

# StoryForge Kids TikTok Ad Scripts (Ages 0-12)

These scripts are designed for short-form video (15-30 seconds), optimized for TikTok's fast-paced, visually driven style, and should be set to trending, upbeat background music.

## Video 1: The All-in-One Solution

**Concept:** Show a parent struggling to find engaging and educational activities for their children of different ages. Introduce StoryForge Kids as the all-in-one solution.

Scene	Visuals	On-Screen Text	Audio/Voiceover
1 (0-5s)	<b>Fast-paced montage:</b> Parent looks stressed, juggling a toddler pulling at their sleeve and an older child (approx. 8-10) slumped on the couch, complaining. Quick cuts of different, failed activities (e.g., a broken toy, a half-finished worksheet).	<b>"One app for all your kids?"</b> (Appears large and bold)	<b>Sound Effect:</b> Frustrated sigh. <b>VO (Fast, relatable tone):</b> "Stop juggling three different apps for three different kids."
2 (5-10s)	Parent swipes through their phone, looking defeated, then stops on the StoryForge Kids app icon. A calm, warm light appears on their face. Quick shot of the app's clean, inviting interface.	<b>"Ages 0-12. Covered."</b>	<b>Music:</b> Shifts to a hopeful, positive beat. <b>VO:</b> "Meet StoryForge Kids. The one app that grows with them."
3 (10-20s)	<b>Split Screen: Left:</b> Parent and toddler creating a simple picture book (tapping on pre-set words, adding a	<b>"Simple Picture Books"</b> (on left) <b>"Complex Chapter Books"</b> (on right)	<b>VO:</b> "From simple tap-to-create stories for your little ones, to full-blown chapter books for your big

	photo). <b>Right:</b> Older child independently typing a chapter into a more complex template. Quick flash of a "Special Needs/Accessibility" icon.		kids. Even features for special needs."
4 (20-25s)	The whole family is gathered on the couch, laughing and admiring the different storybooks on a tablet. Close-up on the diverse range of stories created.	"One App. Endless Stories."	<b>Music:</b> Peaks in a warm, happy melody. <b>VO:</b> "End the boredom battle. Start the story."
5 (25-30s)	Clear shot of the app logo and a finger tapping the "Download" button on an app store screen.	"StoryForge Kids: Download Now!" (Clear CTA)	<b>VO:</b> "StoryForge Kids: One app, endless stories. Download now!"

## Video 2: The Creative Journey

**Concept:** Showcase the creative journey from a young child's simple idea to an older child's detailed story, highlighting the app's ability to capture all stages of development.

Scene	Visuals	On-Screen Text	Audio/Voiceover
1 (0-5s)	Close-up on a toddler's hand scribbling vigorously with a crayon on a piece of paper. The scribble is abstract and colorful.	"It all starts here..."	<b>Sound Effect:</b> Crayon on paper. <b>VO (Gentle, encouraging tone):</b> "Every epic tale begins with a spark."
2 (5-10s)	Parent takes a picture of the scribble with their phone. The app instantly converts	"Turn Scribbles into Art!"	<b>Sound Effect:</b> Magic chime/whoosh. <b>VO:</b> "With StoryForge Kids, you can turn their first scribbles

	the scribble into a digital illustration within a StoryForge Kids book template. The toddler points excitedly.		into their first published book."
3 (10-20s)	Transition to an older child (approx. 10-12) sitting at a desk, thoughtfully sketching a storyboard in a notebook, then smoothly transitioning to typing a detailed, multi-chapter narrative on the app. Show a feature for adding custom, detailed illustrations.	"Storyboarding. Chapters. World-Building."	<b>Music:</b> Shifts to a more focused, slightly dramatic score. <b>VO:</b> "Then, watch them grow into master storytellers, building complex worlds and detailed narratives."
4 (20-25s)	<b>Split Screen: Left:</b> The toddler's simple, colorful, 3-page picture book. <b>Right:</b> The older child's sophisticated chapter book with a cover and table of contents. Both have the StoryForge Kids logo.	"From First Words to Epic Tales."	<b>VO:</b> "Two kids. One app. Infinite potential."
5 (25-30s)	Clear shot of the app logo and the final CTA.	"Create with StoryForge Kids. Link in Bio."	<b>VO:</b> "From first words to epic tales. Create with StoryForge Kids."

## Video 3: The Educator's Toolkit

**Concept:** Emphasize the app's versatility in a mixed-age classroom or for homeschooling families, focusing on guided learning and curriculum support.

Scene	Visuals	On-Screen Text	Audio/Voiceover
<b>1 (0-5s)</b>	A teacher or homeschooling parent quickly shifts between helping a young child with phonics and an older child with essay structure. They look slightly stressed.	<b>"Homeschooling? Mixed-Age Classroom?"</b>	<b>VO (Upbeat, professional tone):</b> "Teaching multiple ages means multiple lesson plans. It's a lot."
<b>2 (5-10s)</b>	The teacher/parent opens StoryForge Kids. Show a feature where they can set a single writing prompt (e.g., "Write about a trip to the moon"), but the app automatically adjusts the required complexity, vocabulary, and sentence structure based on the child's profile.	<b>"Differentiated Learning Made Easy."</b>	<b>Sound Effect:</b> Satisfied click. <b>VO:</b> "StoryForge Kids simplifies differentiation. Set one prompt, and the app adapts the challenge for every student."
<b>3 (10-20s)</b>	<b>Quick Cuts:</b> Show a 5-year-old using the app's voice-to-text feature to dictate a simple sentence. Then, show a 10-year-old using the app's integrated vocabulary builder and grammar check while typing a paragraph. Show a progress dashboard with clear metrics.	<b>"Voice-to-Text. Vocabulary Integration. Progress Tracking."</b>	<b>VO:</b> "Track progress, integrate curriculum-specific vocabulary, and empower every student, from emergent readers to advanced writers."
<b>4 (20-25s)</b>	The teacher/parent is smiling, holding up a tablet showing a beautiful, diverse portfolio of student-	<b>"Simplify Your Lesson Planning."</b>	<b>Music:</b> Inspiring, educational-sounding music. <b>VO:</b> "Turn required"

	created books. They give a thumbs-up to the camera.		writing practice into a passion project."
<b>5 (25-30s)</b>	Clear shot of the app logo and the final CTA.	<b>"StoryForge Kids: The Essential Educator's Tool. Try it Free!"</b>	<b>VO:</b> "StoryForge Kids: The essential tool for every educator. Try it free today!"