

AD CREATIVE FORMAT

CREATIVE IS KING

- Innovation -better ads
- Variation -more ads
- Frequency – never ads

AD TEMPLATE-1

- A. Quote
- B. Solution
- C. Offer
- D. CTA

AD TEMPLATE -2

Quote- review

AD TEMPLATE-3

Claim about product.

Benefit -1

Benefit-2

Benefit-3

Benefit -4

CTA

AD TEMPLATE -4

- Call to engage in the video/ CTA.
- Make them to watch the video create mystery.
- Create curiosity.

AD TEMPLATE -5

- Hook
- solution
- offer
- CTA

AD TEMPLATE -6

- Hook or offer.
- Solution

Feature-1

Feature-2

Feature -3

- CTA
- Social proof

AD TEMPLATE -7

Pain diagnosing question that evokes a “yes”

- Solution
- Product
- Feature
- CTA

AD TEMPLATE -8

- Exaggerated claim
- Solution discovery
- Intro – include emotion.
- Social proof
- CTA

AD TEMPLATE -9

- Product intro
- Product differentiation
- Feature-1
- Feature-2
- Feature -3
- Promise
- Guarantee

AD TEMPLATE -10

- Introduce pain points
- Introduce a solution
- List the benefits (3-4)
- CTA

AD TEMPLATE -11

- Claim
- Benefits
- Links
- Feature
- Authority

www.DECKOFBRILLIANCE.com

Use this for advertisement creation idea.