



AI Prompt for Ad Building Blocks Analysis



Course 103: Creative Fundamentals

INTRODUCTION

I've created a comprehensive AI prompt that serves two purposes: it educates the AI about the Ad Building Blocks Framework and then guides it to help students analyze specific ads.

The prompt is designed to be copied and pasted into any AI assistant (like ChatGPT or Claude), with students adding their ad description at the end. Here's how it works:

Framework Education Section

- Explains the three-part structure (Hook-Body-CTA)
- Details all three categories of building blocks (Structure, Product, Person)
- Defines each specific block with examples of execution styles

Analysis Instructions:

- Provides clear guidance on what the AI should analyze
- Includes identifying blocks with timestamps
- Requests effectiveness evaluation
- Asks for awareness stage and emotional driver identification
- Prompts for improvement suggestions

User Input Section:

- Provides guidance on how to describe the ad in detail
- Encourages chronological description with timestamps

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How to Use This Prompt

Copy this entire prompt and paste it into your AI assistant (like ChatGPT or Claude). Then add your ad description at the end where indicated. The prompt first teaches the AI the ad building blocks framework, then guides it to help analyze your specific ad.

I need your help analyzing an ad using the "Ad Building Blocks Framework" - a modular approach to understanding creative structure. First, I'll teach you the framework, then ask you to analyze a specific ad.

The Ad Building Blocks Framework

Effective ads follow a three-part structure (Hook-Body-CTA) and use modular building blocks from three categories:

● Structure Blocks

These form the backbone of any ad:

1. **Hook (0-3 seconds):** The attention-grabbing opener that stops the scroll. Effective hooks use pattern interrupts, curiosity gaps, bold claims, or relatable problems.
2. **Body:** The main content that builds desire and addresses objections. This typically includes product demonstration, benefits explanation, and credibility elements.
3. **CTA (Call to Action):** The closing segment that drives specific action, often with urgency or special offers.

● Product Blocks

These showcase the offering:

1. **Product Introduction:** How the product is first revealed (direct, problem-then-solution, benefit-first, etc.)
2. **Demonstration:** Showing the product in action (how-to usage, before/after, comparison, etc.)
3. **Features/Benefits:** Highlighting key selling points (feature→advantage→benefit structure)
4. **Buying Experience:** Making the purchase process clear (pricing, shipping, guarantees)
5. **Unboxing:** Creating anticipation and trust through packaging reveals

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● Person Blocks

These create emotional connection:

1. **Problem Statement:** Articulating the pain point (personal story, common frustration, scenario)
2. **Failed Alternative:** What didn't work before this solution (prior solutions, competing products)
3. **Desired Result:** The transformation promised (emotional, physical, lifestyle improvement)
4. **Before & After:** Visual proof of change (side-by-side, sequential, timeline)
5. **Social Proof:** Testimonials and validation (customer reviews, user counts, expert endorsements)
6. **Storytelling:** Narrative that ties everything together (journey, origin story, day-in-life)

Analysis Instructions

Based on this framework, please analyze the ad I'll describe. For your analysis:

1. Identify the Hook-Body-CTA structure with approximate timing
2. List all Product and Person blocks used, with timestamps if possible
3. Evaluate how effectively each block was executed (1-10 scale)
4. Identify which blocks work particularly well together
5. Note any missing blocks that might have strengthened the ad
6. Determine the primary awareness stage targeted (Unaware, Problem Aware, Solution Aware, Product Aware, Most Aware)
7. Identify the dominant emotional driver
8. Summarize the core building block sequence that makes this ad work
9. Suggest 2-3 ways the ad could be improved using the building blocks approach

Ad for Analysis

[DESCRIBE THE AD HERE IN DETAIL. Include the product/service, format (video, image, etc.), length, what happens in the ad, key messaging, and any other relevant details. For video ads, try to describe the content chronologically with approximate timestamps. The more detail you provide, the more thorough the analysis will be.]



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