



AI Prompts for Creative Analysis & Development

CONSUMER PSYCHOLOGY EDITION



Course 103: Creative Fundamentals

1. Competitor Ad Reverse Engineering

Prompt

Ad Structure Breakdown

Analyze this competitor ad and break it down using the Hook-Body-CTA framework:

[PASTE AD SCRIPT/DESCRIPTION]

Please identify:

- 1.The Hook (first 0-3 seconds): What technique is used to stop the scroll?
- 2.The Body (middle section): Which building blocks are used (demos, testimonials, etc.)?
- 3.The CTA (closing section): What action are they driving and how?
- 4.Which emotional drivers and persuasion principles are being leveraged?
- 5.What awareness stage does this ad target?

Prompt

Audience Pain Point Mining

Deconstruct this competitor ad into the specific building blocks framework:

[PASTE AD SCRIPT/DESCRIPTION]

Identify each of these elements:

- Structure Blocks: Which Hook, Body, and CTA approaches?
- Product Blocks: How do they introduce and demonstrate their product?
- Person Blocks: How do they use problem statements, social proof, and storytelling?

For each block identified, rate its effectiveness on a scale of 1-10 and explain why.

2. New Creative Concept Development

Prompt

Building Block Mixer

Help me develop new ad concept variations for [PRODUCT] targeting [AUDIENCE] at the [AWARENESS LEVEL] stage.

Product details: [PRODUCT DESCRIPTION]

Key benefits: [LIST BENEFITS]

Main pain points: [LIST PAIN POINTS]

Generate 3 different ad concepts using different combinations of these building blocks:

Concept 1: Use a [PROBLEM] hook, [DEMONSTRATION] body, and [SCARCITY] CTA

Concept 2: Use a [SOCIAL PROOF] hook, [STORYTELLING] body, and [TRANSFORMATION] CTA

Concept 3: Use a [PATTERN INTERRUPT] hook, [BEFORE & AFTER] body, and [RISK REVERSAL] CTA

For each concept, provide a brief script outline showing how these blocks would flow together.

2. New Creative Concept Development

Prompt 6

Hook Generator

Create 10 different hook variations for my [PRODUCT] using different approaches to stop the scroll:

Product: [PRODUCT DESCRIPTION]

Target audience: [AUDIENCE DESCRIPTION]

Current pain points: [PAIN POINTS]

Key benefit: [MAIN BENEFIT]

Generate hooks using these different approaches:

1. Question-based hook
2. Shocking statistic hook
3. Problem-agitation hook
4. Curiosity gap hook
5. Pattern interrupt hook
6. Identity-based hook
7. Contrarian statement hook
8. "What if..." scenario hook
9. Urgent news-style hook
10. Bold promise hook

Each hook should be 1-2 sentences that could be delivered in the first 3 seconds of a video ad.

3. Performance Analysis & Iteration

Prompt 7

Block Performance Diagnosis

My ad for [PRODUCT] is underperforming with a [METRICS e.g., high CPM but low CTR]. Here's the current ad:

[PASTE CURRENT AD]

Using the building blocks framework, identify:

- 1.Which blocks might be causing the performance issue?
- 2.What specific elements within those blocks could be improved?
- 3.Generate 3 alternative versions of the problematic blocks while keeping high-performing elements intact.

Prompt 8

A/B Test Designer

Help me design an A/B test to improve my ad performance using the building blocks approach.

Current ad: [PASTE CURRENT AD]

Current performance: [CURRENT METRICS]

Goal: [SPECIFIC GOAL e.g., improve CTR, reduce CPA]

Based on the modular framework:

- 1.Which single block should I test changing first? (Hook, specific Body element, or CTA?)
- 2.Generate 2 alternative versions of this block while keeping everything else the same
- 3.What specific metrics should I track to determine which version performs better?
- 4.What is the minimum test duration and audience size needed for statistical significance?



Strategic Workflows for Creative Strategists

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Course 704: AI Powered Iterations & Creative Improvement

Workflow 1: Competitor Analysis Cycle

1. Collect Competitor Creatives

- Use ad intelligence tools (e.g., Facebook Ad Library, TikTok Creative Center)
- Identify top-performing competitor ads based on engagement metrics

2. Reverse Engineer with AI

- Use the "Ad Structure Breakdown" prompt to analyze each ad
- Use the "Building Block Identification" prompt for deeper deconstruction

3. Create Competitor Block Database

Organize findings in a spreadsheet categorizing

- Hooks by type and emotional appeal
- Body blocks by demonstration style and objection handling
- CTAs by urgency mechanism and value proposition

4. Pattern Identification

- Look for commonalities among top-performing competitor ads
- Identify gaps or approaches competitors aren't using

5. Concept Development

Use the "Building Block Mixer" prompt to create new concepts that:

- Leverage successful patterns from competitors
- Fill gaps in approaches competitors aren't using
- Address the same pain points with different building blocks

Workflow 2: Competitor Analysis Cycle

1. Performance Breakdown

- Segment performance data by ad elements (hook retention, mid-video engagement, CTA clickthrough)
- Identify drop-off points in the viewer journey

2. Block-Level Diagnosis

- Use the "Block Performance Diagnosis" prompt to identify problematic blocks
- Determine if issues are with the Hook (attention), Body (desire), or CTA (action)

3. Targeted Block Testing

- Use the "A/B Test Designer" prompt to create controlled variables
- Test one block variation at a time to isolate performance impact

4. Performance Learning Database

Document which block variations performed best for specific:

- Audiences (demographics, interests)
- Platforms (Meta, TikTok, YouTube)
- Objectives (awareness, consideration, conversion)

5. Scale Winning Block Combinations

- Recombine highest-performing blocks into new variations
- Gradually replace underperforming blocks while retaining top performers

Workflow 3: New Campaign Development

1. Awareness Stage Mapping

- Determine target audience's awareness level
- Select appropriate block types for that awareness stage

2. Block Library Audit

- Review existing blocks in your library
- Identify gaps that need new development

3. Block Generation

- Use the "Hook Generator" prompt for multiple hook options
- Create product and person blocks aligned with campaign objectives

4. Modular Ad Assembly

- Mix and match blocks to create multiple variations
- Ensure each variation maintains the Hook-Body-CTA structure

5. Testing Matrix

- Create a structured testing plan for different block combinations
- Implement tracking to measure performance at the block level

6. Iteration Plan

- Prepare replacement blocks ready to swap based on initial performance
- Establish performance thresholds that trigger block replacements

By following these prompts and workflows, a creative strategist can systematically analyze competitor approaches, develop new concepts based on proven building blocks, and optimize performance through targeted iterations rather than wholesale campaign changes.

Would you like me to expand on any specific aspect of these prompts or workflows, or create additional specialized prompts for particular advertising challenges?



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