Concept demo. Kettle Creek Heating & Air is a made-up company. The offer, prices and phone number are placeholders, and none of these ads have run, so there are no results to show. Written by Alex Mercer.

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SHORT-FORM AD PACK · REELS / TIKTOK / SHORTS · 9:16

Twelve hooks. Three scripts. One cold night.

A first batch of direct-response video ads for a local furnace tune-up offer, written to be shot on a phone by the crew, in a real basement, in one afternoon.

HOOKS	FULL SCRIPTS	LENGTH	SHOOT
12	3	15–30s	1 phone

The brief

OFFER	Fall furnace tune-up, flat $89, booked online or by text. PLACEHOLDER PRICE
WHO IT'S FOR	Homeowners 30–65 within a 25-minute drive, furnace 8+ years old, who haven't had it looked at since last winter.
WHAT STOPS THEM	"It's working fine." Fear of an upsell. Not wanting a stranger in the house on a weekday.
JOB OF THE AD	Make a no-heat night feel close and specific, make the price feel safe, and make booking feel like one tap.
GUARDRAILS	No fake urgency, no "limited spots" unless true, no scare stats without a source, no before/after claims we can't back up.

Four angles

A — The 2 a.m. click
The furnace quits on the coldest night, when every company charges after-hours rates.

B — Price, out loud
Say the number in the first three seconds and say what isn't included.

C — Show the dirt
The filter, the burner, the flame sensor. Let the camera do the convincing.

D — The tech, not the van
One named tech talking like a neighbor. Booties on, no pitch.

Hook bank

First 1–3 seconds. Each line is what's said or shown on screen, with the opening shot underneath.

A · 01 **"Your furnace doesn't care that it's 2 a.m."** SHOT Thermostat reading 58°, phone flashlight, breath visible.	A · 02 **"The most expensive furnace repair is the one on a Sunday night."** SHOT Calendar flip to Sunday, porch light, snow.	A · 03 **"If your furnace makes this sound, call someone this week."** SHOT Close-up of a blower, then the sound.
B · 04 **"$89. That's the whole tune-up. Here's what you get."** SHOT Tech holds up a printed checklist to camera.	B · 05 **"I'm going to tell you what we won't try to sell you."** SHOT Tech in a driveway, van out of frame.	B · 06 **"A tune-up shouldn't turn into a quote for a new furnace."** SHOT Hand slides a brochure off a table.
C · 07 **"This came out of a furnace that was 'working fine.'"** SHOT Grey, matted filter held to the light.	C · 08 **"This tiny rod is why a lot of furnaces quit in December."** SHOT Flame sensor between two fingers, macro.	C · 09 **"Watch the flame. Blue is good. Here's what isn't."** SHOT Burner window, steady blue flame.
D · 10 **"I clean about six of these a day. Here's what I check first."** SHOT Tech kneels, pulls the panel, talks to camera.	D · 11 **"Booties on, phone away. 45 minutes. That's the visit."** SHOT Shoe covers going on at the front door.	D · 12 **"Things I'd check if this were my mom's house."** SHOT Tech walking down basement stairs, handheld.

Three full scripts



A · 01 · "58 degrees"

22 seconds · selfie-style, night · single creator

TIME	SHOT	VOICE / ON-SCREEN
0:00	Thermostat, 58°. Phone flashlight.	**Text:** it's 2 a.m. and it's 58° inside
0:03	Creator in a hoodie, whispering.	"Furnace quit. Kids are asleep. Every number I call is the after-hours rate."
0:09	Cut to daylight, tech opening the panel.	"Or you do this in October, for one flat price, on a Tuesday."
0:15	Checklist on a clipboard, 3 ticks.	**Text:** $89 tune-up · filter, burners, flame sensor, safety check
0:19	Phone screen, booking page.	"Book it from your couch. Link's right here." **CTA:** Book a tune-up

B · 02 · "What we won't sell you"

28 seconds · talking head, driveway · one tech

TIME	SHOT	VOICE / ON-SCREEN
0:00	Tech to camera, mid-step.	"$89. That's the whole tune-up. And here's what I won't try to sell you."
0:05	Finger counts, quick cuts.	"A new furnace. A duct cleaning package. A 'membership' you forget about."
0:12	B-roll: filter swap, burner brush.	"What you get: filter, burners, flame sensor, a carbon monoxide check, and a written note on anything I saw."
0:21	Tech hands a printed sheet to camera.	"If something does need fixing, you get the price before I touch it."
0:25	End card.	**Text:** Flat $89 · text (555) 014-0000 · **CTA:** See what's included

C · 03 · "Working fine"

16 seconds · macro + hands only · no faces needed

TIME	SHOT	VOICE / ON-SCREEN
0:00	Dirty filter held up to a window.	**Text:** this came out of a furnace that was "working fine"
0:03	Macro: flame sensor, soot on it.	VO: "Dust like this is a common reason a furnace lights, then shuts off."
0:08	Sensor polished, slid back in.	VO: "Two minutes to clean. A lot more on a holiday weekend."
0:12	Clean blue flame, hold 2s.	**Text:** $89 tune-up · book online · **CTA:** Book a tune-up

How I'd test it

These ads haven't run, so there are no numbers here. This is the plan for finding out which angle works.

01 **Week 1.** One body (script 02's middle), four different hooks, one from each angle. Same budget each, same audience.

02 **Read** 3-second hold rate and cost per booking, not likes. Kill anything that loses on both after a fair spend.

03 **Week 2.** Take the winning angle and shoot three more hooks from the bank in that lane.

04 **Refresh** when cost per booking drifts up. Swap the hook first, the body last.