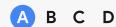
# Core ABCDs Summary

Great ads start with the Core ABCD Principles:



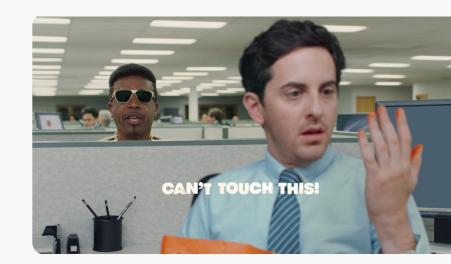
#### **Attention**

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

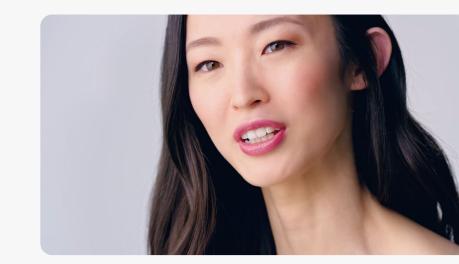
### Connection

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 🕞



## **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.



