

Spec Portfolio Sample
Created for a local fictional veterinary clinic.
Clinic name, features, and campaign details are fictional.

TikTok/Reel Script — Willow Creek Veterinary Clinic
Campaign: Puppy Wellness Exams
Length: 20–30 seconds
Format: Voiceover with simple clinic visuals
Goal: Encourage appointment bookings for puppy wellness exams

Video Concept:
A warm, reassuring short-form video showing a puppy’s first visit at Willow Creek Veterinary Clinic. The visuals should feel calm, gentle, and family-oriented, with a veterinarian kneeling at the puppy’s level and the owner nearby.

Time	Visual	Voiceover	On-Screen Text
0–3 sec.	Puppy enters the clinic with owner.	Bringing home a new puppy is exciting, but that first vet visit can come with a lot of questions.	New puppy?
4–8 sec.	Veterinarian kneels down to greet the puppy gently.	At Willow Creek Veterinary Clinic, we take things slowly so your puppy can feel safe and comfortable.	Gentle first visits
9–16 sec.	Vet checks puppy with stethoscope and talks with owner.	During a puppy wellness exam, we check your puppy’s overall health and talk through vaccines, preventive care, nutrition, growth, and development.	Wellness exam + care guidance
17–23 sec.	Puppy receives praise or a treat while owner smiles.	Our goal is to help you feel confident about your puppy’s care from the very beginning.	Start care with confidence
24–30 sec.	Willow Creek Veterinary Clinic logo, exterior clinic shot, or appointment screen.	Book your puppy’s first visit with Willow Creek Veterinary Clinic.	Schedule an Appointment

Caption:
Your puppy’s first vet visit should feel calm, supportive, and reassuring. Schedule a puppy wellness exam with Willow Creek Veterinary Clinic and start your new family member’s care with confidence.

#PuppyCare #NewPuppy #VeterinaryCare #DogHealth #GrandBlancMI