

Core **ABCDs** summary

Great ads start with the core ABCD principles:

A

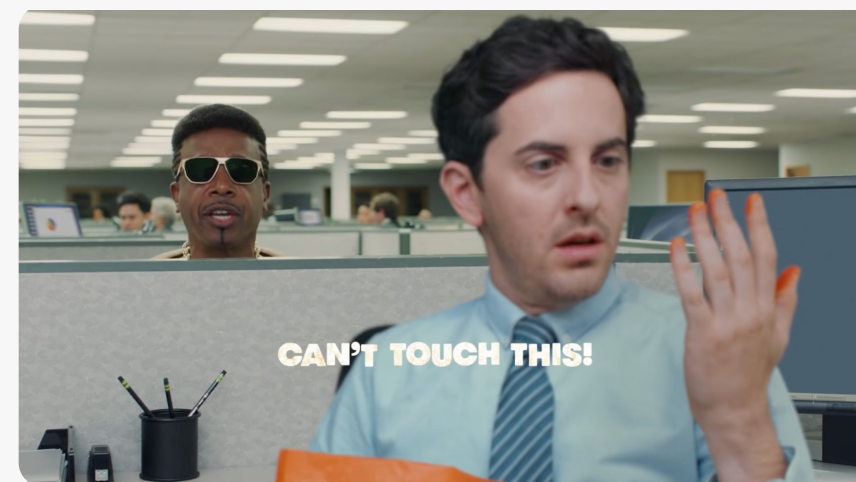
Attention

Hook and sustain attention with an immersive story.

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 optimised for all devices.



B

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.



C

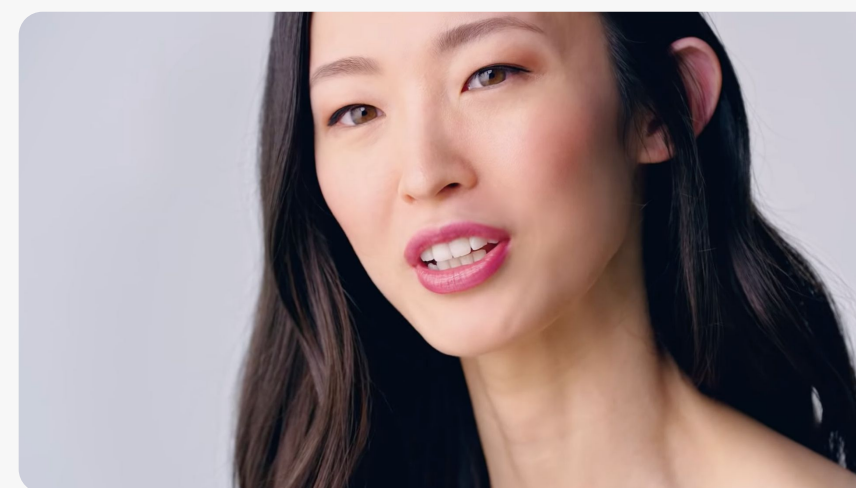
Connection

Help people think or feel something.

Humanise 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 humour, surprise and intrigue.



D

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.

