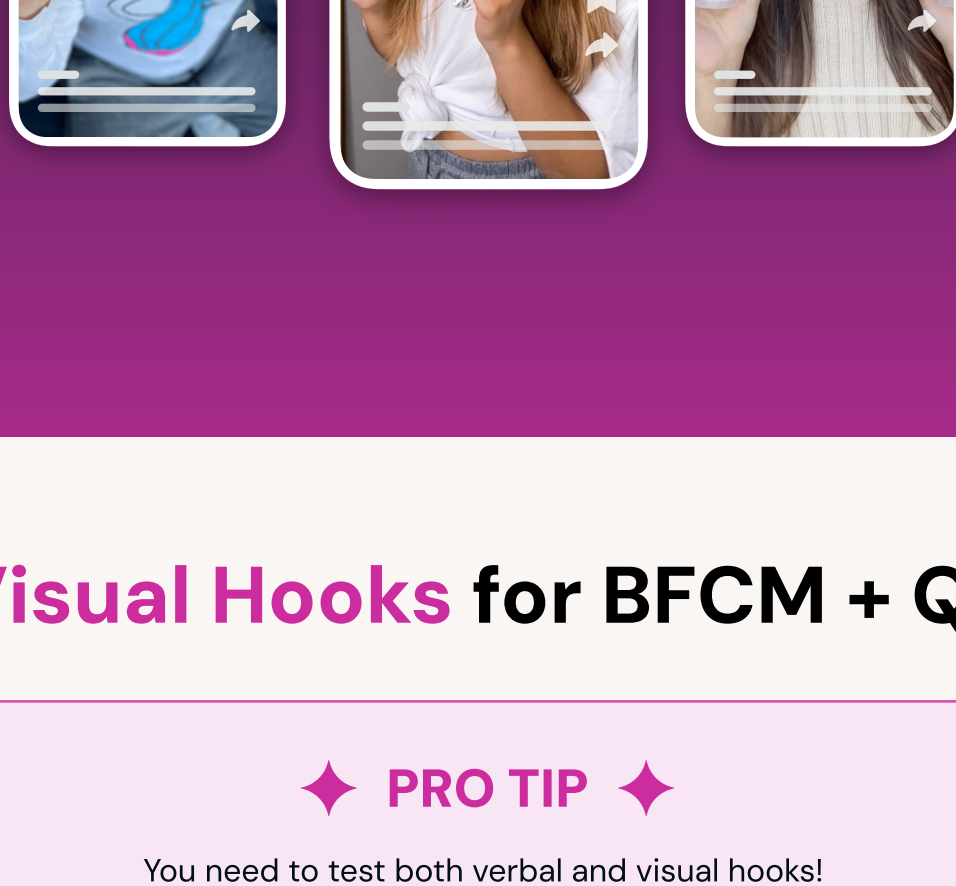


CHEATSHEET

Black Friday Cyber Monday + Q5 Must-Try Ad Hooks

2025 EDITION

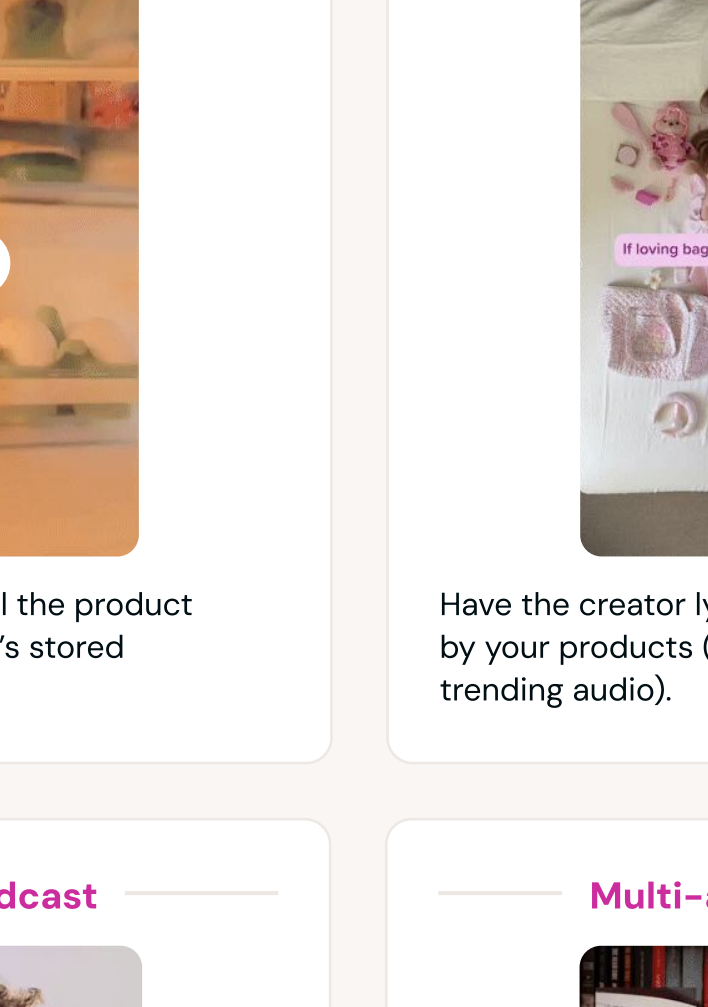


Visual Hooks for BFCM + Q5

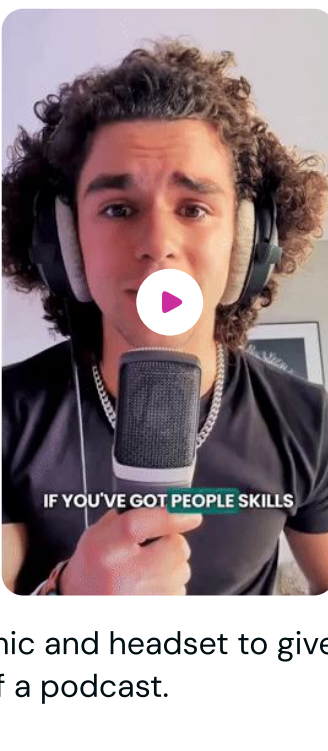
PRO TIP

You need to test both verbal and visual hooks!
Only testing the same video but with a different script doesn't work.

Example:

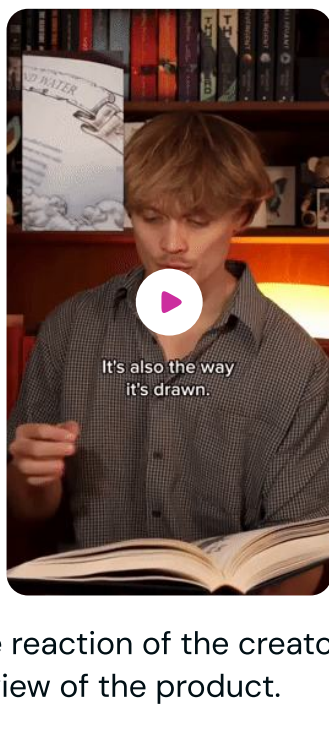


The "reveal" hook



Use this hook to reveal the product after opening where it's stored e.g. a refrigerator.

Shot from above



Have the creator lying down surrounded by your products (best followed with a trending audio).

Fake podcast



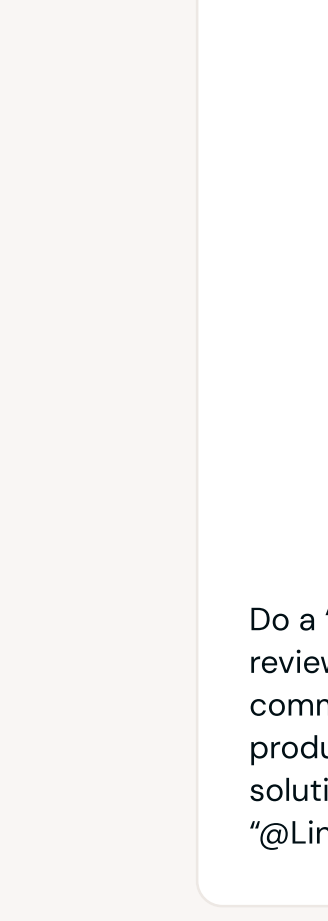
Using a mic and headset to give the illusion of a podcast.

Multi-angle shot



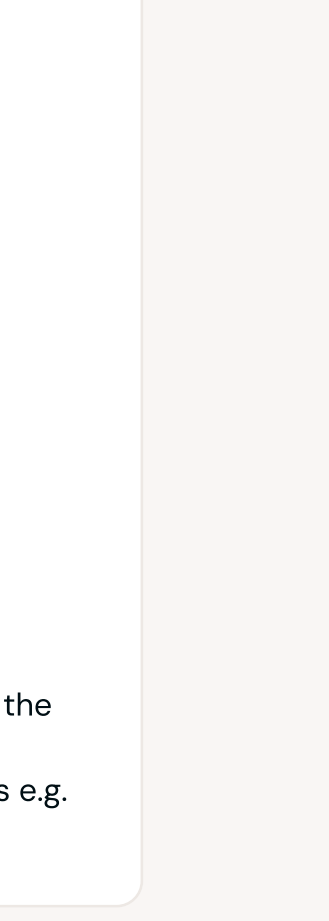
Show the reaction of the creator as well as their view of the product.

Skit



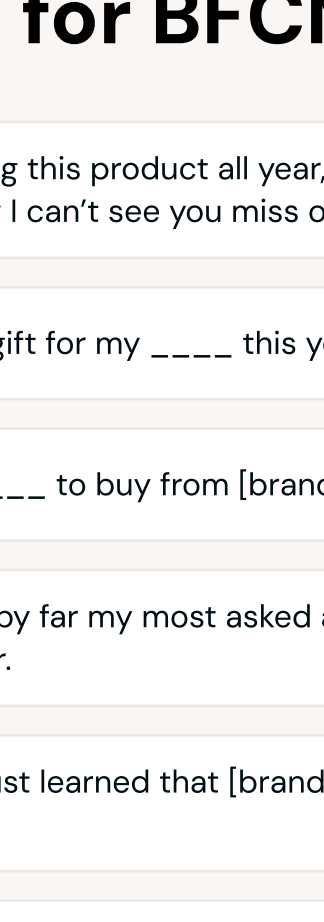
Have the creators play two different roles, use humor in the script.

Emphasizing the product's texture



Show the product against sunlight or the golden hour to show the texture, formula, and packaging details in HD.

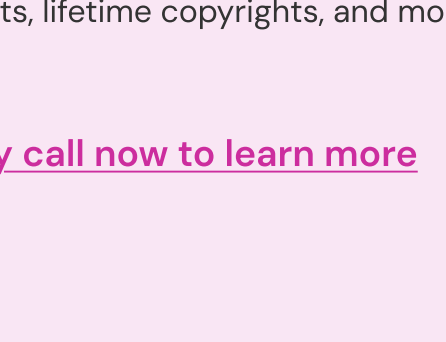
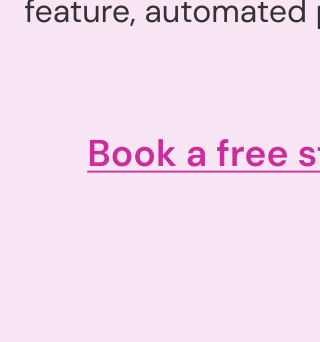
Fake Instagram frame



Do a "before & after" or "product review", showing fake interactions/ comments asking questions about the product (you can also add some solutions into the follower's handles e.g. "@Linda_aging_gracefully")

Hooks for BFCM + Q5

- 1 OK, I've been gatekeeping this product all year, but since [brand name] has a X% OFF this Black Friday I can't see you miss out.
- 2 I just found the perfect gift for my ____ this year.
- 3 Help me choose which ____ to buy from [brand name's] Black Friday sale.
- 4 Anytime I go out, this is by far my most asked about accessory, so I'm buying one for my ____ this year.
- 5 Am I the only one who just learned that [brand name] has X% OFF this Black Friday?
- 6 Rock, paper, scissors. Keep my old ____ or upgrade with X% OFF this Black Friday.
- 7 I wasn't planning to spend anything this Black Friday... but then I saw this deal from [brand name].
- 8 This was my favourite ____ this year! And [brand name] has X% OFF this Black Friday, so I'm buying one for all my [friends/family].
- 9 My kids have been loving ____ this year, so I've bought them ____ with X% OFF this Black Friday.
- 10 Noone can convince me there's a better ____ than ____ this Black Friday.
- 11 They say you should chase what you love. And I LOVE this X% OFF offer that [brand name] is running this Black Friday.
- 12 If ____ doesn't feel like cheating. It definitely will now with X% OFF this Black Friday.
- 13 I saw ____ with the cutest ____ yesterday, so I asked where it's from. It's from ____, you won't believe I got it with X% OFF with their Black Friday deal.
- 14 As a mom, I struggle with ____, but [brand name] are lifesavers with X% OFF [product name] this Black Friday.
- 15 These are the [solution] products of my dreams. And [brand name] are lifesavers with X% OFF this Black Friday.
- 16 As someone who swears by ____ this ____ is my top [product] of the year. Grab yours now while [brand name] has X% OFF.
- 17 I was today's years old when I found out ____.
- 18 I don't usually do Black Friday, but this deal made me break my own rules.
- 19 POV: You finally get your hands on the ____ everyone's been talking about... and it's on sale.
- 20 This is your 'Add to Cart' moment. Don't wait—X% OFF ends soon.
- 21 Last Black Friday, I missed this deal. Not making that mistake again.
- 22 3 reasons why this is the only ____ worth buying this Black Friday.
- 23 This might be the only Black Friday deal actually worth your time.
- 24 Mom hack alert: I just stocked up on ____ with X% OFF. One less thing to worry about this season.
- 25 I'm not saying this will make parenting easier... but it kind of does. And it's on sale for Black Friday.
- 26 This is the first time I've bought something for me on Black Friday—and I don't feel guilty about it.
- 27 If your New Year's resolution is to save money, listen up. [brand name] has X% OFF this January.
- 28 My ____ has a New Year's resolution to uphold, so I'm buying him/her ____ in their January sale.
- 29 I don't know about you, but I'm definitely not leaving ____ in 2025.
- 30 I'm leaving [problem] in 2025, so I've just bought myself ____ in their Holiday/ January sale.
- 31 Your new year is missing one tiny thing: ____
- 32 I just found the perfect gift for ____ this year.
- 33 They weren't lying when they said [brand name] has mammoth sales this year!
- 34 Rumor has it, if you want to improve ____ this year, you need ____.
- 35 Your 2026 glow-up starts with a new ____.
- 36 ASMR: unboxing my Christmas gifts from [brand name].
- 37 If you've been waiting for a sign to treat yourself—this is it. [brand name] has X% OFF.
- 38 POV: You finally get your hands on the ____ everyone's been talking about... and it's on sale.
- 39 This ____ just made it to the top of my gift list—thank you [brand name] for the discount!
- 40 You know that product that's always in your cart but you never buy? [Brand name] just put it on sale.
- 40 You know that product that's always in your cart but you never buy? [Brand name] just put it on sale.
- 41 Real talk: if your toddler loves ____ as much as mine does, grab this while it's X% OFF.
- 42 This is your sign to stop panic-shopping on Dec 23rd. I just got my holiday gifts sorted early—thanks to X% OFF at [brand name].
- 43 I finally found a product that actually works for my kid's ____—and it's on sale right now.
- 44 After playing Santa for the whole family, it's time for me. January sales at [brand name] = self-care unlocked.
- 45 January is for fresh starts—and this is the one product making our home feel more organized already.
- 46 We gave our kids [product] for the holidays and honestly... it's been the best gift for us too.
- 47 My diet over The Holidays? Terrible! And my skin? It's begging for help. Thank you [brand name] for this post-holiday sale.



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