

# Ad Creative Blocks

<b>1. Hook</b>	Bold statement in first 3 seconds of the video to catch attention of scrolling users. Catchy copy or Visual	<b>6. Social Proof / Validation</b>	In case we have reviews of the product or service from other users.
<b>2. Problem Setup / Pain Points / VP</b>	What is the problem you are trying to solve. Why should I watch the video?	<b>7. Objection Handling</b>	What might be the barriers that may interfere with users acting. i.e. Trust, High Price – This is the place where we should justify these barriers.
<b>3. Present Solution</b>	How will our product / solution help solve the problem of a user?	<b>8. Demonstration</b>	Demonstration of how the product is working.
<b>4. Highlight Features</b>	Product details – Price / Specs / Features	<b>9. Branded Elements</b>	All the branding details that goes with the video (Logo, colors etc..)
<b>5. Benefits</b>	How will this product / service satisfy customers needs, wants and desires. i.e.	<b>10. Call to Action</b>	What we want the user to do after watching the video.