

AD SCRIPT PACK · SPEC

Crave Creatine

Crave Creatine Monohydrate Gummies. Three scripts, three hooks each, written from what real customers already say.

3x3

scripts x hooks

9

hooks to test

VOC

research first

DELIVERED OCT 17, 2026

Crave Creatine — Ad Script Pack #1

PRODUCT	FORMAT(S)	LENGTH	ON-SCREEN TEXT
Crave Creatine	Demo + talking head (A) ·	A 30s · B 40s · C 40s	Captions only
Monohydrate Gummies	UGC talking head (B, C)		

Spec work. Not affiliated with or commissioned by Crave.

■ 1. Research Snapshot

Who's buying: People who already believe creatine works but keep falling off with powder, plus a growing group who've never taken it because they hate pills and powders. Everyone in the category is skeptical: "creatine gummies are a scam" is the loudest belief out there.

Top pains (customer words):

- "there were always mornings when I skipped it simply because I didn't feel like measuring and shaking it up"
- "I used to take creatine in powder form and i dread having to drink it"
- "finding things to mix powdered supplements into is frustrating"

Top desires:

- "This creatine product doesn't feel like a chore"
- "I take cause I like it, not because I have to"

Main objection: "If a gummy has 5g of creatine in it how can a 'creatine' gummy weigh less than 5g? What a con!"

■ 2. Angles Used

SCRIPT	ANGLE	AWARENESS LEVEL	WHY THIS ANGLE
A	Proof: "I weighed one"	Product-aware (skeptical)	Crave's two longest-running ads (462 and 459 days) both lean on the lab report. This takes the same proof off the PDF and puts it on a kitchen scale, answering the category's most-liked objection on camera.
B	Pain: "I kept skipping days"	Problem → solution-aware	The #1 reason people buy in the reviews is consistency, not taste. Almost nobody in the category runs pain-led ads (2 of 50 in our swipe).
C	Identity: "Not one more pill"	Solution-aware	Women 40+ who want to stay strong but hate pills and powders show up in the reviews and nowhere in the category's ads.

"I weighed one" (Proof)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"How do you fit five grams of creatine in a gummy?"	One gummy held between two fingers, right up to the lens.
H2	"This is five grams of creatine. Good luck fitting it in one gummy."	Creator tries to balance a heaping scoop of powder on top of a single gummy. It spills everywhere.
H3	"Thirteen grams. That's what a full dose of these weighs."	Tight close on the kitchen scale display, already reading the number.

Hook note: with H1, the first body line becomes "Here's the thing. Nobody's doing that." With H2, skip the first body line ("Here's the thing. Nobody's fitting five grams into one gummy.") and start at "That's not how it works." The demo already said it. H3 uses the real number from the creator's scale.

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:03-0:08	"Here's the thing. Nobody's fitting five grams into one gummy. That's not how it works. With Crave, you take three."	Holds up the Crave bag, then drops three gummies on the kitchen scale, one by one.
0:08-0:17	"Together, they weigh [X] grams, and four and a half of that is creatine. They post the lab test, and it checks out."	Close on the scale reading. Then the Eurofins report on the phone, zoom on the result.
0:17-0:22	"And they actually taste good."	Eats one, honest reaction.
0:22-0:30	CTA: "Don't love 'em? Money back, and you keep the bag. Link's below."	Bag to camera, pointing down.

Word count: 63-71 depending on hook · **Est. length:** ~30s

Creator notes: Calm, skeptical-friend energy, not salesy. Explaining it like a friend who already knows, not presenting it. Kitchen counter, daylight. A real digital kitchen scale with a readable display. Shoot the scale at eye level so the number is sharp. No gym clothes needed.

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.

Rationale: Proof angle → the burned skeptic who thinks every gummy is fake → product-aware → the category's #1 objection gets answered with a physical demo instead of a PDF, which is the visual upgrade over Crave's own winning ads.

Flags:

- **NEEDS PROOF** Gummy weight changes between lab reports (4.4g in the Eurofins report, "5g" on the site). Use only the number the creator's scale shows on camera.
- **NEEDS PROOF** The lab report shown must be for a current batch. The 4,620mg figure is from the 2025 Eurofins report used in Crave's ads.
- **COMPLIANCE** Guarantee wording must match the brand's actual terms (window, conditions).
- **COMPLIANCE** H2: never show or name a competitor's brand. **NEEDS PROOF** The implied claim (many gummies tested low) needs a public source, e.g. NOW Foods' 2024 gummy tests.

"I kept skipping days" (Pain)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"I bought this in March. Be honest. How full is yours?"	Creator pulls a creatine powder tub from the back of a cabinet and shakes it. It's still mostly full.
H2	"Powder's cheaper. Unless you skip half your days."	Powder tub with a price sticker next to the Crave bag. Cut to a habit calendar on the fridge with more blank days than checks.
H3	"Every guy who takes creatine has done this at least once."	Creator mid-scoop, coughs, and a cloud of powder goes everywhere.

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:03-0:08	"I knew creatine worked. The routine was the problem."	Talking head, kitchen.
0:08-0:16	"Find the shaker. Measure the scoop. Stir. It still doesn't dissolve. Chug the gray water."	Fast cuts, one per beat: shaker, scoop, stirring, clumps on the bottom, grimace.
0:16-0:21	"So some mornings I just skipped it. Then I'd skip a few more."	Shaker sitting in the sink, unused.
0:21-0:33	"Now it's these. Three gummies and I'm done. No shaker, no scoop. Four and a half grams, and it's lab tested. The bag lives on my desk, so I don't forget. Haven't missed a day in [X] weeks."	Creator grabs the Crave bag from the desk, eats three. Quick flash of the back label.
0:33-0:40	CTA: "If you keep missing days with powder, try these. Link's below."	Bag to camera, pointing down.

Word count: 94-97 depending on hook · **Est. length:** ~38s

Creator notes: Self-aware and a little funny, like admitting a bad habit to a friend. Guy in his 20s to 30s who lifts. Real kitchen and desk, phone on a tripod. The powder-routine montage should feel tedious on purpose: quick, repetitive cuts. Shoot it in natural morning light.

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.

Rationale: Pain angle → "the Inconsistent," who knows creatine works but keeps falling off → problem/solution-aware → it sells consistency instead of taste, which is what reviewers actually credit gummies for and what Crave's current ads don't say.

Flags:

- **NEEDS PROOF** H1 and the "[X] weeks" streak must be the creator's real experience. No scripted testimonial.
- No results claims (strength, muscle). The promise is "you'll actually take it," nothing more.

"Not one more pill" (Identity)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"I'm [age], and I refuse to add one more pill to this thing."	Close on an overstuffed weekly pill organizer. She snaps it shut.
H2	"I tried creatine powder. I ran out of things to mix it into."	Kitchen counter crowded with a smoothie, coffee, oatmeal and a glass of water, each with a scoop sticking out.
H3	"I started lifting at [48]. This is the one supplement I added."	She finishes a dumbbell row in her garage, then holds the bag up to camera.

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:03-0:11	"I lift twice a week. I want to stay strong as I get older."	Her strength training at home or the gym: dumbbells, nothing extreme.
0:11-0:19	"But I already take enough stuff. I'm not a pill person, and I'm not mixing another powder."	Back to the kitchen. She pushes the pill organizer and a powder tub aside.
0:19-0:29	"So I tried these. Crave gummies. Three a day, and they taste like candy. The bag sits next to my coffee, so it's part of my morning now."	Opens the bag, eats one with coffee, a real smile.
0:29-0:34	"Four and a half grams of creatine, and they post their lab results. With gummies, that matters."	Back of the bag, then the lab report on her phone.
0:34-0:40	CTA: "If pills and powders are what's stopping you, start here. Link's below."	Bag to camera.

Word count: 100-101 depending on hook · **Est. length:** ~40s

Creator notes: Woman, 40s to 60s, warm and direct, zero fitness-influencer energy. Bright home kitchen, morning. Real pill organizer and real coffee mug. Workout B-roll should look like everyday strength training, not a transformation.

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.

Rationale: Identity angle → women 40+ who want to stay strong but are done with pills and powders → solution-aware → this buyer shows up in the reviews and is ignored by every creatine gummy ad in the category; the hook speaks to her friction, not to a health promise.

Flags:

- **COMPLIANCE** No menopause, hormone, bone, brain or aging-related benefit claims. "Stay strong" is her goal, not a product promise.
- **COMPLIANCE** "Taste like candy" is fine as personal opinion. Don't position the product as candy (sugar content, kids).
- **NEEDS PROOF** Age and routine must be the creator's real ones. Lab results must be current.