

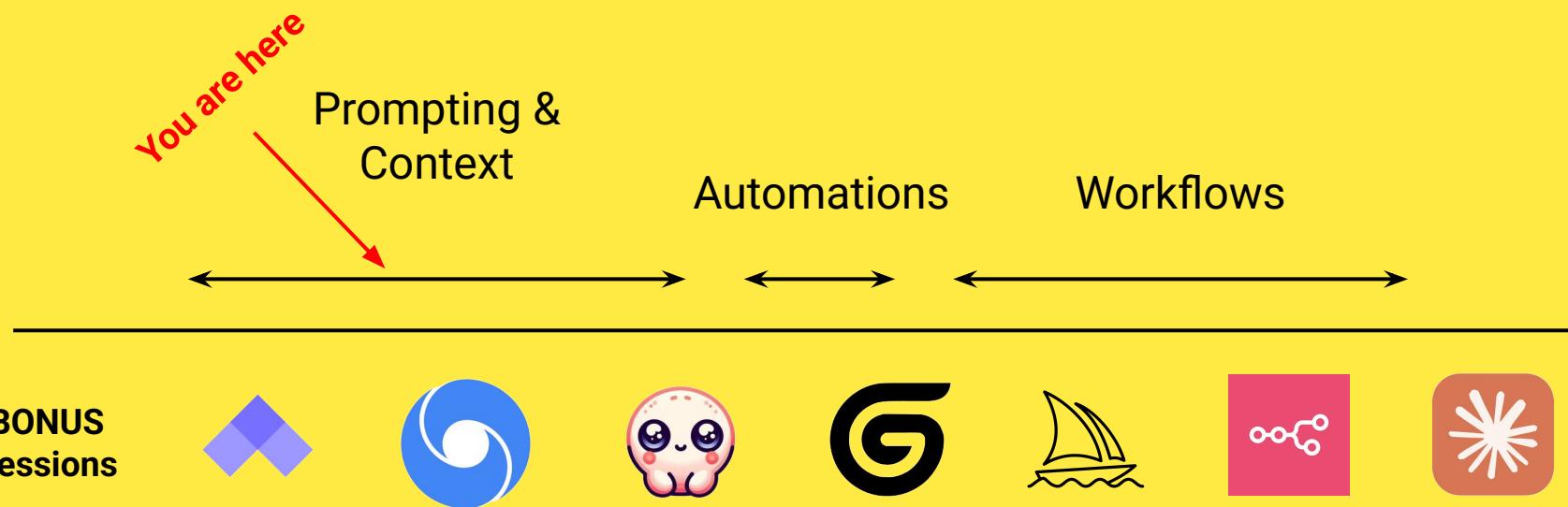
Welcome to Week 3

Master the Art of Context Engineering

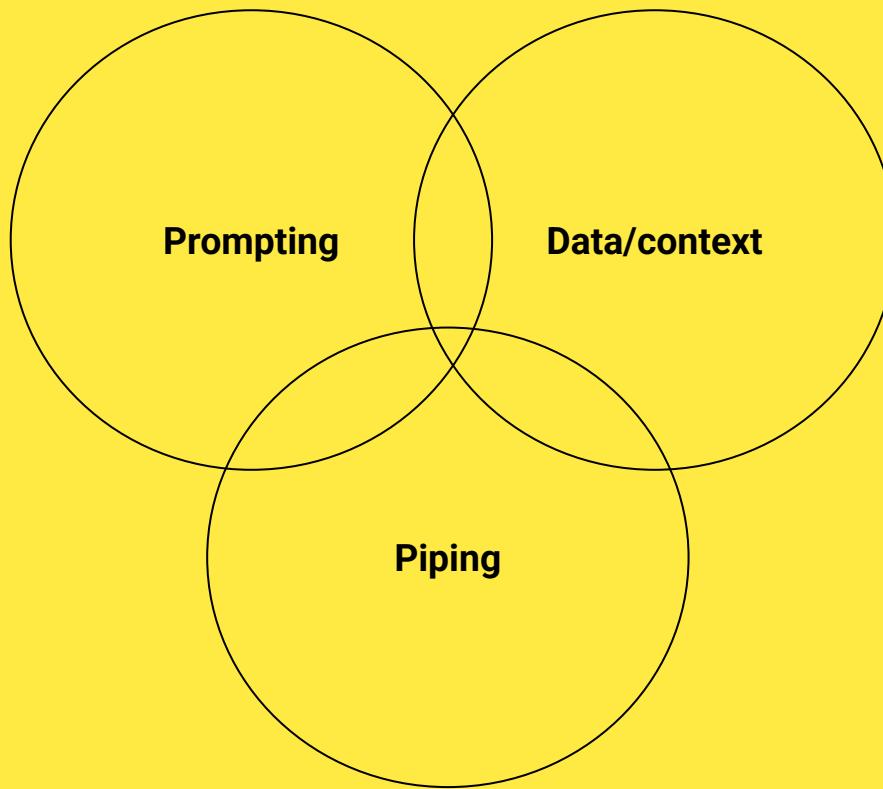
First, CONGRATS to our prompt winners!!

- First place:
- Second place:
- Third place:

The 8-Week Program



Remember, there are 3 components to AI workflows





Post



tobi lutke ✅

@tobi



...

I really like the term “context engineering” over prompt engineering.

It describes the core skill better: the art of providing all the context for the task to be plausibly solvable by the LLM.

10:01 PM · Jun 18, 2025 · 1.7M Views

336

1K

8K

2.1K

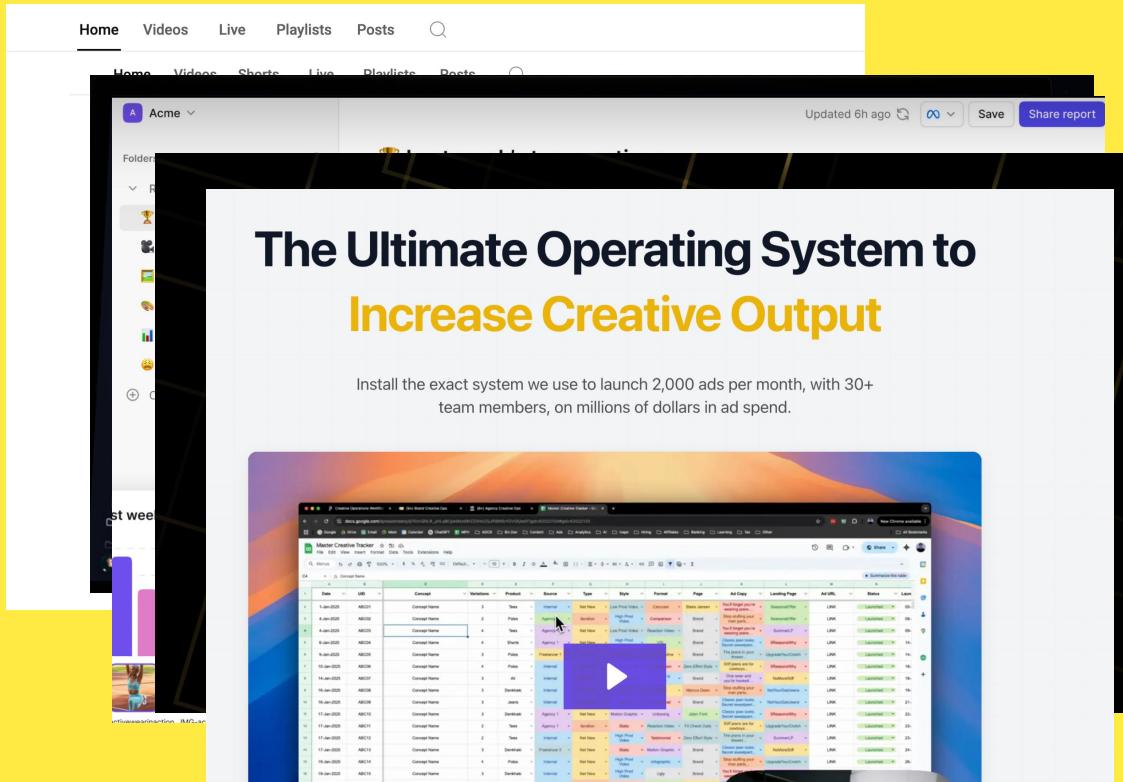


Today's agenda

- What is context engineering?
- Comparing an output with no context vs an output with context
- Building a context library LIVE

So, what exactly is “context engineering”

Before we answer that, I want you to think through what makes a REALLY good creative strategist



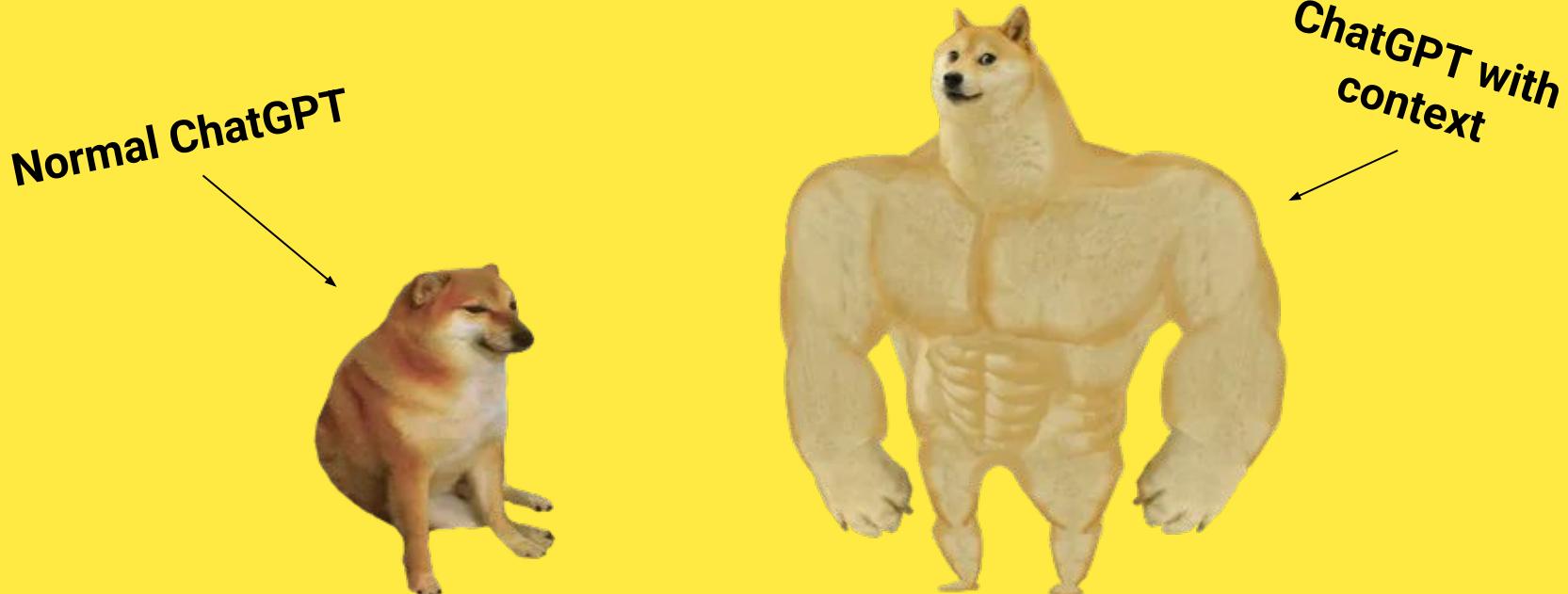
adcrate.

ChatGPT knows nothing!!!!

Essentially, I'm like a strategic advisor who's read all the books but can't see inside your actual business. I can offer frameworks, methodologies, and educated suggestions, but I'm completely blind to your real-time data, actual customer sentiment, and current performance.

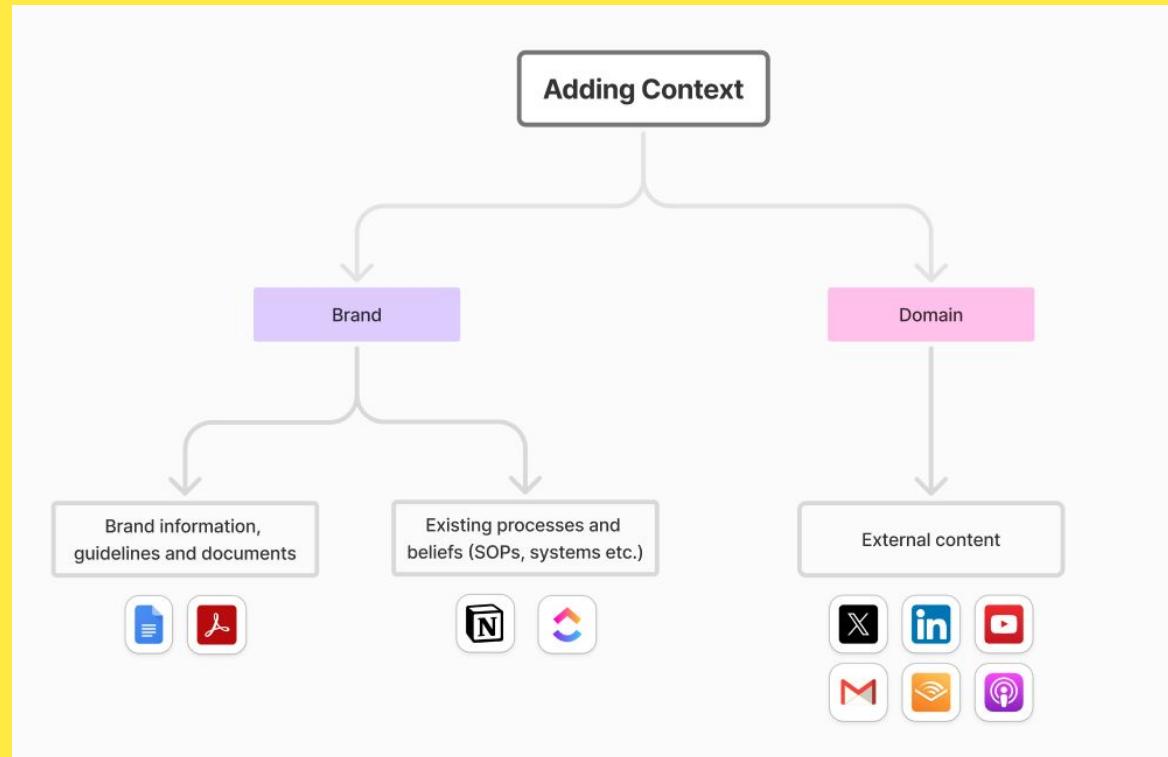
The most valuable thing I can do is probably ask you the right questions and help you think through problems systematically - but you're the one with all the actual intelligence about your brand and market.

That's the art of context engineering...



Context engineering is simply giving AI *the right* information in order to get a valuable response

There are 2 types of context



Brand Context

Brand Context

1. Products we sell
2. Who buys & why (customer personas)
3. Unique value propositions
4. Brand tone and words used / not used
5. Scripts from top performing ads
6. Visual overviews + headlines from top performing statics
7. Ad formats we have tested and the results
8. Customer reviews

Domain Context

Domain Context

1. Overview of your creative strategy
2. List of popular static ad formats
3. List of popular video ad formats
4. How to create good static ads + write effective headlines
5. How to write effective video ad scripts
6. How to make effective ad iterations
7. Overviews of specific creative strategy insights from people like Barry Hott, Dara Denney etc.
8. Our competitors' creative strategy



Good morning, Jimmy

Write a 30-second script for a direct response facebook video ad for
theperfectjean.nyc- Do not give me the scenes/visual/shot list. I only want the verbal
script



Research



Claude Opus 4 ▾



Here's a 30-second verbal script for The Perfect Jean:

"Stop settling for jeans that dig, pinch, and lose their shape by lunch.

We spent 3 years engineering The Perfect Jean—with just enough stretch to move with you, but not so much that they bag out.

No more gapping at the waist. No more suffocating thighs. Just jeans that actually fit YOUR body.

Over 50,000 women have already made the switch, and right now you can get 20% off your first pair.

But here's the thing—this offer ends Sunday, and our best-selling sizes always sell out first.

Don't wait another day in uncomfortable jeans. Head to ThePerfectJean.NYC and use code COMFORT20.

Your body will thank you."

Prompting + Context Engineering

* Coffee and Claude time?

Write a 30-second script for a direct response facebook video ad for The Perfect Jean. Do not give me the scenes/visual/shot list. I only want to verbal script.

First, you need to understand that we want to write a script for ONE customer segment per script. We want one script for one customer persona. See below for TPJ customer personas.

Second, you need to read through how to create killer ads. This is what you should use as your frame of reference for how to create REALLY good ads. One thing to note - when thinking of pain points & the emotion that they feel, pick ONE emotion that you want to focus heavily on for each script. For example, if you are targeting the insecurity of looking bad in jeans, don't also bring up comfort and durability. Just hammer that emotion!

Third, you need to look through the different types of video ad formats. For each customer persona, pick the one that would resonate most deeply with them. Then



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Perfect Jean NYC: Brand Analysis and Customer Personas ## The comfort revolution in men's denim starts with understanding who actually buys Perfect jean NYC has disrupted
PASTED in market

How to make killer performance ads (for editors and strategists) | Volume 1, Hey I'm Harry welcome to the team! As the agency grows sadly I get to spend less and less time with my employees
PASTED

PART B: VIDEO AD TEMPLATES *Comprehensive video formats with psychological frameworks? ## Video Template 1: "Ugly" Single-Take UGC ## Foundation
PASTED

* Coffee and Claude time?

Fourth, after you write the scripts, go back and review them. Analyze it DEEPLY - do we stop them with our hook? Is it actually compelling and emotional? Do they feel something based on this? Your first draft is likely a 4/10 - we need it to be a 10/10.

Finally, rewrite them based on those changes and present it to me with a justification on why it's a 10/10.

For context, here are different types of video ad templates

For context, here is how to make killer ads:

For context, here are 5 examples of scripts we have used in the past:

Here are 5 examples of a winning ad scripts we have used in the past: These are the best scripts I've ever seen. The best ones...



Research



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Perfect Jean NYC: Brand Analysis and Customer Personas ## The comfort revolution in men's denim starts with understanding who actually buys Perfect Jean NYC has disrupted PASTED market

How to make killer performance ads (for editors and strategists) | Volume 1. Hey I'm Harry welcome to the team! As the agency grows sadly I get to spend less and less PASTED employees

PART B: VIDEO AD TEMPLATES *Comprehensive video formats with psychological frameworks* ## Video Template 1: "Ugly" Single-Take UGC ## Video PASTED foundation

FINAL REWRITTEN SCRIPTS:

- 1. The Athletic Build Guy - FINAL (30 seconds)** Video Format: "Ugly" Single-Take UGC Core Emotion: FRUSTRATION → LIBERATION

"You know what pisses me off? Spending 5 years building these legs just to have every pair of jeans tell me I'm built wrong. I'm SO sick of having to choose - either my thighs go numb or I'm swimming in fabric at the waist. It's humiliating. Then my buddy shows up in The Perfect Jean Athletic Fit. Turns out they make jeans for guys who actually lift. 22% stretch that moves with muscle, not against it. First time I put them on, I literally did a squat in the mirror just because I COULD. No more compromises. Athletic build? Stop suffering.

ThePerfectJean.nyc."

2. The Big & Tall Liberation Seeker - FINAL (30 seconds) Video Format: Problem Agitation
Storytelling Core Emotion: SHAME → DIGNITY

"Every time I walk into a regular store, they look at me like I don't belong. 'Try our sister store,' they say. You mean the one with dad jeans from 1987? I'm a 46 waist - not invisible. The Perfect Jean goes up to size 50. FIFTY. Same styles, same washes, same price as everyone else. First time I ordered, I bought one pair. Now I own seven. Because for once, I'm not shopping in the corner. I'm shopping like everyone else. Big guys - we deserve better.
ThePerfectJean.nyc has your size."

That, my friends, is the art of
prompting + context engineering



Context Library - TEMPLATE

"Get AI to forget what it 'knows' about generic creative strategy and train it with YOUR data and context. That's when it begins giving you ideas worth testing."

⌚ The 5 Components of Your Context Library

Think of this as the training manual that transforms a generic AI into your specialized creative team member:

1 Information About Your Brand

Everything that makes YOU unique - not what AI thinks it knows about your industry

2 Information About the Competitive/Macro Landscape

The industry overview- who's winning, who's disrupting, and why

3 Creative Strategy Insights

Your proven playbook - what actually converts, not theoretical best practices

4 External Context

Timeless wisdom and current knowledge to ground your strategy

5 Ongoing Learnings + Brand Insights

The living document that keeps your AI current with what's happening NOW

**Now we are going to spend the rest of the time showing
you how to create these context documents**

Exercise #1

Context Library - TEMPLATE

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Timeless wisdom and current knowledge to ground your strategy

5 Ongoing Learnings + Brand Insights

The living document that keeps your AI current with what's happening NOW

Here's what you should have by next week

1. The overview of your brand and unique positioning
2. Your customer personas
3. List of popular video ad formats
4. List of popular static ad formats
5. How to create good static ads + write effective headlines
6. How to write effective video ad scripts

Context Library Competition!!

1. Your goal: build the BEST context library
2. Deadline: end of the course (winner is announced in week 8)
3. Prize:
 - a. First place: \$1500
 - b. Second place: \$500
 - c. Third place: \$250

Next week

Advanced Prompt Engineering

Reminder: PJ Ace will be hosting our second guest session on how to prompt Veo 3 on Tuesday at 12 est