UPADZ · FREE AD SCRIPT TEMPLATES

TikTok and UGC ad script templates

Five video ad script templates with timings. Replace the [brackets] with your product. Write the way people talk, and keep one idea per ad.

1. 15-second UGC ad script

Best for: testing hooks fast on TikTok, Reels and Shorts

0–2 s	**Hook**	"[The problem in 6 words or fewer]" — on screen and spoken.
2–6 s	**Problem**	"[Frustrating situation] every [time]?"
6–12 s	**Product**	Show [product] in hand: "[Product] [does the simple action]. Watch."
12–15 s	**Call to action**	"[Product]'s linked below." On screen: [offer or CTA].

A creator who really used the product can say "I used to… now I…". An AI presenter or a creator without that experience demonstrates instead, as written here.

2. 30-second problem-solution ad script

Best for: products that fix a clear, everyday problem

0–3 s	**Hook**	"If you [have the problem], watch this."
3–10 s	**Problem**	Two concrete details of the problem: when it happens and what it costs.
10–20 s	**Solution**	[Product] in use. One sentence on how it works, shown, not told.
20–26 s	**Proof**	A fact you can stand behind: [spec, guarantee, number of customers, demo].
26–30 s	**Call to action**	"Tap below to [get offer / see sizes]."

3. Customer testimonial script

Best for: real customers only — the speaker must have used the product

0–3 s	**Hook**	"I didn't think [product type] would work for me."
3–12 s	**Before**	What they tried before and why it failed — in their own words.
12–22 s	**After**	What changed, specifically, and how long it took — only what really happened.
22–30 s	**Call to action**	"If you [same problem], try it." Disclose any payment or free product.

US FTC: testimonials must reflect a real experience; paid or gifted relationships must be disclosed clearly. AI creators should demonstrate, not pose as customers.

4. Unboxing ad script

Best for: giftable products, premium packaging, bundles

0–3 s	**Hook**	The closed box on camera: "This came today and…"
3–15 s	**Reveal**	Open it; name each item as it comes out; close-ups of the details.
15–24 s	**First use**	Try [product] on camera; one honest first reaction.
24–30 s	**Call to action**	"It's [price / offer] here." On screen: link or code.

5. Product demo ad script

Best for: gadgets, tools, anything that is better seen than explained

0–2 s	**Hook**	The result first: [the "after" shot] — "Here's how."
2–18 s	**Demo**	Three steps, one shot each: [step 1], [step 2], [step 3].
18–25 s	**Why it matters**	"That used to take me [time / effort]."
25–30 s	**Call to action**	"Get yours below."

Free from upadz.io/free-tools/tiktok-ad-script-generator — write a script for your product with the free generator, or turn it into a finished video ad with Upadz.