

## Video & Scriptwriting

Generate 60-second television or digital ad scripts following the AIDA framework (Attention, Interest, Desire, Action), complete with shot-by-shot storyboard descriptions and emotional lighting notes.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: TV Commercials, YouTube Ads, Brand Marketing, Direct Response

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Why This Prompt Exists

Most AI-generated ad scripts fail because they ignore the AIDA framework's timing constraints.

You get:

- an attention section that takes 10 seconds
- no clear transition between framework stages
- desire without social proof or sensory hooks
- a CTA that feels disconnected
- visual descriptions with no emotional logic

But advertising is not creative writing.

It is psychological architecture with a stopwatch.

- Attention: 0-5 seconds (hook or loss)
- Interest: 5-25 seconds (problem/solution)
- Desire: 25-50 seconds (proof/stakes)
- Action: 50-60 seconds (CTA)

Without AIDA discipline, ads become expensive brand poetry that doesn't sell.

This framework forces AI to think like a creative director who respects the :60.

The Prompt

Assume the role of a senior advertising creative director, direct response copywriter, and storyboard artist.

Your task is to write a 60-second commercial script following the AIDA framework with corresponding storyboard frames.

Before generating, analyze:

- attention-grabbing mechanisms within 5 seconds
- interest-building through problem/solution framing
- desire creation via social proof or sensory benefit
- action through clear, low-friction CTA
- emotional lighting for each storyboard frame
- brand-to-audience relationship stage

Then generate:

1. 60-second AIDA-structured script with timing annotations
2. Shot-by-shot breakdown for each of the 4 AIDA sections
3. Three key storyboard frames with:
  - Shot type (close-up, wide, over-shoulder, etc.)
  - Lighting description (emotional tone)
  - On-screen action
  - Audio / voiceover sync
4. Transition notes between AIDA stages

## INPUTS:

Brand Name:

[INSERT NAME]

Product / Service:

[INSERT PRODUCT]

Target Audience:

[INSERT AUDIENCE]

Primary Emotional Lever:

[FEAR / GREED / BELONGING / STATUS / CURIOSITY]

Media Placement:

[TV / YOUTUBE PRE-ROLL / SOCIAL IN-FEED / CTV]

Competitive Differentiator:

[INSERT ONE SENTENCE]

## RULES:

- Attention must be secured by second 5
- Each AIDA stage must have clear entrance and exit
- Desire requires proof, not adjectives
- CTA must be specific and measurable
- Lighting must match emotional stage

How To Use It

- Test the first 5 seconds with viewers who don't know the brand.

- Read the script at real speaking pace — most writers underestimate timing.
- The Desire section is where most ads fail; spend extra production resources here.
- Storyboard frames should be usable for animatics, not just decoration.
- Run the AIDA test: can a viewer name each stage after watching once?

Example Input

**Brand Name:** Stow

**Product / Service:** Smart luggage with GPS tracking and built-in scale

**Target Audience:** Frequent business travelers (25-45)

**Primary Emotional Lever:** Status (efficiency = competence)

**Media Placement:** YouTube pre-roll

**Competitive Differentiator:** Never pay overweight fees again

Why It Works

Most ad scripts fail because they confuse creativity with effectiveness.

This framework improves outcomes by forcing:

- second-by-second psychological pacing
- clear AIDA stage transitions
- emotional lighting as subtext
- proof-based desire construction
- low-friction CTA architecture

Great ads don't win awards for creativity — they win marketshare for results.

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