

StoryForge Kids - Complete TikTok Ad Campaign Package

Version: 1.0

Created: January 22, 2026

Status: Ready for Production

Package Contents

Documentation

- **README.md** - Complete production guide and platform specifications
- **INDEX.md** - This file, package contents overview
- **storyforge_kids_tiktok_ads.md** - Full scripts with scene-by-scene breakdowns for all three videos

Video Assets (Visual)

High-quality images for video production:

- **storyforge_app_interface.png** (2.1 MB) - App interface mockup showing age-based categories
- **toddler_scribble_book.png** (1.8 MB) - Scribble-to-art transformation example
- **older_child_chapter_book.png** (2.2 MB) - Advanced chapter book with professional layout
- **parent_kids_app.png** (2.3 MB) - Family using the app together
- **classroom_storyforge.png** (2.2 MB) - Educational setting with teacher and students

Audio - Voiceovers (Female Voice)

Professional female voiceovers for all three videos:

- **video_1_voiceover_v2.wav** (1.3 MB) - "Where young imaginations become published books"
- **video_2_voiceover_v2.wav** (1.2 MB) - "From bedtime stories to published books"
- **video_3_voiceover.wav** (1.2 MB) - "The essential tool for every educator"

Audio - Background Music & Sound Design

Professional background music and sound effects:

- **video_1_background_audio.mp4** (5.1 MB) - Upbeat, energetic with relief shift
 - **video_2_background_audio.mp4** (8.6 MB) - Inspirational, growth-focused soundtrack
-

🎯 Three Ad Concepts

Video 1: Where Young Imaginations Become Published Books

Focus: Amazon publishing, family creativity

Target: Parents wanting to help their children become authors

Files:

- Script: storyforge_kids_tiktok_ads.md (Video 1 section)
- Voiceover: video_1_voiceover_v2.wav
- Background Audio: video_1_background_audio.mp4
- Visuals: storyforge_app_interface.png, parent_kids_app.png

Video 2: From Bedtime Stories to Published Books

Focus: Learning through creativity, bedtime stories, publishing

Target: Parents and educators focused on child development

Files:

- Script: storyforge_kids_tiktok_ads.md (Video 2 section)
- Voiceover: video_2_voiceover_v2.wav
- Background Audio: video_2_background_audio.mp4
- Visuals: toddler_scribble_book.png, older_child_chapter_book.png

Video 3: The Essential Tool for Every Educator

Focus: Differentiated learning, classroom management, publishing

Target: Teachers and homeschooling parents

Files:

- Script: storyforge_kids_tiktok_ads.md (Video 3 section)
 - Voiceover: video_3_voiceover.wav
 - Visuals: classroom_storyforge.png
-

Technical Specifications

Video Format: Vertical (9:16 aspect ratio)

Resolution: 1080x1920 pixels (minimum)

Frame Rate: 30fps or 60fps

File Format: MP4 or MOV

Max File Size: 100MB per TikTok guidelines

Duration: 15-30 seconds per video

Production Workflow

- Import Assets:** Load all PNG images into your video editing software (Adobe Premiere, Final Cut Pro, DaVinci Resolve, etc.)
 - Add Voiceovers:** Place the corresponding WAV file on the audio track
 - Layer Background Audio:** Add the background music/sound design MP4 file
 - Sync Visuals:** Edit video to match the voiceover timing using the script as reference
 - Add Text Overlays:** Use the on-screen text from the scripts for emphasis
 - Export:** Render as vertical MP4 for TikTok upload
-

Key Messaging Pillars

- Amazon Publishing:** Children can publish their stories directly to Amazon
 - Learning & Fun:** Creative storytelling as educational tool
 - Bedtime Stories:** Perfect for evening family time and relaxation
 - All Ages:** From toddlers to older children and teens
 - For Parents & Teachers:** Designed for both home and classroom use
-

Call-to-Action (CTA) Options

- "StoryForge Kids: Where young imaginations become published books."
 - "From bedtime stories to published books. Download StoryForge Kids."
 - "Help your child become an author. Try StoryForge Kids free."
 - "The essential tool for every educator. Try StoryForge Kids free today!"
-

Notes for Video Editors

- All voiceovers are professionally recorded with natural pacing
 - Background audio files include sound effects and music layered together
 - Visual assets are high-resolution and ready for any video platform
 - Scripts include timing cues for scene transitions
 - Consider adding text overlays for emphasis on key features (Amazon publishing, free trial, etc.)
-

Quality Assurance Checklist

- All visual assets imported and properly scaled
 - Voiceovers synced with video scenes
 - Background audio levels balanced with voiceover
 - Text overlays match script timing
 - Video exported in vertical format (9:16)
 - File size under 100MB for TikTok
 - Audio quality verified (no distortion, clear speech)
 - Color grading consistent across all scenes
 - CTAs prominently displayed at video end
 - Ready for TikTok upload
-

Support & Next Steps

This package contains everything needed to produce professional TikTok ads for StoryForge Kids. For questions about implementation or customization, refer to the detailed scripts and production guide in README.md.

Total Package Size: ~30 MB

Files Included: 14 assets + 3 documentation files

Ready to launch your StoryForge Kids campaign! 