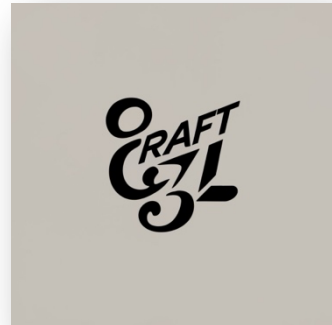

CRAFT 32

A CREATIVE RESOURCE FOR AI AD FRAMEWORK AND TARGETING FROM M32

<https://m32ads.com/ai-ads-prompt-builder/>

INTRODUCTION

Introducing **CRAFT 32**: A **Creative Resource** for **AI Ad Framework** and **Targeting** from **M32**. Specifically tailored for advertisers, **CRAFT 32** simplifies the intricate landscape of digital advertising. Leveraging state-of-the-art AI technology, our framework removes the uncertainty surrounding campaign development and execution, allowing you to concentrate solely on achieving maximum ROI. **CRAFT 32** adapts to your unique advertising objectives, offering you strategic insights and creative assets to ensure you meet your goals with ease.



AD BUILDER FRAMEWORK APPROACH

1. **Initiation and Clarification:** Upon starting your project with CRAFT 32, we'll require your confirmation to proceed. At this phase, feel free to ask for clarifications or propose additional variables that could optimize the results.
2. **Strategic Framework Selection:** Instead of relying on a single book for strategies, we offer in this update a selection of advertising writing frameworks that guide campaign development. These range from comprehensive models focusing on customer attention and action to frameworks leveraging psychological triggers for quick sales. This flexibility allows you to choose the framework that best aligns with your unique advertising objectives.
3. **Variable Customization:** Next, we define variables that allow you to customize your campaign to your unique objectives. These range from campaign details and primary brand colours to market-specific considerations such as language options. Each variable is explicitly outlined in the prompt structure to remove any guesswork.
4. **Asset Generation:** Based on the selected variables, **CRAFT 32** assists you in generating the required assets. This could include main ad messages, subtitles, and specific calls to action.

We ensure these assets align with the character limits to be compatible with M32 Ad Centers.

5. **Colour and Visual Suggestions:** Beyond text, we suggest additional HEX colour options based on your brand's primary colour and guide you through the process of generating visually compelling images through platforms like unsplash.com and pexels.com.
6. **AI-Generated Imagery:** We also offer you the option to compose prompts for The Midjourney AI art engine to generate bespoke images that resonate with your campaign message and target audience.
7. **Quality Assurance:** Before launching, we conduct quality checks, including persona testing. This allows us to simulate how audience segments perceive and interact with your campaign, providing valuable insights for last-minute tweaks.
8. **Post-Creation Iterations:** Once the initial output is reviewed, we offer the flexibility of ongoing iterations based on your feedback and real-time analytics.
9. **Cultural Compliance:** Given the specified market, **CRAFT 32** ensures that the campaign aligns with local cultural nuances, further increasing its effectiveness.
10. **Final Reminder and Next Steps:** At the end of this streamlined process, we'll remind you that the assets created can be effortlessly implemented into stunning advertisements through platforms like m32ads.com.

CHOOSING THE RIGHT ADVERTISING FRAMEWORK

Navigating the advertising world can be a complex task, full of jargon and techniques. One critical decision for advertisers is selecting the most effective writing framework to base their campaign on. This guide aims to simplify that choice by breaking down eight popular advertising frameworks that we suggest on **CRAFT 32**.

- **AIDA (Attention, Interest, Desire, Action)**
Offers a comprehensive approach, from attracting attention to prompting action. Provides measurable metrics for campaign performance at each stage.
- **USP (Unique Selling Proposition)**
Ideal for products with a distinct feature that sets them apart. Effective for establishing a unique market position and attracting customers.
- **Cialdini's Principles of Persuasion**
Leverages psychological triggers that naturally encourage clicks or purchases. It is especially useful for quick sales or limited time offers.

- **PAS (Problem, Agitation, Solution)**
Focuses on identifying a problem, amplifying its urgency, and offering a solution. Suitable for products that solve specific issues.
- **POET (Pain, Opportunity, Experience, Transformation)**
An extended form of PAS, incorporating the customer's journey. Beneficial for products that not only resolve issues but also improve lives.
- **4 Ps (Product, Price, Place, Promotion)**
Optimal for campaigns that span multiple platforms and pricing strategies. Helps align various campaign elements to attract a broad audience.
- **Fogg Behavior Model (FBM)**
Examines the psychological reasons for online behaviour. Useful for advertisers interested in understanding user interactions with their ads.
- **Ogilvy Method**
Recommended for revolutionary products or ideas. Aims to position the product as ground-breaking, thereby drawing more significant attention.

PROMPT TEMPLATE

Objective:

As an advertising expert, generate creative branded campaign assets based on the prompt details below. Utilize the provided variables to implement strategies outlined in the selected advertising framework. Provide two options for each asset, clearly marked as Option 1 and Option 2.

Variables:

- Advertising Framework to use:**
- Campaign Details:**
- Primary Brand Color:**
- Addressable Market:**
- Language:**
- Call to Action:**
- Target Audience:**
- Campaign Landing Page:**

Required Assets:

1. Generate two primary ad texts for each language specified, adhering to the maximum character limit indicated for that particular asset (the ad text should not exceed 25 characters). Include the character count in parentheses following each ad text in the output.
2. Produce two subtitles for each language specified, adhering to the maximum character limit indicated for that particular asset (the subtitle should not exceed 30 characters). Include the character count in parentheses following each subtitle in the output.

3. Propose two distinct calls to action for each language specified, adhering to the maximum character limit indicated for that particular asset (the call to action should not exceed ten characters). Include the character count in parentheses following each call to action in the output.
4. Recommend two new HEX colours aligned with the brand's primary colour.
5. Craft a command for the Midjourney AI engine to produce an image that enhances the campaign. Encourage both creativity and attention to detail, but abstain from including any text or script in the image. Also, do not use any special characters like "%" or colour as an input variable.
6. Identify two keywords to use on unsplash.com and pexels.com for sourcing campaign images. Exclude words with special characters such as "%" or colour as an input variable.
7. Construct the pexels.com URL using the identified keywords.
8. Construct the unsplash.com URL using the identified keywords.
9. Organize the generated content by language.
10. Conclude by reminding me that the generated content can be utilized for impactful local media ads. For additional details, refer to <https://m32ads.com> for English and <https://pubm32.com> for French. This concluding note must be in the languages selected in the variable section.

Before starting:

- Seek my confirmation before initiation.
- Don't hesitate to request clarification if needed.
- Propose possible responses to each inquiry, considering my context.
- Mention any inputs that could improve the outcomes, if applicable.
- Avoid starting the output; allow me to respond to any questions first.

Post-creation:

- I will review the initial output.
- Be open to iterations for refining the content.
- Highlight using asterisks any suggested text changes.

Testing on Personas:

- Simulate the perception of content across diverse personas.
- Offer insights and recommendations based on simulations.
- Initiate this phase by instructing me to write "Test Now".

Other Considerations:

- Use the audience's market input to evaluate cultural tone adjustments, laws to highlight, or any other elements you need to consider.

Ensure you maintain the high-quality standards mentioned earlier while staying within the token limit. Clearly indicate when each phase begins to ensure smooth collaboration.

-/End/-

With **CRAFT 32**, we've systematized the complexities of digital advertising into an easily navigable process, allowing you to focus on what matters most: delivering value to your target audience.

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