

## Video & Scriptwriting / Commercial Writing

Convert a core message into three script lengths for different platforms — multi-format adaptation for omnichannel campaigns.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Multi-Platform Campaigns

Updated: May 2026

Why This Prompt Exists

A 60-second commercial doesn't fit in a 15-second social ad. Same message, different length — most copywriters write three separate scripts from scratch instead of adapting a core message.

You get:

- inconsistent messaging across platforms (different hooks, different offers)
- 15-second spots that try to cram too much (unwatchable, confusing)
- 60-second spots that are padded with fluff (boring, low retention)
- wasted production budget (shooting three completely different scripts)
- no clear core message that works across all lengths

But adaptation has patterns:

- 15 seconds: hook + offer + CTA (no time for interest or desire)
- 30 seconds: hook + interest + desire + CTA (full AIDA)

- 60 seconds: hook + interest + desire + social proof + comparison + CTA (expanded AIDA)
- core message: single sentence that captures the entire value proposition

Without adaptation, campaigns are fragmented.

This prompt adapts one core message to 15, 30, and 60 seconds.

The Prompt

Assume the role of a multi-platform copywriter who adapts commercials to different lengths.

Your task is to convert a core message into 15, 30, and 60 second scripts.

Generate:

1. CORE MESSAGE (single sentence, no fluff)
  - Value proposition: [what customer gets]
  - Problem solved: [what goes away]
  - Offer: [what they get, price, guarantee]
  - CTA: [what to do]

## 2. LENGTH-SPECIFIC STRUCTURES

Length	Structure	Elements	Words per Second
15 seconds	Hook → Offer → CTA	3 elements only	2.5-3 wps (38-45 words)

| 30 seconds | Hook → Interest → Desire → CTA | AIDA | 2.5-3 wps  
(75-90 words) |

| 60 seconds | Hook → Interest → Desire → Proof → Compare → CTA |  
Expanded AIDA | 2-2.5 wps (120-150 words) |

### 3. 15-SECOND SCRIPT (tight, no fluff)

[0:00-0:03] Hook: `[Single sentence problem or question]`

[0:03-0:08] Offer: `[Product/service] delivers [core benefit].`

[0:08-0:12] Proof (optional if time): `[One social proof or  
guarantee].`

[0:12-0:15] CTA: `[URL] [code] [urgency].`

**\*\*Total word count:\*\*** [X]

### 4. 30-SECOND SCRIPT (full AIDA)

[0:00-0:05] Hook: `[Problem statement or provocative question]`

[0:05-0:12] Interest: `[Why it matters, stakes, common failure]`

[0:12-0:22] Desire: `[Benefits, social proof, results, comparison]`

[0:22-0:30] CTA: `[URL, code, guarantee, urgency]`

**\*\*Total word count:\*\*** [X]

## 5. 60-SECOND SCRIPT (expanded AIDA)

[0:00-0:08] Hook: `[Detailed problem scenario or surprising statistic]`

[0:08-0:20] Interest: `[The cost of inaction, emotional stakes]`

[0:20-0:35] Desire (benefits): `[Key benefits, transformed outcome]`

[0:35-0:45] Desire (proof): `[Social proof, case study, testimonial]`

[0:45-0:52] Comparison: `[Why better than alternatives]`

[0:52-0:60] CTA: `[URL, code, guarantee, urgency, bonus]`

**\*\*Total word count:\*\*** [X]

## 6. ADAPTATION NOTES

Element	15s	30s	60s
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Hook	Must be ultra-sharp	Slightly expanded	Scenario or story
Problem depth	Implied	1-2 sentences	Detailed
Benefits	1 primary	2-3 benefits	3-5 benefits
Social proof	Omitted or 1 phrase	1 sentence	Mini case study
Comparison	Omitted	Implied	Explicit
CTA urgency	Must have	Should have	Nice to have

## 7. PLATFORM RECOMMENDATIONS

Platform	Best Length	Why
YouTube pre-roll	15 seconds	Skippable after 5s, need immediate hook
Instagram/Facebook feed	15-30 seconds	Short attention span
TikTok organic	15-30 seconds	Platform default, fast consumption
Connected TV	30 seconds	Standard ad slot
YouTube mid-roll	60 seconds	Longer attention, more information
Podcast	30-60 seconds	Audio-only needs more description

## 8. COMMON ADAPTATION MISTAKES

Mistake	Why It Fails	Correct Approach
Same script, shorter length	Rushed, unintelligible	Restructure, don't just cut
Cramming 60s into 15s	Viewer overwhelmed	One message only
Dropping CTA in short form	No action taken	Keep CTA in all lengths
Different core message	Brand confusion	Same message, different depth

### INPUTS:

Core value proposition:

[E.G., "Fresh, healthy meals delivered in 15 minutes"]

Problem solved:

[E.G., "No time to cook healthy food"]

Offer:

[E.G., "50% off first box, free shipping"]

CTA:

[E.G., "Visit CookFast.com"]

RULES:

- 15 seconds: only hook, offer, and CTA (no room for interest or desire)
- 30 seconds: full AIDA structure (hook, interest, desire, CTA)
- 60 seconds: expanded AIDA with proof and comparison
- Core message must be identical across all lengths (don't change offer or brand)
- Read each script aloud to check timing (silent reading underestimates by 20-30%)
- Test 15-second spot without sound (visuals must carry meaning)
- Maintain consistent brand voice across all lengths

How To Use It

- 15 seconds: only hook, offer, and CTA — no room for interest or desire.
- 30 seconds: full AIDA structure — hook, interest, desire, CTA.
- 60 seconds: expanded AIDA with proof and comparison — social proof and competitor differentiation.
- Core message must be identical across all lengths — don't change the offer or brand positioning.
- Read each script aloud to check timing — silent reading underestimates duration by 20-30%.

- Test the 15-second spot without sound — visuals must carry the meaning.
- Maintain consistent brand voice across all lengths — same tone, same personality.

Example Input

**Core value proposition:**

“Language learning app that teaches through real conversations, not drills”

**Problem solved:**

“Traditional apps teach words you’ll never use”

**Offer:**

“7-day free trial, cancel anytime”

**CTA:**

“Download SpeakEasy now”

Why It Works

Most campaigns use the same script for every platform — a 60-second spot cut down to 15 seconds, which is unwatchable and ineffective.

This framework improves outcomes by forcing:

- core message distillation (single sentence that works across all lengths)
- length-specific structures (what fits in 15s vs. 30s vs. 60s)
- word count targets (38-45 words for 15s, 75-90 for 30s, 120-150 for 60s)
- platform mapping (which length for which channel)
- adaptation notes (what to add or remove at each length)

**Failure modes this prevents:**

- Inconsistent messaging across platforms (different hooks, different offers)
- 15-second spots that try to cram too much (unwatchable, confusing)

- 60-second spots padded with fluff (boring, low retention)
- No clear core message that works across all lengths

**This improves on:** One-script-fits-all campaigns. Length-adapted scripts perform better on each platform.

**Related to:** CW-01 (AIDA) for structure; CW-06 (Objection Handler) for longer formats.

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