



Ad Building Blocks Analysis Worksheet



Course 103: Creative Fundamentals

INTRODUCTION

This worksheet will help you practice analyzing ads using the modular building blocks framework. By breaking down ads into their core components, you'll develop the ability to identify what makes great creative work and how to replicate success.

SECTION 1

Structure Block Identification

For each ad you analyze, identify the three main structural elements:

Hook Section (0-3 seconds)

• Starting timestamp

• Ending timestamp

• Hook Type

• Key Visual Elements:

• Key message/text:

• Pattern interrupt technique:

SECTION 1

Structure Block Identification

For each ad you analyze, identify the three main structural elements:

Body Section (0-3 seconds)

- Starting timestamp

- Ending timestamp

- Body Approach

- Key points covered

- Transition technique to CTA

SECTION 1

Structure Block Identification

For each ad you analyze, identify the three main structural elements:

CTA Section

- Starting timestamp

- Ending timestamp

- CTA Phrasing

- Urgency/scarcity elements

- Value reinforcement

- Action clarity (1-10)

SECTION 2

Product Block Identification

Identify which product-focused building blocks are used in the ad:

Product Introduction

- Present? (Y/N)
- Timestamp
- Introduction Style
 - ☐ Direct product shot
 - ☐ Problem-then-product
 - ☐ Benefit-first approach
 - ☐ Direct product shot
 - ☐ Problem-then-product
 - ☐ Other:
- Effectiveness (1-10):
- Notes

Demonstration

- Present? (Y/N)
- Timestamp
- Demonstration Type
 - ☐ How-to usage
 - ☐ Before/after results
 - ☐ Real-time results
 - ☐ Comparison to alternative
 - ☐ User demonstration
 - ☐ Other:
- Effectiveness (1-10):
- Notes

SECTION 2

Product Block Identification

Identify which product-focused building blocks are used in the ad:

Features/Benefits Presentation

- Present? (Y/N)
- Timestamp
- Presentation Approach
 - ☐ Feature → advantage → benefit
 - ☐ Problem → solution → outcome
 - ☐ Pain → remedy → relief
 - ☐ List/bullet points
 - ☐ Animated graphics/text
 - ☐ Other:
- Effectiveness (1-10):
- Notes

Buying Experience

- Present? (Y/N)
- Timestamp
- Elements Included
 - ☐ Price reveal
 - ☐ Shipping information
 - ☐ Purchase process explanation
 - ☐ Guarantee/risk reversal
 - ☐ Limited time offer
 - ☐ Other:
- Effectiveness (1-10):
- Notes

SECTION 2

Product Block Identification

Identify which product-focused building blocks are used in the ad:

Unboxing (if applicable)

• Present? (Y/N)

• Timestamp

• Execution Style:

☐ Customer unboxing

☐ Initial reaction

☐ Professional unboxing

☐ Other:

☐ Packaging highlights

• Effectiveness (1-10):

• Notes

SECTION 3

Person Block Identification

Identify which person-focused building blocks are used in the ad:

Product Introduction

- Present? (Y/N)
- Timestamp
- Problem Framing Approach:
 - ☐ Personal story/experience
 - ☐ Common pain point
 - ☐ Question-based
 - ☐ Common pain point
 - ☐ Question-based
 - ☐ Other:
- Effectiveness (1-10):
- Notes

Failed Alternative

- Present? (Y/N)
- Timestamp
- Demonstration Type
 - ☐ Prior solutions tried
 - ☐ Competing product comparison
 - ☐ Common misconceptions
 - ☐ "I've tried everything" approach
 - ☐ Other:
- Effectiveness (1-10):
- Notes

SECTION 3

Person Block Identification

Identify which person-focused building blocks are used in the ad:

Desired Result

- Present? (Y/N)
- Timestamp
- Outcome Presentation:
 - ☐ Emotional transformation
 - ☐ Physical/tangible results
 - ☐ Lifestyle improvement
 - ☐ Status enhancement
 - ☐ Problem elimination
 - ☐ Other:
- Effectiveness (1-10):
- Notes

Before & After

- Present? (Y/N)
- Timestamp
- Execution Approach
 - ☐ Side-by-side comparison
 - ☐ Sequential reveal
 - ☐ Testimonial transformation
 - ☐ Results timeline
 - ☐ Other:
- Effectiveness (1-10):
- Notes

SECTION 3

Person Block Identification

Identify which person-focused building blocks are used in the ad:

Social Proof

• Present? (Y/N)

• Timestamp

• Outcome Presentation:

☐ Customer testimonials

☐ Reviews/ratings

☐ User count/statistics

☐ Expert endorsements

☐ Awards/certifications

☐ Other:

• Effectiveness (1-10):

• Notes

Storytelling

• Present? (Y/N)

• Timestamp

• Execution Approach

☐ Personal journey

☐ Customer success story

☐ Origin/founding story

☐ Problem-solution narrative

☐ Day-in-the-life scenario

☐ Other:

• Effectiveness (1-10):

• Notes

SECTION 4

Overall Analysis & Insights

Block Combination Assessment

Which blocks work particularly well together in this ad?

Missing Blocks

Which blocks are notably absent that might have strengthened the ad?

Modular Replication Potential

Which specific blocks or combinations could be reused in other contexts?

SECTION 4

Overall Analysis & Insights

Structure Effectiveness

How well does the Hook-Body-CTA structure work in this ad?
What could be improved?

Key Performance Drivers

Which 2-3 blocks do you believe contribute most to this ad's effectiveness?

Modular Improvement Suggestions

How could this ad be improved by modifying, adding, or rearranging specific blocks?

SECTION 5

Reverse Engineering Summary

Complete this section as a final summary of your analysis:

Primary Awareness Stage Targeted

- ☐ Unaware
- ☐ Problem Aware
- ☐ Solution Aware
- ☐ Product Aware
- ☐ Most Aware

Dominant Emotional Driver

Core Building Block Formula

Summarize the essential block sequence that makes this ad work:

[EXAMPLE: Hook (Question) → Problem → Failed Alternatives → Demonstration → Social Proof → CTA with Scarcity]

SECTION 5

Reverse Engineering Summary

Complete this section as a final summary of your analysis:

Transferable Creative Principles

What 2-3 principles from this ad could be applied to other products/services?

Final Notes & Observations



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