BLUE COMAL TAQUERIA · TUESDAY $2 TACOS

Three 20-second ads.
One phone. One Monday morning.

Each version tests a different reason to come in on a Tuesday. The register picks the winner.

A · SIZZLE

The Sizzle

No talking. Tortillas, the knife, the salsa. Tests: does the food alone bring people in?

B · COOK

The Cook

Your cook talks to the phone. Tests: does a real person behind the counter bring people in?

C · FIVE

The Math

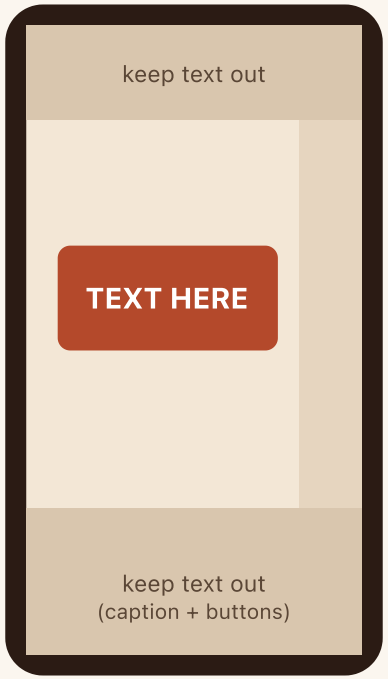
$10 hits the counter, five tacos land. Tests: does the deal itself bring people in?

Shoot vertical (9:16) for Reels and Stories. This deck is wide so you can read it on a laptop.

BEFORE YOU PRESS RECORD

Phone setup: 5 minutes, then shoot

1. **Wipe the lens** with your shirt. Kitchen grease is the number one reason phone video looks cheap.
2. **Vertical, 4K, 30 fps.** Settings, Camera, Record Video.
3. **Turn on every light** and open the front blinds. Face the food toward the window.
4. **Tap and hold** on the food to lock focus and exposure before each shot.
5. **Never zoom.** Move the phone closer instead.
6. **Record 3 extra seconds** before and after every action. You cut them later.
7. **Fans and music off** for shots 1 to 3. The sizzle is the soundtrack.



Reels covers the top, bottom and right edge. All on-screen text sits in the middle band.

MONDAY BEFORE OPEN · ABOUT 45 MINUTES · ONE PERSON FILMS, THE COOK COOKS

Shot list: 12 shots cover all three ads

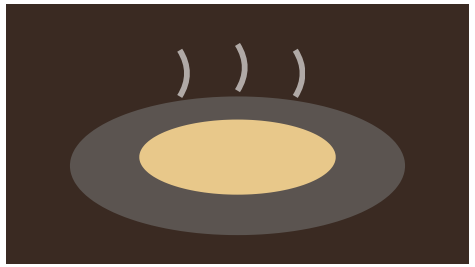
#	SHOT	FRAMING	RECORD	USED IN
1	Raw tortilla dropped onto the hot comal	Top-down, close	3 takes, 8 s	A1
2	Pastor chopped on the board	Side, board level	10 s	A2
3	Salsa spooned on, lime squeezed	Close, 45 degrees	2 takes, 8 s	A3, B3
4	Tray of tacos slid toward the phone	Phone flat on counter	3 takes, 6 s	A4
5	Cook talks to camera (lines B1 and B4)	Chest up, phone at eye level	4 takes each	B1, B4
6	Cook flips tortillas, talking (line B2)	Over the shoulder	3 takes	B2
7	Three tacos plated	Top-down	8 s	B3
8	A $10 bill set on the counter	Close, counter level	3 takes, 5 s	C1
9	Five tacos placed one at a time on a plate	Top-down, phone propped, do not move it	2 takes, 10 s	C2
10	Four hands grab tacos from the plate (no faces)	Top-down, same spot as 9	2 takes, 6 s	C3
11	Menu board with the Tuesday price	Straight on, steady	6 s	A4, C4
12	Room tone: kitchen running, nobody talking	Phone anywhere	15 s	All

VERSION A · THE SIZZLE · 20 SECONDS · NO TALKING

Let the comal do the talking

code word: SIZZLE

A1 · 0:00-0:03



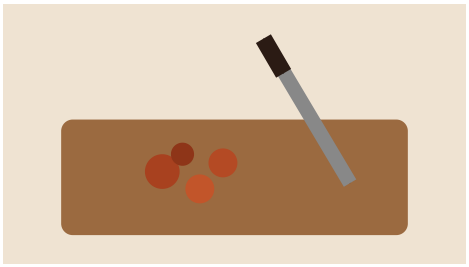
SOUND

Tortilla hits the comal. Real sizzle, no music.

ON SCREEN

TUESDAY.

A2 · 0:03-0:08



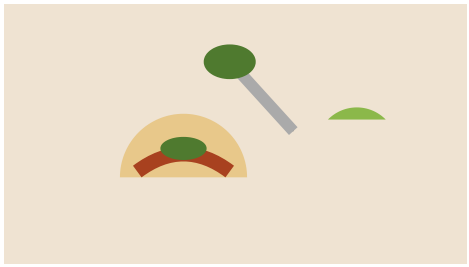
SOUND

Knife on the board. Two quick cuts on the beat.

ON SCREEN

$2 TACOS.

A3 · 0:08-0:14



SOUND

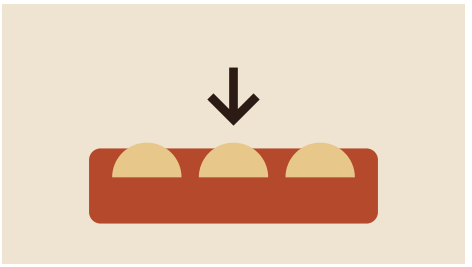
Salsa, lime squeeze. Sizzle continues underneath.

ON SCREEN

Pastor · Carnitas · Chicken · Rajas

Mix any way.

A4 · 0:14-0:20



SOUND

Tray slides to the lens. Cut on the stop.

ON SCREEN

Every Tuesday 11-9 · Blue Comal Taqueria

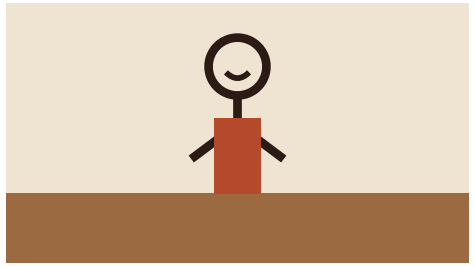
Say SIZZLE: chips + salsa on us

VERSION B · THE COOK · 20 SECONDS · YOUR COOK ON CAMERA

A real person, saying it plainly

code word: COOK

B1 · 0:00-0:03



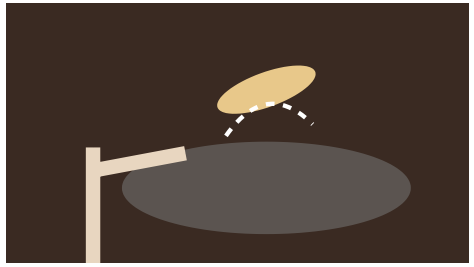
SAYS

"Tuesday is my favorite day back here."

ON SCREEN

TUESDAYS = $2 TACOS

B2 · 0:03-0:08



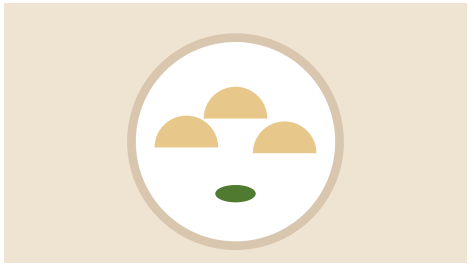
SAYS

"Every taco's two bucks. Pastor, carnitas, chicken, rajas."

ON SCREEN

$2 each · any mix

B3 · 0:08-0:14



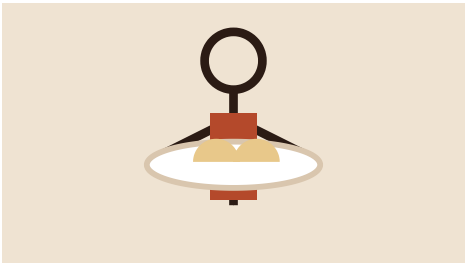
SAYS

"Tortillas pressed this morning. Every morning."

ON SCREEN

Pressed here daily

B4 · 0:14-0:20



SAYS

"Come in, say 'cook,' and the chips are on me."

ON SCREEN

Every Tuesday 11-9 · Blue Comal Taqueria
Say COOK: chips + salsa on us

Let your cook say it in their own words if the script feels stiff. Keep the price, the four fillings and the code word.

VERSION C · THE MATH · 20 SECONDS · VOICE-OVER BY WHOEVER FILMS

Ten dollars, five tacos, done

code word: FIVE

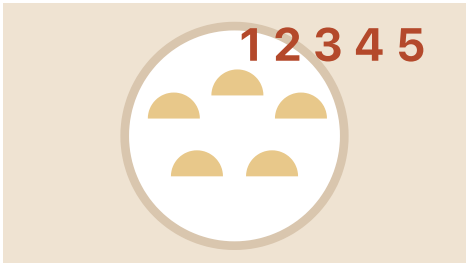
C1 · 0:00-0:03



VOICE-OVER
"Ten bucks on a Tuesday..."

ON SCREEN
$10

C2 · 0:03-0:08



VOICE-OVER
"...gets you five tacos."

ON SCREEN
1 · 2 · 3 · 4 · 5 (one number per taco)

C3 · 0:08-0:14

VOICE-OVER
"Mix them any way. Bring people."

ON SCREEN
Pastor · Carnitas · Chicken · Rajas

C4 · 0:14-0:20



VOICE-OVER
"Tuesdays, eleven to nine. Say 'five' at the register."

ON SCREEN
Every Tuesday 11-9 · Blue Comal Taqueria
Say FIVE: chips + salsa on us

Record the voice-over last, phone 6 inches from your mouth, in the walk-in or the car. Quieter room, cleaner voice.

EDITING · CAPCUT OR THE INSTAGRAM EDITOR · ABOUT 20 MINUTES PER VERSION

Cut it, caption it, export it

The cut

1. Drop the clips in frame order. Trim to the timecodes on each storyboard.
2. Total length 19 to 20 seconds. Not 21.
3. Lay shot 12 (room tone) under everything at low volume so there are no dead gaps.
4. No music on A. Optional quiet music on B and C, under the voice.
5. Pick the A4, B4 or C4 frame as the cover image.

Text and captions

1. On-screen text: heavy sans, white on a dark box, 6 words max, middle band only.
2. Text appears on the cut and stays at least 2 seconds.
3. End card holds the code word for the full last 3 seconds.
4. Captions: upload the matching .srt when boosting in Meta Ads Manager. For a plain Reel, turn on auto captions and fix "pastor," "rajas" and the code word.
5. Export 1080 x 1920, 30 fps. Name files A-SIZZLE, B-COOK, C-FIVE.

TEST PLAN · TWO TUESDAYS · $60 A WEEK

Let the register pick the winner

WHEN	WHAT	SPEND
Week 1, Mon	Boost A, B and C as three separate ads. Same audience: people within 3 miles, ages 18-54. Same goal: video views.	$10/day each
Week 1, Tue	Keep all three running. Tally code words at the register, 11 to 9.	$10/day each
Week 1, Wed	Count. Pick the winner (rule below). Turn the boosts off.	Week 1: $60
Week 2, Sun-Tue	Winner only. Pin it to the top of your profile. Post the other two as plain Reels.	$20/day = $60

The decision rule

Most code words on Tuesday wins. If all three together get fewer than 8, use the highest ThruPlay rate in Ads Manager instead. Too close to call (within 2 words)? Run the two leaders again next Tuesday.

Register tally (tape it by the POS)

SAID	TALLY
SIZZLE (A)	
COOK (B)	
FIVE (C)	
"Saw it online," no word	

Also write down Tuesday's ticket count. Your baseline is about 40.

Brief the counter Monday: anyone who says any of the three words gets chips and salsa, no questions. Pending your yes on the reward.