

THE GILDED CAGE — LAUNCH SPRINT

A three-ad opening salvo. One brand, three angles, one story arc.

CAMPAIGN BRIEF

The client is a subscription platform that helps people quit the apps that eat their days. The category is crowded with 'digital wellness' pastels. Our angle is opposite: not softness, not shame — the honest anger of someone who has already lost too many hours. The visual world is late-empire opulence in decay. Marble columns wound with wireless chargers. Gilded phones as chains. The campaign runs three ads across the same week to compound.

AD 1 · THE OPENING SHOT — CONNECTED TV, 30 SECONDS

Headline: You didn't lose the time. It was taken.

Script (VO, second person, no music until beat 3):

You will not get this Tuesday back. You know that. You will not get last Tuesday back either. Or the one before. You have not been lazy. You have been *farmed*. The apps that ate your day were not built by accident. They were built to. There is only one honest way out of a gilded cage. Open the door yourself. — **Cage.** Quit the apps that eat your days.

Visual language: A hand slowly closes over a phone the same way a cell door closes. Camera lingers three beats longer than comfortable. Cut.

AD 2 · THE DISRUPTION — INSTAGRAM/TIKTOK REEL, 15 SECONDS

Hook (first 1.2s): A finger stops mid-scroll on this ad. Cut to black.

Copy (kinetic, on-screen white on black):

"You have scrolled two hundred and twelve times today."

"You will scroll one hundred and eighty more before bed."

"Or you can stop. — **Cage.** Free week. Free door."

Endframe: A gilded phone dropped into a marble fountain. The lock screen glows once, then dies. Logo lockup.

AD 3 · THE ENDCARD — PROGRAMMATIC DISPLAY, RETARGETING

Headline: You've seen us twice. The third time is on us.

Body: Two ads in and you're still here. Which means you already know. Your first month of Cage is free — no card, no trap. If it doesn't give you back a day, you never hear from us again. That's the whole deal.

CTA: Open the door.

MEDIA PLAN AT A GLANCE

Channel	Ad	Days	Est. Reach	Est. CPA target
Connected TV	Ad 1 — 30s	Mon–Wed	180k impressions	—
IG/TikTok Reels	Ad 2 — 15s	Tue–Sun	320k views	\$4.20
Programmatic Display	Ad 3 — retargeting	Wed–Sun	90k impressions	\$3.10

Every launch sprint ships one hero ad plus two channel adaptations, media plan, and endframe assets. Sample © Resilience Multimedia Studios.