

Greens Powder - Kitchen Counter Truth

This ad targets the health-conscious professional drowning in supplement bottles who craves routine simplification without sacrificing nutritional coverage. The hook opens in the kitchen, avatar on camera holding a glass of AG1, delivering a relatable confession about their former multi-supplement chaos.

I used to take like seven different supplements every morning.

01 AVATAR

Avatar: This avatar is a 28–42-year-old professional who previously bought into the idea that optimal health required stacking multiple vitamins, greens, probiotics, and adaptogens. They value evidence-based wellness and have the income to invest in premium products, but the daily ritual became unsustainable—too many bottles, too many decisions, too easy to skip when rushed. They want nutritional confidence without the cognitive load, and they're drawn to brands that respect their intelligence with transparency and clear outcomes rather than hype.

Pain point: The avatar feels trapped between two bad options: either maintain a complex supplement regimen that demands daily willpower and counter space, or abandon the routine entirely and live with the nagging anxiety that nutritional gaps are undermining their energy and long-term health. Decision fatigue erodes consistency, bottles pile up half-finished, and the ritual that was supposed to support wellness becomes a source of guilt and clutter. They need a solution that delivers comprehensive coverage without requiring them to be a supplement scientist every morning.

02 CONCEPT

This ad targets the health-conscious professional drowning in supplement bottles who craves routine simplification without sacrificing nutritional coverage. The hook opens in the kitchen, avatar on camera holding a glass of AG1, delivering a relatable confession about their former multi-supplement chaos. The visual tone is unpolished and authentic—natural morning light, real countertop clutter, no staging. B-roll demonstrates the new streamlined ritual: scooping powder into water, stirring, sipping while checking email, moving through the day with visible ease. The voiceover flows from problem (decision fatigue, inconsistency) to solution (one drink, all bases covered) to proof (sustained energy, no gaps) to CTA, maintaining a dry, matter-of-fact register that

mirrors the avatar's pragmatic mindset.

03 VOICEOVER DIRECTION

Dry, matter-of-fact diary tone with a slight edge of relief. Pace is steady and conversational, not rushed or overly enthusiastic. Deliver each line like you're recounting a practical shift to a friend who gets it—no need to oversell, just state what changed and why it works.

04 VISUAL TONE

Unfiltered Morning Realism

Natural morning light streaming through a kitchen window, no color grading or heavy filters. The setting is a real home kitchen with lived-in details—coffee maker, phone on the counter, a few dishes in the sink. The avatar wears casual morning clothing (hoodie, t-shirt, no makeup or styled hair) and speaks directly to a phone propped at eye level. B-roll maintains the same authentic aesthetic: soft daylight, handheld or static tripod angles, no dramatic movements. The mood is calm, grounded, and relatable—this is what a real morning looks like for someone who prioritizes health but refuses to perform wellness for the camera.

05 SCRIPT

It was exhausting. I'd forget one, double up on another, and honestly... I wasn't even sure half of them were doing anything.

Switched to AG1 about four months ago. One scoop, one glass, done. It's got greens, probiotics, adaptogens, vitamins—everything I was trying to piece together before.

Energy's steady, I'm not second-guessing myself every morning, and I actually stick with it.

If you're tired of the supplement chaos, tap below and try AG1.

06 B-ROLL BEATS

Beat 1

Scene: Kitchen counter, medium close-up. The avatar stands at the counter with a row of old supplement bottles visible in soft focus behind them. They hold a glass of mixed AG1 in one hand, looking slightly exasperated as they glance at the bottles.

Motion: Avatar shifts weight slightly, sets the glass down on the counter, and picks up one of the old bottles to examine the label before setting it back down with a small shake of the head.

Emotion: Mild frustration mixed with relief—acknowledging the old chaos while standing in the new solution.

Script alignment: It was exhausting. I'd forget one, double up on another, and honestly... I wasn't even sure half of them were doing anything.

Beat 2

Scene: Same kitchen counter, tighter framing. The AG1 pouch sits open on the counter next to an empty glass. The avatar scoops powder from the pouch into the glass, then adds water from a bottle and stirs with a spoon.

Motion: Smooth, deliberate scooping and stirring motion. The powder dissolves as the spoon moves in slow circles. Avatar lifts the glass slightly to check the mix.

Emotion: Calm, methodical satisfaction—this is the new routine, simple and reliable.

Script alignment: Switched to AG1 about four months ago. One scoop, one glass, done. It's got greens, probiotics, adaptogens, vitamins—everything I was trying to piece together before.

Beat 3

Scene: Home office or kitchen table, medium shot. The avatar sits at a laptop with the glass of AG1 beside them. Natural light from a nearby window. They take a sip while scrolling or typing, fully engaged in their work.

Motion: Avatar reaches for the glass without looking, takes a casual sip, sets it back down, and continues working. Minimal head movement, focus stays on the screen.

Emotion: Quiet confidence and ease—the drink is integrated into the flow of the day, not a separate event.

Script alignment: Energy's steady, I'm not second-guessing myself every morning, and I actually stick with it.

Beat 4

Scene: Kitchen counter again, slightly wider shot. The avatar rinses the empty glass in the sink, then turns toward the camera with a small, knowing smile. The AG1 pouch is visible on the counter, resealable top closed.

Motion: Avatar rinses the glass under running water, sets it in the dish rack, wipes hands on a towel, and leans against the counter facing the camera with arms loosely crossed.

Emotion: Satisfied resolution—the routine is complete, and the avatar is ready to move on with their day.

Script alignment: If you're tired of the supplement chaos, tap below and try AG1.

07 FORMAT & SPECIFICATIONS

Aspect ratio	9:16 vertical format optimized for mobile feed placement.
Total ad length	28–32 seconds (12-second hook clip + 16–20 seconds of b-roll under voiceover).
Hook clip	12 seconds, selfie-style direct-to-camera delivery with audio on, natural micro-movements and eye contact.
B-roll clips	4 beats, each 4–5 seconds, audio off, with voiceover layered over the sequence.
Resolution	1080p minimum; 4K source preferred for cropping flexibility and platform quality standards.
Voiceover	recorded to match the on-camera delivery style from the hook clip, or extracted and extended from the same recording session for tonal consistency.

08 DESIGN & POLICY NOTES

- Avatar must appear consistent across all clips: same person, same morning timeframe, same casual home setting with no wardrobe or location jumps.
- AG1 pouch and mixed drink must be clearly visible in at least two b-roll beats; product should feel naturally integrated into the scene, not staged as a hero shot.
- Do not fabricate specific ingredient dosages, clinical trial results, or comparative nutrient claims not supported by the research document.
- Lighting and setting must remain authentic and unpolished—no studio lighting, no color-graded perfection, no influencer-style staging.
- Avoid any on-screen text overlays, captions, or animated CTA buttons; the voiceover and visual storytelling carry the full message.
- Brand safety: do not show competitor products by name or logo; old supplement bottles in beat 1 should be generic and out of focus.

09 PRODUCTION GUIDELINES

DO

- Frame the hook clip at eye level with the avatar's face filling the upper two-thirds of the frame; maintain natural eye contact with the camera lens.
- Use soft, diffused natural light from a window source; avoid harsh overhead lighting or dramatic shadows that feel staged.
- Allow natural micro-movements in the hook clip—slight head tilts, hand gestures, weight shifts—that signal authentic, unscripted delivery.
- Match voiceover pacing and tone exactly to the on-camera delivery: dry, conversational, matter-of-fact, with intentional pauses where punctuation indicates.
- Shoot b-roll in the same real-life kitchen and home office settings; embrace lived-in details like a coffee maker, phone, or dish rack to reinforce authenticity.
- Ensure the AG1 pouch and mixed drink appear organically in the avatar's hands or on the counter, integrated into the action rather than isolated as a product showcase.

AVOID

- Avoid influencer-style staging, ring lights, or color-graded perfection that signals produced content rather than real-life documentation.
- Do not use dramatic camera movements, fast cuts, or high-energy motion that conflicts with the dry, observational tone of the script.
- Do not fabricate specific clinical outcomes, nutrient dosage claims, or competitive comparisons not grounded in the research document.
- Avoid on-screen text overlays, animated captions, or CTA buttons; the voiceover and visual narrative must carry the message without graphic support.
- Do not show competitor supplement brands by name or logo; keep old bottles generic and out of focus if visible.
- Avoid overly polished or aspirational settings that distance the avatar from the target audience's real morning experience.