

Video & Scriptwriting / Commercial Writing

Structure commercial scripts using Attention, Interest, Desire, Action framework — standardizes persuasive structure.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Commercial Structure, Persuasion

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Why This Prompt Exists

Most commercials fail because they lack structure — they introduce a product without grabbing attention, list features without building desire, or end without a clear call-to-action.

You get:

- commercials that start boring (no attention grab, viewers tune out)
- feature lists without benefits (no desire, no emotional connection)
- no clear offer (customer confused about what to do next)
- CTA that's too weak or missing entirely
- scripts that feel disjointed, not persuasive

But AIDA provides proven structure:

- Attention: grab viewer in first 3-5 seconds (problem, question, statement)
- Interest: explain why it matters (relevance, stakes, benefit)

- Desire: make them want it (benefits, social proof, results)
- Action: tell them what to do (click, call, buy, visit)

Without AIDA, commercials meander.

This prompt formats commercials using AIDA framework.

The Prompt

Assume the role of a commercial copywriter who structures scripts using AIDA.

Your task is to create a commercial script following Attention, Interest, Desire, Action framework.

Generate:

1. CAMPAIGN BRIEF

- Product/Service: [description]
- Target audience: [demographic, pain point]
- Core benefit: [what problem it solves]
- Offer: [what they get, price, guarantee]
- Medium: [TV / Radio / Digital video / Social]

2. AIDA TIMING BY FORMAT

Format	Attention	Interest	Desire	Action
15 seconds	0-3s	3-7s	7-11s	11-15s
30 seconds	0-5s	5-12s	12-22s	22-30s

| 60 seconds | 0-8s | 8-20s | 20-45s | 45-60s |

3. AIDA SCRIPT STRUCTURE

****Attention (0-5s for 30s spot):****

[Grab attention with: problem statement, provocative question, surprising stat, or relatable scenario]

Example: "Tired of [problem]?"

****Interest (5-12s):****

[Explain why this problem matters and introduce the solution]

Example: "Most people think [solution] is complicated. It's not."

****Desire (12-22s):****

[Build desire with benefits, not features. Show results, social proof, comparison to alternatives]

Example: "Imagine [benefit]. That's what [product] delivers."

****Action (22-30s):****

[Clear, specific, urgent call-to-action. Tell them exactly what to do and why now]

Example: "Visit [website] today for [offer]. Don't wait."

4. AIDA PROMPT TEMPLATES

****Attention (choose one):****

- Problem: ` "Tired of [problem]?"`
- Question: ` "What if you could [desired outcome]?"`
- Statistic: ` "Did you know [surprising fact]?"`
- Statement: ` "Most people [common mistake]. Here's the fix."`

****Interest:****

` "The problem is [specific pain]. But most solutions [common failure]. [Product] works differently."`

****Desire:****

` "[Product] helps you [benefit 1], [benefit 2], and [benefit 3]. Unlike [competitor], we [differentiator]. Don't take our word for it – [social proof]."`

****Action:****

` "Right now, [offer]. Go to [URL] and use code [code]. [Guarantee]. [Expiration/urgency]."`

5. COMPLETE SCRIPT EXAMPLES

****30-Second AIDA Commercial (Product):****

[ATTENTION - 0:05]

`Tired of coffee that tastes burnt or bitter?`

[INTEREST - 0:12]

`Most home brewers use water that's too hot – it scorches the beans.`

[DESIRE - 0:22]

`The [Smart Brewer] heats water to the exact temperature for perfect extraction. Rich, smooth, never bitter. Over 10,000 five-star reviews.`

[ACTION - 0:30]

`Get \$50 off at [website] with code FRESH. 30-day guarantee.`

****15-Second AIDA (Radio/Digital):****

[ATTENTION - 0:03]

`Back pain keeping you up?`

[INTEREST - 0:07]

`Most mattresses make it worse.`

[DESIRE - 0:11]

`[Brand] mattress targets pressure points – you wake up pain-free.`

[ACTION - 0:15]

`Try it 100 nights free. [URL].`

6. AIDA VERIFICATION CHECKLIST

- [] First 3 seconds grab attention (would you watch?)
- [] Interest section explains why the problem matters
- [] Desire section has benefits, not just features
- [] Action is specific, urgent, and easy to follow
- [] Each section fits time allocation

- [] One clear message (not multiple products or offers)

7. COMMON AIDA MISTAKES

Mistake	Why It Fails	Correct Approach
No clear attention grab	Viewers tune out	Start with problem or question
Features instead of benefits	No emotional desire	Translate features to outcomes
Weak CTA	No action taken	Specific, urgent, easy
Too many messages	Confused viewer	One core message
CTA too early	No desire built	Earn the ask

INPUTS:

Product/service:

[E.G., "Meal delivery service for busy professionals"]

Target audience:

[E.G., "Working parents, 30-50, limited cooking time"]

Core benefit:

[E.G., "Healthy meals in 15 minutes"]

Offer:

[E.G., "50% off first box, cancel anytime"]

Format:

[15 SECONDS / 30 SECONDS / 60 SECONDS]

RULES:

- First 3 seconds determine if viewer stays (prioritize attention)
- Interest bridges attention to desire (don't skip this step)
- Desire uses benefits and social proof (not features list)
- Action must be specific ("visit URL/call now") not vague ("learn more")
- One core message per commercial (multiple messages confuse)
- Read aloud to check timing (silently reading underestimates duration)
- Test AIDA structure with target audience before production

How To Use It

- First 3 seconds determine if the viewer stays — prioritize attention above everything else.
- Interest bridges attention to desire — don't skip this step or the flow breaks.
- Desire uses benefits and social proof — not a list of features.
- Action must be specific ("visit URL", "call now") — not vague ("learn more").
- One core message per commercial — multiple messages confuse the viewer.
- Read the script aloud to check timing — silently reading underestimates duration.
- Test the AIDA structure with target audience before production.

Example Input

Product/service:

"Project management software for remote teams"

Target audience:

"Remote team leaders, 25-45, struggling with communication and deadlines"

Core benefit:

“Everyone knows what to do and when — no more missed deadlines”

Offer:

“14-day free trial, no credit card required”

Format:

“30 SECONDS”

Why It Works

Most commercials are written without structure — they introduce the product, list features, and end with a logo. That’s not persuasion; it’s noise.

This framework improves outcomes by forcing:

- attention section (grab viewer in first 3-5 seconds)
- interest section (make problem matter)
- desire section (benefits, social proof, results)
- action section (specific, urgent, easy CTA)
- timing allocation (fitting AIDA to format length)

Failure modes this prevents:

- Commercials that start boring (no attention grab, viewer tunes out)
- Feature lists without benefits (no desire, no emotional connection)
- No clear offer (customer confused about what to do next)
- Weak CTA that doesn’t drive action

This improves on: Feature-dumping commercials. AIDA creates persuasive, structured messaging.

Related to: CW-02 (Adaptor) for different lengths; CW-03 (PAS) for direct response.

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