

I REFUSE TO LET SCREENS RAISE MY KID

Creator brief for Naiome · 16 Educational Posters · 3 hooks, 1 hold · 9:16

CONCEPT

The morning swap. What the iPad did, what the wall does, and the number that makes it urgent.

DESIRE

I want to stop feeling guilty about screens without becoming a homeschool mom.

ANGLE

Every minute on the iPad is words she is not hearing. The wall gives them back, no lesson required.

EMOTION

Guilt, then relief · Problem aware

WATCH THESE FIRST

- [Iteration of winning ad](#) (your wipe-clean video, 259K views). "Parents, I refuse to let screens raise my child more than I do" is the best line you have recorded for us. We move it to the posters and put a fact under it.
- Account learning: screen ads win when they name one behavior (handing over the iPad) and agitate the guilt before the fix. "Screen free" alone loses.

THE HOOKS - FILM ALL THREE

HOOK (SAY IT)

VISUAL / TEXT OVERLAY

#1 I refuse to let a screen raise my kid. So I put this on the wall where the iPad used to go.

Visual: tablet in hand, turn to the wall. Text overlay: WHERE THE IPAD USED TO GO

#2 Every minute on the iPad, a 3-year-old hears about seven fewer words from you. I did the math on our mornings and I felt sick.

Visual: kitchen, tablet face down, the 4-year-old at the wall behind you. Text overlay: 7 FEWER WORDS. EVERY MINUTE.

#3 Mama of three. I handed my first two the iPad every morning. Not this one.

Visual: straight to camera, then the 4-year-old at the wall. Text overlay: NOT THIS ONE

THEN THE BODY - ONE TAKE

BRIDGE

Own the behavior first, no preaching: you handed over the iPad because you needed ten minutes. Then the fact, third person, with the source: researchers who recorded families all day found a 3-year-old hears about seven fewer adult words per extra minute of screen time (JAMA Pediatrics 2024). Then the swap: the ten minutes still happen, in front of a wall she talks to.

SAY IT LIKE THIS

"I handed my first two the iPad every morning because I needed ten minutes for breakfast. Then I read this. Researchers recorded families all day and found that for every extra minute a 3-year-old is on a screen, she hears about seven fewer words from the adults around her. I still need my ten minutes. So now they happen here."

BODY

Show the morning. Her at the wall while you cook, live audio, one answer. Then the facts: 16 posters, laminated, the morning topics (day, weather, colors, feelings), made in the USA, designed by a Pre-K teacher. One review line: "we go through them in the mornings, I ask her what day it is, she points at it and says the day." No lesson, no printing, up in five minutes.

SAY IT LIKE THIS

"This is our morning now. [What is the weather today? Let her answer.] She is talking to me instead of watching something. 16

posters, laminated because she touches all of them with breakfast hands. What day it is, the weather, colors, how she is feeling. Nobody sat down. Nobody printed anything."

CTA

"If the iPad is doing your mornings, this is the swap. Get it before the back to school rush clears them out." Price only off the page.

SCRIPT DNA

Belief stated flat (I refuse) -> confession of the behavior -> the fact with a source -> the swap shown, kid at the wall -> facts as trust -> availability close.

FOUR RULES

THE KID

Your 4-year-old at the wall, her own voice, uncut.

ONE MECHANISM

One reason it works, not a list of topics.

QUOTE, NEVER PROMISE

Reviews say it. You never say "your child will".

AVAILABILITY

Close on "before they clear out". No made-up deal.

EDITOR NOTES

The seven-words line stays third person and stays "about seven". No "brain rot" language. Tablet appears once, face down.

[Use this checklist after the video is created to ensure it is as good as possible](#)

Format: UGC, morning routine, talking head over it