

Prompting Techniques

Technique

The Storyboard Creator

Takes your campaign images and Campaign Guidance Summary and maps them to a five-beat narrative arc (Hook, Problem, Proof, Payoff, CTA) to produce a shot-by-shot storyboard for a 15 to 20 second short-form ad.

The prompt forces the AI to catalogue every image with a factual description before mapping anything to beats. This prevents it from inventing details that are not in your images or silently reassigning shots when it builds the HTML. Each image gets a fit rating (strong, moderate or weak) and any beat without a strong match is flagged as a gap rather than filled with a forced choice.

The output is a visual HTML storyboard with each frame displayed in sequence, showing your actual image, beat label, timing, shot description and suggested on-screen copy.

You don't have to accept the first output. You can follow up with, for example:

"Is my Hook strong enough, or is there a bolder option in what I've uploaded?"

"Check each shot: is it showing process or outcome? Flag anything in the wrong beat."

"Could I combine Hook and Problem into one stronger opening shot? Reflow the timing if so."

Image Editing Prompt Formular

Edit or replace a specific element in an existing image (clothing, background, object, colour) whilst preserving lighting, proportions and everything else.

Image-to-Video Prompting

Turns a still image into a short animated clip with controlled motion, mood and composition. Includes guardrails to protect key elements from the original image.

Image-to-Video Generation for Advertising

Generate a campaign-ready video clip with brand tone, pacing and ad placement built into the prompt.

Example

I'm creating a short-form video ad (15 to 20 seconds) for **[product / service / brand]**. Find my Campaign Guidance Summary attached. It contains the campaign positioning, audience, messaging, tone of voice and visual direction for this brand.

I've uploaded **[number]** campaign images and I want to produce a **[number]**-shot storyboard, one image per shot. Before mapping anything to the narrative arc, please follow these image rules:

- Catalogue every uploaded image with a stable ID in upload order (Image 01, Image 02, Image 03 and so on).
- For each image, write a short factual description of what is visibly present.
- Do not invent people, settings, ingredients, packaging details, claims, text, props or actions that are not visible in the image.
- Every storyboard shot must reference one image by its ID.
- The shot description must match the visible content of the referenced image.
- If no uploaded image strongly supports a beat, mark it as a gap rather than forcing a fit.

Using the five-beat narrative arc below, please:

1. Produce an image inventory as a table with image ID, visible description, best use and any limitations.
2. Map my images to the beats. Tell me which image fits where and why, and mark the fit as strong, moderate or weak. Identify any gaps where I am missing a strong shot.
3. Produce a shot-by-shot storyboard as a numbered table with timing, beat, image ID, visible image content, shot description, suggested on-screen copy and suggested motion or transition.
4. Before generating the HTML, run a consistency check. For each shot, confirm the image ID matches the visible content described. Correct any mismatch before continuing.

Hook (2 to 3s): Stop the scroll. Open with a striking visual, a bold claim, or a question your audience cannot ignore.

Problem (2 to 4s): Show the pain. Make the viewer feel the cost of the status quo. Can be combined with the Hook for a stronger open.

Proof (4 to 8s): Build trust. Product reveal, social proof, in use, ingredients. Multiple quick shots work well here.

Payoff (2 to 3s): The outcome, not the process. What does life look like on the other side?

CTA (2 to 4s): One clear next action. Tell the viewer exactly what to do next.

Output the final storyboard as an HTML artefact with each shot displayed as a visual frame, showing the image, image ID, beat label, shot number, timing, visible image content, shot description and suggested on-screen copy. Layout should read left to right like a real storyboard.

The HTML must be a direct rendering of the final storyboard table. Each frame must display the same image that was assigned to that shot in the table, referenced by image ID. Do not reinterpret or reassign images at the HTML stage.

[Edit action] **[target element]** with/to **[replacement description]**. Maintain **[surface/material behaviour]**. Preserve **[lighting and shadow from original]**. Keep **[everything else unchanged]**.

Animate the attached image as a short video for **[campaign / organisation / product / service]**. The video should show **[what happens in the clip + specify focus points + background]**. Use a **[camera movement]** starting on **[starting point]** and ending on **[ending point]**. Keep the mood **[describe the mood]**. Keep the lighting **[lighting description]** and the visual style **[style description]**. Only add subtle movement: **[movement examples]**. Preserve **[important elements from the original image]**. Leave space for text overlay in **[which part of the image frame]**.

Do not add **[things to avoid]**. Do not change **[things that must stay the same]**. Do not create readable text inside the video.

Turn the attached image into a short video clip for **[campaign / brand / product / service]**. **[Describe the animation or motion: what moves and how]**. Use a **[camera movement]** at **[speed/pacing]**. The focus should stay on **[key elements that must remain sharp and visible throughout]**. The tone is **[audience and brand tone: e.g. calm, premium, energetic]**. Keep the lighting **[lighting description]** with **[colour grade if relevant]**. The background should **[background behaviour: static, softly blurred, subtle movement]**. The visual style is **[style description: e.g. editorial, cinematic, documentary]**. Keep the pacing **[pacing description: e.g. slow and unhurried, no acceleration, no easing]**. This video is the **[placement in the ad: e.g. opening hook, payoff shot, product reveal]** in a short-form video advert.

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The Voiceover Wonder

Generate a voiceover script for a video ad that matches your brand tone, messaging and visual timing, using your Campaign Guidance Summary and video file (rough cut) as inputs.

Script Simplifier [OPTIONAL] -

Generates a clean voiceover script that you can copy and paste straight into Eleven Labs.

Create Background Music in Suno

Once you have got an export of your video you can use it with an LLM that can read video files, such as Google Gemini, to generate the voiceover. Attach your Campaign Guidance summary for context.

Example

I've created a **[video length in seconds]** video ad, and I need a voiceover script that aligns perfectly with my **[brand's / product's / service's]** tone and messaging as outlined in the attached Campaign Guidance Summary. The voiceover should be engaging, clear, and on-brand, emphasising the key themes mentioned in the Campaign Guidance Summary. Please write a script that flows naturally with the visuals, enhances the emotional impact, and conveys the campaign's message with authenticity and warmth. The CTA at the end should be **[insert your CTA]**.

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Please provide me with the voiceover as a text paragraph, not as a table, without the time, visuals and notes. I just want the voiceover text so I can read it out continuously.

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I need background music for my short-form video ad. I have attached the video and the Campaign Guidance Summary, providing some background to my ad and project.

Based on the brand tone, the visual pacing and the voiceover, write me a music generation prompt I can paste directly into Suno. The prompt must:

- Describe the instruments, tempo, mood and energy level in music terms
- Match the emotional arc of the ad (how the music should feel at the opening, middle and close)
- Specify the exact duration to match my video
- Not include any meta-instructions like "create a song that..." - just describe the music itself

Give me three options: **[example: one piano-led, one guitar-led, and one ambient/textural]**. I will pick the one that feels closest to my brand / campaign.