

SHIELD LABS

# UGC Creative Test Pack

Four production-ready UGC concepts built around one audience, one consistent voice, and four different reasons to buy.

|                                       |                                            |
|---------------------------------------|--------------------------------------------|
| <b>04</b><br>DISTINCT BUYER ANGLES    | <b>04</b><br>EDITOR-READY SCRIPTS          |
| <b>01</b><br>CONSISTENT MOM-LED VOICE | <b>INLINE</b><br>VISUAL + B-ROLL DIRECTION |

PREPARED BY

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Creative strategy · UGC scripting · production direction

# One buyer. Four conversion triggers.

The strategy keeps the voice consistent while changing the reason a mom would act. That makes the test cleaner: each concept explores a distinct buyer belief instead of producing four cosmetic variations of the same ad.

|                                                                                                                          |                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <b>CORE BUYER</b><br>Mom of a teenage boy dealing with puberty acne.                                                     | <b>CORE USER</b><br>Teen boy who wants a routine that feels simple, private, and made for him.                           |
| <b>CREATIVE FORMAT</b><br>Mom-led UGC with direct-to-camera delivery, relatable B-roll, and clear product demonstration. | <b>TESTING PRINCIPLE</b><br>Hold the voice and product constant. Change the emotional or mechanism-based buying trigger. |

## ANGLE MAP

| #  | ANGLE                                   | WHAT IT TESTS                                                                        |
|----|-----------------------------------------|--------------------------------------------------------------------------------------|
| 01 | Shame Correction / Puberty Mechanism    | Removes blame and explains acne as puberty oil, clogged pores, and hormones.         |
| 02 | Confidence / Personality Change         | Shows acne turning into withdrawal, skipped events, and confidence loss.             |
| 03 | Family Photo / Emotional Behavior       | Makes the pain visible through photo avoidance and a mom noticing the pattern.       |
| 04 | Adult Skincare Is Not Teen Boy Skincare | Contrasts generic/adult routines with a simple teen-boy system he will actually use. |

**Pre-launch QA:** verify product claims, guarantee language, and offer details against the current Shield landing page before publishing.

SCRIPT 1

# Shame Correction / Puberty Mechanism

Audience: Mom of teen boy | Angle: Removes blame and explains the puberty mechanism

HOOK

Teenage boys don't break out because they're dirty. It's just that puberty can make their skin oilier than their pores can handle.

| VISUAL / EDIT DIRECTION                                                                                                                                                                | SPOKEN COPY                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SCENE 01</b><br><i>Mom talking directly to camera in bathroom or bedroom. Calm, serious mom-to-mom tone. The goal is to remove shame immediately.</i>                               | <b>Teenage boys don't break out because they're dirty. It's just that puberty can make their skin oilier than their pores can handle.</b><br>And I wish more moms understood this, because the first thing we usually ask is, "Are you washing your face?"                                                   |
| <b>SCENE 02</b><br><i>Teen boy looking sad in the bathroom mirror, slightly turned away from camera. Mom's voice continues as narration.</i>                                           | But sometimes, without realizing it, we make them feel ashamed of something they can't control — their hormones.                                                                                                                                                                                             |
| <b>SCENE 03</b><br><i>Simple animated skin scene: oil building up, pores clogging, breakout forming. Keep it clean and easy to understand, not overly medical.</i>                     | During puberty, hormones make the skin produce a lot more oil. That oil builds up, clogs pores, and keeps feeding the breakouts.<br>And scrubbing harder doesn't fix it at all. It can actually irritate the skin even more, which keeps the breakout cycle going.                                           |
| <b>SCENE 04</b><br><i>Mom looking at random skincare products on the bathroom counter, frustrated, then moving them aside. This visually says the usual products were not working.</i> | So that's why I stopped using regular skincare on my son and started looking for something made for teenage boys.<br>That's when I found the Shield Advanced Face System.                                                                                                                                    |
| <b>SCENE 05</b><br><i>Show Shield kit on the bathroom counter: face wash, Meltdown Spray, and moisturizer. Keep the shot simple and product-forward.</i>                               | It's a simple kit: a face wash, a Meltdown Spray, and a moisturizer. Basically, everything my son needed in one routine — not a 10-step skincare routine he'll quit after two days.<br>And that matters, because if the routine burns, dries him out, or feels complicated, he's not going to stick with it. |
| <b>SCENE 06</b><br><i>Show teen boy irritated with his skin: touching face in frustration, dry/tight expression, or looking uncomfortable in the mirror.</i>                           | The wash uses Curoxyl-42 benzoyl peroxide technology to help fight acne inside the pores, the Meltdown Spray helps clear away the oil and buildup that can lead to clogged pores, and the moisturizer helps keep his skin from getting irritated.                                                            |
| <b>SCENE 07</b><br><i>Mom back to camera for the close. Make it feel like advice from one mom to another, not a hard sales pitch.</i>                                                  | So if your son is dealing with puberty acne, don't make it about being dirty. Give him a simple routine made for what's actually happening with his skin.                                                                                                                                                    |

CTA

Try Shield and give your son a routine he can actually stick with.

SCRIPT 2

Confidence / Personality Change

Audience: Mom of teen boy | Angle: Turns acne into behavior change and confidence loss

HOOK

Don't wait until acne starts changing your son's personality, because it happens fast.

| VISUAL / EDIT DIRECTION                                                                                                                                                      | SPOKEN COPY                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>SCENE 01</p> <p>Mom talking to camera with concerned tone. Quick jump cuts can match each behavior she lists.</p>                                                         | <p>Don't wait until acne starts changing your son's personality, because it happens fast.</p> <p>First, it's a few breakouts. Then he's hiding from family photos. Then he's spending extra time in the bathroom looking in the mirror. Then he skips the sleepover, the pool day, the school dance — with a different excuse every time.</p> <p>And he'll tell you he doesn't care.</p> <p>But you know your kid. You can see that he does.</p> |
| <p>SCENE 02</p> <p>Behavior montage: hoodie on hook, closed bedroom door, teen looking in mirror, mom noticing from hallway. Show withdrawal without overdramatizing it.</p> | <p>The mistake I made was waiting. I kept thinking, "Maybe the acne will just go away on its own."</p> <p>But while I was waiting, it was starting to get to his confidence.</p> <p>What finally helped wasn't another awkward talk. It was giving him something he could actually use.</p>                                                                                                                                                      |
| <p>SCENE 03</p> <p>Product handoff: Shield placed on the bathroom counter. No forced conversation. This matches the "give him something useful without pushing" insight.</p> | <p>I got him the Shield Advanced Face System.</p> <p>It's made to help teen boys dealing with puberty acne, and it's simple enough for him to actually stick with.</p> <p>It uses a simple three-part system: a face wash, a Meltdown Spray, and a moisturizer.</p> <p>I didn't make a big thing out of it. I just put it on the bathroom counter and said, "Try this tonight. It's quick."</p>                                                  |
| <p>SCENE 04</p> <p>Mom back to camera. Tone should feel reflective and honest, like she learned not to push too hard.</p>                                                    | <p>And honestly, that mattered. Because with teenage boys, the more you push, the more they shut down.</p> <p>And I'm not saying skincare fixes everything overnight. But when his skin started calming down, I started seeing him come back into himself again.</p>                                                                                                                                                                             |
| <p>SCENE 05</p> <p>Outcome B-roll: teen walking past camera more casually, joining a family photo, or saying yes to friends. Keep it subtle and believable.</p>              | <p>He stopped dodging the camera as much. He started saying yes to things again. He just seemed more like himself.</p>                                                                                                                                                                                                                                                                                                                           |

CTA

There's a 100-day money-back guarantee, so you can try it for your kid and see if it works. Don't wait for acne to start changing his confidence.

Try Shield today.

SCRIPT 3

# Family Photo / Emotional Behavior

Audience: Mom of teen boy | Angle: Uses camera avoidance as visible proof that acne bothers him

HOOK

If your son hides his face in every family photo, listen up.

| VISUAL / EDIT DIRECTION                                                                                                                                                  | SPOKEN COPY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <p>SCENE 01</p> <p>Mom scrolling through family photos on phone. Zoom into repeated chin-down, hood-up, half-turned photos.</p>                                          | <p>If your son hides his face in every family photo, listen up.</p> <p>I was looking through our family photos and realized I had maybe two normal pictures of my son. Chin down. Hood up. Half-turned away from the camera.</p> <p>In every single one.</p> <p>And he kept saying his acne didn't bother him.</p> <p>But the photos told a different story.</p>                                                                                                                                              |
| <p>SCENE 02</p> <p>Photo grid on phone or laptop, hoodie on bed/hook, bathroom mirror, mom scrolling quietly. Show the pattern without making the teen look exposed.</p> | <p>That's the part that hurts as a mom.</p> <p>Not just the breakouts — watching him slowly start to hide.</p> <p>And you don't want to bring it up in a way that makes him feel worse about something he's clearly already bothered by.</p> <p>So instead of turning it into another awkward conversation, I changed what we were using.</p> <p>Because teenage boy acne isn't just a hygiene problem.</p> <p>It's puberty oil, clogged pores, bacteria, and irritation getting stuck in the same cycle.</p> |
| <p>SCENE 03</p> <p>Mom replaces old skincare on the bathroom counter with the Shield system. Show face wash, Meltdown Spray, and moisturizer lined up clearly.</p>       | <p>That's why I got him the Shield Advanced Face System.</p> <p>It's made to help teen boys dealing with puberty acne, and it's simple enough for him to actually stick with.</p> <p>It uses a simple three-part system: a face wash, a Meltdown Spray, and a moisturizer.</p> <p>It's not too complicated, and it doesn't feel like he's borrowing my skincare.</p> <p>Just something I could leave on the bathroom counter and say, "Try this tonight."</p>                                                 |
| <p>SCENE 04</p> <p>Mom back to camera. Then cut to a more natural photo moment where he does not fully dodge the camera, maybe a small smile.</p>                        | <p>And I'm not saying skincare fixes confidence overnight.</p> <p>But when his skin started calming down, I noticed he stopped dodging the camera as much.</p> <p>He would never admit he was grateful.</p> <p>But I could tell.</p> <p>I'm his mom after all.</p>                                                                                                                                                                                                                                            |

CTA

There's a 100-day money-back guarantee, so you can try it for your kid and see if it works. Don't wait until every picture of him is him hiding.

Try Shield today.

SCRIPT 4

# Adult Skincare Is Not Teen Boy Skincare

Audience: Mom + teen boy | Angle: Positions Shield against generic adult/drugstore routines

HOOK

Puberty skin is built different.

| VISUAL / EDIT DIRECTION                                                                                                                                            | SPOKEN COPY                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>SCENE 01</b></p> <p>Mom talking to camera, holding or pointing to a generic cleanser. Set up the “adult/drugstore skincare is the wrong fit” angle.</p>      | <p><b>Puberty skin is built different.</b></p> <p>Teen boys' skin is thicker, oilier, and during puberty, with hormones all over the place, it can get even harder to manage.</p> <p>So when we hand them a regular cleanser from the drugstore, we're usually giving them something that was never made for what their skin is actually dealing with.</p> |
| <p><b>SCENE 02</b></p> <p>Contrast shot: mom's skincare shelf vs. teen sports bag on the bathroom floor. Visually separates adult skincare from teen-boy life.</p> | <p>That was us.</p> <p>My son tried my cleanser, saw no real difference, and quit.</p> <p>Then we tried the harsh drugstore stuff. It burned, dried him out, and he quit that too.</p> <p>And honestly, I don't blame him.</p>                                                                                                                             |
| <p><b>SCENE 03</b></p> <p>Show Shield on the top bathroom shelf or shower shelf. Product should look like it earned a permanent spot.</p>                          | <p>That's why I finally decided to get him something made for him: the Shield Advanced Face System. It's made to help teen boys dealing with puberty acne, and the routine is simple enough for him to actually stick with.</p> <p>Just three steps: face wash, Meltdown Spray, and moisturizer.</p>                                                       |
| <p><b>SCENE 04</b></p> <p>Routine demo: three quick shots in order — wash, spray, moisturizer. Keep it fast and not overly clinical.</p>                           | <p>The wash helps fight acne inside the pores, the spray helps with the oil and buildup that can clog pores, and the moisturizer helps keep his skin from feeling dry, tight, and irritated.</p>                                                                                                                                                           |
| <p><b>SCENE 05</b></p> <p>Mom back to camera for guarantee and result. Then show old products in trash or pushed aside, with Shield still on the top shelf.</p>    | <p>Plus, there's a 100-day money-back guarantee, which made me feel better about trying it.</p> <p>But honestly, the biggest difference in all of this was simple.</p> <p>He actually kept using this one.</p> <p>The other products ended up in the trash.</p> <p>Shield stayed on the top shelf.</p>                                                     |
| <p>CTA</p>                                                                                                                                                         | <p>If your son's routine isn't working, it might not be him.</p> <p>It might be the routine.</p> <p><b>Try Shield today.</b></p>                                                                                                                                                                                                                           |

## WHAT THIS PROJECT DEMONSTRATES

# Research translated into creative a team can use.

This test pack was built to show the full chain from buyer insight to production: audience framing, differentiated angles, natural UGC voice, scene-level direction, product integration, and a clear CTA.

|                |                                                                                            |
|----------------|--------------------------------------------------------------------------------------------|
| 01 · RESEARCH  | Identifies the emotional tension behind the surface-level acne problem.                    |
| 02 · STRATEGY  | Turns that tension into four distinct reasons a buyer might act.                           |
| 03 · COPY      | Keeps the voice conversational while moving from hook to problem, product, proof, and CTA. |
| 04 · EXECUTION | Gives editors clear visual beats so the first iteration can be produced without guessing.  |

## CONTACT

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