

**Quick Brief on Video ad Scripts:** Writing video ad scripts is a fun activity for me. Having written scripts for short films during my highschool days, I enjoy the visualization of the outputs as I write the script.

Below, I've listed different types of scripts ranging from Traditional ad videos, Facebook ad videos, as well as Tiktok ad videos.

QUICK BRIEF:

Vibe: Fast paced and calm. Video linked is a very rough inspiration for the video.

<https://www.youtube.com/watch?v=h5M0Ko0RR38>

### VIDEO CONCEPTS SECTION

| STORYLINE VIDEO SCRIPT.. |                                  |                                                                                                                                                                               |
|--------------------------|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TIME                     | TEXT                             | SUGGESTED IMAGERY                                                                                                                                                             |
| 00:00-00:05              |                                  | Alarm buzzes with a close up on the tired man. The man wakes up tired and confused                                                                                            |
| 00:05-00:10              |                                  | The man picks up his phone and is shocked he is late! He starts getting out of bed really fast and drops his phone on a floor covered with weights, books, and other objects. |
| 00:10-00:15              | Not Ready For Life's Challenges? | There is a montage of images and quick cuts of him trying to get ready for work ignoring the alarm.                                                                           |
| 00:15-00:20              |                                  | He frantically looks for the phone and rushes out the door trying to find his transpo (Bike, car, train, etc...)                                                              |
| 00:20-00:25              | We got you covered.              | He drops his phone in really rough ground dirt while he is running. The phone and the case take a really hard fall.                                                           |

|                    |                                                      |                                                                                                                                                                              |
|--------------------|------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>00:25-00:30</b> |                                                      | He picks up the phone. Examines and cleans the phones (close up shots of the phone and case are perfectly fine).                                                             |
| <b>00:30-00:35</b> |                                                      | He then notices the time and begins rushing towards his office building.                                                                                                     |
| <b>00:35-00:40</b> | Even when no else seems to.                          | He rushes into the building and his coworkers are telling him he's late and the boss is looking for him                                                                      |
| <b>00:40-00:50</b> |                                                      | He violently throws his bag onto the desk. He enters the boss's office and starts apologizing. The camera pans towards his desk where he left his bag and phone on the desk. |
| <b>00:50-00:55</b> | We got that covered too                              | His phone starts silently vibrating because of an alarm/reminder to the point where it falls off the desk.                                                                   |
| <b>00:55-01:00</b> | Casetify - Tough day? At least your phone is intact. | Black screen/mono colored screen with the text animated transition.                                                                                                          |

**QUICK BRIEF:**

Vibe: Quirky and straight forward

Inspiration taken from Old Spice Commercial:

<https://www.youtube.com/watch?v=owGykVbfgUE>

| <b>DROP TEST VIDEO SCRIPT</b> |                                                                                                                                                                                                            |                                                      |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| <b>TIME</b>                   | <b>TEXT</b>                                                                                                                                                                                                | <b>SUGGESTED IMAGERY</b>                             |
| <b>00:00-00:03</b>            | Do you want to see something painful?                                                                                                                                                                      | Man talking to the audience                          |
| <b>00:04 - 00:09</b>          |                                                                                                                                                                                                            | Collage of phones falling to the ground and breaking |
| <b>00:10 - 00:25</b>          | For most of you, you're probably watching this with a blank face right now.<br><br>But you gotta admit- if that happened to you, you'd be upset!                                                           | Man talking to the audience                          |
| <b>00:26 - 00:37</b>          | Now you're thinking: "Nah, that's not happening to me!"<br><br>But what if it does?<br><br>Are you prepared for the "Upsetness" that you will feel?                                                        | Man talking to the audience                          |
| <b>00:38 - 00:51</b>          | Look. I don't want you to be upset in any way. So let me present to you a practical solution: Casetify...<br><br>One of the best ways to protect you and your phone from mini heart attacks.<br><br>Watch! | Drop phone with zoomed in slo-mo.                    |

| DROP TEST VIDEO SCRIPT |                                                                                                          |                                                                                                                                          |
|------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 00:52 - 1:00           | <p>Frankly, I can do this all day!</p> <p>And see, no mini heart attacks.</p> <p>Only with Casetify.</p> | <p>Proceeds to dropping phones with Casetify casings one by one while staring at the camera.</p> <p>Winks at the screen last second.</p> |

Quick Brief: POV trend - **a trend in which the video shows the viewer's point of view of a certain situation.** Making the audience visualize their own selves in the trend/video.

Vibe: **Friendly**

Inspiration taken from:

[https://www.tiktok.com/@6bene/video/7082889065141472517?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=7073315669156447746](https://www.tiktok.com/@6bene/video/7082889065141472517?is_from_webapp=1&sender_device=pc&web_id=7073315669156447746)

[https://www.tiktok.com/@josieviolet/video/7059625968553463042?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=7073315669156447746](https://www.tiktok.com/@josieviolet/video/7059625968553463042?is_from_webapp=1&sender_device=pc&web_id=7073315669156447746)

[https://www.tiktok.com/@ariibrazy/video/7106465916791049514?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=7073315669156447746](https://www.tiktok.com/@ariibrazy/video/7106465916791049514?is_from_webapp=1&sender_device=pc&web_id=7073315669156447746)

**TIKTOK ADS SCRIPT**

| TIME          | TEXT                                                                                    | SUGGESTED IMAGERY                              |
|---------------|-----------------------------------------------------------------------------------------|------------------------------------------------|
| 00:00 - 00:03 | POV: YOU TOOK UP A NEW HOBBY                                                            | A person smiling at the camera                 |
| 00:03 - 00:07 |                                                                                         | Puzzles pieces being poured out of the box     |
| 00:07 - 00:10 | HOOK***<br>**HELPED WITH MY ATTENTION SPAN<br>** A WAY TO HELP WITH YOUR ATTENTION SPAN | Person doing puzzle / fitting puzzles together |
| 00:10 - 00:13 | ONE OF A KIND PUZZLES                                                                   | Photos of the products in a fast phase         |
| 00:13 - 00:15 | CTA : CHECK OUT THE CLEARANCE SALE / LINK IN MY BIO / FREE SHIPPING IN ORDERS \$50+     | An overview of the website clearance page.     |
|               |                                                                                         |                                                |

Quick Brief:

The Koi Dragon Blend is marketed as something EXTRA STRONG. This implies that the messaging for our ads should also be the same.

We should take a more masculine approach to this.

For the creatives, I imagine something like the scene from Mulan: “Be a man” while focusing on having a Chinese dragon as the main character of the creatives.

Reference to “Be a Man”: <https://www.youtube.com/watch?v=TVcLifSC4OE>

Further reference to similarly styled music:

- <https://www.youtube.com/watch?v=5nayhQL2TFA>
- <https://www.youtube.com/watch?v=G0yB0kiUmHQ>

Graphics Inspo:

- <https://www.pinterest.ph/pin/595882594466099476/>
- <https://www.pinterest.ph/pin/960322320518729167/>
- <https://www.pinterest.ph/pin/68743465360/>

Animation style reference:

- <https://www.youtube.com/watch?v=cgeoYUr3dzc>

## VIDEO AD SCRIPTS

### VIDEO AD #1: 20 - 30 Secs

| TIME          | TEXT                                                             | SUGGESTED IMAGERY                          |
|---------------|------------------------------------------------------------------|--------------------------------------------|
| 00:00 - 00:01 | 20% OFF                                                          | LOGO                                       |
| 00:02 - 00:04 | Koi Dragon Blend Delta 8 & Delta 9 Gummies:<br>Unmatched Potency | Show product with Dragon behind            |
| 00:05 - 00:06 | Hold on tight!                                                   | Show dragon flying in the sky              |
| 00:07 - 00:09 | With 125mg, Dragon Blend Gummies will take you to the skies.     | Show dragon flying in the sky with product |
| 00:10 - 00:12 | Choose your favorite of three sweet flavors:                     |                                            |
| 00:13 - 00:14 | Black Razz                                                       | Show product                               |
| 00:15 - 00:16 | Blue Razz                                                        | Show product                               |
| 00:17 - 00:18 | Blood Orange                                                     | Show product                               |
| 00:19 - 00:21 | Can you hold on as they send you soaring?                        | Show dragon flying at high speeds          |
| 00:22 - 00:24 | Claim your 20% Discount Today!                                   | Show products                              |

### HEADER

HARD-HITTING EUPHORIC EFFECTS

### PRIMARY TEXT

WARNING: UNMATCHED 125mg D8 & D9 POTENCY

Nothing hits harder than Koi Dragon Blend

At 20% OFF, you'll be taken to the skies!

Available in THREE sweet yet sharp flavors:

Can you take it?

Claim this ONE-TIME offer TODAY!

| VIDEO AD #2: 20 - 30 Secs                                                   |                                                         |                                            |
|-----------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------------------|
| TIME                                                                        | TEXT                                                    | SUGGESTED IMAGERY                          |
| 00:00 - 00:01                                                               | Unmatched D8 & D9<br>Potency: 20% OFF                   | LOGO                                       |
| 00:02 - 00:04                                                               | Koi Dragon Blend Gummies                                | Show product with Dragon behind            |
| 00:05 - 00:06                                                               | Delivering knockout strengths like no other, with 125mg | Show Products                              |
| 00:07 - 00:09                                                               | Potency that will take you to the skies!                | Show dragon flying in the sky with product |
| 00:10 - 00:12                                                               | Comes in three sweet yet sharp flavors:                 |                                            |
| 00:13 - 00:14                                                               | Black Razz                                              | Show product                               |
| 00:15 - 00:16                                                               | Blue Razz                                               | Show product                               |
| 00:17 - 00:18                                                               | Blood Orange                                            | Show product                               |
| 00:19 - 00:21                                                               | Buckle in for a ride as you've never experienced        | Show dragon flying at high speeds          |
| 00:22 - 00:24                                                               | Get 20% OFF your first order TODAY!                     | Show products with Dragon                  |
| HEADER                                                                      |                                                         |                                            |
| Hold on tight!                                                              |                                                         |                                            |
| PRIMARY TEXT                                                                |                                                         |                                            |
| WARNING: Very few can handle the potency of Dragon Blend Gummies... Are you |                                                         |                                            |

one of them?

Get 20% OFF your first order!

125mg of our Dragon Blend Delta 8 & Delta 9 that has unparalleled potency!

Available in THREE sweet yet sharp flavors:

- Black Razz
- Blue Razz
- Blood Orange

Let Dragon Blend Gummies take you to the skies.

Claim this ONE-TIME offer TODAY!

### VIDEO AD #3: 20 - 30 Secs

| TIME          | TEXT                                                                                        | SUGGESTED IMAGERY                          |
|---------------|---------------------------------------------------------------------------------------------|--------------------------------------------|
| 00:00 - 00:01 | WARNING: Experienced Users only                                                             | LOGO                                       |
| 00:02 - 00:04 | 20% OFF: Koi Dragon Blend Gummies                                                           | Show product with Dragon behind            |
| 00:05 - 00:06 | Unparalleled potency with 125mg of our powerful Dragon Blend                                | Show dragon flying in the sky              |
| 00:07 - 00:09 | Inspired by the explosive power of their mythical creature's namesake, Dragon Blend Gummies | Show dragon flying in the sky with product |
| 00:10 - 00:12 | Comes in three sweet yet sharp flavors:                                                     |                                            |
| 00:13 - 00:14 | Black Razz                                                                                  | Show product                               |
| 00:15 - 00:16 | Blue Razz                                                                                   | Show product                               |
| 00:17 - 00:18 | Blood Orange                                                                                | Show product                               |
| 00:19 - 00:21 | Can you take on the Koi Dragon Blend?                                                       | Show dragon flying at high speeds          |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|---------------|
| 00:22 - 00:24                                                                                                                                                                                                                                                                                                                                                                                                                                   | Get 20% OFF your first order TODAY! | Show products |
| <b>HEADER</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                     |               |
| Only for Experienced users                                                                                                                                                                                                                                                                                                                                                                                                                      |                                     |               |
| <b>PRIMARY TEXT</b>                                                                                                                                                                                                                                                                                                                                                                                                                             |                                     |               |
| <p>Get 20% OFF your first order!</p> <p>Whopping levels of our Dragon Blend formula come together to deliver truly earth-shatteringly potent effects.</p> <p>125mg of Dragon Blend that has unparalleled potency!</p> <p>Available in THREE sweet yet sharp flavors:</p> <ul style="list-style-type: none"> <li>-Black Razz</li> <li>-Blue Razz</li> <li>-Blood Orange</li> </ul> <p>Hold on tight!</p> <p>Claim this ONE-TIME offer TODAY!</p> |                                     |               |

**STATIC AD SCRIPTS**

| <b>IMAGE AD #1</b>                                                                                                                                                      |                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| TEXT                                                                                                                                                                    | SUGGESTED IMAGERY                                       |
| <p>20% OFF on your FIRST PURCHASE</p> <p>Koi Dragon Blend Gummies: Unmatched Potency</p> <p>With 125mg Delta 8 &amp; Delta9</p> <p>Claim this ONE-TIME offer TODAY!</p> | <p>Show all three flavors with a dragon at the back</p> |
| <b>HEADER</b>                                                                                                                                                           |                                                         |
| HARD-HITTING EUPHORIC EFFECTS                                                                                                                                           |                                                         |
| <b>PRIMARY TEXT</b>                                                                                                                                                     |                                                         |

WARNING: UNMATCHED 125mg D8, D9 POTENCY

Nothing hits harder than Koi Dragon Blend

At 20% OFF, you'll be taken to the skies!

Available in THREE sweet yet sharp flavors:

Black Razz

Blue Razz

Blood Orange

Can you take it?

Claim this ONE-TIME offer TODAY!

#### IMAGE AD #2

| TEXT                                                                                                                                                                                          | SUGGESTED IMAGERY                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| Unmatched Potency: 20% OFF on your First Order!<br><br>Koi Dragon Blend Gummies<br><br>Delivering knockout strengths like no other, with 125mg D8, D9<br><br>Claim this ONE-TIME offer TODAY! | Show all three flavors with a dragon at the back |

#### HEADER

Hold on tight!

#### PRIMARY TEXT

WARNING: Very few can handle the potency of Dragon Blend Gummies... Are you one of them?

Get 20% OFF your first order!

125mg of Delta 8, Delta 9 that has unparalleled potency!

Available in THREE sweet yet sharp flavors:

-Black Razz

-Blue Razz

-Blood Orange

Let Dragon Blend Gummies take you to the skies.

Claim this ONE-TIME offer TODAY!

**IMAGE AD #3**

| TEXT                                                                                                                                                          | SUGGESTED IMAGERY                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| WARNING: 125mg of extreme potency<br><br>20% OFF ON FIRST ORDER: Koi Dragon Blend Gummies<br><br>Unparalleled potency<br><br>Claim this ONE-TIME offer TODAY! | Show all three flavors with a dragon at the back |

**HEADER**

Only for Experienced users

**PRIMARY TEXT**

Get 20% OFF your first order!

Whopping levels of Delta-8, Delta-9, come together to deliver truly earth-shatteringly potent effects.

125mg of our Dragon Blend that has unparalleled potency!

Available in THREE sweet yet sharp flavors:

- Black Razz
- Blue Razz
- Blood Orange

Hold on tight!

Claim this ONE-TIME offer TODAY!

**Quick brief:**

Based on customer research on their D9 gummies reviews, the most common benefits that

they get out of the products are:

- Improvement of Insomnia
- Improvement of Pain
- Better Relaxation

But on top of this, we could spice it up a little bit more by integrating video clips and phrases from the Apollo 11 launch (the moon expedition with Buzz Aldrin and Neil Armstrong).

We could also include nostalgic elements from the movie Rocketman linked below:

[Rocketman He got the whole world in his hands scene](#)  
[He got the whole world in his hands Rocketman Instrumental](#)

If possible, we can use these clips of astronauts tripping on the moon (cause they be trippin with these D9's hehehe) :

<https://www.youtube.com/watch?v=bVNTNeNMH8Q>

This is for their Christmas campaign, so we could add a layer of sleigh bells audio playing in the background.

<https://www.youtube.com/watch?v=vOm8m1aue2Y>

**As for the graphics, we could have astronauts planting a Christmas tree instead of a Flag on the moon.**

## VIDEO AD SECTION

### VIDEO AD SCRIPT #1: 20-30 SECS

| TIME          | TEXT                                                                       | SUGGESTED IMAGERY        |
|---------------|----------------------------------------------------------------------------|--------------------------|
| 00:00 - 00:01 | Holiday Special Offer!                                                     | Moonwlkr Logo            |
| 00:02 - 00:05 | 40% OFF + Free Shipping on our Delta-9 Gummies                             | Show products            |
| 00:06 - 00:09 | An interstellar Christmas ride!                                            | Show clips of astronauts |
| 00:10 - 00:14 | Choose between:<br><br>Atlas Watermelon Zkittlez & Europa Blue dream berry | Show two flavors         |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                             |                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|--------------------------|
| 00:15 - 00:18                                                                                                                                                                                                                                                                                                                                                                                                                                               | Helps with:<br>Insomnia, Pain sensations,<br>and Relaxation | Show clips of astronauts |
| 00:19 - 00:22                                                                                                                                                                                                                                                                                                                                                                                                                                               | Claim your 40% Discount +<br>FREE shipping NOW!             | Show products            |
| HEADER                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                             |                          |
| Out of this world euphoria!                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                             |                          |
| PRIMARY TEXT                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                             |                          |
| <p>3... 2... 1... LIFT OFF!</p> <p>40% OFF + FREE shipping on Moonwlkr Delta-9 gummies today</p> <p>An interstellar sense of relaxation and euphoria.</p> <p>Includes other benefits like:</p> <ul style="list-style-type: none"> <li>-Better Sleep</li> <li>-Easier Relaxation</li> <li>-Lessens pain</li> </ul> <p>Available in 2 flavors:</p> <p>Atlas Watermelon Zkittlez &amp; Europa Blue dream berry</p> <p>Claim your LIMITED TIME OFFER today!</p> |                                                             |                          |

| VIDEO AD SCRIPT #2: 20-30 SECS |                                                                                       |                   |
|--------------------------------|---------------------------------------------------------------------------------------|-------------------|
| TIME                           | TEXT                                                                                  | SUGGESTED IMAGERY |
| 00:00 - 00:01                  | 40% OFF HOLIDAY PROMO!                                                                | Moonwlkr Logo     |
| 00:02 - 00:05                  | A Christmas ride of a lifetime<br><br>MoonWlkr Delta-9 Gummies at<br>40% OFF!         | Show Products     |
| 00:06 - 00:10                  | In 2 delicious flavors!<br><br>Atlas Watermelon Zkittlez &<br>Europa Blue dream berry | Show two flavors  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                           |                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------|
| 00:11 - 00:14                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | CHILLAX.<br>SLEEP BETTER.<br>FEEL BETTER. | Show astronaut clips |
| 00:15 - 00:18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Free Shipping included!                   | Show products        |
| 00:19 - 00:22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Get this special offer TODAY!             | Show products        |
| HEADER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                           |                      |
| Houston, get ready for lift-off!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                           |                      |
| PRIMARY TEXT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                           |                      |
| <p>Take a euphoric expedition to the Moon this Christmas!</p> <p>40% OFF + FREE shipping when you order Moonwlkr Delta-9 Gummies!</p> <p>Available in 2 delicious flavors!</p> <ul style="list-style-type: none"> <li>-Atlas Watermelon Zkittlez</li> <li>-Europa Blue dream berry</li> </ul> <p>An interstellar sense of relaxation and euphoria!</p> <p>Also helps with:</p> <ul style="list-style-type: none"> <li>-Sleep</li> <li>-Relaxation</li> <li>-Pain sensations</li> </ul> <p>Claim your LIMITED TIME OFFER today!</p> |                                           |                      |

| VIDEO AD SCRIPT #3: 20-30 SECS |                                                                                               |                   |
|--------------------------------|-----------------------------------------------------------------------------------------------|-------------------|
| TIME                           | TEXT                                                                                          | SUGGESTED IMAGERY |
| 00:00 - 00:01                  | LIMITED TIME HOLIDAY OFFER!                                                                   | Moonwlkr Logo     |
| 00:02 - 00:05                  | 40% OFF + FREE SHIPPING on our Delta-9 Gummies                                                | Show gummies      |
| 00:06 - 00:10                  | Choose between:<br><br>Atlas Watermelon Zkittlez & Europa Blue dream berry...<br><br>OR BOTH! | Show flavors      |

|               |                                                             |                              |
|---------------|-------------------------------------------------------------|------------------------------|
| 00:11 - 00:15 | Helps with:<br>Insomnia, Pain sensations,<br>and Relaxation | Show astronauts with gummies |
| 00:16 - 00:18 | Feels like walking on the moon.                             | Show astronauts tripping     |
| 00:19 - 00:22 | Claim your 40% Discount + FREE shipping NOW!                | Show gummies                 |

HEADER

A holiday 'TRIP'

PRIMARY TEXT

Grab your space suits– we're going on a holiday trip!  
 40% OFF + FREE SHIPPING on Moonwlkr Delta-9 gummies!  
 2 delicious flavors available:  
 -Atlas Watermelon Zkittlez  
 -Europa Blue dream berry  
 A zen filled buzz with every gummy!  
 Also helps improve:  
 -Insomnia  
 -Pain sensations  
 -and Relaxation  
 Claim this LIMITED TIME DISCOUNT today!

STATIC AD SECTION

IMAGE AD #1

| TEXT                                                                          | SUGGESTED IMAGERY                                                         |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Go on a holiday interstellar 'TRIP'<br>40% OFF + Free Shipping on our Delta-9 | Show both flavors on the moon with an astronaut planting a christmas tree |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Gummies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |
| Claim this LIMITED TIME DISCOUNT today!                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |
| <b>HEADER</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |
| 3..2..1..                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
| <b>PRIMARY TEXT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
| <p>Lifting off with a LIMITED TIME HOLIDAY OFFER!</p> <p>Enjoy 40% OFF + FREE SHIPPING on Moonwlkr Delta-9 gummies!</p> <p>In 2 delicious flavors:</p> <ul style="list-style-type: none"> <li>-Atlas Watermelon Zkittlez</li> <li>-Europa Blue dream berry</li> </ul> <p>An interstellar sense of relaxation and euphoria!</p> <p>Also helps with:</p> <ul style="list-style-type: none"> <li>-Sleep</li> <li>-Relaxation</li> <li>-Pain sensations</li> </ul> <p>Claim your LIMITED TIME OFFER today!</p> |  |

| <b>IMAGE AD #2</b>                                                                                                                          |                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>TEXT</b>                                                                                                                                 | <b>SUGGESTED IMAGERY</b>                                                         |
| <p>A 'Trip' of a Lifetime with Moonwlkr Delta-9 Gummies!</p> <p>40% OFF + FREE SHIPPING!</p> <p>Claim this LIMITED TIME DISCOUNT today!</p> | <p>Show both flavors on the moon with an astronaut planting a christmas tree</p> |
| <b>HEADER</b>                                                                                                                               |                                                                                  |
| Take a Trip with our D9 Gummies!                                                                                                            |                                                                                  |
| <b>PRIMARY TEXT</b>                                                                                                                         |                                                                                  |
| <p>Ready for the 'TRIP'?</p> <p>Get 40% OFF + FREE SHIPPING on Moonwlkr Delta-9 gummies!</p>                                                |                                                                                  |



2 delicious flavors available:

- Atlas Watermelon Zkittlez
- Europa Blue dream berry

Experience a zen filled buzz with every gummy!

Also helps improve:

- Insomnia
- Pain sensations
- and Relaxation

Claim this LIMITED TIME DISCOUNT today!

### IMAGE AD #3

| TEXT                                                                                                                                                                                                                                                                                                | SUGGESTED IMAGERY                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Enjoy a holiday interstellar ride<br>40% OFF + Free Shipping on our Delta-9 Gummies<br>Claim this LIMITED TIME DISCOUNT today!                                                                                                                                                                      | Show both flavors on the moon with an astronaut planting a christmas tree |
| HEADER                                                                                                                                                                                                                                                                                              |                                                                           |
| Enjoy the ride!                                                                                                                                                                                                                                                                                     |                                                                           |
| PRIMARY TEXT                                                                                                                                                                                                                                                                                        |                                                                           |
| Take a euphoric interstellar ride this Christmas with Moonwlkr!<br>40% OFF + FREE shipping when you order Moonwlkr Delta-9 Gummies!<br>Available in 2 delicious flavors!<br>-Atlas Watermelon Zkittlez<br>-Europa Blue dream berry<br>Also helps with:<br>-Sleep<br>-Relaxation<br>-Pain sensations |                                                                           |

Claim your LIMITED TIME OFFER today!