PICK 1 · UGC BRIEF

AYV Named-enemy switch

Male-recommendation-to-girlfriend frame, dismissing 2 named competitor vanillas via 3-list scarcity hook. Format: UGC car talk.

• Active brief | TC22 | UGC11 | AYVN

01 · BRIEF read first

Client name	Thomson Carter
Website	thomsoncarter.com
Video reference	`ATT_POD10_RA_F3` — hook DNA facebook.com/61550578641798/posts/122283779600019288 ↗ `UGC17_AYVN_AB` — format DNA, UGC car talk facebook.com/61550578641798/posts/122271029996019288 ↗
Hypothesis	CONCEPT Male speaker recommends AYV Night to his girlfriend, dismissing 2 named competitor scents (**Cheirosa 62** + **Vanilla 28**) via 3-list scarcity hook. WHY THIS WILL WORK `ATT_POD10_RA` hook structure (3-list scarcity claim) drove highest TC20 CTR brand-wide at **6.11%**. `VSL19_AYVN_Am` winner pattern uses Male speaker on AYV (**£59k cumulative, 1.35–2.30 ROAS**). Combining both = scarcity hook plus OSE-correct speaker for AYV female-target audience. LEARNING Does male-recommendation-to-girlfriend frame outperform female-self-bragging frame for AYV (current account default)? FORMAT UGC car talk NARRATIVE STYLE Single male creator POV, casual confident, conversational

02 · CREATOR NEEDED

1 person

How many	**1**
Country	**UK or US**
Gender	**Male**
Age	**25–35**

Other specifics

Confident on camera, natural storyteller, comfortable speaking casually.

03 · ITEMS · ATTIRE · SETTING

production checklist

ITEMS NEEDED

- **AYV Night** 50ml bottle
- Car (parked, daylight)

ATTIRE

Casual masculine. Fitted t-shirt or henley, slightly polished but not overdressed.

SETTING

In a car, driver seat, parked. Natural daylight through windshield. Casual self-shot.

04 · IMPORTANT — PERFORMANCE NOTES

01 **Needs to have energy, confidence** and be a natural storyteller.

02 Sound like a **real, authentic car-vlog**.

03 Learn the lines but **improvise small quips** to keep natural.

04 Watch **video reference before filming**.

05 · B-ROLL (5–8 max)

supporting footage

01 Close-up of AYV Night bottle in hand

02 Bottle on car dashboard

03 Spray motion (optional)

04 Phone showing thomsoncarter.com (optional)

Name file as: `YourName_ThomsonCarter_Pick1`

06 · HOOK

CREATOR ONLY

HOOK LINE

H1 OPEN FRAME

"Only **3 vanilla perfumes** I let my girlfriend wear. Cheirosa 62 isn't one. Vanilla 28 isn't one. **AYV Night**... is."

NOTES FOR CREATOR

- Pause briefly before "is" at the end for landing.
- Casual, like telling a friend, not pitching.
- Bottle hidden until reveal moment in script body.

VISUAL REFERENCE

REFERENCE STILL

H1 **Open frame** — wide-ish in-car, creator casual, no product visible. Ref: UGC7_SM_Jo_V3 — opening beat.

Caption: same energy as UGC7_SM_Jo_V3

EDITOR ONLY

OVERLAY TEXT

`ONLY 3 VANILLAS I LET HER WEAR`

BEAT CUE

H1 sec 0–5 — face in frame, casual seating. Overlay drops in word-by-word with speech. Micro punch-in on "is." Product NOT visible.

CAPTIONS

Sync with dialogue. Simple sans-serif.

07 · SCRIPT BODY

CREATOR ONLY

A sec 5–18 STORY

"So she came home wearing it last week and... [pause] I couldn't stop hugging her. Most vanillas honestly make me a bit nauseous on her. This one... [pause] I had to ask about."

sec 18–28 REVEAL + WHY

" B **Are You Vanilla Night**... by Thomson Carter. C **30% oil concentration.** Cashmeran, vanilla, tonka. Sits warm on her until 10pm. The others fade by lunch."

D sec 28–35 CLOSER

"Her best friend smelled it at brunch and bought a bottle the same day. Guys, get this for your girl. **Thomsoncarter.com.** Two miniatures with every order. **PERIOD.**"

PAUSE + INFLECTION LEGEND

"…"	natural pause / trailing thought
PERIOD	emphatic finality
say	**Thomson Carter** · not ~~Thompson Carter~~

VISUAL REFERENCE

BEAT → REFERENCE

A **Open frame** — creator face, casual seating, seatbelt on. Product NOT visible. Ref: UGC7_SM_Jo_V3 opening beat.

B **Bottle reveal** — product brought to chest level, label out, hero hold. AYV Night 50ml.

C **Bottle close-up** — fingertip rotates bottle, notes called out. Light texture overlay.

D **Back to face + closer** — natural lean-in, then phone shot showing thomsoncarter.com.

PRODUCT IMAGE

REFERENCE STILL — REVEAL

Caption: product hold position — chest level, central, casual

EDITOR ONLY

BEAT → CUT + OVERLAY

A sec 5–18 · hold on face throughout story · captions sync per beat · no overlay.

B sec 18–21 · **cut to bottle close-up** on "Are You Vanilla Night."

C sec 21–26 · overlay: "30% OIL · CASHMERAN · TONKA" · light texture.

D sec 28–35 · back to face, then bottom-third overlay thomsoncarter.com · hold on "PERIOD."

MUSIC

Minimal or none — natural car ambience preferred.

STYLE

- No filters, organic UGC pacing
- Edit style: same as UGC7_SM_Jo_V3 reference