

YouTube Funnel Script — Deep Cleaning Day

This long-form ad is structured for YouTube pre-roll, designed to hold attention and move viewers further down the funnel with storytelling and social proof.

Step-by-Step Breakdown

- 1 Hook (0-5s): Dirty stovetop close-up. Narrator asks 'How long do you spend scrubbing every week?'
- 2 Problem Setup: Show busy parent juggling cleaning and family. Voiceover: 'You don't need to waste hours fighting grease and grime.'
- 3 Solution Intro: Pan to the parent pulling out Shiny Wipes. Text overlay highlights 'Eco-friendly • Streak-free • Fast-action'.
- 4 Demo: In real-time, the parent wipes down the stove, fridge, and sink. Timer overlay shows '2 minutes'.
- 5 Social Proof: Cut to quick clips of 3 different customers saying 'Best wipes I've ever used' and 'These saved me so much time'.
- 6 Benefits Recap: Narrator lists value props: 'Powerful on grease, safe on surfaces, gentle on skin'.
- 7 Call to Action: Parent looks into camera and says 'Click below to try Shiny Wipes risk-free today.'
On-screen button: 'Shop Now'.
- 8 Outro: Branding animation with logo and tagline 'Shiny Wipes — Sparkle Made Simple'.