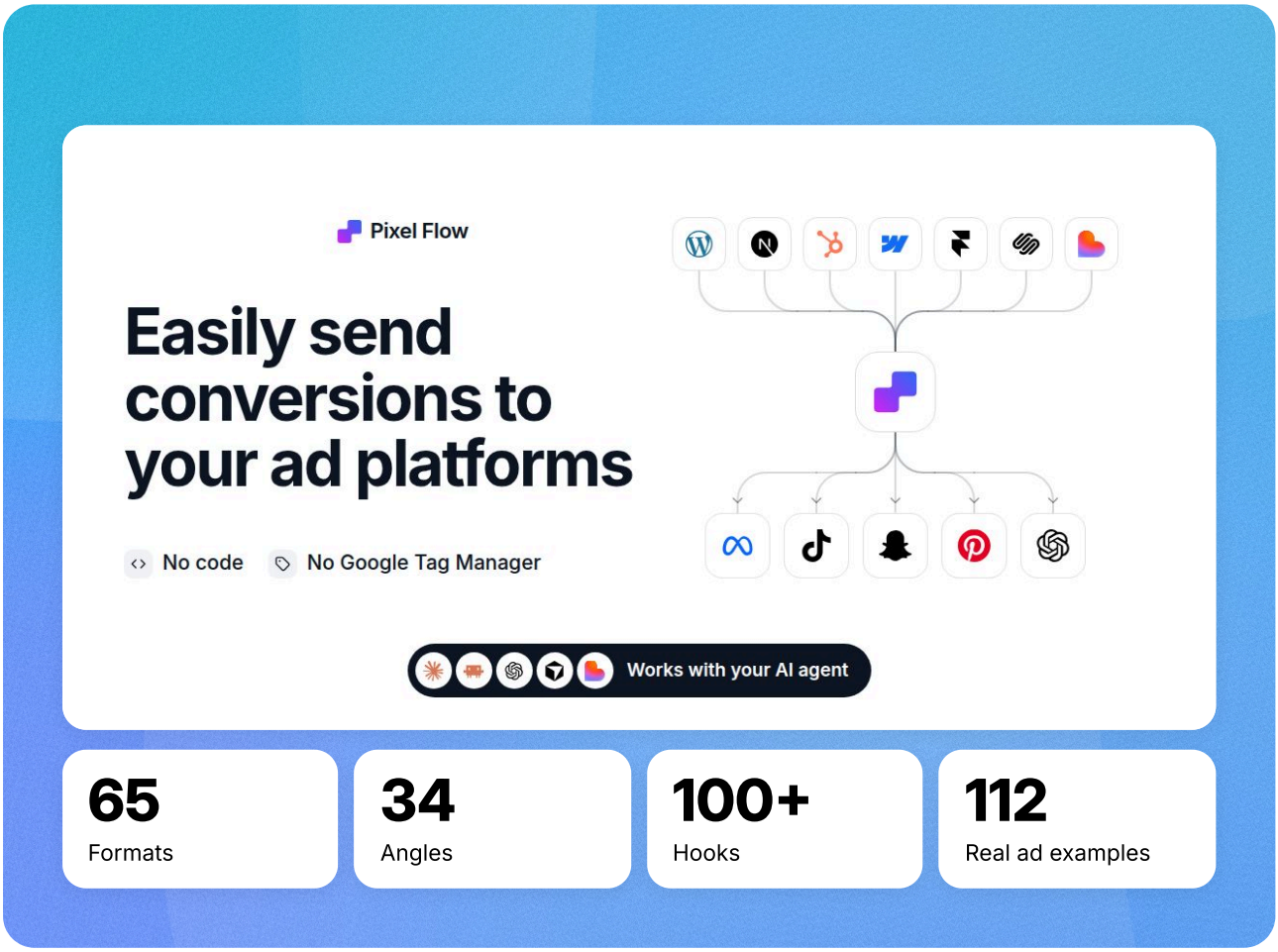
PixelFlow

Edition 1 · November 2026

THE CREATIVE TESTING TOOLKIT

Meta Ads Creative Swipe File

65 formats, 34 angles and 100+ hooks for Facebook & Instagram — built for DTC and SaaS advertisers who test fast.



Prepared by Emmett Cooke · Founder, PixelFlow · pixelflow.so

START HERE

How to use this swipe file

Great Meta ads aren't one idea — they're three decisions stacked together. Pick an **angle** (why someone should care), open with a **hook** (why they should stop scrolling), and deliver it in a **format** (what the ad actually looks like). Mix and match them to create dozens of distinct test concepts from a single brief.

1

Hook

The first 1–3 seconds. Its only job is to earn the next five. Use the 100+ templates in Section 3.

2

Angle

The core message or motivation: pain, money saved, enemy, identity. See the 34 angles in Section 2.

3

Format

The creative wrapper: UGC, static, native screenshot, demo. Browse the 65 formats in Section 1.

Hook + Angle + Format = One testable ad concept

A simple workflow

1. Choose **one angle** you believe in for this audience.
2. Write **3–5 hooks** for that angle from different hook types.
3. Produce each in **2–3 formats** — at least one lo-fi.
4. Launch, read the numbers, keep the winners and iterate.

Good to know

- Every format shows real Meta ads beside the explanation.
- Text in **[brackets]** is a blank to fill with your own details.
- Example lines lean on a tracking-tool (PixelFlow-style) brief — swap in your own product, proof and numbers.
- Only use claims and stats you can back up.

Contents

01	**Formats**	65 creative formats in 6 categories, with 112 real ads
02	**Angles**	34 messaging angles with example lines
03	**Hooks**	106 fill-in-the-blank hooks + visual hooks
04	**Testing playbook**	Build a test matrix
05	**Quick-reference checklist**	One page, pin it up

SECTION 01

Formats

The creative wrapper for your message. Each format gives you what it is, when it works best and a quick production tip, with real Meta ads right beside it: 112 examples across 65 formats. Lo-fi formats are usually cheapest to test, so save high production for proven angles.

UGC & creator

Real people on camera. Feels native, builds trust fast.

12 formats

UGC talking head

A creator speaks straight to camera about the problem and how the product fixed it.

BEST FOR Cold audiences; when you need trust on a budget.

TIP Shoot vertical on a phone, natural light, first word in the first frame — no intro.



AG1

A creator talks to camera in her kitchen while mixing AG1, calling out the morning pill routine.



Smooche

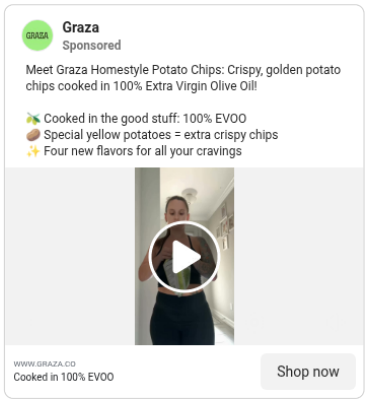
A creator talks to camera while blending the colour-changing foundation: 'Babe, that is not your color.'

Yapper

A fast, chatty, opinionated monologue — someone who clearly can't stop talking about it.

BEST FOR Products with a story or lots of benefits to unpack.

TIP Cut every pause. Jump cuts and burnt-in captions keep the energy up.



Graza

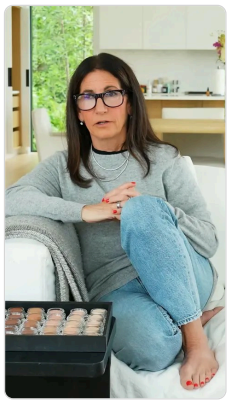
One creator talking non-stop to camera in her hallway: phone-shot, unpolished and chatty.

Founder

The founder explains why they built it, in their own words.

BEST FOR SaaS and challenger brands; building credibility and warmth.

TIP Film where you work. Admit a flaw or a struggle — it reads as honest.



Jones Road Beauty
Founder Bobbi Brown talks to camera at home, with her own products in shot.



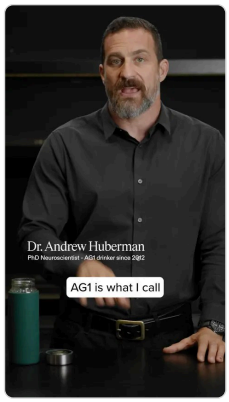
Jones Road Beauty
The founder demos the lipstick herself, with a plain-spoken caption doing the positioning.

Spokesperson

One recurring face who becomes the brand's on-screen voice across ads.

BEST FOR Scaling creative volume with a consistent, recognisable presenter.

TIP Script in modular blocks (hook / body / CTA) so you can remix endlessly.



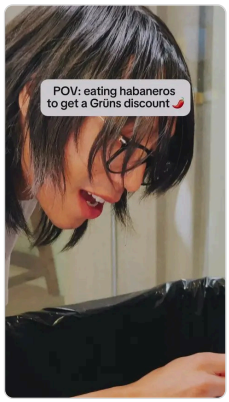
AG1
A recognisable expert, named on screen (Dr Andrew Huberman), speaks for the brand to camera.

EGC (employee-generated content)

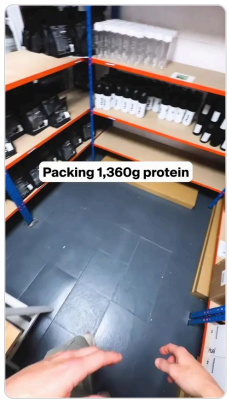
Your team films short clips: support, engineering, sales, behind the scenes.

BEST FOR Showing there are real humans behind the product.

TIP Give each person one prompt (e.g. 'the weirdest bug a customer sent us').



Grüns
A Grüns team member eats habaneros in the office to unlock a discount, with colleagues cheering him on.



Huel
First-person footage from the Huel warehouse as a customer's order is picked and packed.

Day in the life

Follow a customer or team member through a day, with the product slotted in naturally.

BEST FOR Lifestyle fit, habit-forming products, B2B 'how I work' stories.

TIP Timestamp each scene on screen (07:30, 09:00...) for an easy structure.



Lenovo
Creator Caitlin Campbell shows a day running her mobile coffee trailer, with the Lenovo tablet in shot.



Grüns
A creator walks through her day (coffee, fridge, smoothie, lunch) with Grüns slotted into each step.

POV

First-person framing: 'POV: you just found out...' with the scene acted out.

BEST FOR Relatable moments and younger, Reels-native audiences.

TIP Put the POV line on screen in the first frame; keep it under 10 words.



True Classic
'POV: asking neighbors for eggs' is on screen from the first frame, filmed first-person.



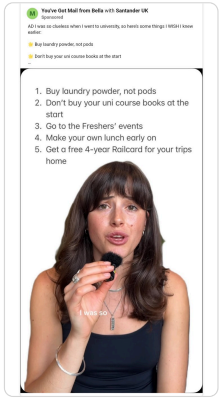
Cal AI
A 'POV: you're good at the gym but suck at tracking calories' line sets up the app demo.

Things I wish I knew

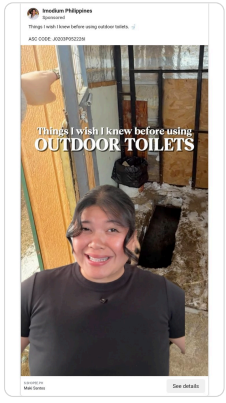
A creator lists lessons they learnt the hard way, with the product as one of them.

BEST FOR Educational niches; audiences who are early in the journey.

TIP Number them on screen. Make your product item #3 or #4, not #1.



Santander UK
A student creator numbers five uni lessons on screen, then brings in Santander's student account.



Imodium
A creator's 'things I wish I knew before using outdoor toilets' list, run as an Imodium ad.

Stitch / duet reaction

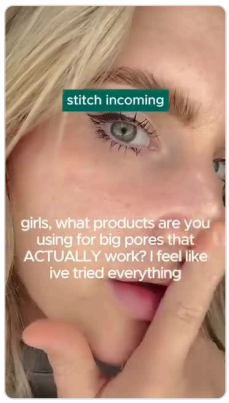
React to an existing clip, claim or trend, then give your take.

BEST FOR Riding a talked-about topic; rebutting a myth.

TIP Show the original for 2–3 seconds max, then cut to your reaction.



Needed
A nurse stitches a creator's 'shocking things about Needed' review and answers his point on folate.



DRMTLGY
Opens on another creator's 'what actually works for big pores?' clip, flagged 'stitch incoming'.

Greenscreen

The creator stands in front of a screenshot, article, chart or review.

BEST FOR Proof-heavy angles: data, press, reviews, competitor pages.

TIP Use CapCut/TikTok greenscreen; point at the exact line you're talking about.



True Classic
The creator is cut out and placed over a photo, reacting to it greenscreen-style.



Cal AI
Creator's face over a grid of meal photos, with a POV hook as the on-screen text.

Street interview

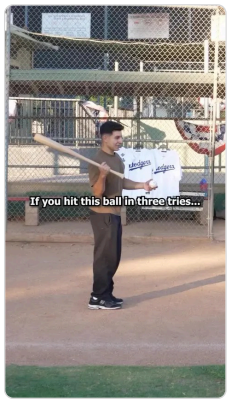
Vox-pop style: stop strangers, ask a question, capture honest reactions.

BEST FOR Awareness, curiosity, and taste/try tests.

TIP Ask a yes/no question first; the reaction is the hook. Use a visible mic.



Cal AI
Handheld mic in a park: passers-by guess a meal's calories, then the app scans it.



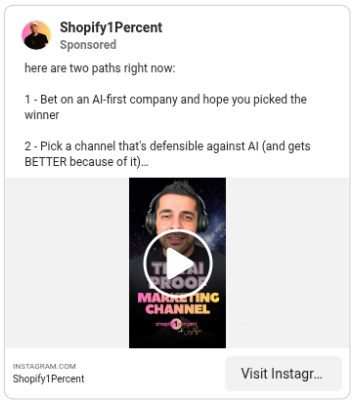
True Classic
Man-on-the-street challenge ('If you hit this ball in three tries...') filmed on location.

Podcast ad

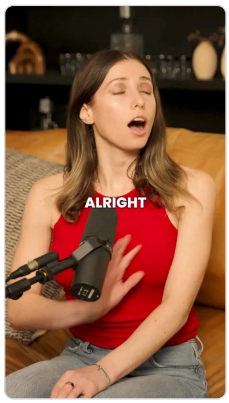
Two people on mics chatting, clipped to look like a podcast highlight.

BEST FOR Complex products; authority and storytelling angles.

TIP Two angles, branded mics, captions. Open on the most heated line.



Shopify1Percent
Host in headphones talking straight to camera, framed like a clip cut from a podcast episode.



Dr. Squatch
Studio mic, sofa and candid reactions make it feel like a podcast moment rather than an ad.

Static

Single images and simple graphics. Cheap to make, fast to test.

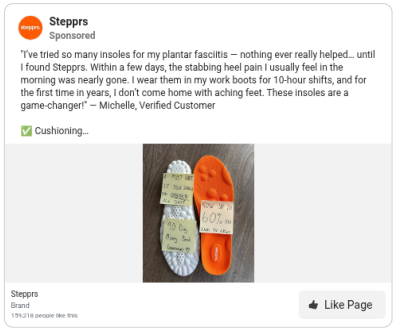
20 formats

Post-it

A handwritten sticky note with one punchy line, stuck on a relevant object.

BEST FOR Simple, human messages; reminders; contrarian one-liners.

TIP Use real Post-its and real handwriting. Photograph on a laptop or fridge.



Stepprs
Handwritten sticky notes on the insoles carry the use case, the offer and the guarantee.



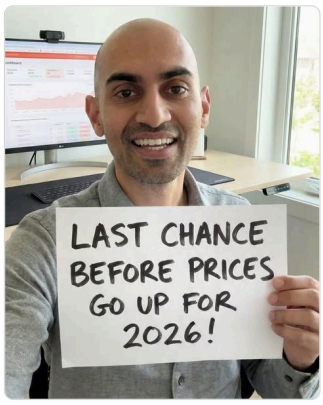
Spot & Tango
A yellow sticky note on the bag ('Don't tell our boss, but...') makes the discount feel personal.

Sign

A person holds a cardboard or whiteboard sign with the message.

BEST FOR Bold claims and call-outs that need a human face.

TIP Thick black marker, short lines, photograph at eye level outdoors.



Neil Patel
Neil Patel holds a handwritten 'Last chance before prices go up for 2026!' sign to camera.



Magic Mind
A woman holds a '#1 selling shot brand at Sprouts' sign while carrying the product.

Written on body

The message is written on a hand, arm or palm.

BEST FOR Pattern interrupts; personal or 'note to self' messages.

TIP Keep it to 3–6 words. Use eyeliner or a fine marker for crisp letters.



Over 40 & Fabulous

'20 years of sun damage' and 'Gone in 60 days' written in pen on each leg, as a before/after.

Meme

A known meme template adapted to your audience's pain.

BEST FOR Relatable pain points, warm audiences, low-cost tests.

TIP Use templates that are current — check what your audience is sharing this month.



AG1

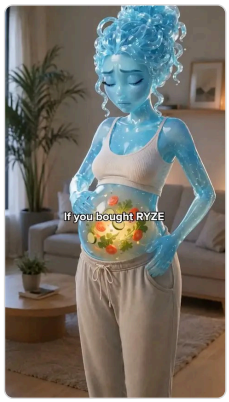
Borrows the ‘expanding brain’ meme template, with the offer as the final punchline.

Pixar static

A 3D, Pixar-style character illustration acting out the problem or win.

BEST FOR Standing out in a feed full of photos; emotional or funny scenes.

TIP Generate with an AI image tool; keep the brand colour in the scene.



RYZE Superfoods

A 3D, Pixar-style character carries the whole message in a single striking frame.

Us vs them

Side-by-side: your product vs the old way or a competitor, with ticks and crosses.

BEST FOR Consideration stage; switching campaigns.

TIP Max 5 rows. Make 'them' the old way unless you're confident naming a rival.



Dossier

Its $32 bottle sits beside a struck-through $135 designer one: ‘Buy the scent, not the name.’



Clutch

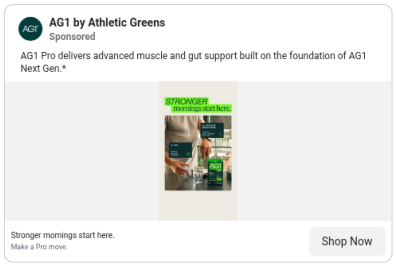
Tick-and-cross table pits the brand against dealerships and private sellers, row by row.

Feature-benefit callout

Product image with arrows pointing to features, each labelled with its benefit.

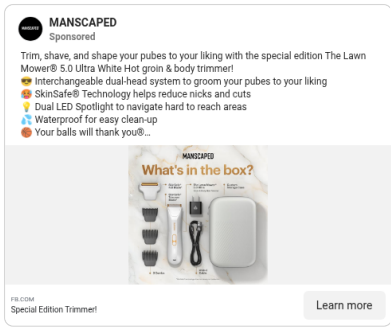
BEST FOR Products with several selling points; retargeting.

TIP Write the benefit, not the feature: 'No developer needed', not 'Plugin install'.



AG1

Callout cards point at the product, each pairing an ingredient with the benefit it brings.



MANSCAPED

‘What’s in the box?’ flat lay with a label on every part of the kit.

Listicle static

'5 reasons...' or '3 signs...' laid out as a numbered list.

BEST FOR Education and objection handling in one image.

TIP Odd numbers, big numerals, and one line per point.



Factor

'3 Reasons You Need Daily Greens on GLP-1' with the reasons listed beside the pack.



Arrae

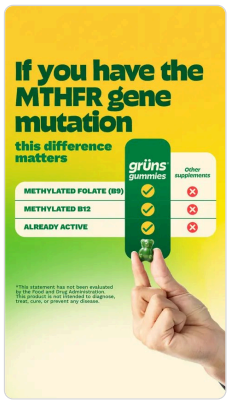
Numbered points sit beside the sachets, each a short line to skim.

Comparison chart

A table or bar chart comparing options on price, speed, results.

BEST FOR Rational buyers; B2B; higher price points.

TIP Highlight your column in the accent colour; grey out the rest.



Grüns

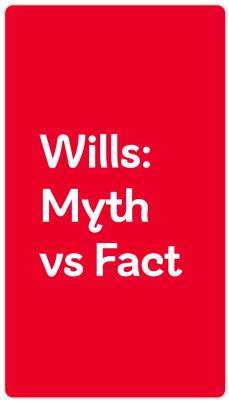
A Grüns-vs-others checklist table puts ticks in its column and crosses in the rival's.

Myth vs fact

Two columns busting common misconceptions in your category.

BEST FOR Markets with confusion or bad advice floating around.

TIP Lead with the myth people actually believe, word for word.



British Heart Foundation

'Wills: Myth vs Fact' as a bold, type-only opening card.



QHT Hair Transplant Clinic

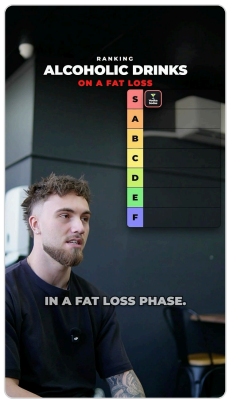
'Hair transplant: myth vs fact', with a puzzled face setting up common misconceptions.

Tier list

S/A/B/C/D ranking of tools, tactics or habits.

BEST FOR Engagement, debate in comments, category authority.

TIP Put a surprising choice in S tier — that's what drives comments.



91FIT

A coach ranks alcoholic drinks on an S-to-F tier list 'if you're in a fat loss phase'.



Deliveroo

A creator ranks items on a tier-list board, slot by slot, on camera.

Calendar

A calendar or timeline showing results by day/week, or a deadline.

BEST FOR Speed of results; urgency; habit and routine products.

TIP Mark the key date in red; annotate 2–3 days only.



AG1

A week-view calendar with a scoop for each day: 'just 1 scoop per day'.



Bonafide

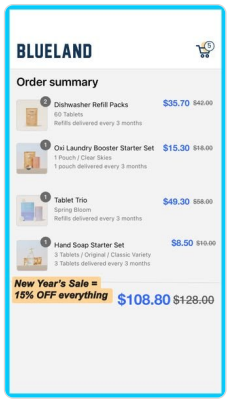
Day 1, Month 1 and Month 2 milestones laid out down the page, like a timeline.

Receipt

A receipt-style graphic itemising costs saved or wasted.

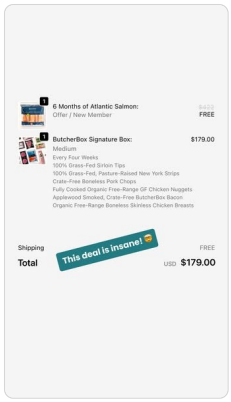
BEST FOR Money-saved and cost-of-inaction angles.

TIP Use a monospace font and a realistic till-roll look.



Blueland

An order-summary screen lists each item with crossed-out prices and the total saved.



ButcherBox

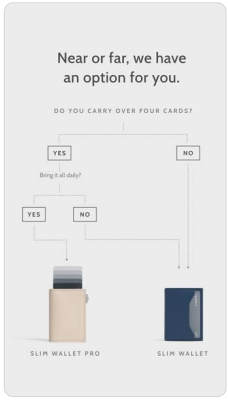
A cart breakdown shows the box contents, shipping and total with a 'this deal is insane' sticker.

Quiz

'Which one are you?' or 'Can you spot the...?' interactive-style static.

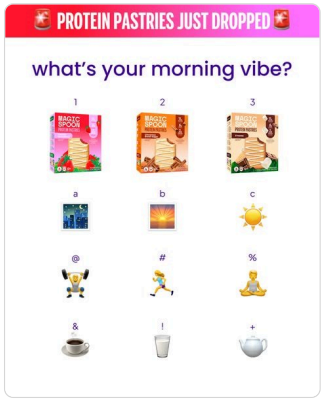
BEST FOR Engagement and self-identification.

TIP Give 3–4 clear options; tease the answer in the caption.



Monos

'Near or far, we have an option for you': a yes/no decision tree that ends on a suitcase.



Magic Spoon

'What's your morning vibe?' grid: pick an emoji, get a flavour.

Venn diagram

Two overlapping circles, each a benefit buyers usually have to trade off, with your product in the overlap.

BEST FOR Products that combine two things people rarely get together; differentiation.

TIP Keep each circle to a few words and put the product, not more text, in the middle.



Asset
Two circles, 'My entire routine is down to one step!' and 'My skin has never been this clear!', with the tallow balm jar in the overlap.

Offer-centric

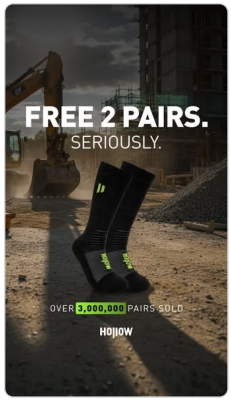
The deal is the creative: the discount, bundle or free gift is the biggest thing on the page.

BEST FOR Sales, launches and warm retargeting audiences.

TIP One offer only, in huge type, with the product beside it and a clear end date.



Bloom Nutrition
'25% off' in giant type is the headline, with the tubs lined up underneath as an Amazon-exclusive sale.



Hollow Socks
'Free 2 pairs. Seriously.' over a single pair on a building site, with '3,000,000 pairs sold' as the only proof.

Zero stars

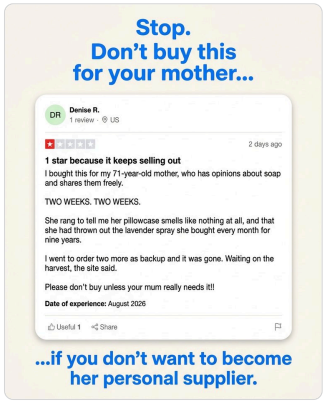
A 0- or 1-star review that is secretly praise ('it keeps selling out', 'too much fits in this bag').

BEST FOR Pattern interrupts; brands with a playful voice; 'too good to be true' doubts.

TIP Use a real customer complaint where you can; the punchline must land inside the review.



NJØRD
'1 star review? We'll take it.' A customer complains the smell wouldn't wash out of his sprayer; the ad answers 'Good.'



Kakiyu
A '1 star because it keeps selling out' review from a buyer whose mother loved it, framed with 'Stop. Don't buy this for your mother...'

Stats surround

The product in the centre, ringed by proof numbers: ratings, results, customers served.

BEST FOR Supplements, skincare and anything with measurable results.

TIP Use 3–5 stats you can back up; each one a number plus two or three words.



Happy Mammoth

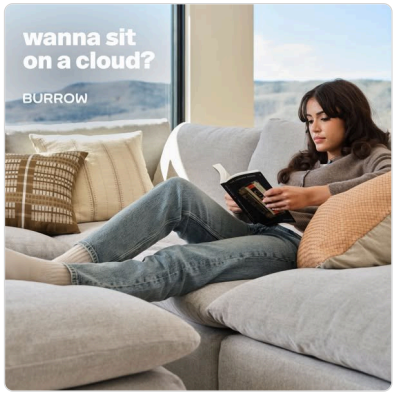
The bottle sits beside four survey stats ('86% said they lost weight', '95% got rid of bloating & gas') under 'We can't say... but we can say:'.

Question headline

One big question over a clean product or lifestyle shot.

BEST FOR Problem-aware audiences; calling out a specific situation.

TIP Ask a question your buyer would answer 'yes' to, in their own words.



Burrow

'Wanna sit on a cloud?' over a woman sinking into the sofa: one question and one lifestyle shot.



Everyday Dose

'High cortisol? Meet your match.' calls out the problem as a question above the product.

Bold statement

One big claim in large type, minimal design and lots of space.

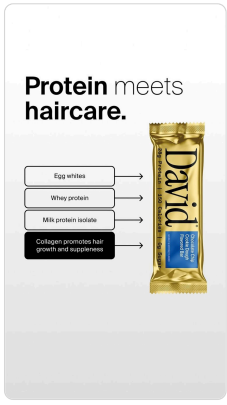
BEST FOR Confident brands with a single clear differentiator.

TIP Make the claim specific and provable, then cut everything else from the frame.



Our Place

'It's non-toxic.' in big type above a floating pan on a plain grey background, and nothing else.



David Protein

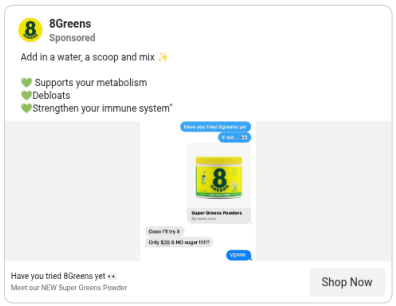
'Protein meets haircare.' as the single claim, with the bar and a few small labels on white.

Text message

An iMessage/WhatsApp conversation screenshot telling a mini story.

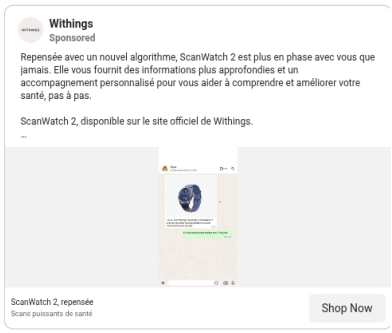
BEST FOR Relatable moments, friend recommendations, humour.

TIP Use a real phone mock-up; keep it to 4–6 bubbles with a punchline.



8Greens

The whole creative is an iMessage chat: question, product card, price objection, 'YEPPP.'



Withings

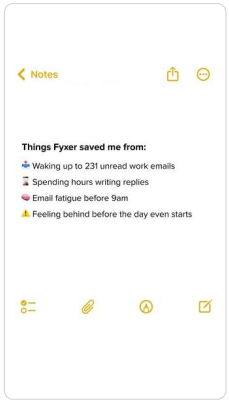
A WhatsApp chat from 'Papa' sharing the watch, so the tip feels like it came from family.

Notes app (Apple Notes)

A list or confession written in the Notes app.

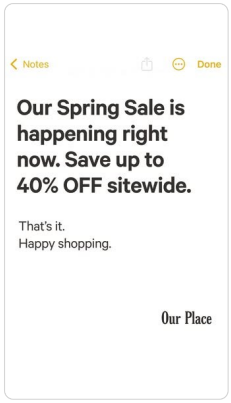
BEST FOR Honest, personal tone — lists, rants, lessons.

TIP Leave the yellow header and the odd typo in; polish kills it.



Fyxer

An iPhone Notes page titled 'Things Fyxer saved me from', written as a ticked list.



Our Place

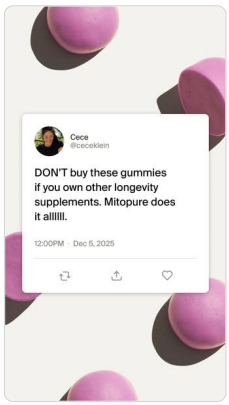
A plain Notes-style page: 'Our Spring Sale is happening right now. Save up to 40% off sitewide.'

Tweet screenshot

A post on X styled as a screenshot, often a hot take or result.

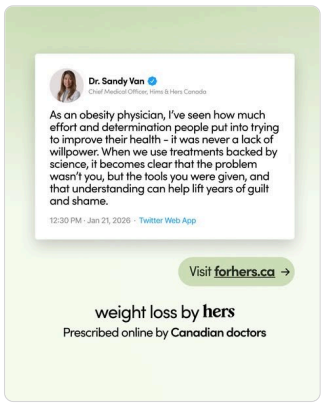
BEST FOR Bold claims, hot takes, founder voice.

TIP Use a real account with a profile photo; no logo in the image.



Timeline

A customer's post, styled as a tweet: 'DON'T buy these gummies if you own other longevity supplements'.



Hers

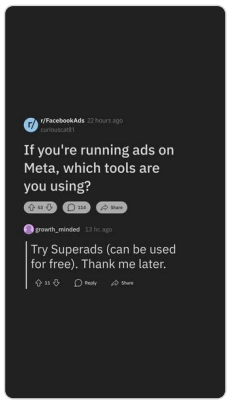
A doctor's tweet about obesity and willpower, posted as-is with the brand line below.

Reddit thread

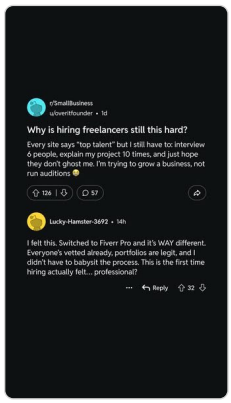
A Reddit-style question with upvoted replies recommending the product.

BEST FOR Skeptical audiences who trust peer discussion.

TIP Write the question like a real user would; add vote counts and usernames.



Superside
A Reddit thread, 'If you're running ads on Meta, which tools are you using?', with Superside in the replies.



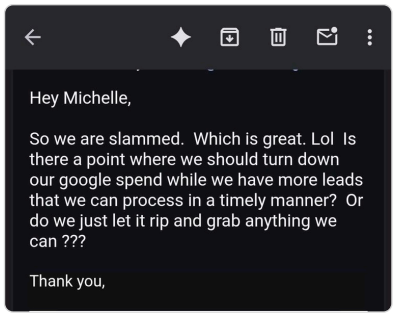
Fiverr
A Reddit post asking 'Why is hiring freelancers still this hard?', with replies pointing to Fiverr.

Email screenshot

An inbox or open email — a customer thank-you, a founder note, a bad news alert.

BEST FOR Social proof and drama ('the email no founder wants').

TIP Blur addresses; keep the subject line as the hook.



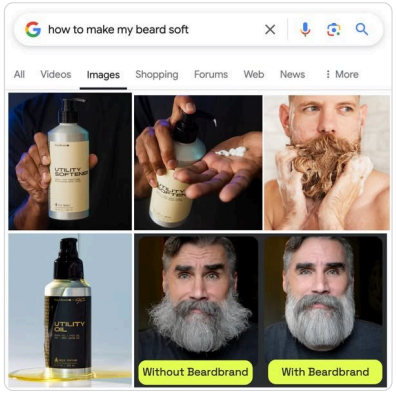
Relentless Digital
A client's email in a dark-mode Gmail view: 'So we are slammed... should we turn down our Google spend?'

Google search bar

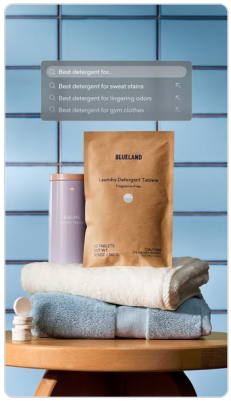
A search bar with a typed query and autocomplete suggestions.

BEST FOR Problem-aware audiences; showing what people secretly search for.

TIP Animate the typing for video; make the last suggestion the twist.



Beardbrand
A Google Images search, 'how to make my beard soft', with the product in the results.



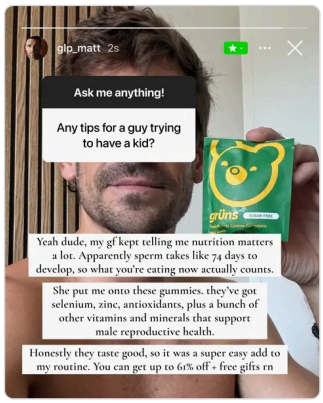
Blueland
A 'Best detergent for...' search box with autocomplete suggestions floats above the product.

Native Instagram Story

A full-screen story with stickers, polls, text and a 'swipe up' feel.

BEST FOR Stories and Reels placements; warm audiences.

TIP Build it in Instagram itself, save it, then upload as the ad.



Grüns
A Story with an 'Ask me anything' sticker: 'Any tips for a guy trying to have a kid?', answered in text.



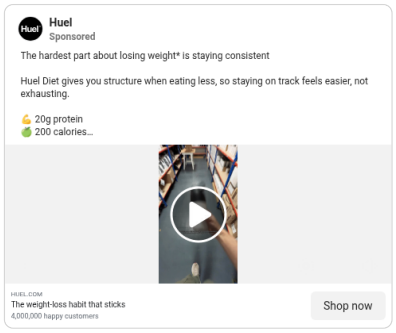
AG1
Story-style text, 'This is how I'm locking in for the rest of 2026', with a white caption box of benefits.

Comment response

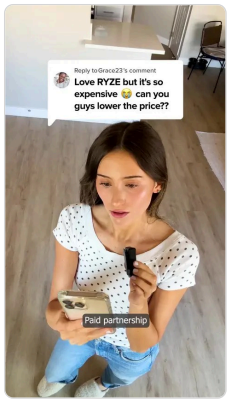
Reply to a real (or representative) comment with a video or static.

BEST FOR Handling objections publicly; building on engagement.

TIP Use the native 'reply to comment' sticker so it looks organic.



Huel
Answers a viewer's comment ('Will this help me lose weight?') over POV footage of an order being packed.



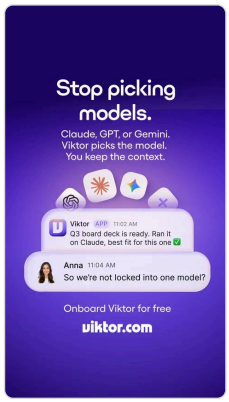
RYZE Superfoods
Opens on a 'Reply to Grace23's comment' sticker about price, then answers it on camera.

WhatsApp / Slack screenshot

A group or work chat where someone shares a win or a problem.

BEST FOR B2B and team products; 'my boss asked...' stories.

TIP Show reactions and emojis; that's the social proof.



Viktor
Slack-style chat bubbles show the team asking Viktor which model to use: 'Stop picking models.'

Founder letter

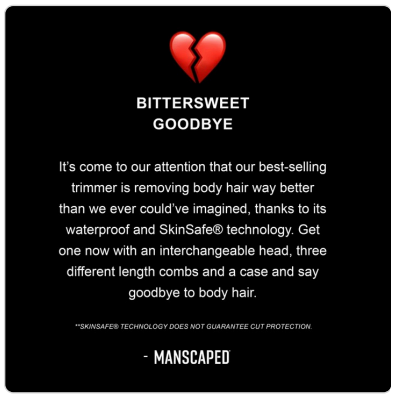
A short, signed letter from the founder — as text on screen or a static.

BEST FOR Brand story, launches, price changes, trust building.

TIP Write it like an email to one person. Sign it by hand.



Grüns
'WE'RE SO SORRY!' first-person note from the brand, written like a letter to customers.



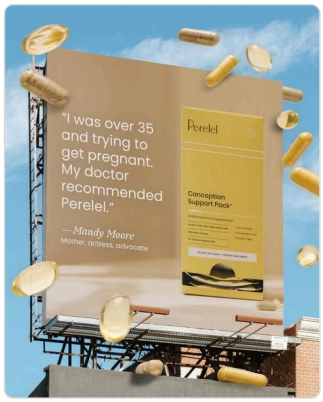
MANSCAPED
A 'Bittersweet goodbye' breakup letter on black, signed '– MANSCAPED'.

Ad in the wild

Your ad mocked up as a billboard, bus shelter or Tube poster.

BEST FOR Making a small brand look big; bold one-liners.

TIP Use a realistic mock-up; the copy must work in under 7 words.



Perelel
A billboard with a Mandy Moore quote, shown up on a building with capsules floating around it.



Sprout Social
A roadside billboard reading 'Posting content / Converting sales', photographed in place.

Social proof

Let customers, numbers and the press do the selling.

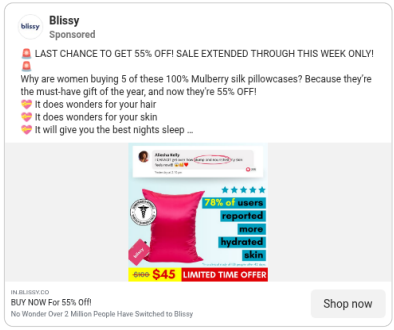
6 formats

Review

A star rating and a real review, styled as a card or read aloud.

BEST FOR Every stage; especially retargeting.

TIP Pick reviews that name a specific result or a specific objection.



Blissy
A real customer comment, five stars and a '78% of users' stat do the selling.

Testimonial

A customer on camera sharing their before, the switch, and the result.

BEST FOR Higher-consideration purchases; B2B.

TIP Ask 'what nearly stopped you buying?' — it gives the best soundbites.



AG1

A named customer's own words in quote marks, laid over her photo.

Press

'As featured in' logos or a headline from a publication.

BEST FOR Building authority with cold audiences.

TIP Quote the exact headline; logos alone are weaker.



Carepod

The WELL+GOOD wordmark is the headline: the press mention itself is the claim.

Wall of love

A collage of many short reviews, tweets and messages.

BEST FOR Showing volume of happy customers.

TIP Bold three words in each review so skimmers get the point.



Create

'The Create reviews are in!!' layers customer review cards over factory footage of the gummies.



BRIDL

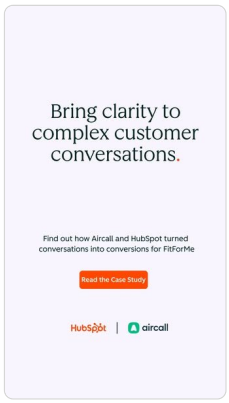
A 'Wall of Love' title card opens a run of rider reviews.

Case study

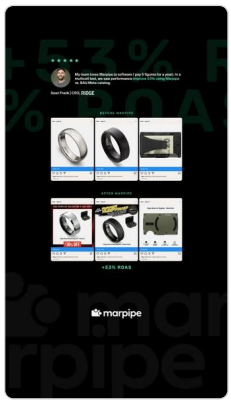
One customer's numbers: problem, what changed, result.

BEST FOR B2B, agencies, high-ticket SaaS.

TIP Lead with the result number, then the timeframe.



HubSpot
'Bring clarity to complex customer conversations': a HubSpot and Aircall customer story.



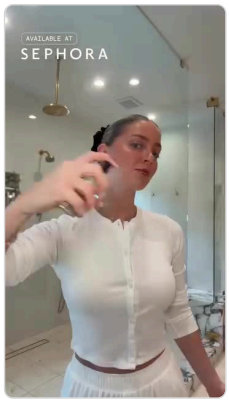
Marpipe
A case-study ad with the brand's product creatives tiled behind the headline.

Mashup

A fast montage of several UGC clips, reviews and reactions.

BEST FOR Scaling winners; social proof at volume.

TIP Cut on the beat; each clip 1–2 seconds; one continuous caption line.



DedCool
Cuts between several creators trying the perfume, each filmed in her own space.



Magic Spoon
Several creators each give a one-line take, under the caption 'I don't miss my old snacks anymore'.

Demo & product

Show the product doing the job. Proof beats promises.

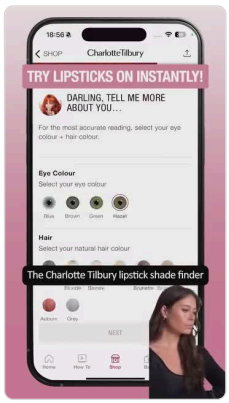
10 formats

Screen recording demo

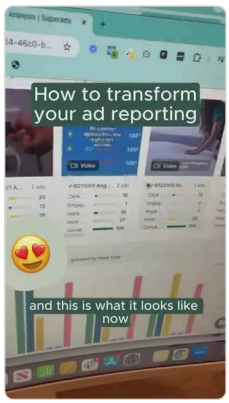
A tight screen capture of the product solving the problem.

BEST FOR SaaS and apps; bottom of funnel.

TIP Zoom in on the click that matters; cut setup to under 5 seconds.



Charlotte Tilbury
A screen recording of the Charlotte Tilbury app's lipstick try-on, with the creator in the corner.



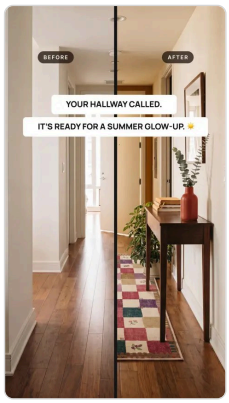
Superside
'How to transform your ad reporting': the screen shows what reporting used to look like, then the new view.

Before and after

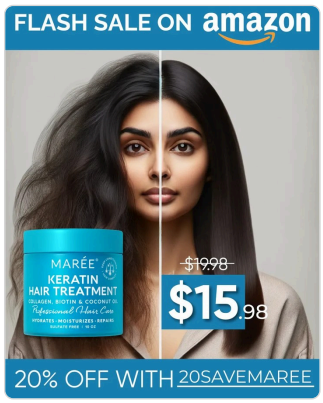
The state before and after using the product, side by side or in sequence.

BEST FOR Visible or measurable transformations.

TIP Same angle, same framing, same lighting — only the result changes.



Ruggable
One hallway split down the middle and labelled BEFORE and AFTER shows the change instantly.



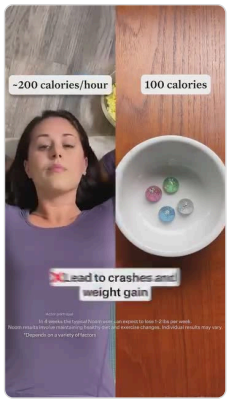
Marée
Half-frizzy, half-sleek hair split down one face, with the product and price in front.

Split screen

Two things happening at once: old way vs new way, or person + product.

BEST FOR Speed comparisons and 'us vs them' in video.

TIP Run both halves at the same pace so the difference is obvious.



Noom
Two panels side by side compare calories, so the choice is obvious at a glance.



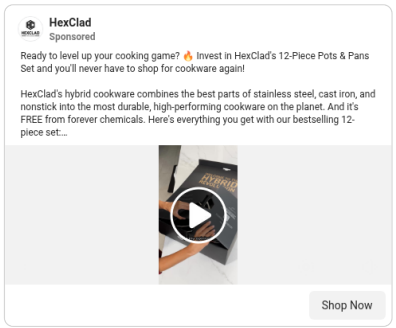
Dossier
A split layout: the offer ('45% off + free perfume') on one side, the bottle on the other.

Unboxing

Opening the product for the first time with genuine reactions.

BEST FOR Physical products, premium packaging, subscription boxes.

TIP Overhead angle plus one close-up; let the sound play.



HexClad
Hands open the boxed 12-piece set on camera and walk through everything inside.



Dr. Squatch
Unpacks a ‘returned’ order on camera bar by bar, so the unboxing becomes the story.

ASMR

Close-up, satisfying sounds and visuals of the product in use.

BEST FOR Tactile products; pattern interrupt with sound on.

TIP Use a lav or shotgun mic close to the product; no music.



Huel
A slow pour into a glass with little talking: the sound and motion carry the ad.



Ooni
Close-up of crusty sourdough being torn open: tactile process shots, very few words.

Whiteboard

Someone explains the problem and solution by drawing on a whiteboard.

BEST FOR Explaining a mechanism or 'why it works'.

TIP Pre-draw faint guides in pencil; speed up the drawing 2–3x.



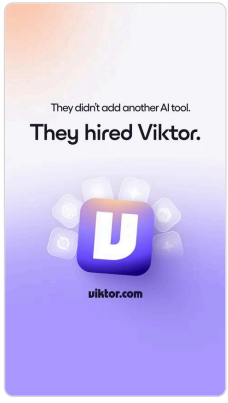
Spacegoods
A hand draws 'Sarah' and her symptoms on a whiteboard to explain the problem before the product.

Carousel story

A swipeable carousel where each card advances a story or argument.

BEST FOR Education, step-by-step and storytelling.

TIP Card 1 is the hook only; end every card on a reason to swipe.



Viktor
Card 1 of a carousel, 'They didn't add another AI tool. They hired Viktor.', a hook only, to make you swipe.



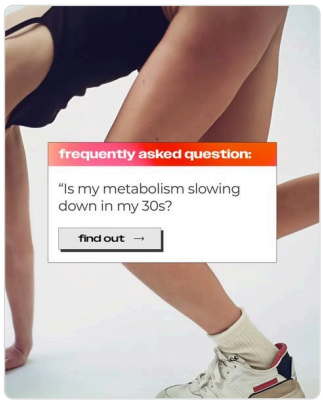
Honeylove
'3 bra mistakes women over 50 make', each slide moving on to the next mistake.

FAQ

Answer the top questions buyers ask, one per card or scene.

BEST FOR Retargeting; removing friction before purchase.

TIP Pull the questions from your support inbox and sales calls.



HUM Nutrition

A 'Frequently asked question' card: 'Is my metabolism slowing down in my 30s?', then 'Find out'.

Objection crusher

Name the #1 reason people don't buy, then dismantle it.

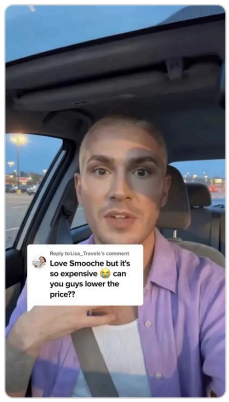
BEST FOR Warm audiences who've visited but not converted.

TIP Say the objection in the customer's words: 'I'm not technical enough...'



BURGA

'Yes, it's pricey.' names the objection up front, then argues it lasts.



Smooche

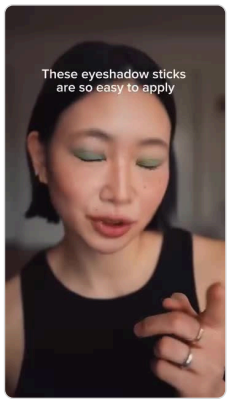
A creator answers the comment 'Love Smooche but it's so expensive', reading it out in her car.

Tutorial / how-to

Teach a quick win where the product is the tool used.

BEST FOR Value-first audiences; organic-style ads.

TIP Promise one outcome in the hook and deliver it in under 30 seconds.



ILIA

'These eyeshadow sticks are so easy to apply' as she demonstrates the steps on her own eyes.



Olive & June

An at-home manicure demo, with the kit open beside her.

High production

Bigger budgets, bigger swings. Best once you know which angle wins.

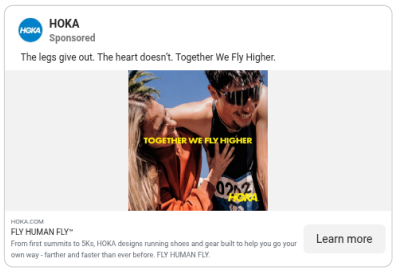
6 formats

High production

A polished, brand-style ad with proper crew, lighting and edit.

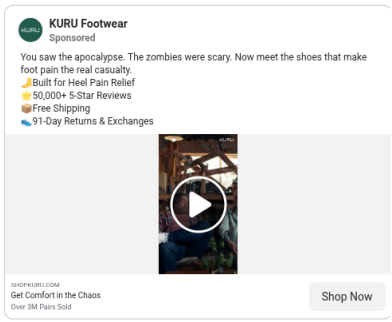
BEST FOR Brand awareness and scaling a proven angle.

TIP Only make it after a lo-fi version of the same angle has won.



HOKA

Cinematic race-day photography and a brand line: a studio-grade shoot, not phone footage.



KURU Footwear

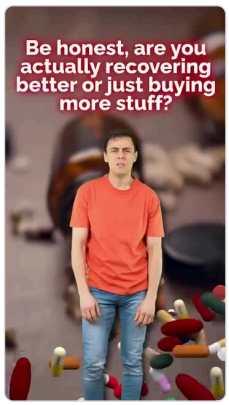
A scripted, cinematic zombie-apocalypse mini film with a product payoff at the end.

Mini VSL

A 60–120 second video sales letter: hook, problem, mechanism, proof, offer.

BEST FOR Considered purchases; cold traffic that needs educating.

TIP Write the script first; every 10 seconds needs a new reason to keep watching.



IM8 Health

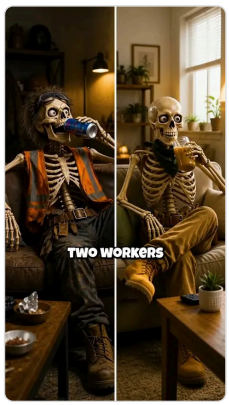
'Be honest, are you actually recovering better or just buying more stuff?' opens a long-form pitch.

AI animation

AI-generated video or animated scenes telling the story.

BEST FOR Concepts that are hard or costly to film.

TIP Keep scenes short (2–4s) to hide artefacts; add a human voiceover.



RYZE Superfoods

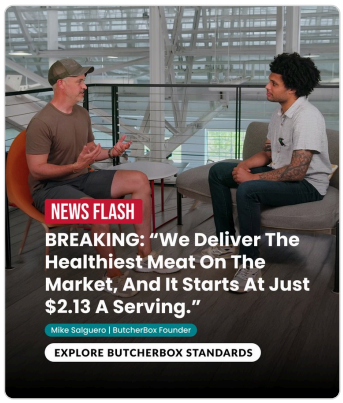
AI-animated skeleton workers compare an energy-drink habit with switching to RYZE.

Faux news segment

A mock news report or breaking-news graphic about your product or problem.

BEST FOR Launches, big claims and curiosity.

TIP Lower-third banner and ticker sell it — but don't impersonate a real outlet.



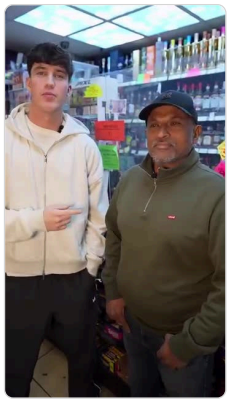
ButcherBox
A 'News flash / Breaking' lower-third runs over a founder interview, styled like a TV segment.

Skit / sketch

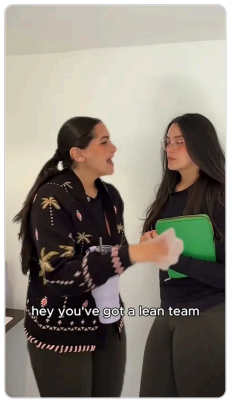
A short comedy scene acting out the problem and the fix.

BEST FOR Relatable frustrations; shareable humour.

TIP One joke, one twist, done in 20 seconds.



Myprotein
A scripted scene in a corner shop, played for laughs before the product.



Viktor
An office skit: 'Hey, you've got a lean team, what's one role you could never get right?'

Problem-agitate-solve explainer

Motion-graphic explainer that frames the problem, twists the knife, then solves it.

BEST FOR Products where the problem is invisible (e.g. lost data).

TIP Use kinetic text synced to voiceover; one idea per screen.



Spacegoods
An animated gut graphic, '5–20 lb.', agitates the problem before the solution.



Everyday Dose
A 'Your gut' box gets hit item by item as she explains what's wrong, then the fix.

SECTION 02

Angles

The angle is *why* someone should care. The same product can be sold on pain, on money saved, on identity or against an enemy — and each will find a different buyer. Test angles before you test anything else: they move results the most.

#	ANGLE	WHAT IT IS	EXAMPLE LINE
01	**Pain**	Name the problem they feel every day.	*"Spending more on ads every month and still not sure what's working?"*
02	**Aspiration**	Paint the life or business they want.	*"Imagine knowing exactly which ad brought in every sale."*
03	**Fear of missing out**	Others are already getting the benefit.	*"Your competitors already fixed their tracking. Their ads are getting cheaper."*
04	**Cost of inaction**	Show what waiting is costing them.	*"Every week without proper tracking is a week of training Meta on bad data."*
05	**Enemy**	Unite against a shared villain (a habit, tool or system).	*"Ad blockers and iOS updates are quietly stealing your conversions."*
06	**Contrarian**	Challenge the accepted wisdom.	*"Your ads aren't the problem. Your data is."*
07	**Identity**	Speak to who they are, or want to be.	*"Built for founders who'd rather run their business than fight tag managers."*
08	**Time saved**	Quantify the hours you give back.	*"Set up in 5 minutes, not 5 days of YouTube tutorials."*
09	**Money saved**	Show the saving in real money.	*"Cut wasted spend before you increase your budget."*
10	**Social proof**	Lots of people like them already use it.	*"Hundreds of founders switched this year. Here's why."*
11	**Authority**	Experts, credentials or press back it up.	*"The setup media buyers use — without the agency invoice."*
12	**Curiosity**	Open a loop they need to close.	*"There's a number in Ads Manager most people never check."*
13	**Urgency**	A real reason to act now.	*"Trial ends Sunday. Your setup stays saved either way."*
14	**Objection handling**	Remove the main reason they hesitate.	*"No developer. No code. No Google Tag Manager."*
15	**Simplicity**	Make the solution feel effortless.	*"Install. Connect. Done."*
16	**Comparison**	Position against alternatives.	*"Like the expensive option, minus the complexity and the price."*
17	**Mechanism**	Explain the 'how' that makes it work.	*"Browser + server events, deduplicated, so Meta sees every sale exactly once."*
18	**Transformation**	Before vs after, in their words.	*"From 'no idea what's working' to 'scale the winner'."*
19	**Risk reversal**	Make trying it feel safe.	*"Free for 7 days. No card. Cancel in one click."*

#	ANGLE	WHAT IT IS	EXAMPLE LINE
20	**Exclusivity**	It's for a select group.	*"Only for brands already spending on Meta ads."*
21	**Underdog**	The small guy beating the big guys.	*"Built by a two-person team who got sick of overpriced tracking tools."*
22	**Nostalgia / 'the old days'**	Remember when it used to be easy?	*"Remember when the pixel just worked? It can again."*
23	**Humour**	Make them laugh at their own struggle.	*"Me explaining to my accountant why Meta says [X] sales and Stripe says [Y]."*
24	**Insider secret**	Reveal what pros know.	*"What agencies set up before they spend a single euro."*
25	**Specificity**	Hyper-specific details feel true.	*"Event Match Quality went from 4.0 to 8.5 in one afternoon."*
26	**Future pacing**	Show the result down the line.	*"Three months from now, you'll know your real cost per customer."*
27	**Guilt / responsibility**	Their decision affects others.	*"Your clients trust your numbers. Can you?"*
28	**Status**	Using it signals competence.	*"The tracking setup serious advertisers don't talk about."*
29	**Problem unaware**	Reveal a problem they don't know they have.	*"Your pixel might be missing a big chunk of your sales — and Meta won't tell you."*
30	**Seasonal / timely**	Hook onto a moment in time.	*"Fix your tracking before Black Friday, not during it."*
31	**Convenience**	Fits around their existing tools.	*"Works with Framer, Webflow, WordPress and Shopify-style stores."*
32	**Value stack**	Pile up everything they get.	*"Pixel + CAPI + attribution + customer journeys. One plan."*
33	**Community / belonging**	Join people like you.	*"Join the founders who stopped guessing."*
34	**Proof of effort**	Show what went into making it.	*"We tested 40 setups so you don't have to."*

SECTION 03

Hooks

106 fill-in-the-blank hook templates, grouped by type. Use them as spoken lines, on-screen text or static headlines. Write several per angle and let the data pick the winner.

Question 9

1. Why does nobody talk about **[problem]**?
2. Are you still **[doing old way]** in **[year]**?
3. What if you could **[desired result]** without **[pain]**?
4. Ever wondered why **[common frustration]**?
5. How much **[money/time]** are you losing to **[problem]**?
6. Would you **[do X]** if it took **[short time]**?
7. Is your **[thing]** secretly **[bad outcome]**?
8. Which one are you: **[type A]** or **[type B]**?
9. Why do **[successful people]** all **[do X]**?

Bold claim 9

10. This is the easiest way to **[result]**. Period.
11. **[Product]** does in **[time]** what used to take me **[longer time]**.
12. I **[achieved result]** in **[timeframe]**. Here's exactly how.
13. This one change **[result]** for **[audience]**.
14. The best **[category]** money can buy isn't the most expensive one.
15. You'll never **[do painful task]** again.
16. We built the **[category]** we wished existed.
17. This replaced **[3 tools]** for us.
18. Setting this up took less time than making a coffee.

Pattern interrupt 8

19. Okay, I need to talk about this.
20. Stop. Put your phone down for 10 seconds.
21. I'm not supposed to show you this.
22. Don't watch this if you love **[painful task]**.
23. This is going to sound mad, but...
24. Wait — you're still doing it like that?
25. Unpopular opinion incoming.
26. Nobody asked, but here's my **[category]** setup.

Call out the audience 8

27. If you're a **[role]** spending **[£/€X]** a month on **[thing]**, listen.
28. **[Audience]**, this one's for you.
29. Calling all **[audience]** who **[specific behaviour]**.
30. To every **[role]** who's ever **[frustrating moment]**...
31. If you run **[type of business]**, save this.
32. Hey **[audience]** — quick one.
33. This is for anyone who **[specific pain]**.
34. **[Role]**s, you need to see this before **[event]**.

Story 8

35. Last **[month/year]**, I was about to **[give up/quit]**.
36. My **[co-founder/client]** asked me one question that changed everything.
37. I spent **[amount]** on **[thing]** before I found this.
38. Three months ago, **[painful situation]**. Today, **[result]**.
39. The day I realised **[insight]**, I **[action]**.
40. I almost didn't build this. Here's why I did.
41. A customer emailed me at **[time]** and said...
42. We were **[number]** days from **[bad outcome]**.

Stat & number 8

43. **[X]**% of **[audience]** don't know **[fact]**.
44. **[Number]** **[customers]** switched in **[timeframe]**.
45. We analysed **[number]** **[things]**. Here's what we found.
46. It takes **[short time]** to **[result]**. Watch.
47. **[Number]** reasons your **[thing]** isn't working.
48. **[Big number]** **[units]** later, here's what I've learnt.
49. From **[number]** to **[number]** in **[timeframe]**.
50. This **[£/€X]** tool saved us **[£/€Y]**.

Negative & warning 9

51. Stop **[common habit]** — it's costing you **[outcome]**.
52. The biggest mistake **[audience]** make with **[thing]**.
53. Never **[do X]** before you **[do Y]**.
54. Your **[thing]** is lying to you.
55. Don't buy **[category]** until you watch this.
56. **[Number]** **[category]** mistakes I'll never make again.
57. Why your **[thing]** keeps **[failing]**.
58. I wasted **[time/money]** so you don't have to.
59. This is why your **[result]** is getting worse.

Curiosity gap 9

60. There's a setting in **[tool]** almost nobody uses.
61. I found out why **[frustrating thing]** happens.
62. The real reason **[outcome]** isn't what you think.
63. Here's what **[experts]** do that you don't.
64. I tried **[thing]** for **[timeframe]**. Didn't expect this.
65. Watch what happens when I **[action]**.
66. This is the **[category]** secret nobody shares.
67. Everyone's talking about **[trend]**. They're missing the point.
68. I can't believe this actually worked.

POV 8

69. POV: you finally **[achieve result]**.
70. POV: you just found out **[surprising fact]**.
71. POV: your **[boss/client]** asks **[awkward question]**.
72. POV: it's **[time]** and you're still **[doing painful task]**.
73. POV: you switched to **[product]** last week.
74. POV: you're the only **[role]** in the group who knows this.
75. POV: **[competitor/old way]** users seeing this.
76. POV: you stop guessing and start **[result]**.

'Stop scrolling if' 8

77. Stop scrolling if you **[specific situation]**.
78. Stop scrolling if you've ever **[frustrating moment]**.
79. Stop scrolling if **[audience]** is you.
80. Stop scrolling if you want **[result]** by **[date]**.
81. Stop scrolling if you're tired of **[pain]**.
82. Stop scrolling if you've tried **[alternative]** and hated it.
83. Keep scrolling if you love **[painful task]**.
84. Stop scrolling if your numbers never match.

Contrarian 8

85. **[Popular advice]** is wrong. Here's why.
86. You don't need **[expensive thing]** to **[result]**.
87. **[Thing everyone does]** is a waste of money.
88. Hot take: **[category]** is overcomplicated on purpose.
89. I stopped **[common practice]** and **[result]** went up.
90. Forget **[trend]**. Do this instead.
91. The **[industry]** doesn't want you to know **[fact]**.
92. More budget won't fix **[problem]**. This will.

Social proof 7

93. **[Number]** **[audience]** can't be wrong.
94. Why **[customers]** are switching from **[alternative]**.
95. '**[Short glowing quote]**' — **[customer name]**.
96. My **[peer/client]** wouldn't stop talking about this, so I tried it.
97. The **[category]** **[audience]** keep recommending in **[community]**.
98. Reading our reviews out loud.
99. This is the review that made me cry (in a good way).

Urgency & timely 7

100. Before **[season/event]**, do this one thing.
101. If you're launching **[thing]** this **[month]**, watch this.
102. **[Platform]** just changed **[thing]**. Here's what to do.
103. You've got **[time]** left to **[take advantage]**.
104. Do this before you spend another **[£/€]** on **[thing]**.
105. It's **[month]**. Is your **[thing]** ready?
106. Last chance before **[deadline]** — here's why it matters.

SECTION 03 · CONTINUED

Visual & on-screen-text hooks for the first 3 seconds

Pair a spoken hook with a visual one. The visual stops the thumb; the words make them stay.

Mid-action open
Start mid-sentence or mid-movement — never on a logo or a hello.

Object drop
Slam, drop or throw the product into frame.

Big text, one line
Bold on-screen headline in the top third (clear of UI).

Unexpected setting
Film somewhere odd: a bath, a car wash, a rooftop.

Zoom punch-in
Hard zoom on the face or screen on the key word.

Red circle & arrow
Circle the number or detail that matters on a screenshot.

Split-screen contrast
Old way left, new way right, from frame one.

Fake notification
A push notification or text pops up over the video.

Hand-held prop
Hold up a sign, note, receipt or phone to camera.

Countdown / timer
A visible timer: '5-minute setup, starting now'.

Reaction face
Open on a genuine shocked or laughing reaction, then rewind.

Native UI overlay
Search bar typing, iMessage bubble or comment sticker on top.

On-screen text rules

- **One line, big type.** 5–9 words, readable on a phone at arm's length.
- **Mirror the spoken hook** so sound-off viewers get the same message.
- **Stay inside safe zones.** Keep text away from the top 14% and bottom 20% of 9:16 frames, where Meta's UI sits.
- **High contrast.** White text with a dark outline or a solid caption box.

Pair them up — examples

- **Red circle & arrow** on Ads Manager + “Your pixel is lying to you.”
- **Countdown timer** + “Watch me set this up in under 5 minutes.”
- **Split-screen contrast** + “Meta says `[X]` sales. Stripe says `[Y]`.”
- **Hand-held Post-it** + “No developer. No code. No tag manager.”

SECTION 04

Testing playbook

Turn the swipe file into a structured test. Hold the angle steady, vary the hook and format, and let the results tell you which combination to scale.

1

Build the matrix

Pick **2–3 angles**. For each, write **3 hooks** from different hook types and match each to a format. That gives 6–9 concepts per round.

2

Launch cleanly

Group ads by angle so you can compare like with like. Keep the offer, landing page and audience the same so only the creative varies.

3

Read & iterate

Check hook rate (3s views ÷ impressions), hold rate, CTR, then cost per result. Scale winners; re-hook near-misses; cut the rest.

Example test matrix

ID	ANGLE	HOOK	FORMAT	AUDIENCE
A1	Cost of inaction	Stop scrolling if you spend on Meta ads and trust Ads Manager.	UGC talking head	Cold
A2	Cost of inaction	Your pixel is lying to you.	Greenscreen (Ads Manager vs Stripe)	Cold
A3	Cost of inaction	Meta says `[X]` sales. Stripe says `[Y]`.	Notes app static	Cold
B1	Objection handling	No developer. No code. No tag manager.	Screen recording demo	Warm
B2	Objection handling	I'm not technical — can I really set this up?	Comment response	Warm
C1	Social proof	Match quality from `[X]`/10 to `[Y]`/10.	Review card static	Retarget

Rules of thumb

- **One variable at a time.** If you change the angle, hook and format together, you won't know what worked.
- **Angles first, hooks second, formats third.** Angles move results the most; hooks are the cheapest lever to iterate.
- **Give ads a fair go.** Let each concept get meaningful spend before judging — set the threshold before you launch.

What to do with the results

SIGNAL	NEXT MOVE
Low hook rate	Keep the body, test 3 new hooks / opening visuals
Good hook, weak hold	Tighten the middle; add proof sooner
Good CTR, poor CPA	Check offer and landing page match the ad
Winner	Scale it; remake in 2 new formats; write 5 new hooks
Fatiguing	Refresh the first 3 seconds before rebuilding

Your test is only as good as your conversion data

Since iOS 14, ad blockers, iOS and privacy settings block browser pixel events, so Meta misses conversions. Run the Pixel and Conversions API without deduplication and it counts some twice, while bots and page reloads muddy the rest. Either way, winners get misjudged. **PixelFlow** sends your Pixel and Conversions API together, deduplicated, with bots and reloads blocked, and shows which ads actually bring in leads and sales.

Naming convention: `A1_costofinaction_stopscrolling_ugc_v1` — angle ID, angle, hook, format, version. It makes reporting by angle or format a two-minute job.

SECTION 05

Quick-reference checklist

Run every concept through this before it goes live.

Before you brief

- [ ] One clear audience and one core problem per concept
- [ ] Angle chosen first — then hook, then format
- [ ] Proof ready: reviews, numbers, screenshots, demos
- [ ] Offer and CTA agreed (trial, demo, discount)

First 3 seconds

- [ ] Hook spoken AND shown as on-screen text
- [ ] Opens mid-action — no logos, no 'hi guys'
- [ ] Text sits inside safe zones (clear of UI at top and bottom)
- [ ] Works with the sound off; captions burnt in

Body & close

- [ ] One idea per ad; every line earns its place
- [ ] Benefit over feature, in the customer's words
- [ ] Proof shown, not just claimed
- [ ] Clear CTA, repeated on screen at the end

Specs & delivery

- [ ] 9:16 for Stories/Reels, 4:5 for Feed, 1:1 as backup
- [ ] Video 15–45s for most tests; VSLs can run longer
- [ ] File names follow your naming convention (angle_hook_format_v1)
- [ ] Ad copy, headline and link checked

Testing & iterating

- [ ] Tracking verified with PixelFlow: Pixel and Conversions API firing, deduplicated
- [ ] Change one variable per test round
- [ ] Give each ad enough spend and time before judging
- [ ] Judge on hook rate, hold rate, CTR, then CPA
- [ ] Iterate winners: new hooks first, new formats second

Compliance & polish

- [ ] No personal-attribute call-outs ('Are you overweight?')
- [ ] Claims you can back up; no fake news outlets or logos
- [ ] Spelling, brand colours and logo checked
- [ ] Rights cleared for music, creators and customer quotes

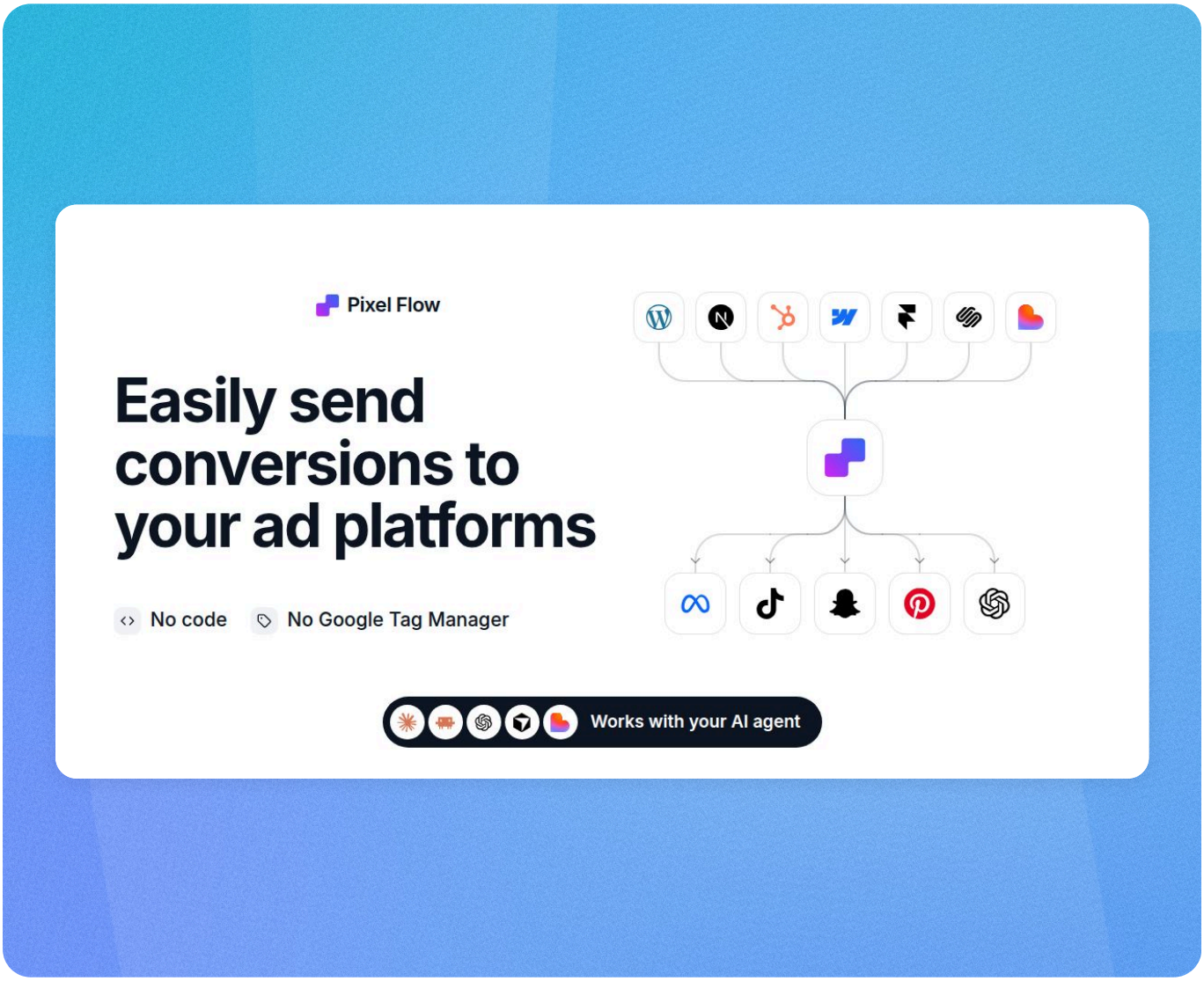
Angle → Hook → Format → Test → Iterate

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BEFORE YOU SCALE A WINNER

Know which ads actually sell

Every test in this swipe file is judged on the conversions Meta receives. PixelFlow sends them to your ad platforms.



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