

# YouTube Shorts ABCDs Summary

Creative Guidance for YouTube Shorts Video Ads driving Awareness, Consideration or Action.

## ● ● ● Awareness

Get noticed by embracing authenticity, clear messaging, and organic branding

**Connect** by letting your talent get real

- Lean into the DNA of Shorts and show talent using the product
- Give real people a real stage their own POV
- Fine tune for a more fun tone

Be loud and clear to grab **attention**

- Announce yourself with audio
- Be unavoidable
- Use tight framing for ease of viewing

**Brand** differently by being organic to the story

- Reimagine your brand presence
- Coordinate how sight and sound represent your product

**Direct** them toward what they want

- Include a clear, intentional, and relevant CTA

## ● ● ● Consideration

Engage with your audience through trusted peers, seamless branding, and clear action

Let your audience **connect** with a trusted peer

- Tap into clips from longer form creator content
- Give real people a real stage
- Free your talent to create their own endorsement

Make **branding** natural and stick the landing

- Anchor the ad with brand
- Emphasize the product with a see & say approach

Prime them to pay **attention** to the details

- Use audio to guide the product story
- Keep the pace exciting
- Feature human interactions with the product

Add some design to the **direction**

- Give yourself the untapped advantage of a product-focused, visually-supported CTA

## ● ● ● Action

Seal the deal with a casual product presence and an attractive call to action

Let real people **connect** to the real reward

- Make sure you're tapping into all of the Shorts DNA
- Present your product with a light, fun tone - and let talent support
- Hook them with the benefits that matter most

Point them in the right **direction**

- Show your CTA more than once but anchor it visually at the end
- Show off the price

Lock **attention** with an invitation

- Design your audio to pave the path to next steps
- Anchor with supers
- Focus on your main subject

Make **brand** intrinsic to the story

- Present the product like it belongs there
- Make your product the star of the show
- Land your branding by letting audiences see, hear, and read the CTA

Reach out to your account team for more detailed guidance about how to take advantage of the DNA of Shorts

