

Your voice.
Your hook.
Your story.

Remembered creator playbook · Version 2.1



Start with something people recognize. Let Remembered be one small part of the response. End with something worth saying.

September 2026 · Talking-head creative direction

Tell the story people send to their friends.

Write your own opening. The app gets one brief sentence in a story that already works.

- Every script is suggested. Adapt, rewrite or replace it; the wording and sequence are optional. Use your own hook and truthful details.
- Your hook comes first. Write a line your audience would recognize even if this were not a brand collaboration.
- Give the idea a real detail: the groceries, the imaginary reply, the chat that only discusses parking. Recognition comes from specificity.
- Stay with your story for most of the video. Aim for roughly 85–90% story and one brief app sentence; this is a creative guide, not a stopwatch rule.
- Let Remembered respond to the exact situation you raised. One useful role is enough: a nudge to check in or remember a birthday.
- Finish back on your point. A callback, a small laugh, or a genuine question works. No hard download close.
- Talking head is the whole format. Screens, phone demonstrations, logos, graphics and B-roll are optional.

The creative test

Would this still be interesting if the app sentence disappeared?

Use the examples for rhythm. Bring the details and phrasing that belong to you. A single take with your face and voice can be the entire video.

Build your own opening.

Choose a behavior your audience already recognizes. Make your observation more specific before making it louder.

DEVICE	WRITE FROM YOUR LIFE	EXAMPLE DIRECTION
Confession	What do you do that sounds ridiculous out loud?	The imaginary catch-up that never became a text.
Gentle hot take	What familiar phrase needs one small clarification?	Low-maintenance friendship still involves occasional contact.
Escalation	How do you make a tiny task unnecessarily complicated?	A late reply turning into a formal apology.
Specific comparison	What makes a generic gesture feel personal?	A birthday message that could not be sent to your dentist.
Mock announcement	What phrase or habit are you ready to retire?	"We should catch up" after years of almost making plans.

Record three first lines

Try an admission, an observation and a question. Choose the one that sounds most like you. Keep the concrete detail. Drop the greeting, throat-clearing and product setup.

All sample first-person details are examples. Use them only if true for you. After trying the app, describe only the use you actually made of it; otherwise use accurate neutral wording such as "Remembered can give you that nudge."

Friendships in my head

About 35–45 seconds · Self-aware confession

Suggested script — adapt freely

The wording and sequence are optional. Write your own hook, use truthful details, and keep your natural voice.

MAKE THE HOOK YOURS

Name the ridiculous way you mentally keep up with someone without actually contacting them. Write the first sentence as something you would admit to a friend.

01
HOOK

I have friendships that are thriving exclusively in my head.

02
STORY

I see something they would love. I think, I should send them that. Then I imagine our entire conversation. Excellent banter. Really lovely catch-up. They have received absolutely none of this.

03
TURN

So apparently thinking about someone doesn't come with a delivery receipt.

04
SUBTLE APP
MENTION

I use Remembered for the nudge to actually reach out.

05
CLOSE

The imaginary conversation was great, though. We should invite them next time.

DELIVERY IDEA

Keep the delivery dry. Let “They have received absolutely none of this” land before continuing. Use your own recognizable habit; the example is a voice reference.

Optional conversation ending: Do you also have fully imaginary catch-ups?

Low-maintenance, not absent

About 35–45 seconds · Gentle hot take

Suggested script — adapt freely

The wording and sequence are optional. Write your own hook, use truthful details, and keep your natural voice.

MAKE THE HOOK YOURS

Take a familiar friendship phrase and explain the small distinction you wish people made. Leave room for people with different communication needs.

01
HOOK

I love a low-maintenance friendship. I just think we may have overachieved.

02
STORY

No daily updates? Perfect. No guilt if somebody needs space? Absolutely. But sometimes we're both being so chill that neither of us knows what city the other one lives in.

03
TURN

I want less pressure, but I still want the occasional "how did that thing go?"

04
SUBTLE APP
MENTION

I use Remembered to nudge me to check in.

05
CLOSE

You don't owe me a daily report. I'd enjoy knowing your current city.

DELIVERY IDEA

Say this affectionately. Tell it as your own preference, not a rule for everybody or a verdict on friends who are overwhelmed.

Optional conversation ending: What does low-maintenance friendship mean to you?

The overdue-text spiral

About 35–45 seconds · Relatable inner monologue

Suggested script — adapt freely

The wording and sequence are optional. Write your own hook, use truthful details, and keep your natural voice.

MAKE THE HOOK YOURS

Describe the moment a simple reply turns into an unnecessarily formal apology in your head. Make the escalation specific to your own voice.

01
HOOK

Why does a text need a cover letter once you've waited long enough?

02
STORY

Day one: "Hey, how are you?" Day ten: "Sorry, busy week." Day thirty: I'm drafting a statement. There are paragraphs. I'm providing context nobody requested.

03
TURN

Maybe I can just say, "You crossed my mind. How have you been?"

04
SUBTLE APP
MENTION

Remembered gives me a nudge before I overthink it.

05
CLOSE

No opening statement. No supporting documents. Just hello.

DELIVERY IDEA

You can use tiny eyeline changes for the escalating drafts, while staying in one talking-head shot. The app is not presented as treatment for anxiety.

Optional conversation ending: At what point does your late reply become an essay?

The birthday text test

About 35–45 seconds · Specific opinion + contrast

Suggested script — adapt freely

The wording and sequence are optional. Write your own hook, use truthful details, and keep your natural voice.

MAKE THE HOOK YOURS

Give your own test for a thoughtful birthday message, then contrast a generic line with one specific line. Use details you can share.

01
HOOK

My birthday-text test is: could I send this exact thing to my dentist?

02
STORY

“Have an amazing day.” Dentist. “Wishing you a wonderful year.” Also dentist. “I hope nobody asks you what is for dinner and you get the corner piece of cake.” Okay. Now you know me.

03
TURN

It doesn’t have to be a paragraph. One specific thing is plenty.

04
SUBTLE APP
MENTION

I keep the birthday nudge in Remembered.

05
CLOSE

The weirdly specific part is all you.

DELIVERY IDEA

Treat the messages as examples you are composing, not texts you claim someone received. No card-library demonstration is needed.

Optional conversation ending: What oddly specific wish belongs in your birthday text?

The emotional-support meme

About 35–45 seconds · Observational humor

Suggested script — adapt freely

The wording and sequence are optional. Write your own hook, use truthful details, and keep your natural voice.

MAKE THE HOOK YOURS

Decode a small online habit between friends. Give two examples from your kind of humor, without borrowing another creator's joke or footage.

01

HOOK

A meme is sometimes just “I miss you” with plausible deniability.

02

STORY

I’m not saying I have been thinking about our friendship. I’m simply sending you a raccoon struggling with a trash can. Very different. Extremely casual.

03

TURN

But sometimes I want to follow it with an actual “how are you?”

04

SUBTLE APP
MENTION

I use Remembered for that little check-in nudge.

05

CLOSE

The raccoon can open the conversation. He can’t carry the whole friendship.

DELIVERY IDEA

You can describe the meme without showing one. If you include footage, own or license it. Remembered is only the reminder here; don’t imply it finds or sends memes.

Optional conversation ending: What is your friendship’s equivalent of the raccoon?

I'll reply when I'm free

About 35–45 seconds · Personal family observation

Suggested script — adapt freely

The wording and sequence are optional. Write your own hook, use truthful details, and keep your natural voice.

MAKE THE HOOK YOURS

Choose a real person and the ordinary task that always seems to interrupt your reply. Keep it affectionate and mundane.

01

HOOK

My family gets the version of me that's always carrying groceries.

02

STORY

A message comes in. I think, I'll reply when I put these down. Then there's dinner. Then the washing. Apparently I need a completely empty life to send my mom three sentences.

03

TURN

I don't. I can just tell her the small thing that happened today.

04

SUBTLE APP
MENTION

I put a nudge in Remembered. "Later" needed an actual time.

05

CLOSE

She can hear the uneventful version. That's most of my life anyway.

DELIVERY IDEA

Replace mom and groceries with details that are true for you. Avoid grief, guilt or "you will regret it when they are gone" pressure. This is about an ordinary reply.

Optional conversation ending: What tiny life update would your person actually love?

The group chat paradox

About 35–45 seconds · Conversation-starting observation

Suggested script — adapt freely

The wording and sequence are optional. Write your own hook, use truthful details, and keep your natural voice.

MAKE THE HOOK YOURS

Contrast how active your group chat is with one real thing you still wanted to ask a friend privately. Use an example with permission.

01
HOOK

The group chat has two hundred messages. I still don't know how anyone is doing.

02
STORY

I know the restaurant has bad parking. I know somebody hates the new logo. I have seen the same video from four different people. Somehow, “how has your week actually been?” never came up.

03
TURN

I want to get better at asking one person, separately.

04
SUBTLE APP
MENTION

Remembered is my little nudge for that.

05
CLOSE

I'll still be in the group chat arguing about the restaurant, obviously.

DELIVERY IDEA

Speak to camera; a fabricated chat screenshot is unnecessary. Do not imply the app reads your group chat or decides who needs support.

Optional conversation ending: What has your group chat spent all day discussing?

Retiring “we should catch up”

About 35–45 seconds · Mock announcement + small resolution

Suggested script — adapt freely

The wording and sequence are optional. Write your own hook, use truthful details, and keep your natural voice.

MAKE THE HOOK YOURS

Retire a phrase you keep saying without following through. Give it a short, affectionate farewell in your own style.

01
HOOK

I’m retiring “we should catch up.” Incredible career. Very few actual meetings.

02
STORY

We have said it in doorways. At birthdays. In messages that ended with three exclamation marks. So much enthusiasm. Not one date.

03
TURN

I’m replacing it with “Thursday? Coffee? Twenty minutes?” Less mysterious. Much easier to answer.

04
SUBTLE APP
MENTION

Remembered handles my nudge. I still have to pick the Thursday.

05
CLOSE

“We should” has been promoted to “are you free?”

DELIVERY IDEA

Keep the mock retirement small and conversational. This is your resolution, not a claim that the app schedules meetings or guarantees plans.

Optional conversation ending: What phrase would you like to retire?

Hook directions to make yours.

These are starting points. Creators write the final opening and keep any personal detail truthful.

ID	ANGLE	OPENING DIRECTION
H01	Confession	I have friendships that are thriving exclusively in my head.
H02	Confession	I thought of you six times this week. Unfortunately, none of those thoughts were a text.
H03	Confession	Mentally replying should not feel this much like actually replying.
H04	Confession	Apparently “they know I love them” doesn’t transmit a message.
H05	Hot take	I love a low-maintenance friendship. I just think we may have overachieved.
H06	Hot take	I want a low-pressure friendship with occasional signs of life.
H07	Hot take	There’s a difference between “we can go months without talking” and “I would like to.”
H08	Hot take	Being easy to be friends with doesn’t mean you never want to hear from anyone.
H09	Overthinking	Why does a text need a cover letter once you’ve waited long enough?
H10	Overthinking	The longer I leave a reply, the more qualifications I think it needs.
H11	Overthinking	A late reply doesn’t need to become your autobiography.
H12	Overthinking	At some point “how are you?” becomes “please accept this formal apology.”
H13	Birthday	My birthday-text test is: could I send this exact thing to my dentist?
H14	Birthday	The best birthday messages are weirdly specific.
H15	Birthday	“I hope somebody else does the dishes today” is a very good birthday wish.

Hook directions to make yours.

These are starting points. Creators write the final opening and keep any personal detail truthful.

ID	ANGLE	OPENING DIRECTION
H16	Birthday	One specific sentence beats a paragraph that could be for anybody.
H17	Humor	A meme is sometimes just “I miss you” with plausible deniability.
H18	Humor	Some of my most sincere feelings have been delivered by a raccoon video.
H19	Humor	There’s “this is funny,” and then there’s “only you will find this funny.”
H20	Humor	At what point is sending someone a video just checking in with extra steps?
H21	Everyday family	My family gets the version of me that’s always carrying groceries.
H22	Everyday family	“I’ll reply when I’m free” assumes a very optimistic version of my calendar.
H23	Everyday family	Your mum might actually want the boring update.
H24	Everyday family	Not every catch-up needs a major life development.
H25	Group chat	The group chat has two hundred messages. I still don’t know how anyone is doing.
H26	Group chat	We have discussed the restaurant for three days. Has anyone had a good week?
H27	Group chat	Sometimes “how are you?” works better outside the group chat.
H28	Resolution	I’m retiring “we should catch up.” Incredible career. Very few actual meetings.
H29	Resolution	“We should catch up” has an outstanding record of almost making plans.
H30	Resolution	Three exclamation marks is a lot of enthusiasm for a plan with no date.

Let it sound like you.

- Film a roughly 30–45 second vertical talking-head video. An occasional longer take is fine if every line earns its place. Start with your own hook.
- Use your normal setting and delivery: sitting on the sofa, making coffee or talking in a parked car. Keep your attention on the viewer; never film while driving.
- Tell the story before naming the app. Mention Remembered once near the latter part, for roughly one sentence. No product introduction or benefit list.
- Film the whole take on your face first. If it works, it may need no cutaways at all. If an actual screen helps, use one brief insert while the story continues.
- Keep the pause after the best line. Cut dead setup and repeated explanations, not every natural breath. Avoid a dramatic music shift when the app is mentioned.
- Use readable captions. Keep important text clear of platform controls. The supplied safe-area guide is an editing aid; preview the actual post composer.
- Give the closing line back to the story. Skip the logo sting, button graphic, “download now,” feature list, pricing and repeated app name.
- Record clear voice audio. Music is optional and needs rights for the intended use. The footage and voice should sound like the creator’s own content.

No memorized sponsor intro or product section is written into the monologues. Posting disclosure is handled separately below. The app sentence can be casual without presenting paid content as an independent discovery.

Keep the caption in the conversation.

ID	CAPTION IDEA
C01	#ad My imaginary correspondence is impeccable.
C02	#ad Low pressure. Still interested.
C03	#ad The overdue-text apology has entered its legal brief era.
C04	#ad Wishing you the corner piece of cake, specifically.
C05	#ad He is doing his best. But he is just a raccoon.
C06	#ad The uneventful update is still an update.
C07	#ad Very informed about the restaurant. Less informed about my friends.
C08	#ad A distinguished career in almost making plans.
C09	#ad Thought of you. Trying the part where I actually tell you.
C10	#ad Who else has mentally replied and then gone on with their day?
C11	#ad "Are you free Thursday?" is doing some heavy lifting.
C12	#ad The text can be shorter than the time spent thinking about sending it.

Use a short caption about the story. No app benefits paragraph or hard CTA is required. The issued campaign link can live in an available profile, description or sticker placement.

Posting notes.

Paid-post disclosure belongs in the edit and posting checklist, separate from the sample monologue. Keep “Ad · Remembered” clear and readable in the video from the beginning and with the endorsement; start the caption with #ad and use the platform partnership tool in addition. Do not hide the label. FTC guidance says audio plus visual disclosure is more likely to be noticed; consider the actual format and any additional requirements. These samples omit a boilerplate spoken sponsor intro.

- Truthful personal experience and accurate app statements; no invented results or recipient reactions.
- Clear in-video paid disclosure; #ad first in the caption; platform partnership tool when available.
- Own or licensed footage/audio; consent for people and private information shown.
- If using a branded graphic, keep the R seal beside Remembered.
- Use the issued link in an available placement; follow the live review and submission process.

Campaign details

Follow the live ContentRewards agreement for review, rates, platforms, rights and deadlines. The creative samples do not replace those terms.

[FTC disclosure guide](#) [ContentRewards terms](#)

Sources checked September 13, 2026. Full posting notes: 01-Brief/Posting-Notes.md.

The assets are here if you need them.

FOLDER	USE IT FOR
01-Brief	Creative direction, copy-and-paste campaign description, filming and posting notes.
02-Hooks-and-Scripts	Eight story briefs, example takes, 30 hook directions, captions and current-format references.
03-Brand	Original R seal and name lockups, colors, fonts and editable layouts.
04-Graphics	Optional graphics. Skip download end cards and feature graphics for the talking-head takes; those assets serve separate product-led placements.
05-App-Footage	Optional real app inserts, with fictional demo people. A complete talking-head video needs no screen footage.
06-Product-Facts	Reference facts and asset provenance. Use to check a claim, not to build a feature list.

Brand placement

If adding a branded graphic, keep the original R wax seal beside Remembered. The irregular seal has no square backing. Neither a logo intro nor a branded ending is part of this brief.

Product facts

One accurate reminder sentence is usually enough. App screenshots and premium card assets remain available for optional use; check Product-Claims.md before making a feature claim.

Format references, with context.

The current direction draws most directly on casual creator delivery and everyday observation. The eight stories are original proposals, not documented viral winners.

Motion · April 2026

The casual talking section favors creator talking points and their own words. That production approach is the useful reference for these briefs.

[Watch/read the production reference](#)

TikTok · 2026

The annual report emphasizes everyday honesty and conversation. It informs the broad direction, rather than proving that a particular Remembered hook will perform.

[TikTok Next report](#)

Try first

F01: the imaginary catch-up. F03: the overdue-text spiral. F08: retiring “we should catch up.” Ask for creator-written opening variants. Compare recognition, retention and any attributable visits or installs without treating views as proof of sales.

The earlier public Top Ads lookup returned no results and linked Meta videos could not be played. Full dated sources, historical examples and limits are in Current-Formats-and-References.md. No live viral ranking is claimed.