

YT Shorts ABCDs Summary

Creative Guidance for YT Shorts Video Ads driving Awareness.

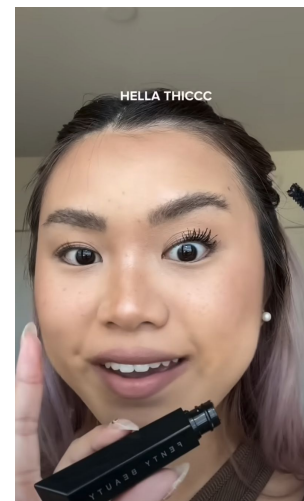
● ● ● Awareness

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

Connect by letting your talent get real

Audiences can't ignore relatable people sharing their authentic POVs.

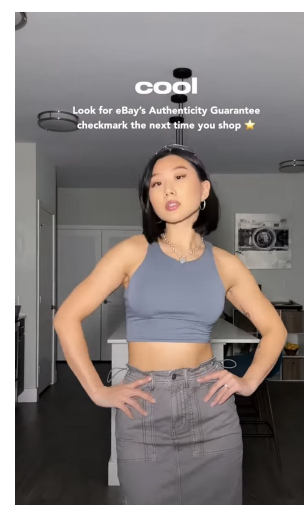
- Lean into the DNA of Shorts and show talent using the product
- Give real people a real stage their own POV
- Fine tune for a more fun tone



Be loud and clear to grab attention

Use sound and design strategically to get noticed.

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



Brand differently by being organic to the story

Forget the logo - all parts of your identity can work here.

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



Direct them toward what they really want

Don't leave attention on the table - give audiences something to do next.

- Include a clear, intentional and relevant CTA



YT Shorts ABCDs Summary

Creative Guidance for YT Shorts Video Ads driving Consideration.

● ● ● Consideration

Engage with them through trusted peers, seamless branding, and clear action

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

Your talent can uniquely show the viewer why this is the product for them

- 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

Ensure they remember you with a powerful presence at the end

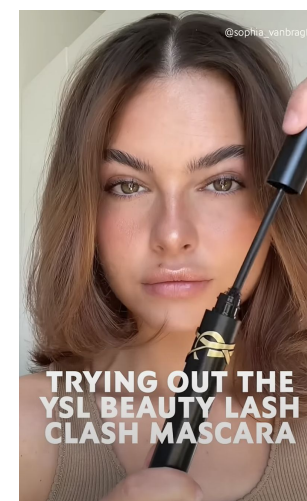
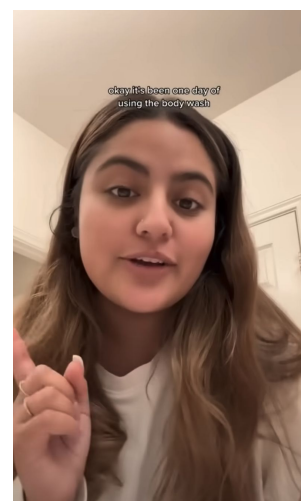
- Anchor the ad with brand
- Emphasize the product with a see & say approach



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

Keep them from tuning out with a sharp, specific, and hypnotic approach

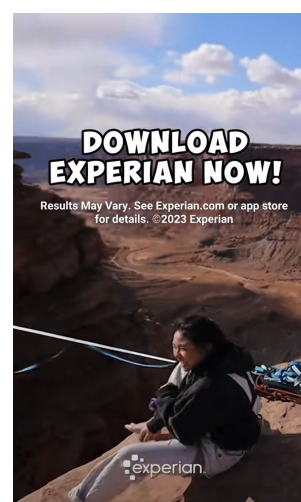
- Use audio to guide the product story
- Keep the pace exciting
- Feature human interactions with the product



Add some design to the **direction**

Use smart visual energy to give them a path toward going deeper

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



YT Shorts ABCDs Summary

Creative Guidance for YT Shorts Video Ads driving Action.

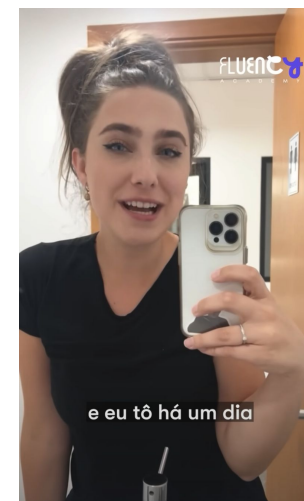
● ● ● Action

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

Let real people connect to the real reward

Taking action is a step toward something they want - let your talent seal the deal

- 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



Point them in the right direction

This is the moment they can make the deal real - make it easy for them to act

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



Lock attention with an invitation

Let them know that this is where they get to do something

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



Make brand intrinsic to the story

It's a critical moment to make your case - remind them why they must act

- Present the product like it belongs there
- Make your product the star of the show
- Use the Triple Punch (see, hear, read)



YT Shorts ABCDs Summary

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

Be loud and clear to grab **attention**

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 them 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
- Use the Triple Punch (see, hear, read)