

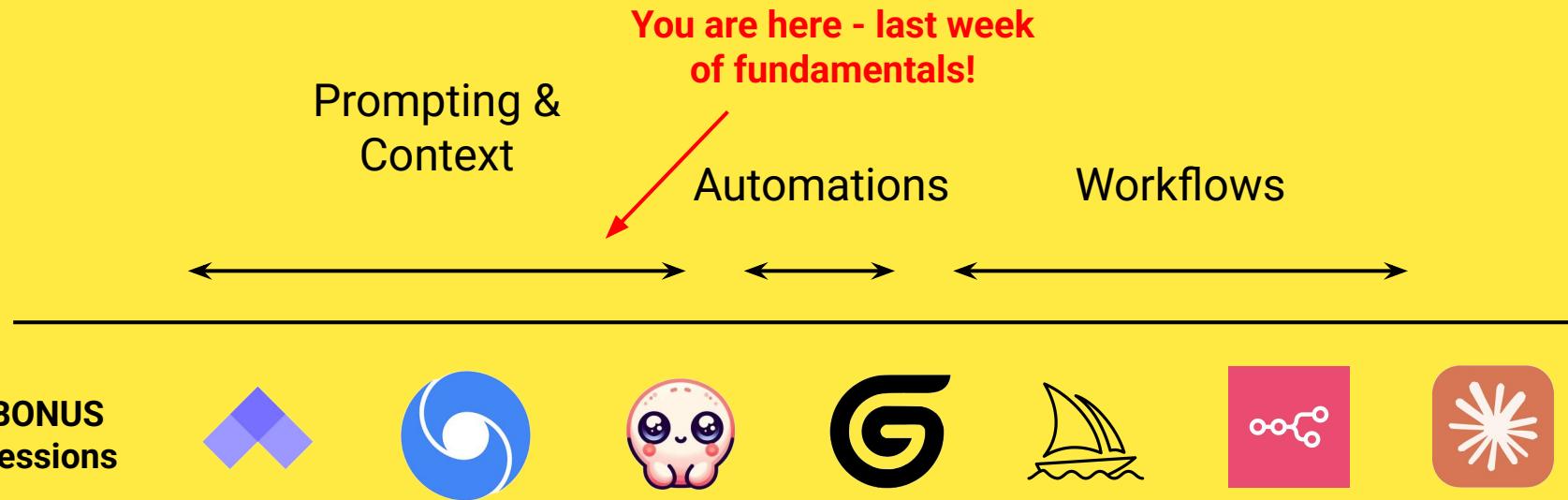
Welcome to Week 4

Advanced Prompt Engineering

Logistics

- Don't forget about the context engineering challenge!! \$1500 to first!
- Tuesday at 12 pm et - guest session - deep dive into Poppy AI
- Week 5: CustomGPTs + Poppy AI
- **And now, we look at advanced prompting**

The 8-Week Program



Quick Recap

- Week 1: The future of everything is going to be prompting
- Week 2: We covered prompting fundamentals
- Week 3: We covered context engineering
- **And now, we look at advanced prompting**

Today's agenda

- How to use/prompt Deep Research
- Intro to Operator & Manus
- How to prompt Image Gen
- How to prompt Veo 3



PJ Ace ✅ @Pjaccetturo · Jun 19

🔗 ...

3.5M organic views on TikTok of Bigfoot selling a \$100 gadget.

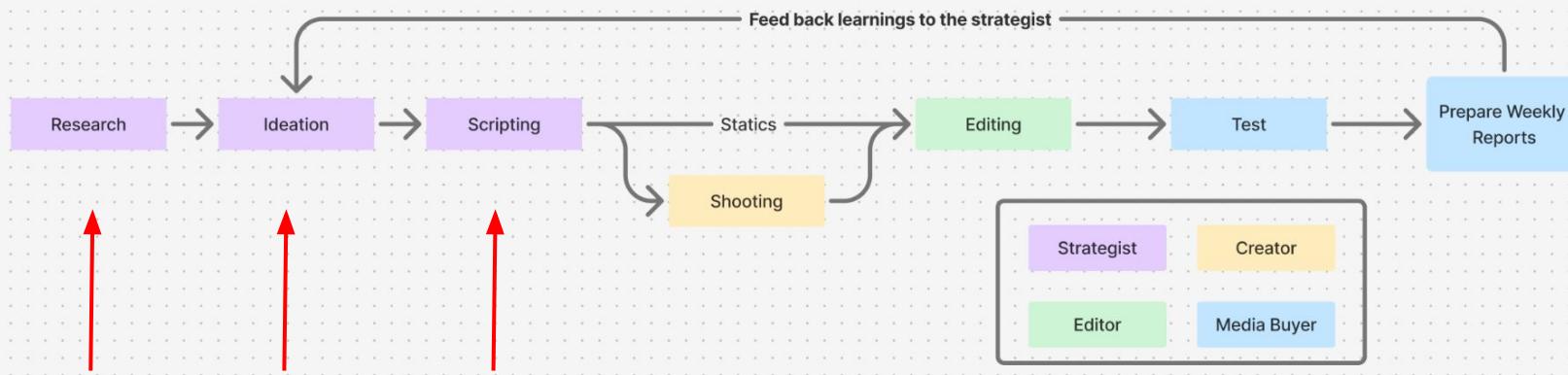
4 shots. 4 prompts.

You may not like it, but this is what the future of advertising looks like 🤖



adcrate.

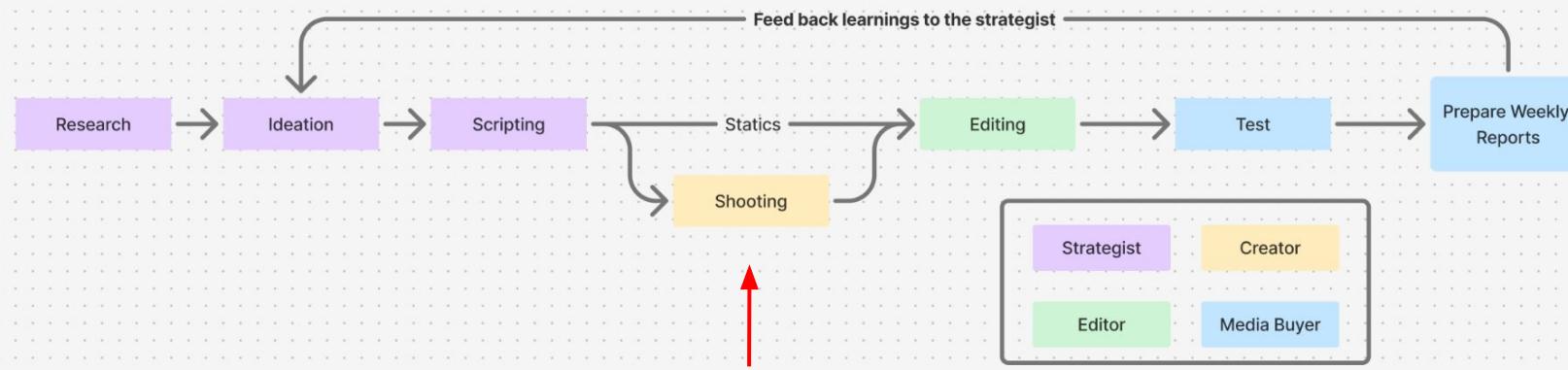
So far, we have looked at the strategist



We have primarily focused here



Now, we are going to look at the actual generation



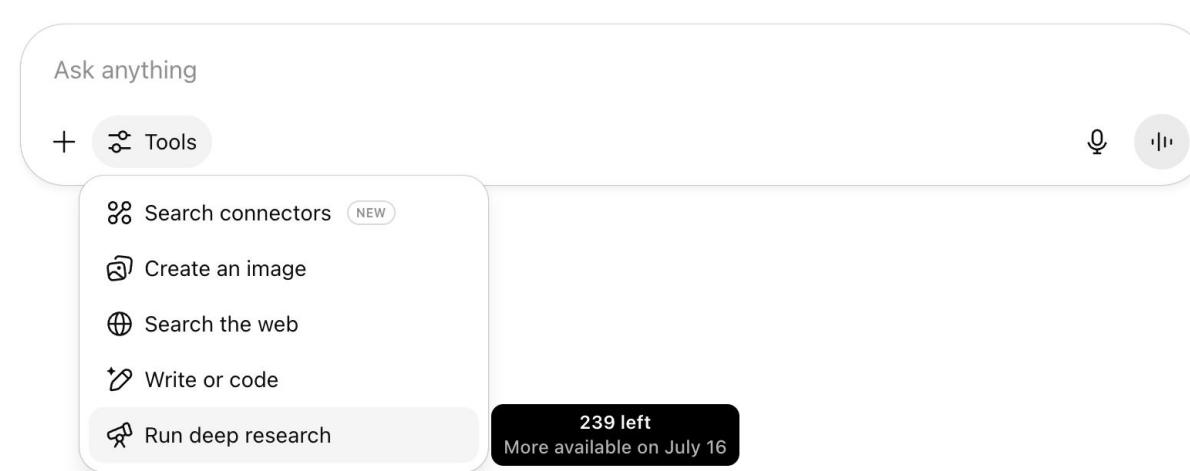
We are going to cover
generation today!

We are covering only one session on ad generation
because honestly, it's not great yet.

**But nonetheless, it's important to know how to prompt
these tools!**

Deep Research

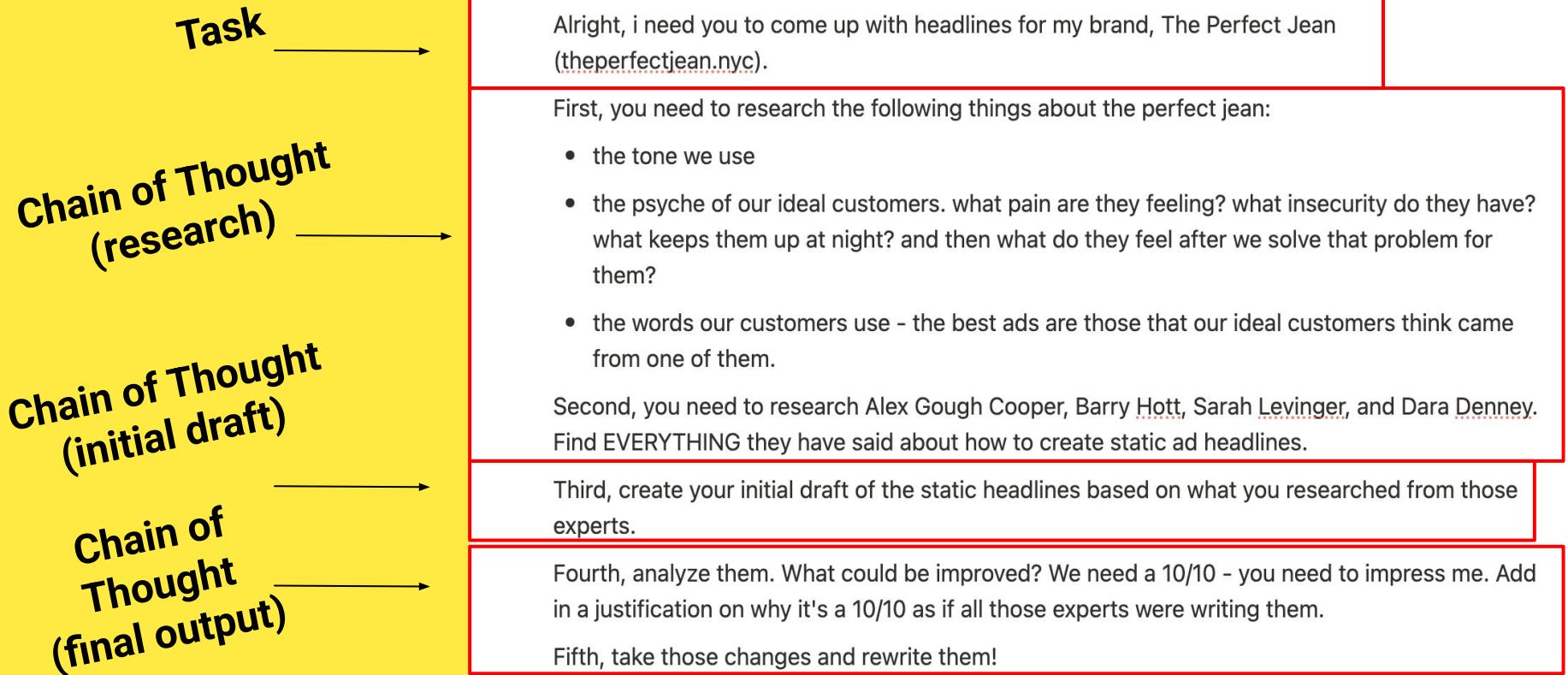
Ready when you are.



How we use it

- Filling out context libraries (extremely valuable)
- Come up with headlines
- Finding insider jokes/phrases
- Creating new customer personas

How to prompt it



Prompting Hack: GPT 4.5

ChatGPT 4.5 ▾

I need a prompt for deep research that will look through my brand to learn about our ideal customers and their pain points, then researches advertising legends in the DTC space like Alex Gough Cooper, Dara Denney, Barry Hott, and more. Then, we need it to come up with some ideas. Also - assume we have tested the obvious ones. Then, review those ideas like it was after 9 rounds of feedback and this is version 10.

Here's a meticulously crafted deep-research prompt that aligns perfectly with your request:

Dtc Ad Idea Prompt



You are an expert creative strategist tasked with deeply understanding our brand, "The Perfect Jean" (theperfectjean.nyc), and our ideal customers' psychology and pain points.

Step 1: Deep Customer Analysis

- Visit our website, read customer reviews, Reddit threads, and social media comments.
↓
Identify our customers' primary pain points, insecurities, fears, frustrations, and emotional desires around traditional jeans. Note specific language they use to describe their problems

adcrate.

FYI, Claude also has a research function!

The image shows a screenshot of the Claude Opus 4 AI interface. At the top, there is a large, bold, black text message: "FYI, Claude also has a research function!". Below this, the main interface is displayed on a white background.

In the center, there is a large, stylized red asterisk icon followed by the text "Hi Jimmy, how are you?".

Below this, there is a text input field with the placeholder text "How can I help you today?".

At the bottom of the interface, there is a row of buttons:

- A blue plus sign button.
- A blue document with two arrows button.
- A blue magnifying glass with a brain icon labeled "Research".
- A blue clock icon button.
- A blue arrow pointing up button labeled "Claude Opus 4 ▾".

Below these buttons, there is another row of buttons:

- A blue pencil icon labeled "Write".
- A blue graduation cap icon labeled "Learn".
- A blue code icon labeled "Code".
- A blue coffee cup icon labeled "Life stuff".
- A blue square icon labeled "From your apps".

Manus // ChatGPT Operator

Operator

What can I help you do?

⌚

↑

Dining & Events Delivery Local Services Shopping Travel >

Purchase the most affordable passes to the Miami Grand Prix

Find a highly rated sushi restaurant and snag us a spot for 2 tonight

Reserve 2 tickets for the next concert at The Sphere

StubHub OpenTable StubHub

adcrate.

I'm not going to spend a lot of time covering these tools because honestly, they are not great.

BUT, they will be.

So far...

1. Use Reddit answers, deep research, Manus/operator, good prompting
+ context to help think of good ad ideas (research)
2. Now, we will move onto Image Gen

Image Gen



adcrate.

How we use it

- Product image generation
- Static ad generation
- Landing page inspo

How to prompt it

1. Get an example of the output you need from Claude
2. Go to Claude and upload your product image + reference design
3. Go to ChatGPT and paste the overview you got from Claude

Step 1



JS

In extreme detail, I need you to give me an overview of how I could create this ad. I want to hand this over to my designer, and they need every single element possible. Think about the layers, think about the spacing, think about the text size, color of text, shadows, and everything else.

We are giving this to someone who LOVES every small detail in order to design it. GO

Step 2

   Retry

JS

honestly, that was a 4/10. I need a 10/10. IMPRESS ME!!!

Engineered ultra-detailed design strategy to blow user's mind.

⌚ 7s ▾

Step 3

ChatGPT 4o ▾

Generate this ad following these exact specifications:

The Canvas: A Chromatic Journey from Consciousness to Sleep
This isn't merely a gradient - it's a carefully orchestrated descent into tranquility. The background employs a sophisticated multi-stop gradient system that mimics the natural progression from daylight awareness to nighttime rest.

Starting at the very top pixel row, we encounter color value #C5DFF6 - a delicate, almost ethereal blue that evokes the last moments of twilight. This isn't chosen randomly; this specific hue triggers the pineal gland's recognition of approaching darkness. As we descend through the first 300 pixels, the gradient subtly shifts through #BDD8F0, then #B5D1EA, each step barely perceptible but psychologically significant.

Initial Output



Overall, not bad

Step 4

how could we make it better? Think from a design perspective. What tweaks can we make to get the quality to be at a standard where we can run it as an ad?

This ad is extremely strong, but to elevate it to elite performance (Meta ad quality standards), here's a breakdown of how to make it *better* from a **design execution** perspective:

V2 Output

Say hello to the best night's sleep with Magnesium+

Sleep Relaxation Calm

Heights

Magnesium glycinate
Powers 300+ bodily functions

Developed by Scientists No Nasties Clean & Gentle Formula

Essentially you can keep asking it over and over “how can we make this better?”

V3 Output



But honestly, I feel like it kinda gets stuck at this 80% range.

**3 HOURS
LATER . . .**

V4 Output

Say hello to the best night's sleep

Sleep Relaxation Calm

Magnesium glycinate
Powers 300+ bodily functions

HEIGHTS

Try it tonight →

Developed by Scientists Clean & Gentle No Nasties

Again, it's decent.

adcrate.

You can select specific areas to edit here



The screenshot displays a digital marketing interface with a dark blue header bar containing social media icons (like, dislike, share, etc.) and a 'Select' button. Below the header is a promotional image for 'HEIGHTS' supplement capsules.

**Say hello
THE BEST
night's sleep**

Sleep **Relaxation** **Calm**

Magnesium glycinate
Powers 300+ bodily functions

A hand holds a brown glass jar labeled 'HEIGHTS' filled with yellow and white capsules. Another hand holds a single yellow capsule between their fingers. A call-to-action button at the bottom left says 'Try it tonight →'. At the bottom, there are three circular icons: 'Developed by Scientists', 'Clean & Gentle', and 'No Nasties'.

One other way



US I really like this ad for AG1 - I want to recreate it for my brand, Ridge. We need an extremely tactical guide on how we could recreate it.

For the copy, let's pose the question "Does your pocket look pregnant?"

And for the subheading, let's use the text: Bulky wallets are ugly - that's why over 500,000 men have switched to slim wallets.

For the design, we don't want to keep the colors of the ag1 ad - we should use colors that blend well with the wallet I uploaded.

This is the level of detail I need from you. This is an example, but that's how much detail, at a minimum you should go into:

Output

Does your pocket
look pregnant?

That's why 500,000+ men made the switch.



Other Use Cases for Image Gen

Unrealistic Visuals



Prompt:

A close-up photo of a woman's bare midriff with the text “NO MORE FATIGUE, HOT SWEATS OR WEIGHT GAIN” spray-painted in bold black letters across her stomach. She is wearing a cropped tank top and sweatpants.

She is holding the product image I am attaching in her hand near her waist. Natural indoor lighting, realistic photography style.



**BUY 1 PAIR
GET 1 FREE**

STEP INTO COMFORT
WITH BAREFOOT SHOES!



70% DISCOUNT

VOELT ELKE STAP ALS EEN STRIJD?



adcrate.

Product Variants



Prompt:

"Take this ad image and update it to match the [new variation]. Change the packaging, background, and supporting visuals to reflect the [new variation] while keeping the layout, model, and text style the same."

adcrate.

So far...

1. Use Reddit answers, deep research, Manus/operator, good prompting
+ context to help think of good ad ideas (research)
2. Image gen can help us generate statics
3. Now, we are on to video!

Veo 3



Flow

Where the next wave of storytelling
happens with Veo

Create with Flow

adcrate.

Video Generation

1. Arcads is a great platform & you all got the demo of that!
2. Runway ML, Sora, and Veo 3 are the best text-to-video models
3. BUT, Veo 3 is the best today

Examples

- Watch this video

How to prompt it

1. Cinematic hook
2. Subject description
3. Action and movement
4. Setting and environment
5. Lighting and color
6. Camera movement

Putting it all together

Task: Create a video of a guy crying out of frustration

A shaky, selfie-style close-up shot, filmed on a smartphone held at arm's length by the man himself. The scene opens on his face, already red, blotchy, and contorted in agony. He is sitting in the driver's seat of a parked car. Tears and snot stream freely down his face as he sobs uncontrollably, looking directly into the phone's lens. He gasps for air between heaving sobs, his voice breaking as he chokes out the words: "I... [hitching sob]... I cannot find... [gasping breath]... any comfy jeans!"

Text to Video ▾

Honestly, prompting Veo 3 is tough.

1. [Google's guide to prompting Veo](#)
2. [Dave Clark's Tweet](#)
3. [Curious Refuge](#)

So, I just took a lot of these guides and created a custom
Google AI studio project :)

Here is my process

The screenshot shows a user interface for AI Studio. At the top, there's a title bar with the text "Veo 3 Prompt" and a pencil icon. Below the title bar is a toolbar with various icons: a save icon, a double arrow, a magnifying glass, a checkmark, a double left arrow, a double right arrow, and a three-dot menu. The main content area contains a document with the following text:

You are an expert on turning ideas and telling us how to create optimal scripts for Veo 3. Here is everything you need to know:

Best Way to Construct Veo 3 Prompts (The Dave Clark Way!)

Think of constructing a Veo prompt like writing a very short, hyper-specific film script that only describes what the camera sees and feels, assuming your AI "cinematographer" knows nothing implicitly.

Here's a breakdown of my best practices:

Start Strong: The Cinematic Hook (Mood, Style, Core Shot Type): Begin by setting the overall mood, tone, and visual style. Is it gritty, dreamlike,

In the bottom left corner, there's a code editor window with the following text:

```
'Item: Apple, Price: $1'. Extract name, price to JSON. →|
```

Below the code editor are two buttons: a plus sign button labeled "Run" and a "⌘ ⌘ ⌘ ⌘" button.

The bottom right corner features a large, bold, black watermark-like text that reads "dclate."

Step 1

Veo 3 Prompt 



Welcome to AI Studio

I want a 4 second selfie clip of a bigger guy UGLY crying in his car saying "Why do people not make COMFY jeans for bigger guys"



Run 

Step 2

Here is the optimal script for your idea, constructed using the "Dave Clark Way" to give you the best chance at a high-quality, prompt-adherent result.

The Optimal Veo 3 Prompt

A raw, handheld selfie-style close-up of a burly, heavyset man in his late 30s, seated in the driver's seat of a parked sedan. His face is red, puffy, and contorted in a full-blown, ugly cry, with genuine tears streaming down his flushed cheeks and a glistening nose. His shoulders shake with pathetic sobs as he looks slightly off-camera, as if into his own phone screen. The lighting is the flat, unflattering daylight coming through the driver's side window. The camera, held from a high angle as if by the man himself, shakes subtly with his emotional state, maintaining an authentic, self-recorded feel.

The man speaks in a choked, sobbing voice, struggling to get the words out: "Why do people not make COMFY jeans for bigger guys?"

Step 3: <https://labs.google/flow/about>

Step 4

Text to Video ▾

Veo 3 - Fast (Text to Video)

A raw, handheld selfie-style close-up of a burly, heavyset man in his late 30s, seated in the driver's seat of a parked sedan. His face is red, puffy, and contorted in a full-blown, ugly cry, with genuine tears streaming down his flushed cheeks and a glistening nose. His shoulders shake with pathetic sobs as he looks slightly off-camera, as if into his own phone screen. The lighting is the flat, unflattering daylight coming through the driver's side window. The camera, held from a high angle as if by the man himself, shakes subtly with his emotional state, maintaining an authentic, self-recorded feel.

The man speaks in a choked, sobbing voice, struggling to get the words out:
"Why do people not make COMFY jeans for bigger guys?"

→

Step 5

how could I make this better?



Knowing what to prompt is what we will focus on

1. Full AI commercials (very hard)
2. Single shot clips (4-6 seconds, more manageable)

How we use it

- B-roll clips of hyper-unrealistic shots
- Realistic content that would be extremely hard to shoot
- Testing full commercials

You need to get CREATIVE

1. Anacondas coiled around a man's legs
2. A fake "Shark tank" pitch that says something vulgar/shocking
3. A lot of intense emotions - crying, anger, humor
4. Police chase helicopter POV ending with a guy wearing TPJ and everyone laughing
5. First ever footage of a man with "noasssyndrome"
6. Man in the Oval Office, selfie style, saying "So I'm chilling here in the oval office - did you guys know they have a framed pair of jeans?"

WARNING: you can waste a LOT of time doing this...

**IMO: Unless you have extensive production experience,
there is a pretty big learning curve.**

This is going to fundamentally change advertising. Like we mentioned in week one, EVERYTHING will be a prompt.

Exercise one

1. Create one static ad good enough to where your creative team would be willing to test it!!

Exercise two

1. Spend two hours playing around with Veo 3 and coming up with prompts.

Next Week: Building Poppy AI + CustomGPTs!