Core ABCDs Summary

Great ads start with the Core ABCD Principles:

(A) B C D

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 drop viewers in.

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

Keep visuals bright and high-contrast: Ensure visuals are optimized for mobile device viewing.

A (B) C D

Branding

Brand early, richly and often

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

Reinforce with audio: YouTube is 95% sound-on and audio is a force multiplier for your brand (see & say).

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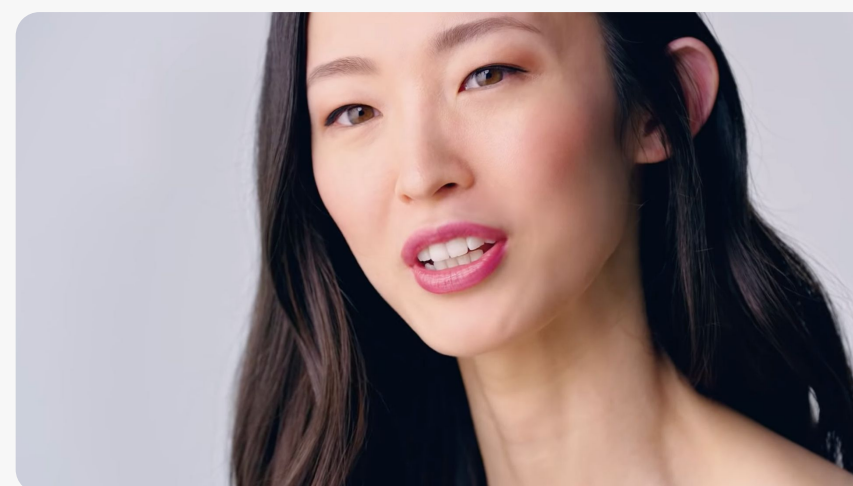

A B (C) D

Connection

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. Keep messaging and language focused and straightforward.

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

A B C (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 on-screen CTA with voice-over to ensure the ask lands.

Creative Works.