Checking Out

TikTok ad for storiesfromgermany | Luis Ignacio Rojas - Trang Nguyen

1. Creative brief

Goal	Get viewers to share their own stories on storiesfromgermany, using Luis's career change as the example.
Story	After 18 years in hotels (Lima, New York, Germany), Luis left hospitality to study Digital Marketing & AI.
Hook	"18 years dedicating service to guests. This year I checked myself out."
Structure	Ambition (hotel career) → Turning point (every holiday at work, one big question) → Decision (back to school) → CTA.
Key visual	The hotel name badge, worn at the start and placed next to a laptop at the end.
Tone	Honest, warm, conversational. Not polished or salesy.
Format	Vertical 9:16, 25–30 seconds, talking to camera, natural light, burned-in subtitles.
CTA	"That's my story. What's yours?" → Share it at storiesfromgermany.
Audience	People in Germany, especially expats and career changers.
Filming	15 minutes, one location, phone only. Props: name badge, laptop, coffee cup.
Hashtags	#careerchange #lifeingermany #hospitality #digitalmarketing #storiesfromgermany

2. Concept

Luis spent 18 years dedicating service to guests. This year, he checked himself out of hospitality and into digital marketing. The hotel name badge is the visual anchor: it opens the video on his chest and ends it lying next to his laptop. Total length: 25–30 seconds. The last line hands off to storiesfromgermany with "What's your story?"

The ad uses two formats that are working on TikTok right now: raw, talk-to-camera storytelling with natural light and subtitles, and the "ambition → turning point → result" mini-arc.

3. Script and text overlays

Shot	Visual	Voice	Text overlay
Shot 1 – Hook 0–3s	Close-up: you straighten your name badge (or blazer), look at camera.	Optional: "Welcome… I mean, goodbye."	**18 years dedicating service to guests. This year I checked myself out.**

Shot	Visual	Voice	Text overlay
Shot 2 – Ambition 3–9s	Medium shot, talking to camera, natural light by a window.	"Lima, New York, Cologne, Dortmund. Front desk, concierge, front office manager. I loved it. I still do."	**Lima → New York → Germany**
Shot 3 – Turning point 9–17s	Close-up, slower, more honest tone.	"But one day I asked myself: do I want to work every holiday and every weekend for the next 20 years?"	**One big question.**
Shot 4 – Decision 17–23s	Hands unpin the badge and set it next to an open laptop. Cut to you typing or on a class call.	"So I went back to school. Digital marketing and AI. Turns out 18 years of reading guests is great training for reading an audience."	**Hospitality skills → Digital marketing**
Shot 5 – CTA 23–28s	Back to camera, small smile.	"That's my story. What's yours?"	**Share your story at storiesfromgermany**

Caption

18 years in hotels, one big career change. Hardest checkout I ever did. #careerchange #lifeingermany #hospitality #digitalmarketing #storiesfromgermany.

Music : Honey Morning by Malorie young

4. 15-minute filming plan

- **Min 0–2 – Setup.** Phone vertical (9:16) at eye level, propped on books or a tripod. Face a window so light hits your face. Clean background: a bookshelf or plain wall.
- **Min 2–4 – Shots 1 and 4 (props).** Do the badge close-ups first while you are fresh. Two takes each.
- **Min 4–11 – Shots 2, 3 and 5 (talking).** Do 2–3 takes of each line. Know the idea and say it your way rather than memorizing word for word. Small stumbles feel real and work in your favor.
- **Min 11–13 – B-roll.** 5 seconds of typing, 5 seconds of a class on screen, a coffee cup next to the laptop. Useful for covering cuts.
- **Min 13–15 – Review.** Check audio (no fan or washing machine) and confirm your face is fully in frame on every clip.

5. Editing tips

- Cut hard and fast. No pause longer than half a second.
- Burn in subtitles. Most people watch without sound.
- Use a soft, low-volume trending sound under your voice, or skip music completely. Your voice is the ad.
- Keep the badge-to-laptop shot near the middle. It is the moment people will remember.
- Optional follow-up: this works as Episode 1. "Week 1 of learning marketing" makes an easy next video.

Shot	Visual	Voice	Text overlay
1 – Hook 0–3s	Close-up: one screen with the Literature Thesis + Another screen with email code, look at camera.	*Optional: "Literature Review… or Liquid code?*"	**Master's in English literature. Now I build emails with Liquid code.**
2 – Background 3–9s	Medium shot, talking to camera, natural light by a window.	"Ho Chi Minh City, then Bamberg in 2019. I came to Germany for a Master's in English and American Studies."	**Vietnam → Germany**
3 – Turning point 9–17s	Close-up, slower, honest tone.	"Then the pandemic hit. I had time to think, and I asked myself: will I find a job with this degree?"	**One big question.**
4 – Decision 17–23s	Close-up: Look at the camera	“But with online Digital Marketing courses on Google, YouTube, and freelance working for my sister's business. That got me my first CRM job."	**Screenshots: Google, Youtube logos, my sister's business logos, Acceptance Offer**