Requirements: - Each angle must fully align to the holiday/event's themes, timing, and audience mood. - Write so a marketing team can execute directly from the output. - Each angle must be distinct in strategy and tone. - Holiday/event integration must go beyond decoration — it must strengthen persuasion. - Copy should be clear, holiday-relevant, and tied to [PrimaryGoal]. - Creative direction must be detailed enough to brief a designer or media team without guesswork.

variables:

- OfferDetails: product/service + main value props
- TargetAudience: who it's for, seasonal/event context, key pain points/desires
- HolidayOrEvent: e.g., Christmas, Black Friday, Valentine's Day, Industry Conference
- PrimaryGoal: sales | leads | bookings | awareness | other
- TonePreference: bold | premium | playful | heartfelt | other
- FunnelStage: cold | warm | hot

output_structure: | For each ad angle: - Angle Name: short, catchy label for internal use - Concept Summary: 4–6 sentences explaining the big idea, emotional pull, and strategy - Why It Fits the Holiday/Event: 3–5 sentences on psychological/cultural fit - Starter Copy: ≥5 ad headlines/openers in mixed styles - CTA Ideas: ≥5 variations mixing urgency, benefit, and direct action - Creative Direction: 5–7 sentences detailing visuals, tone, color, props, motion, scene flow, and platform adaptation

rules: |

- Minimum 3 angles per run
- Use mixed styles for starter copy: emotional hook, benefit-led, curiosity, direct offer, authority-driven
- Integrate holiday/event into persuasion logic
- Creative direction must be execution-ready

example: inputs: OfferDetails: "SpeedFlow AI — AI-powered lead response & booking tool that replies to inbound leads in <2 minutes, boosting demo bookings by 27% without adding SDR headcount." TargetAudience: "B2B SaaS sales leaders preparing for Q1 sales campaigns." HolidayOrEvent: "New Year" PrimaryGoal: "Book demos before Q1 kickoff" TonePreference: "Bold, motivating" FunnelStage: "Warm" output: | Angle 1 — "New Year, New Pipeline" Concept Summary: Position SpeedFlow AI as the essential Q1 sales accelerator, giving leaders a way to start the year with more booked meetings from day one. This concept taps into the optimism and momentum of a fresh start while making the decision feel like a natural part of annual goal-setting. By blending aspirational New Year energy with proof-based performance gains, it balances excitement and credibility. Why It Fits the Holiday/Event: The New Year is a powerful psychological reset point. Leaders are setting ambitious sales goals and want early wins to prove their strategies are working. Tying the offer to this moment capitalizes on the audience's readiness to commit to change and adopt new systems. The holiday's cultural association with fresh starts makes implementation feel timely and inevitable. Starter Copy: - "New year. New pipeline. More demos." - "Start Q1 booking 27% more meetings." - "Your fastest sales quarter starts now." - "This year, don't just chase leads — close them faster." - "Fresh start, full calendar." CTA Ideas: - "Book Your Q1 Demo" - "Start Strong Now" - "Fill Your Calendar" - "Launch Q1 at Full Speed" - "Get Your Demo Slot" Creative Direction: Bright, bold visuals with animated calendar pages flipping to January 1, overlayed with booking confirmations filling up. Palette: optimistic greens and energetic blues. LinkedIn version: clean professional layout with subtle holiday nods. Instagram version: animated confetti bursts timed with demo confirmations. Scene progression: empty calendar → booking notifications → full schedule.

Angle 2 — "Beat the Q1 Rush"

Concept Summary:

Emphasize the competitive advantage of setting up SpeedFlow AI before the Q1 surge begins. This is about preparedness and positioning

Why It Fits the Holiday/Event:

Q1 kickoff is one of the busiest times in sales. Leaders know they'll be fighting for attention in a noisy market. This angle uses t

Starter Copy:

- "Lock in your lead flow before the rush."

- "Q1 is coming — will you be ready?"

- "Be first in your market to respond."

- "Start January 2 ahead of the competition."

- "Don't scramble. Lead."

CTA Ideas:

- "Secure Your Spot"

- "Be Ready Day One"

- "Get Set for Q1"

- "Start Ahead"

- "Book Early, Win Early"

Creative Direction:

Countdown timer overlay to Q1 launch date with leads flowing into a CRM animation. Split-screen: left shows frazzled team starting l

Angle 3 — "Resolution to Revenue"

Concept Summary:

Tie SpeedFlow AI to the idea of turning New Year's resolutions into measurable revenue. This concept reframes sales improvement as a

Why It Fits the Holiday/Event:

Resolutions are a cultural ritual in the New Year, often tied to self-improvement and measurable outcomes. For sales leaders, this i

Starter Copy:

- "Make 2025 the year of no missed leads."

- "Your sales resolution starts here."

- "From resolution to revenue in 30 days."

- "New year, new deals — guaranteed."

- "Turn intent into booked meetings."

CTA Ideas:

- "Commit to Your Demo"

- "Start Your Sales Resolution"

- "Book Now, Close More"

- "Make It Happen"

- "Launch Your Best Year Yet"

Creative Direction:

Professional, motivational tone with bold typography overlays: "Resolution → Revenue." Imagery of a sales leader writing goals on a