Core **ABCDs** summary

Great ads start with the core ABCD principles:

Jump in: Get to the heart of the story faster, and use engaging pacing and tight framing to draw viewers in.

Support the story with audio and supers: Reinforce your message with audio and text. Avoid competing elements.

Keep visuals bright and high-contrast: Ensure visuals are optimized for all devices.



B

Attention

Hook and sustain

attention with an

immersive story.

Branding

Brand early, richly, and often.

Show up early and throughout: Introduce your brand or product from the start and maintain that presence.

Reinforce with audio: Audio brand mentions supercharge onscreen brand visuals' performance (see and say).

Draw on all your branding assets: Use a wide palette of branding elements to fit your message and objective.

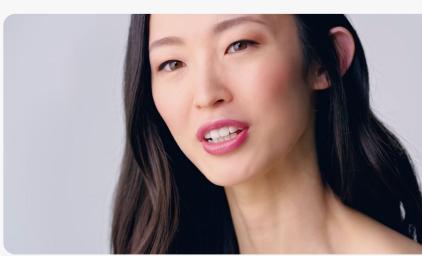




Help people think or feel something. **Humanize the story:** Featuring people can help you tell a better product story and relate to your consumer.

Focus the message: Avoid doing too much in your ad. Keep messaging and language focused and simple.

Engage: Lean into emotional levers and storytelling techniques such as humor, surprise, and intrigue.





Direction

Ask them to take action.

Include a CTA: Be intentional and add a CTA driving a specific objective. Say what you'd like viewers to do.

Supercharge CTAs with audio: Reinforce your onscreen CTA with voice-over to ensure the next step is clear.



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