Comfortable and real beats following the script.

Structure: objection (hook) → first bite → what it actually is → new routine → CTA.

Rationale: Proof angle (the converted skeptic) → people who've seen the brand and doubt it, each hook with a different objection: looks (H1, Product aware), taste (H2, Problem aware), "just jerky" (H3, Solution aware) → the current ads only show fans. A skeptic who changed his mind answers "the reviews are sponsored" without saying it.

Flags:

- **COMPLIANCE** H1 names the "dog treats" objection out loud. It's the most repeated complaint, so it hits the right nerve, but it also plants the idea in people who never heard it. Run it only if the brand is OK with naming it.
- **CREATOR'S REAL** "Melts", "hits like a ribeye off the grill" and the car/desk routine have to be his. Texture varies by batch.
- **COMPLIANCE** "Sugary jerky" stays generic. No brand names, no health claims.

"The caviar of beef jerky" (Proof + Result)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"I read every review before buying these. One of them was dead on."	She's on the couch, phone in one hand, bag in the other.
H2	"My husband keeps hiding these from me."	She talks low, glancing over her shoulder, bag in hand.
H3	"Don't buy these if you have zero self-control."	Straight face to camera, then a small smile.

Opening line of the body (changes per hook):

- H1 and H3: no bridge. Start at "Someone called these..."
- H2: "And honestly, I get it."

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:03-0:07	"Someone called these the caviar of beef jerky, and they're not wrong."	Still her, opening the bag.
0:07-0:13	"It's real steak, sliced thin, dried with just salt. No sugar, no marinade."	Pulls out a piece, turns the bag to show "only 2 ingredients".
0:13-0:20	"The fat gets buttery and melts in your mouth, and you can taste every bit of the steak."	Close on the fat edge, then the bite.
0:20-0:27	"Fair warning, though. You won't eat just one piece. My first bag was gone in a day."	Empty bag turned upside down.
0:27-0:33	CTA: "If you love steak, start with the ribeye. The link's below, but don't say I didn't warn you!"	Points down, then sneaks another piece.

Word count: ~86-91 · Est. length: ~34-36s

Creator notes: Woman, 28-45, eats clean or low-carb, not a carnivore influencer. Couch or kitchen, end of the day. Tone: a little guilty, a lot of fun, like telling a friend about her new obsession. For H2, the husband can show up in the background reaching for the bag.

SUGGESTION All visuals and scene directions are suggestions. If the creator feels more natural in another setup, angle or delivery, go with hers. Comfortable and real beats following the script.

Structure: reviews / husband / warning (hook) → the line that sums it up → what it is → how it tastes → how fast it goes → CTA.

Rationale: Proof + Result angle → women who buy for the house and snack clean, plus people who've seen the hype → Product aware (H1), Unaware (H2 and H3) → the strongest pattern in the reviews is people finishing the whole bag. Humor about it sells the craving without a single health claim, and a woman creator reaches the buyer the current ads ignore.

Flags:

- **COMPLIANCE** "Caviar of beef jerky" is a real customer quote (Reddit). Fine as something "someone" said, never as the brand's own claim.
- **CREATOR'S REAL** "Gone in a day" and the husband story have to be true for her.
- **COMPLIANCE** No health or diet claims. "No sugar, no marinade" is a label fact.