

THIRD KID, I DID IT DIFFERENT

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

CONCEPT

Us vs Them. Them = what you bought for the first two (flashcards, an app, a workbook). Us = the wall for the third.

DESIRE

I want the thing that actually gets used.

ANGLE

Everything I bought for my first two ended up in a drawer. The wall is the first thing that stayed up.

EMOTION

Regret, then relief · Product aware

WATCH THESE FIRST

- [Imitation of winning ad](#): our best-converting ad for a year is 34 seconds of "I made a huge mistake ordering the first one." Regret first, rescue second, the objection dies at second 3, availability close. Never done on the posters, never by a mom who has done this three times.
- [Your own line, June caption](#): "My 3-year-old loves looking at these, and they have been a great refresher for my 8 and 9-year-old too." That is the whole story in one sentence.

THE HOOKS - FILM ALL THREE

HOOK (SAY IT)

#1 Two kids in, I wasted money on all of this. Third kid, I bought one thing.

#2 I made the same mistake with both of my big kids. Not with her.

#3 The flashcards lasted a week. The app lasted a month. This has been on my wall since June.

VISUAL / TEXT OVERLAY

Visual: dump the drawer on the table, then turn to the wall.
Text overlay: THIRD KID. ONE THING.

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

Visual: hold up the flashcards, tap the app, pan to the wall.
Text overlay: SINCE JUNE

THEN THE BODY - ONE TAKE

BRIDGE

The regret, specific. Flashcards in a drawer, an app that turned into cartoons, a workbook with three pages done. Categories only, no brand names. Then the one difference: everything else needed you to sit down. The wall does not need you.

SAY IT LIKE THIS

"With my big kids I bought all of it. Flashcards, one week, drawer. A learning app, cartoons in a month. A workbook, three pages. All of it needed me to sit down, and I have three kids. This is the first thing that does not need me. It is on the wall. She walks past it forty times a day."

BODY

Ask your 4-year-old one thing at the wall, uncut. Why it stayed up: laminated, 16 of them, the topics (letters, numbers, days, weather, feelings, planets), a Pre-K teacher designed it. Your caption line: the 8 and 9-year-old still use it as a refresher. Three ages, one wall.

SAY IT LIKE THIS

"Here is the wall. [What color is this? Let her answer.] These went up in June and they are still up. 16 posters, laminated, letters to planets. My 8 and 9-year-old still use them to check stuff. Three kids, one wall, and it cost less than school supplies for one of them."

CTA

"If you have got a drawer full of stuff that did not get used, get the one thing that stays up. Go before back to school clears them out."
Price only off the page.

SCRIPT DNA

Regret with specifics (the drawer) -> the one difference (it does not need me) -> kid proves it at the wall -> why it stayed up -> three ages use it -> 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

Never name a competitor brand. Compare to your own spending only, never a named product. The 4-year-old is the proof; keep her clip whole.

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

Format: UGC, the old stuff on the table, the wall behind you