

Gerardo Perez:

One of the best ways to think about producing content for your ads is how do I communicate the same thing in 10 different ways? In this section, I'm going to be walking you through some of my favourite frameworks or just in general, video ideas to help you contextualise and better understand how to formulate content.

Let's kick it off with what I like to call Three Reasons Why. Three reasons why is incredibly effective for a couple of reasons. I think the number three is just enough to actually showcase the benefit of a product without it being incredibly lengthy or intimidating to the actual viewer.

To start off, when you mention that you're going to take them through three different reasons, it creates an expectation at the beginning of the video. The user can easily decide whether or not they want to invest the time into watching. Let's go over an example of this type of model.

Speaker 2:

... better than your average sneaker. Reason number one, they're 100% waterproof and they're made from the super cool knit material. So basically, you can dump buckets of water on your shoes, and you'll be chilling. They're very lightweight and very durable too, which make them good for pretty much any occasion. I take them basically everywhere that I go, and I'm able to use them wherever.

The third reason why I love my Vessis, is because they're super easy to clean. You can basically get any sort of dirt or scruff on it and wash it off super easily. This for sure has been my best purchase I've made in 2022.

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So, I would consider that a great ad. Thinking back on it, I remember the three reasons. Number one is waterproof. Number two is lightweight and comfortable, and number three is they're super easy to clean. So once you're actually able to nail it or pin it to those specific numbers, I feel like those benefits are a lot more memorable and can actually encourage people to take action.

Another thing I want to mention here is how in this specific video, they didn't just list out the three reasons. They started with a reason, and then they went into a specific scene where they showcased that specific reason with some visual attached to it. This is incredibly important because it actually allows you to imagine what life would be with this specific product. Let's keep the ad inspo rolling in the next lesson.