

- The **human** acts like a real pet parent or creator, not a brand rep.
 - The **Meta** is the “star” of the ad — cute, relatable, and emotional.
 - The product’s **USP ingredient** becomes the main hook.
 - Tone = friendly, fun, and emotional (like “reel style” UGC).
-

UGC Ad Script #1 — “Shiny Coat Formula” (Fish Recipe)

Setup: Human sitting with their Shih Tzu, brushing its shiny coat.

Visual (0–5s):

Close-up of the Shih Tzu’s shiny fur in sunlight.

Human says in a natural, friendly tone:

“Dekha tumne? Pehle dull coat tha, ab pura glow kar raha hai!”

Voice/Dialogue (5–20s):

“Main khud bhi nahi maanti thi pehle, but ever since I started feeding him forpet.in ka Fish recipe — with *Sea Buckthorn* and *Flaxseed*, uska coat literally shine kar raha hai!”

“Aur digestion bhi smooth ho gaya... bilkul happy boy ban gaya hai!”

CTA (20–25s):

“Try karo once! Healthy bhi, tasty bhi — forpet.in 🐾🐾”

UGC Ad Script #2 — “Calm Energy” (Chicken + Ashwagandha)

Setup: Human showing how the dog used to be hyperactive, now calm but playful.

Visual (0–5s):

Dog jumping around → quick cut to sitting calmly beside owner.
Human laughs and says:

“Yeh pehle full hyper tha, ab balanced hai!”

Voice/Dialogue (5–20s):

“forpet.in ke Chicken recipe mein hai *Ashwagandha* aur *Brahmi* — Ayurveda ke dono hero ingredients.”

“Ab yeh calm bhi rehta hai aur energy bhi full rehti hai. Perfect combo!”

CTA (20–25s):

“Ayurvedic care, modern nutrition — sirf forpet.in se.”

**UGC Ad Script #3 — “Tropical Energy” (Lamb Recipe)**

Setup: Morning routine shot — human feeding the dog and then playing fetch.

Visual (0–5s):

Dog wagging tail while food bowl is filled.
Human says:

“Subah-subah energy ka full dose milta hai!”

Voice/Dialogue (5–20s):

“Isme hai *Apple*, *Coconut*, aur *Beetroot* — natural energy boosters.”

“Uske baad dekho, poora din active aur khush rehta hai!”

CTA (20–25s):

“Healthy digestion, full energy — that’s forpet.in!”

**UGC Ad Script #4 — “Super Veg Power Bowl” (Veg Recipe)**

Setup: Human sitting beside dog during meal time.

Visual (0–5s):

Dog sniffing and eating happily.

Human smiles and says:

“Soch bhi nahi sakti thi veg food itna tasty ho sakta hai!”

Voice/Dialogue (5–20s):

“forpet.in ke Veg recipe mein hai *Moringa, Spirulina & Blueberry* — pure superfoods!”

“Natural immunity boost aur healthy coat dono mil gaya!”

CTA (20–25s):

“Veg bhi powerful ho sakta hai — sirf forpet.in ke saath!”
