

UGC Ad Script — Kitchen Counter Cleaning

This ad showcases Shiny Wipes solving a real customer problem in a relatable UGC format. The focus is on demonstrating the product's effectiveness in everyday use.

Step-by-Step Breakdown

- 1 Scene 1: Creator appears in their kitchen, showing a visibly dirty counter with coffee stains and crumbs.
- 2 Scene 2: Creator says 'I've tried everything, nothing works on these stubborn stains' while zooming in on the mess.
- 3 Scene 3: Creator pulls out Shiny Wipes, reads a quick benefit off the packaging (eco-friendly, streak-free).
- 4 Scene 4: Quick action shot of wiping the counter. The stains visibly disappear in one or two wipes.
- 5 Scene 5: Split-screen: left side 'Before' (messy counter), right side 'After' (sparkling clean).
- 6 Scene 6: Creator smiles, says 'That took less than 10 seconds. My kitchen actually feels clean again.'
- 7 Scene 7: Call-to-action overlay: 'Try Shiny Wipes today — your mess gone in seconds!'