NoOr

20 reel hooks *for Muscat brands*

The first two seconds decide whether anyone watches the rest. These are patterns, not scripts: fill in your own product, place and voice. Each works in Arabic and English.

Restaurants and cafés

1. Open on the sound: sizzle, pour or crunch, then the dish
2. “The one dish regulars order without looking at the menu”
3. Hands only: the last five seconds before it reaches the table
4. “How we make [dish] from scratch, in 15 seconds”
5. “If you have one hour for lunch near [area], go here”
6. A customer’s first bite, no words, then the name of the dish
7. “What [amount] gets you at [your place]”, shown honestly

Clinics, beauty and wellness

8. “Three things to know before you book [treatment]”
9. “The question we hear most in [clinic], answered”
10. Myth on screen, then the expert says “Actually…”
11. “What a first visit looks like, step by step”
12. One common mistake people make at home, and the fix
13. The tool or product in close-up, then what it does

Shops, retail and electronics

14. The unboxing, starting with the sound of the seal
15. “Which one should you buy?” two products side by side
16. “Arrived today in [area]”, with a clear stock line
17. Hands showing the one detail most people miss
18. “Gift for someone who has everything”, under ten seconds
19. Before and after: the product in use
20. “Wholesale or retail? Here’s how to order”