

One Product → Twenty Tests

The 20-angle map

The most expensive mistake in paid social is treating "I need more creative" as "I need more footage."

You do not. You need more **angles**. An angle is a different reason the same person would buy the same product. Twenty angles from one shoot is normal. Twenty shoots is a budget problem you invented.

This map is built from a real campaign structure on a live Australian account — a single physical product, run across awareness, consideration and conversion, with the angles below running simultaneously.

The rule that makes this work

One product. One filming day. Twenty deliverables.

The footage does not change. What changes is:

1. **the first 3 seconds** (the hook),
2. **the order of the shots**,
3. **the on-screen text**,
4. **what you cut before**.

That's it. If you understand that, the rest of this document is just a checklist.

The twenty angles

Group A — Problem-first (top of funnel, judge on cost per hold, not CPA)

1. **The cost of not solving it** Open on the recurring cost — money, time, or embarrassment — of the status quo. Product appears at 60%. *Shot order*: problem b-roll → number on screen → product.
2. **The comparison** Yours vs. the incumbent, physically side by side. The strongest commercial angle in almost every category because it does the maths for the viewer. *Shot order*: both on screen at once, immediately. No build-up.
3. **The myth-bust** Attack the conventional advice your buyer has already tried and failed with. *Shot order*: talking head only for 8s → product as the alternative.
4. **The category confession** "I sold [category] for four years and here's what nobody says." Insider status buys you the first ten seconds for free. *Shot order*: face, no cuts, no music for the first 5s.
5. **The one thing everyone gets wrong** Narrow. Not "everything about X" — one specific, checkable error. *Shot order*: the error demonstrated → corrected → product.

Group B — Product-first (middle of funnel)

6. **Unboxing** Unedited-feeling, real hands, real table. The oldest angle in the format and still converts. *Shot order*: single continuous take if you can manage it.

7. How it actually works The mechanism. Slow, close, no music. This is the angle that converts sceptics and it is the one most brands skip because it feels boring to make. *Shot order*: macro shots, hands only, on-screen labels.

8. The first-use walkthrough Not a demo — the *first* time, including the awkward bit. Credibility comes from the awkward bit.

9. What's in it / what's not in it Ingredient, spec or component teardown. Works disproportionately well in categories with low trust.

10. Price justification Cost per use, cost per month, cost vs. the thing it replaces. Directly answers the single biggest silent objection. *On-screen*: the division, written out.

11. The objection reel Three real objections from your DMs or comments, answered in order, 8 seconds each. Free to make — the script is already written by your customers.

12. Comparison to the cheap version Not the premium competitor — the cheap one. Most lost sales go downmarket, not up.

Group C — Person-first (works at every stage)

13. Founder story Why this exists. Once. Do not re-cut it four times; it stops being a story and becomes a pitch.

14. Customer testimonial, unedited Raw phone footage beats a lit studio every time in this slot. If it looks produced, it reads as paid.

15. POV: the moment it worked A specific mundane moment that only exists if the product did its job. Weekday, time, room. Specificity is the whole angle.

16. The reluctant convert Someone who was against it. Highest-trust format available to you and the hardest to fake — so don't fake it.

17. Day in the life, product incidental Product appears for 4 seconds inside 40 seconds of something else. Lowest CTR of any angle here and often the best downstream retention.

Group D — Social-proof-first (bottom of funnel)

18. The comment reply Screenshot a real comment, answer it on camera. Native, cheap, endlessly repeatable.

19. The numbers Reviews, count sold, repeat rate — whatever you can actually substantiate. **Only use figures you can prove.** One challenged claim costs more than the angle earns.

20. The offer, straight No hook, no story. What it is, what it costs, what happens when you click. Runs last, runs to warm audiences, and consistently out-converts the clever ones.

The mapping table — fill this in before you film

#	Angle	Hook line	Shots needed	Stage	Status
1	Cost of not solving			TOF	
2	Comparison			TOF	
3	Myth-bust			TOF	
4	Category confession			TOF	
5	One thing everyone gets wrong			TOF	
6	Unboxing			MOF	
7	How it works			MOF	
8	First use			MOF	
9	What's in it			MOF	
10	Price justification			MOF	
11	Objection reel			MOF	
12	Vs. the cheap version			MOF	
13	Founder story			ALL	
14	Testimonial raw			ALL	
15	POV moment			ALL	
16	Reluctant convert			ALL	
17	Day in the life			ALL	
18	Comment reply			BOF	
19	The numbers			BOF	
20	Offer straight			BOF	

Print it. Fill the "shots needed" column *before* the filming day, then film the union of that column once.

The mistake this map is designed to prevent

On the account this was built from, video and static creative were running simultaneously — and the videos consistently showed a worse cost per purchase than the statics.

The obvious move is to cut the video. **That is the wrong move**, and it is the single most common way an account quietly dies.

The video was doing the educating. The statics were closing people the video had already warmed. Turn the video off, and the statics keep converting for about a fortnight on stored demand, then fall over — and by then you've lost the thread and you're blaming the statics.

Never rank two creative formats against each other on CPA when one feeds the other. Judge top-of-funnel angles on cost per qualified hold and downstream volume. Judge bottom-of-funnel angles on CPA. Group A and Group D in this map are not competing; they are a relay.

Feisty Agency — feistyagency.com. Angle structure taken from a live multi-stage campaign on an Australian DTC account.