

How to Make Winning Ads With AI

How to Make Viral Ads With AI

User-generated content (UGC) ads are revolutionizing modern marketing with authentic and relatable content that drives engagement.

BUT... Creating high-quality UGC ads can often be time-consuming and costly.

Solution – AI Ad Makers like Icon.

Producing effective UGC ads has become faster, more affordable, and accessible for all skill levels. These tools automate tasks like editing, clipping, and enhancing visuals, making it easier than ever to create compelling ads without a professional budget or experience.

Why use AI for creating Ads?

The answer to this is pretty straightforward:

1. **Eliminate Unnecessary Tasks and Reduces Time Expenditure** – Video creation can be exhausting with tasks like clipping, syncing, and editing. AI tools automate most of this, reducing hours of work to minutes. Even beginners can create professional videos using drag-and-drop features, templates, and guided instructions.
2. **Affordable Alternative:** Hiring a videographer or buying costly editing packages can be expensive, but AI tools like Creatify.ai offer affordable, even free options, making video creation accessible to all.
3. **Flexibility for Experimentation & Customization** – AI video tools like Flux or Icon offer templates, animations, visuals, and voiceovers, enabling ads or UGC video creation with ease, regardless of creative skill level.

Tips to make your ads stand out

- **Keep It Short** – Short videos (1-3 mins) work best for social media, while tutorials can be 5-10 mins. Focus on key points and avoid detailed descriptions.
- **Branded Colors and Fonts** – When you are making multiple ads, keep the branding consistent with colors, fonts, and visuals to build a better recall for your product.
- **Optimize for Mobile Viewing** – Since most viewers use mobile devices, ensure text is readable and graphics clear on smaller screens.

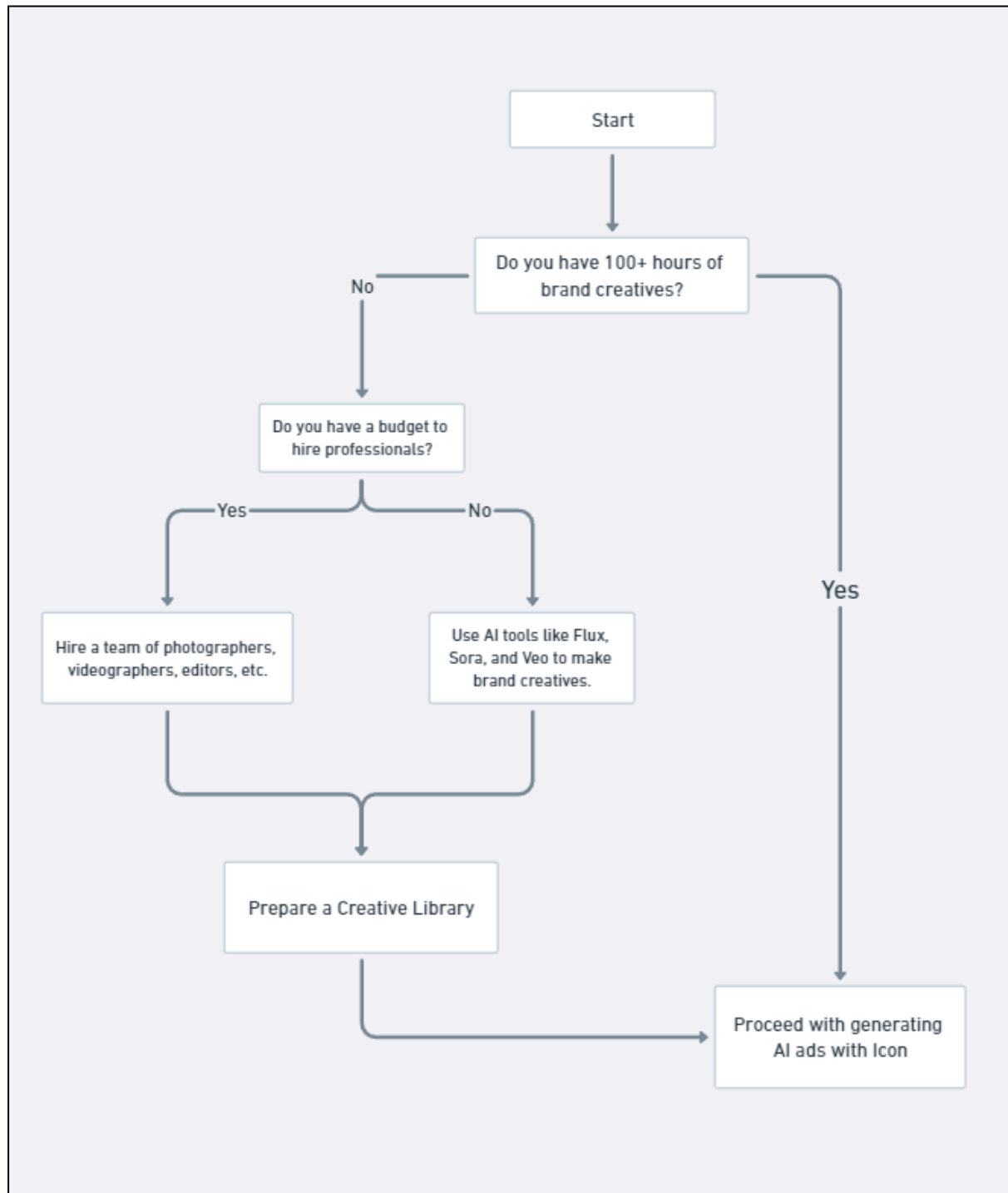
Also make sure you include a strong call-to-action to encourage viewers to visit your website, subscribe, or share the video. This helps actively convert a user's intent into action.

The **Pain-Agitation-Solution (PAS)** model is known to be the most impactful simplest way to create content that connects with your audience. It's all about showing empathy, building urgency, and offering the perfect solution.

- **Pain:** Call out the problem your audience faces—something relatable and frustrating.
- **Agitation:** Dig deeper, showing why that problem is such a hassle. Make them feel it!
- **Solution:** Introduce your product as the easy fix that solves it all.

Building Your Creative Library

Take a look at this flowchart before you get started with ad creation:



You can use a combination of AI tools to create media asset files for your AI-generated Creative Library. Here are a few examples of AI image-generation tools:

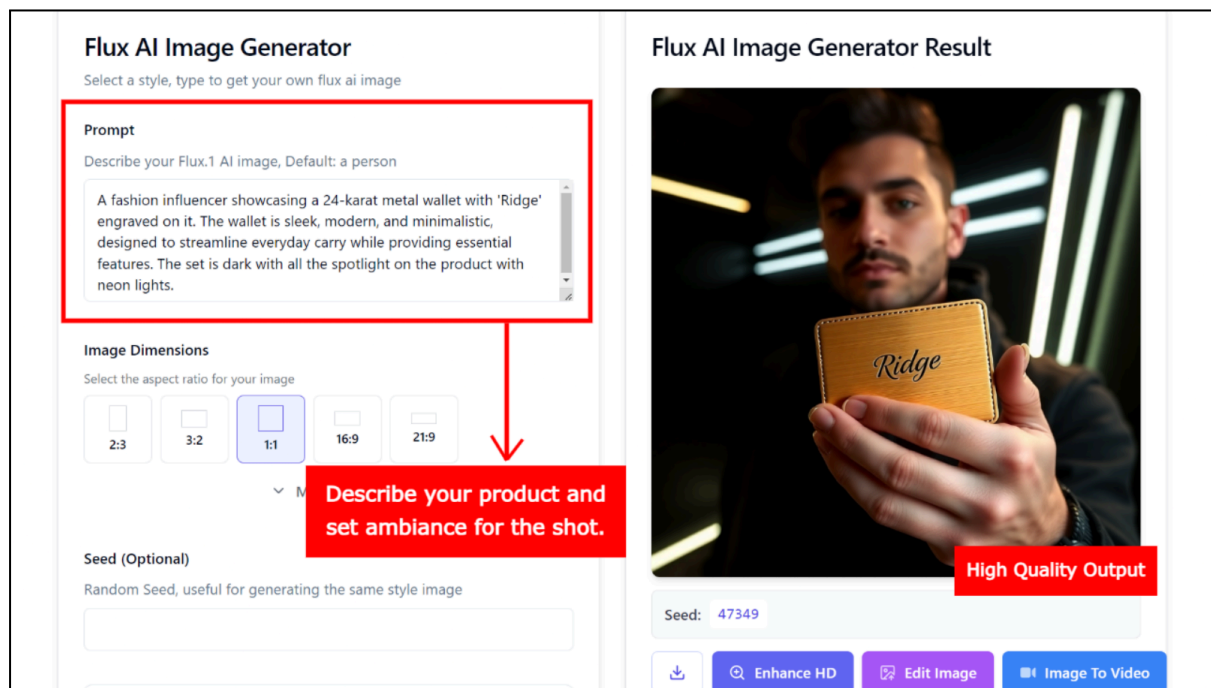
- [Flux](#)
- [Sora](#)
- [Veo](#)
- [Kling](#)

Generate Images from Prompts

Here's a step-by-step process for Flux to generate AI images:

1. Go to <https://flux1.ai/create> to get started.
2. Describe your product, the ambiance of the shot, lighting, product placement, etc. to give enough context to the AI model for your photoshoot. The more detailed it is, the better.
3. Define the image dimensions before generating the prompt. It is a good idea to generate multiple images for the same prompt and with different aspect ratios.
4. Click on 'Run' to generate your image.

Example Prompt: *A fashion influencer showcasing a 24-karat metal wallet with 'Ridge' engraved on it. The wallet is sleek, modern, and minimalistic, designed to streamline everyday carry while providing essential features. The set is dark with all the spotlight on the product with neon lights.*



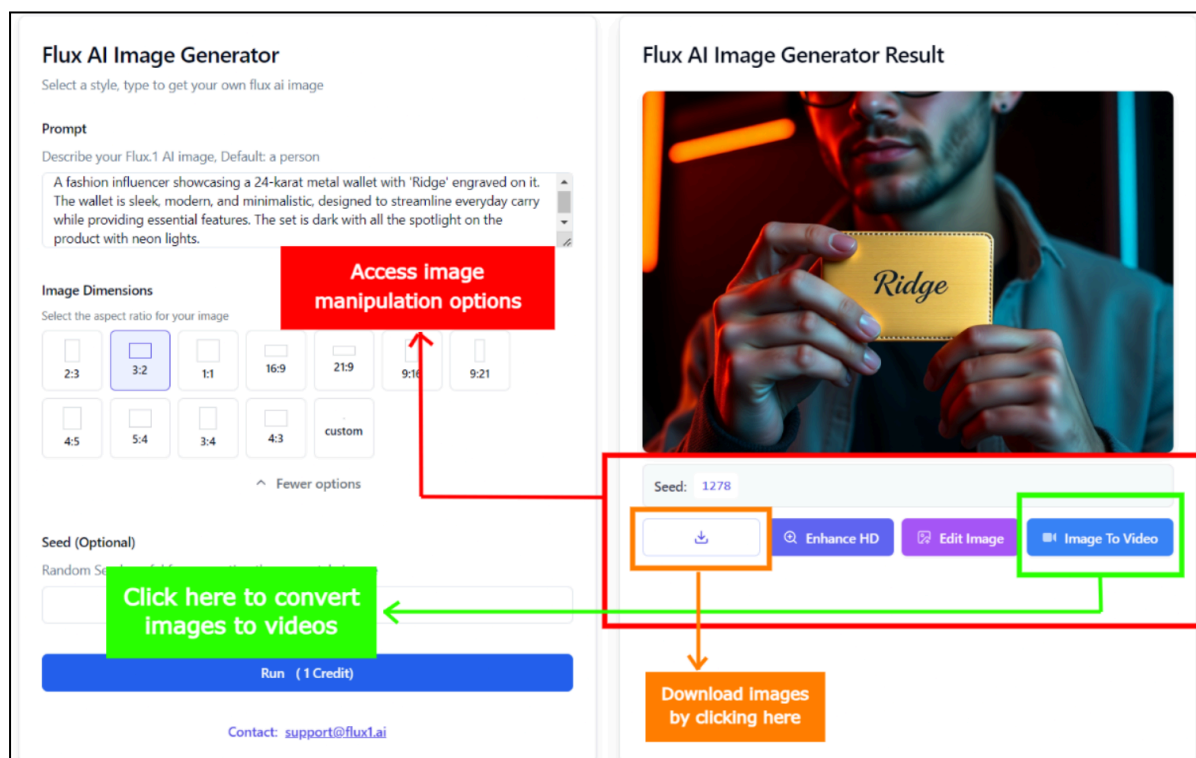
Note: If you want to recreate the same result for consistency (useful in A/B testing or design revisions), you can set a seed value before hitting 'Run'.

Seed value offers more control over the randomness involved in image generation. If you use the same seed value and prompt multiple times, Flux will generate the same image every time.

Here are a few examples of visuals generated by Flux AI with the same prompt and diff seed:



Flux also allows you to further make changes to the generated images. You can enhance the image, manipulate parts of the image per your requirements, or create a video from it.



Raw Image



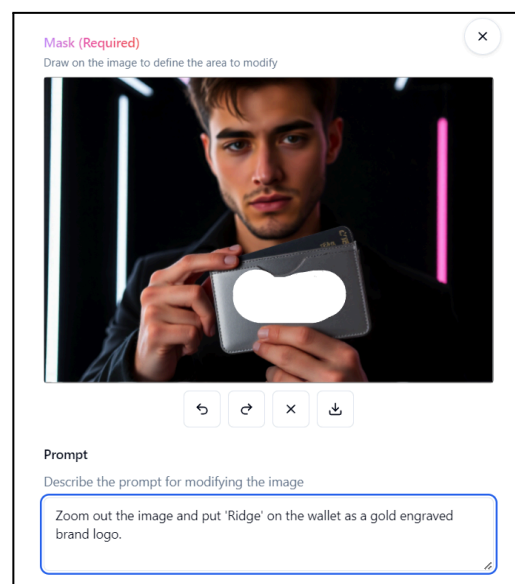
Modified image



To make changes to your existing images in your creative library, follow these steps:

1. Upload the image to Flux AI in the Image Edit dashboard.
2. Add a mask to your images – Highlight the part of the image you wish to modify
3. Describe your changes in the prompt section
4. Click on 'Generate Image'.

You can do this multiple times to achieve your desired modifications or generate different variations of the same image modification.



Here's an example of the same:

Prompt: Zoom out the image and put 'Ridge' on the wallet as a gold engraved brand logo.

Raw Image



Modified image



Generate Videos from Images

1. Upload your images to [Flux](#) or click on 'Image to Video' after you've created your img.
2. Describe how you want the video to come out and click on 'Generate Video'

Image To Video AI Generator

Upload images and describe

Prompt

Describe the prompt for the image-to-video transformation

The person in the video is playfully fidgeting with the wallet in his hand.

Random

Start Frame (Optional)

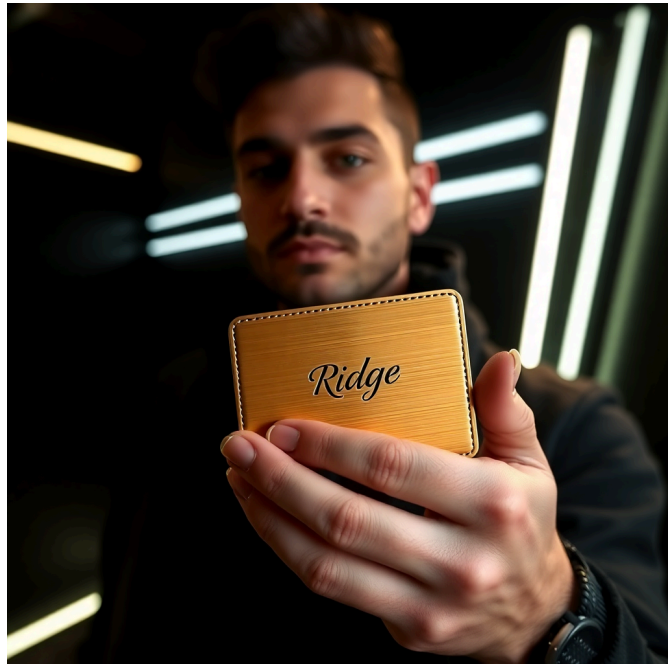
The first frame of your generated video

From My Images URL

Upload your image here

provide a URL to the image.





Click on the creator image on the right or check the video here – [Flux1.AI-2025-01-14.mp4](#)

Add Audio to Your Videos

1. Upload your video here and describe the audio you want (This is optional).
2. Click on 'Add Audio' to add background audio to your video.

Add Audio to Video

Select a video and add audio description

Select Video Select From Library

Upload a video or choose from your library

Clear selected video



Original prompt: The person in the video is playfully fidgeting with the wallet in his hand.

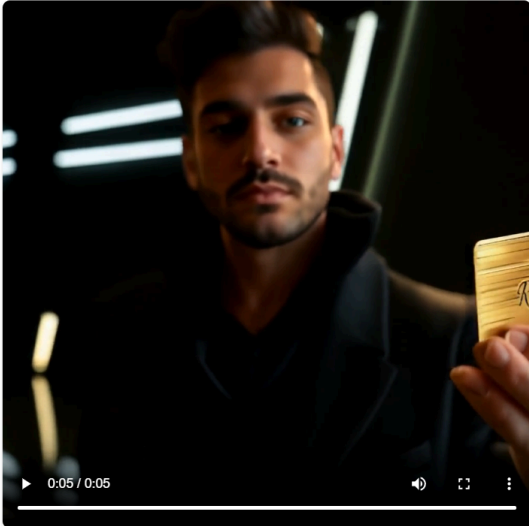
Audio Description (Optional)

Describe the audio you want to add to the video

Add electronic/techno beats mixed with cinematic soundscape playing in the background

[Add Audio \(Free for Subscribers\)](#)

Generated Video with Audio



Status: Complete

[Download](#)

Click on the image above to access the video or check here: [Flux1.AI-2025-01-14 \(1\).mp4](#)

How to make UGC Ads using AI

Coming up with 100 unique, 30-second scripts is painful. Manually matching 3-second clips (from your 10,000-video library) for every shot of your 100 scripts is even more painful. Creating 3 permutations of each of the 100 ads (for A/B testing) makes the pain even worse.

Now imagine voiceovers, captions, music, & uploading all 300 ads to Meta & TikTok on top of this. Also, imagine you're an agency doing this for 10 brands (now we're at 3K ads). Products for scriptwriting, competitor research, creative storage, video editing, creative analytics, & UGC exist, but they're not built for making ads (or just built badly).

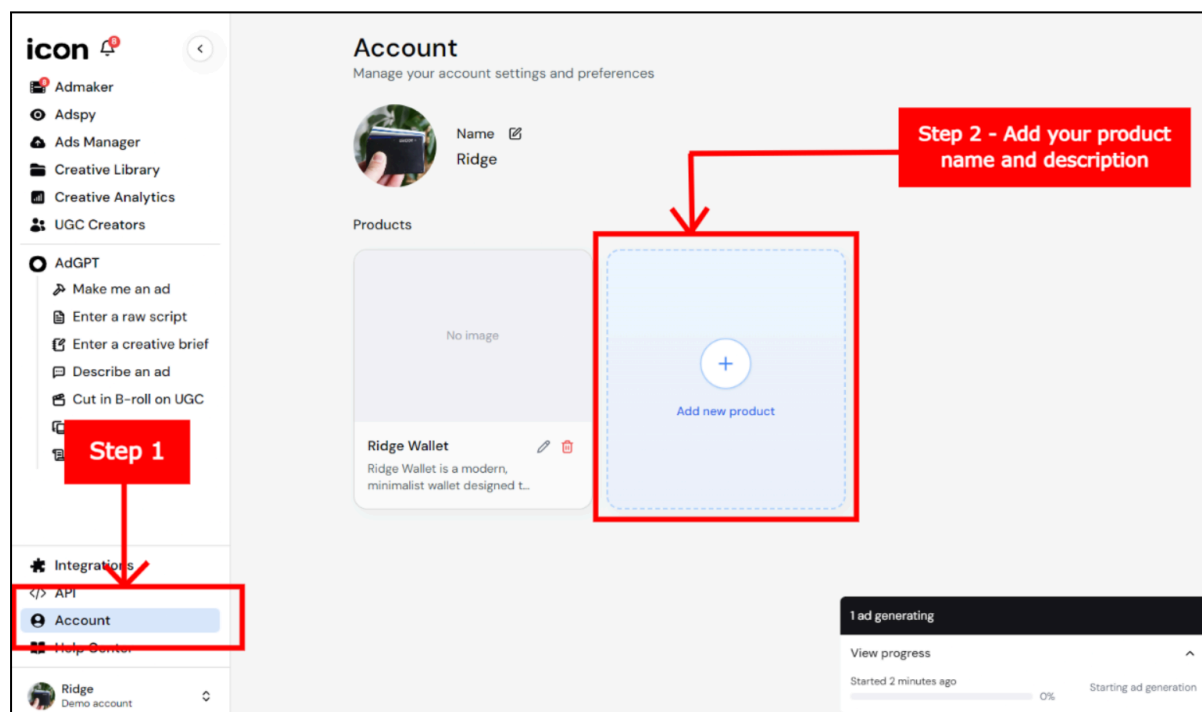
Icon solves this with the first AI Admaker. Think CapCut, but for making winning ads with AI in minutes ***With Icon Ad Maker, you can make 100s of AI UGC ads in a matter of minutes and save cost and time*** – a single tool that replaces a combination of tools like CapCut, Billo, Recharm, etc.

If you don't already have an Icon account, sign up here: <https://icon.me/>

Before you get started with ad creation, configure your product information in the Icon settings dashboard. Here's how to do it:

Step 1 – Head over to the Account section from the sidebar on the left or click [here](#).

Step 2 – Click on 'Add new product' to add the product you want to generate ads about.



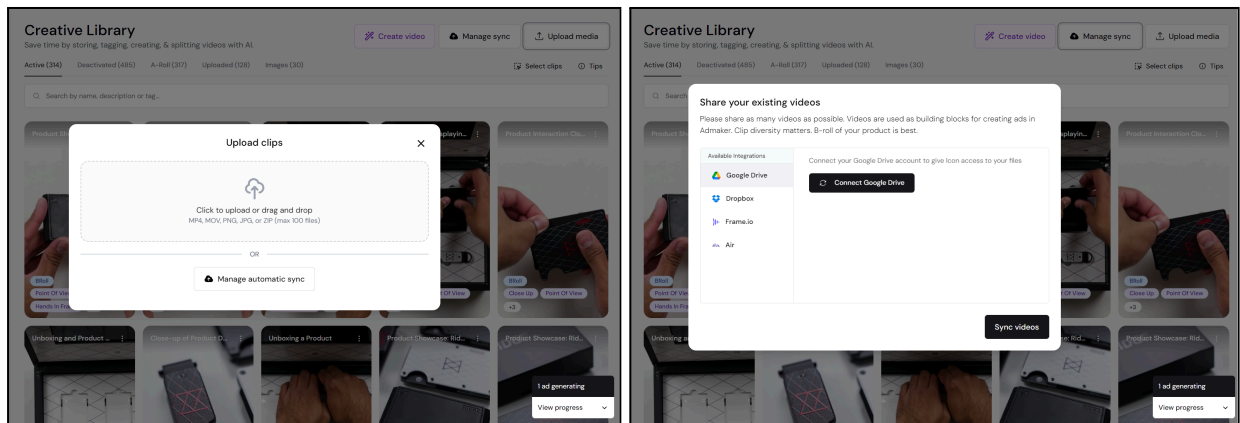
You can add your product website and let Icon fetch your product details, or you can manually submit your product name and description.

Creative Library

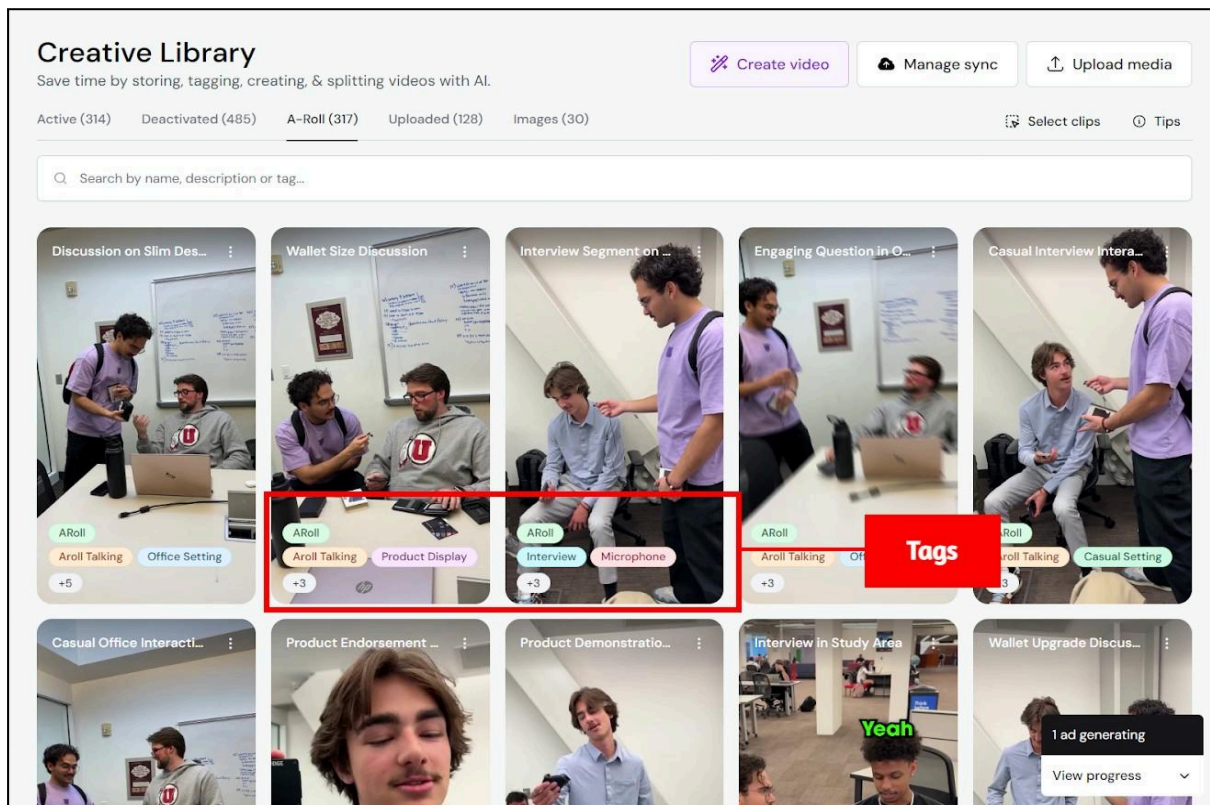
Step 1 – Shoot 100+ hours of high-quality photos and videos of your product from different angles or or use the AI-generated creative library we created in the first part of this document.

Step 2 – Upload all your images and videos in the Icon's Creative Library [here](#).

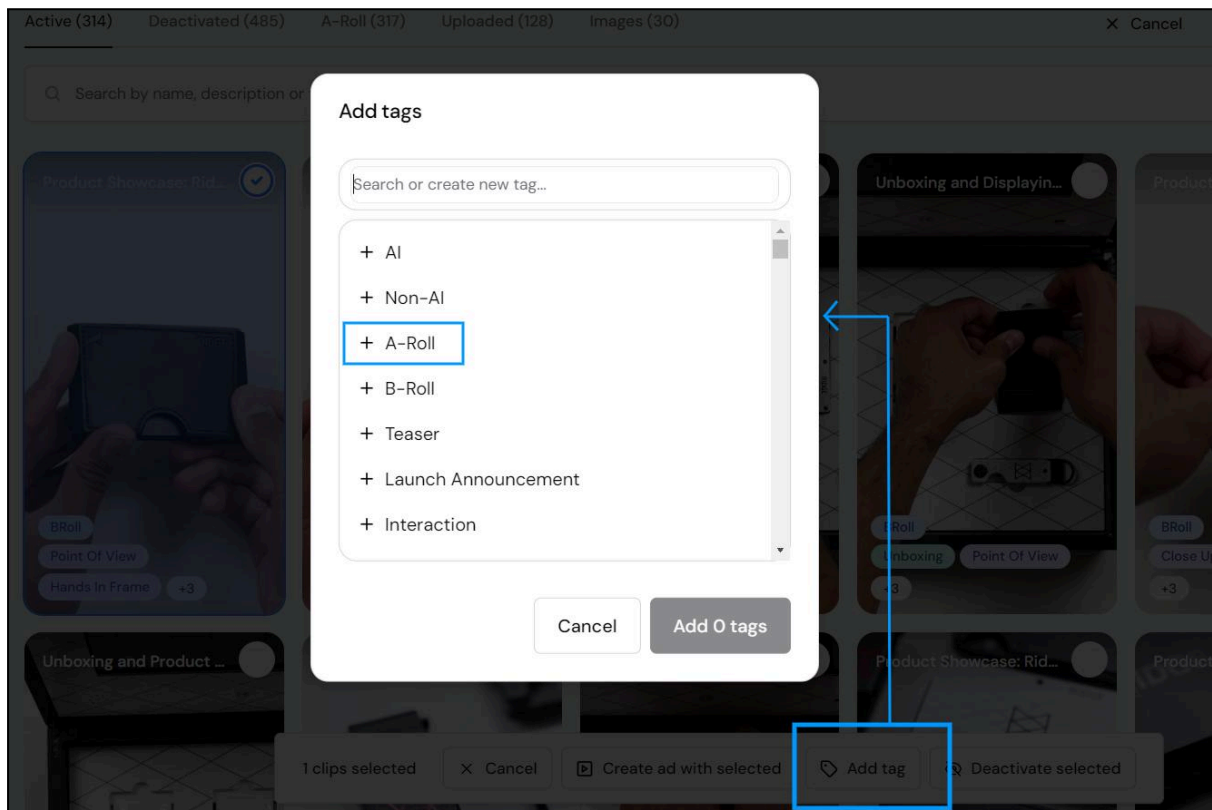
You can also connect with other storage service providers and sync the uploads with Icon. At the moment, Icon supports integration with Google Drive, Dropbox, Frame.io, and Air.



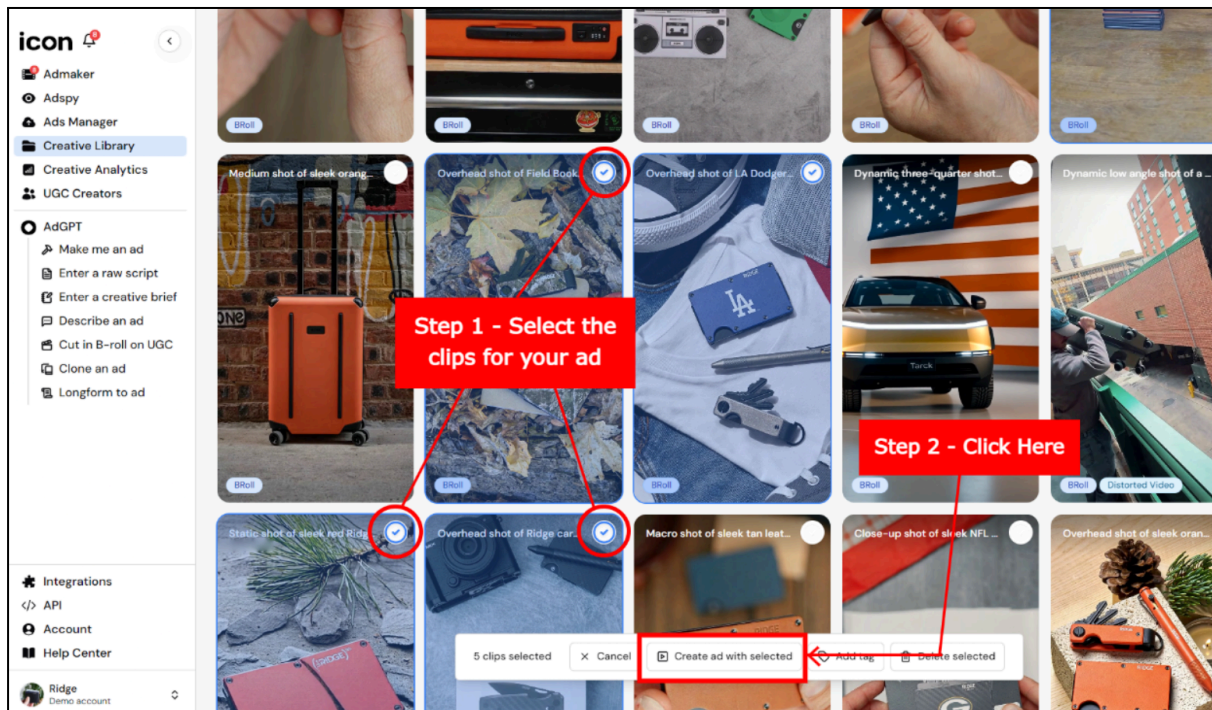
Icon analyzes all the videos and marks each video with relevant tags – Product display, A-roll, B-roll, Office setting, Casual setting, etc.



You can also manually add tags to your videos in the library by selecting the clip and clicking 'Add tag' from the floating bar at the bottom.



Step 3 – Select clips that you want to be included in your AI-generated ad and click 'Create an ad with selected'.

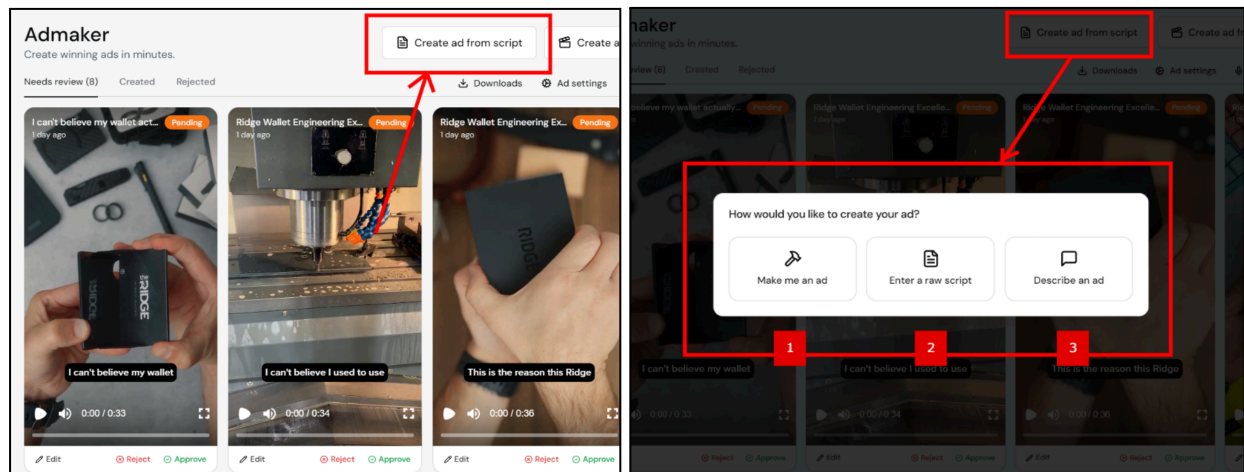


AdGPT

Step 1 – Go to the ‘Admaker’ tab from the navigation menu on the left and click on ‘Create ad from Script’ and describe how you want the ad to appear.

You can choose from 3 options:

1. **Make me an ad** – Let Icon do everything for you – from ideation to video
2. **Enter a script** – In case you already have a script ready
3. **Describe an ad** – Best if you don’t have a script but a clear idea about it



The ad editor will show you a sequence of clips in the *Timeline Preview* section along with the complete script for your configured product.

You can also use OpenAI ChatGPT to write an ad script with specific instructions.

In the case of Ridge Wallet, let's apply the PAS approach for the ad script:

- **Pain:** Highlight the problem with traditional wallets (bulky, tear, clutter pockets).
- **Agitation:** Emphasize why this is inconvenient or frustrating.
- **Solution:** Introduce Ridge Wallet as the sleek, durable fix.

Follow these steps to write a perfect prompt:

1. Set the control variables – Limit the number of words to ensure it is relevant for a short-form content format.
2. Describe the pain point of traditional solutions and the solution being offered in the ad. Draw a clear contrast between the two.
3. Add a short product brief to give more context about the product.
4. Chatgpt by default would give a detailed narration of an advert. If you want to quickly copy-paste and put it in Icon Ad Maker, give additional instructions to avoid narration.

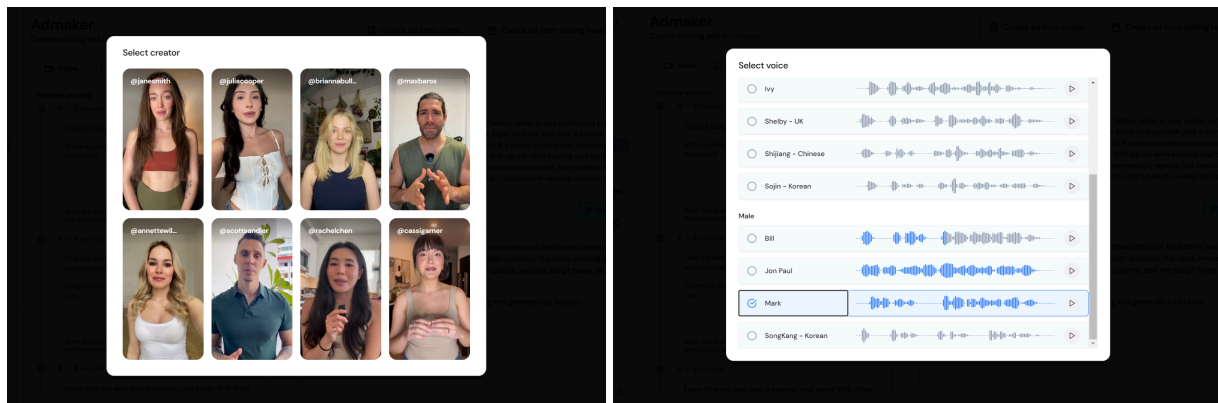
Prompt: You are an ad scriptwriter. Write a 50-word video script for a product called 'Ridge Wallet'. Start with stating the issues with traditional products in the space and then emphasize how Ridge solves them. Product Description: Ridge is a modern, minimalist wallet designed to streamline everyday carry while providing essential features. Ad CTA: Ask customers to purchase it before the product goes out of stock. Note: Don't add any narration, scene, or voiceover description. Just generate the script.

The screenshot shows the Admaker interface with a dark background. On the left, there are three labels: 'Product Brief' (orange), 'Call to action' (purple), and 'Clear Instructions' (yellow). In the center, a large white box contains the prompt and the generated script. The prompt is: 'You are an ad scriptwriter. Write a 50 word video script for a product called 'Ridge Wallet'. Start with stating the issues with traditional products in the space and then emphasize on how Ridge solves it.' The product description is: 'Ridge is a modern, minimalist wallet designed to streamline everyday carry while providing essential features.' The ad CTA is: 'Ask customers to purchase it before the product goes out of stock.' The note is: 'Don't add any narration, scene, or voiceover description. Just generate the script.' On the right, there are two labels: 'Painpoint' (green) and 'Solution' (blue).

Step 2 – Make further changes as per your wish in the Ad Editor and then Click on ‘Generate ad’. Watch the ad maker refine your script, break it down into 3-second snippets, and plug relevant clips into the Timeline preview.

The screenshot shows the Admaker interface with a light gray background. On the left, there is a sidebar with the 'icon' logo and a list of options: Admaker, Adspy, Ads Manager, Creative Library, Creative Analytics, UGC Creators, AdGPT (selected), Make me an ad, Enter a raw script, Enter a creative brief, Describe an ad, Cut in B-roll on UGC, Clone an ad, Longform to ad, Integrations, API, Account, Help Center, Ridge, and Demo account. The main area is titled 'Admaker' and 'Create winning ads in minutes.' It has three tabs: Video (selected), Music, Voiceover, and Captions. The 'Timeline preview' section shows three snippets: 'Tired of bulky wallets and RFID theft?' (0-2 seconds), 'That old leather wallet in your pocket isn't just uncomfortable - it's putting your cards at risk.' (2-5 seconds), and 'Every time you walk past a scanner, your cards' RFID chips are exposed to potential theft.' (5-8 seconds). The 'Script' section shows a hook: 'Tired of bulky wallets and RFID theft?' and a script: 'Tired of bulky wallets and RFID theft? That old leather wallet in your pocket isn't just uncomfortable - it's putting your cards at risk. Every time you walk past a scanner, your cards' RFID chips are exposed to potential theft. But there's a better way. Introducing Ridge: the slim, secure, and stylish wallet that blocks RFID signals while keeping your cards organized. No more bulge in your pocket, no more security worries, just modern minimalist design that protects what matters. Ridge Wallet - the future of carrying cash and cards is here.' A red arrow points to the 'Generate ad' button in the script section.

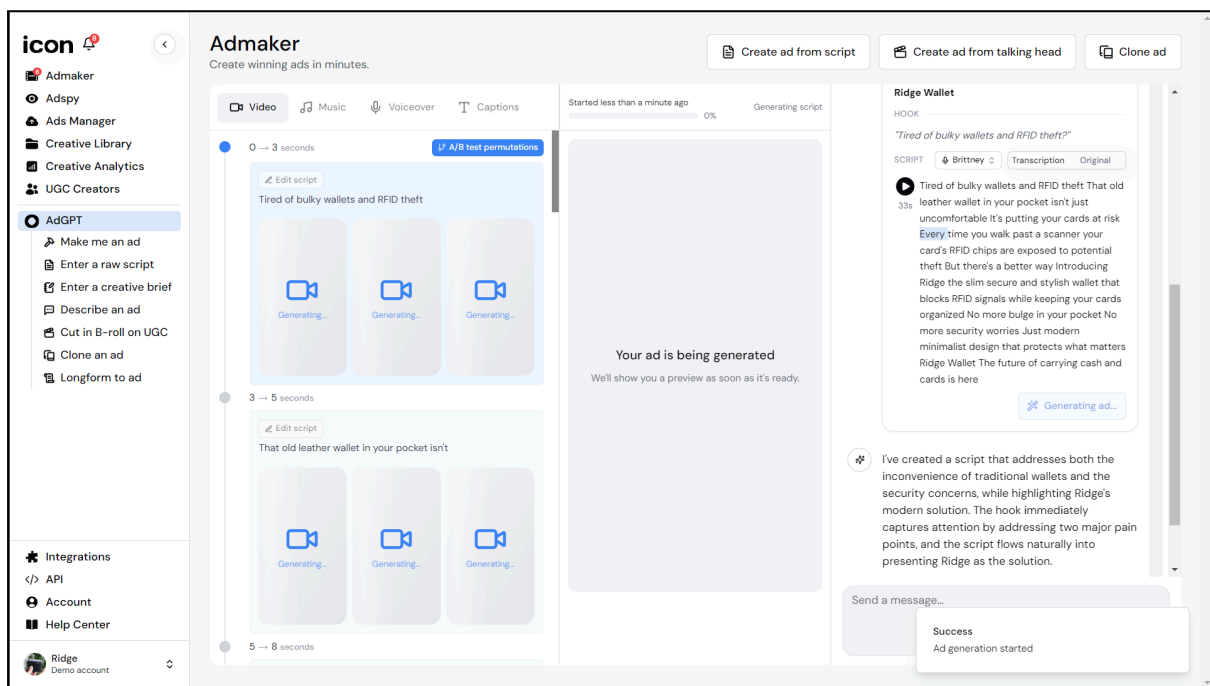
Step 3 – Select your preferred ad type (AI UGC ad or AI B-rolls) and choose your favorite voiceover and creator from the dropdown menu.



Icon comes with a bunch of different voices and creators pre-configured in the editor.

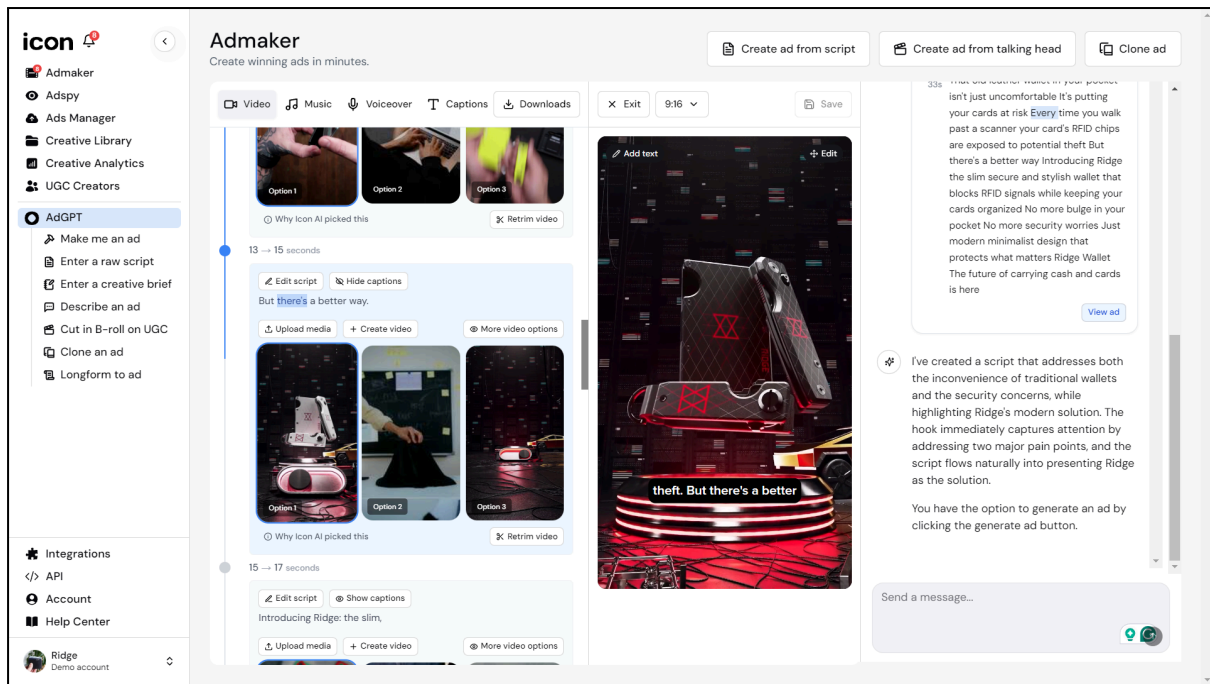
Step 4 – Click on ‘Generate ad’ in the chat window once you have finalized your ad script.

Icon Ad Maker will start generating voiceovers, videos, music, and captions for your ad.

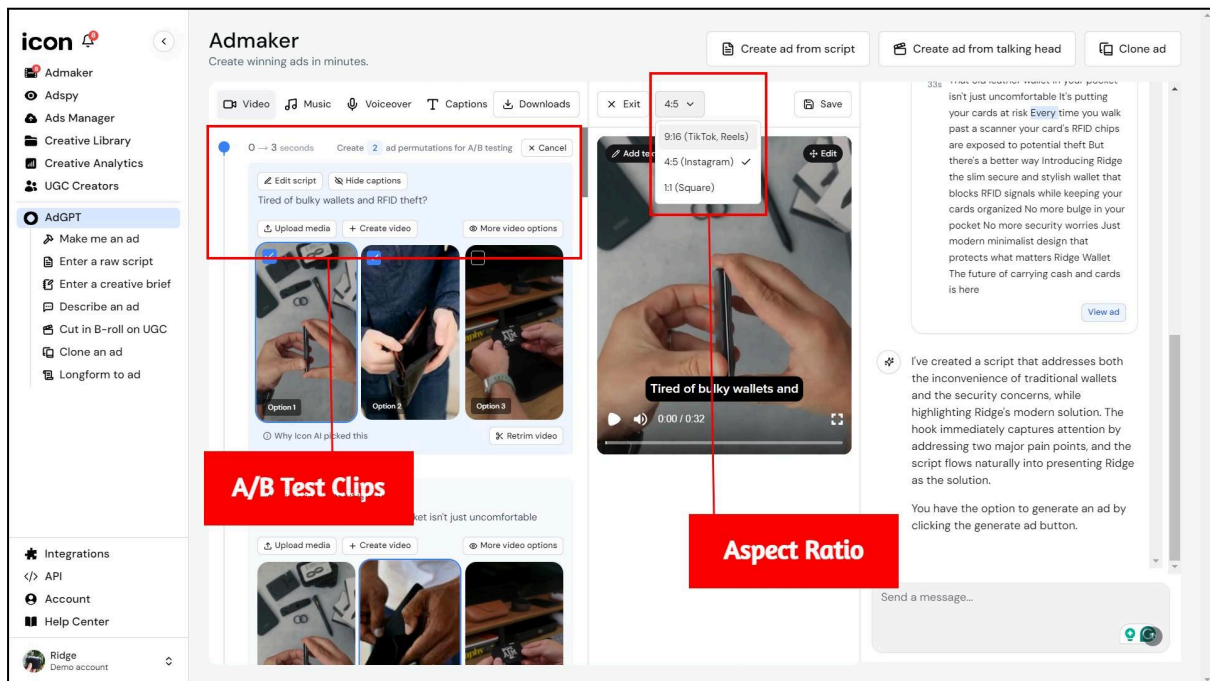


Note: Icon AI also understands and explains why a certain clip is best suited for a certain part of the script. More on this later...

Step 5 – Edit script, video sequences, and captions, as per your preference. You can even ask Icon to show more video options to replace the existing clip with a different one from your Creative Library.



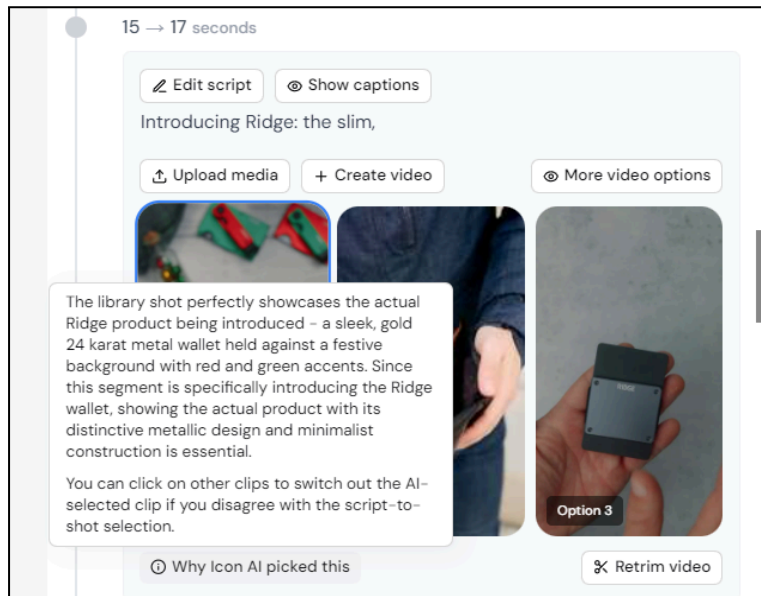
You can even A/B test your hooks and other parts of the video and choose the image specs for your ads based on which platform you are planning to run it.



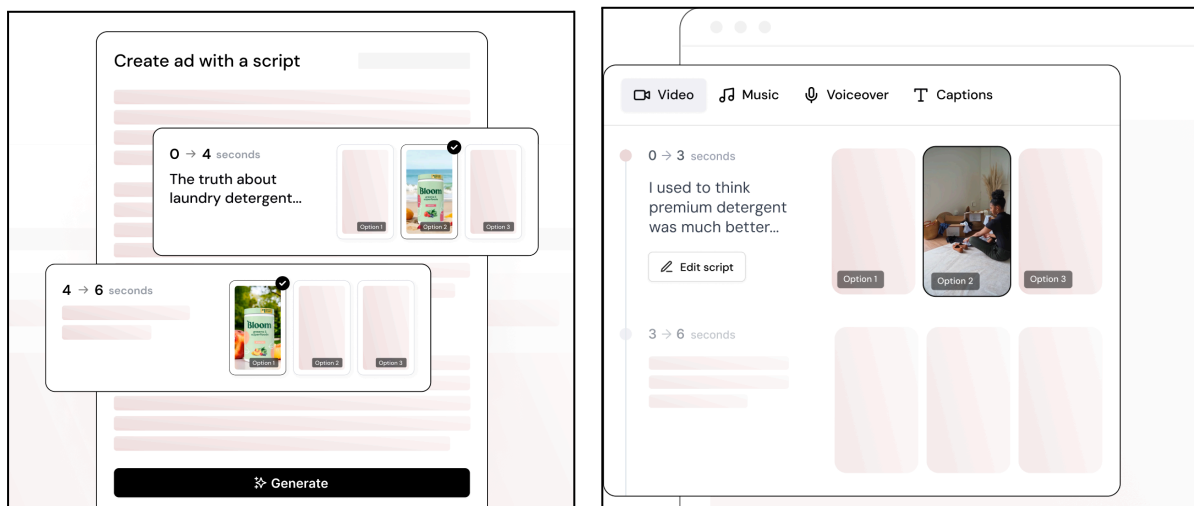
Here's the best part!

The clip selection for your script is not random and useless like most other AI apps out there. Icon analyzes videos and the snippets of your script to find the best possible associations.

None of it is black-boxed. Just hover over *'Why Icon picked this'* below the videos and you'll find the reasoning behind the script-to-shot selection.



Ps. You can also edit videos with prompts like – *"Make it longer. Mention back pain. Make it funny."*



Click [here](#) to watch the ads generated entirely with Icon and took less than 5 minutes!

AdSpy

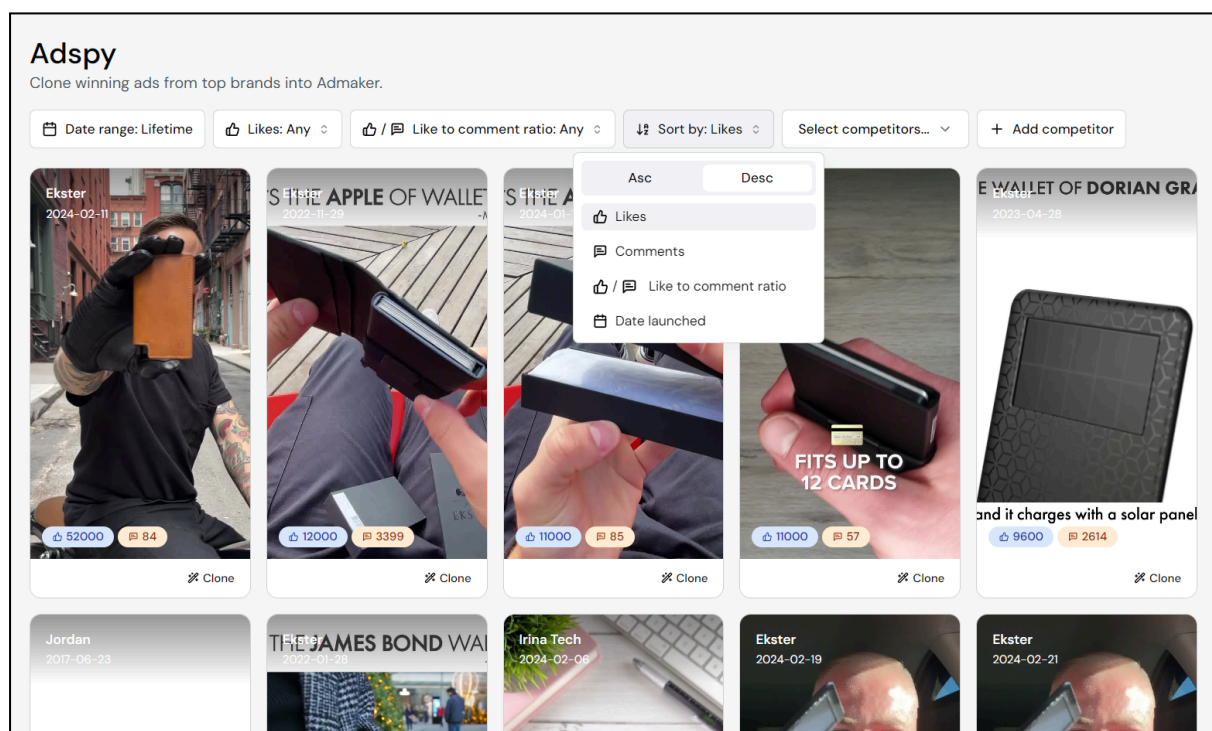
Let's say you love a few ads from your competitor products and want to use them as an inspiration for your brand adverts. Or you think you can even build better ads with the competitor ads laying the groundwork for you to build upon.

This is where Icon AdSpy comes into the picture. Icon helps you save time by cloning winning ads from top brands in your niche. It clones the competitor ads using your videos and bring them to a completion rate of around 80%-95%.

Here's how you can clone ads for yourself:

Step 1 – Go to the AdSpy section from the navigation pane on the left. Look up your competitor's products by clicking 'Add Competitor' on the top right.

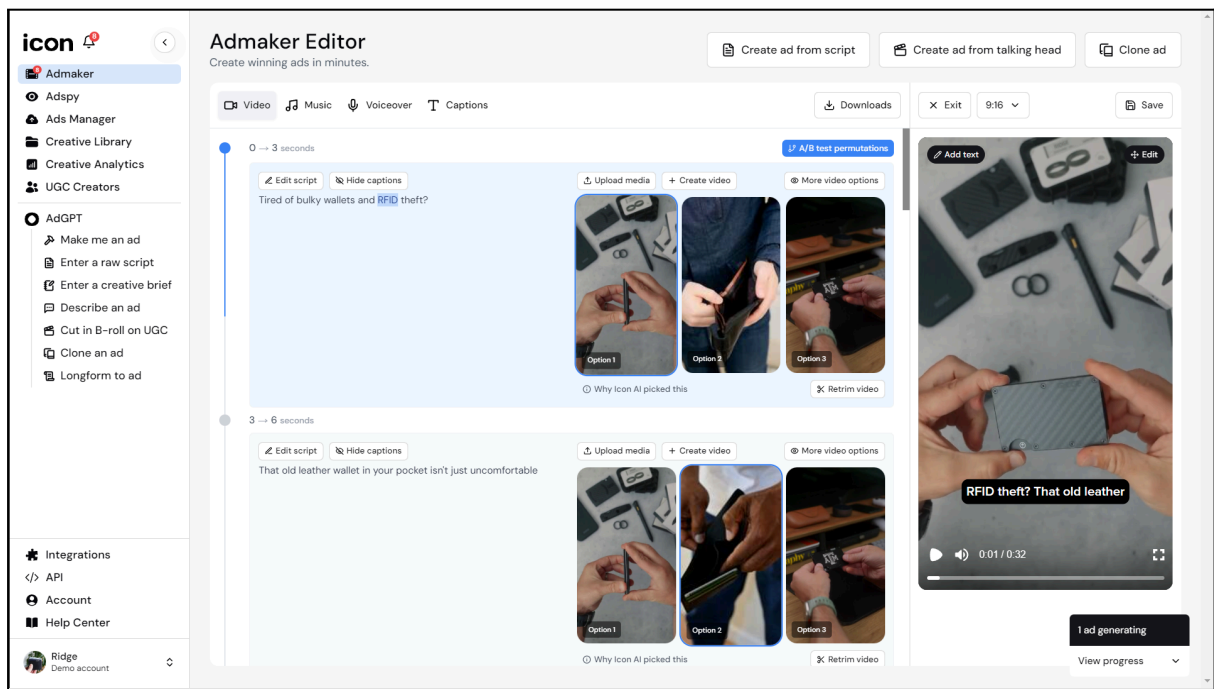
You can also filter and sort the competitor ads based on date range, likes, comments, etc.



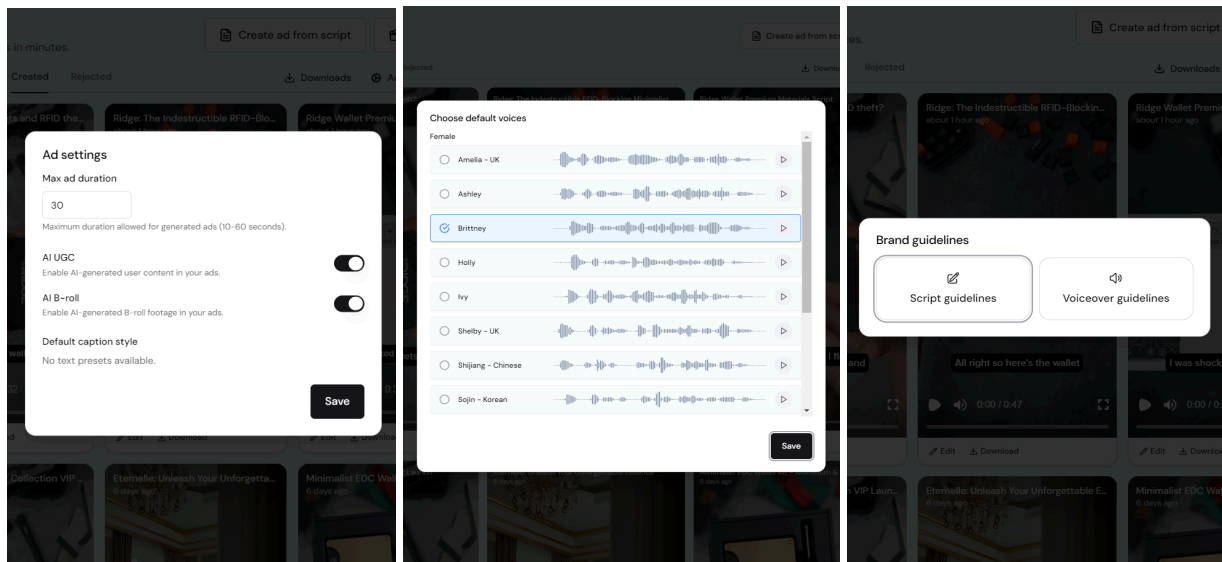
Step 2 – Click on 'Clone' to clone the best ads you found and the Icon AdSpy gets to work

AdSpy will analyze the ad, generate new transcripts and voiceovers for your ad in the same style, and open it in the Ad Editor.

Admaker Editor



You can configure default settings in the Admaker by clicking on ‘Ad settings’ to fix an ad duration and clips category, ‘Voiceover settings’ to fix a default voice, and ‘Brand settings’ to fix script guidelines and voiceover guidelines.



Ad settings

Voiceover settings

Brand settings

Summary

There's a remarkable shift happening in content creation – evolving from user-generated content (UGC) to professionally-generated content (PGC), and now to AI-simulated user-generated content (AI UGC).

It is almost a non-negotiable to not be aware of how fast the AI-generated content vertical is expanding but as more and more people jump onto the bandwagon, a new set of challenges has started to emerge.

Challenges in Generating AI UGC Ads and How to Handle Them

- **Lack of Authenticity** AI can create great content, but it may lack the genuine, human touch that makes UGC effective.
***Solution:** Inject your personality by adding custom touches, like real customer testimonials or behind-the-scenes moments.*
- **Difficulty Matching Brand Voice** AI might generate content that feels too generic or doesn't align with your brand's tone.
***Solution:** Always refine the script and ensure the messaging aligns with your brand's voice and style.*
- **Overused Templates** Using AI templates can sometimes make your ad look too similar to others, reducing its originality.
***Solution:** Mix and match templates, add unique elements, or create custom visuals to stand out.*
- **Struggles with Video Length** AI might produce UGC ads that are either too short or too long, impacting viewer engagement.
***Solution:** Keep it concise—use AI tools to trim or extend the video to the ideal length based on platform preferences.*
- **Difficulty with Dynamic Visuals** AI struggles to generate fast-paced or dynamic visuals that keep attention.
***Solution:** Manually add transitions or effects to make the visuals more engaging.*

“A good ad will provide useful information. A better ad might make you think. The best ads, however, are so creative that they make you feel.”

Your Smart Ad-Making Strategy

1. Analyze the Market with AI – Scans competitors' video ads to identify successful patterns and pinpoint what works.
2. Understand What Makes Ads Effective – Break down the key elements like hooks, scripts, and calls to action to highlight successful strategies.

3. **Benchmark Against Competitors** – Track and compare competitor ads to spot opportunities for improvement.
4. **Use Data to Inform Decisions** – Use data-driven strategies to boost ROI. Leverage AI capabilities to refine your next ad's structure and messaging.
6. **Monitor and Adjust Performance** – Track your ad performance, identify underperforming videos, and optimize them based on real-time data. Test different templates, avatars, and CTA styles using the editor's customization features.
7. **Scale Up Your Campaigns** – Replicate successful ad elements and adapt them for different platforms to boost conversions. Use batch mode to scale your campaigns quickly, testing variations to avoid creative fatigue.

Icon solves most of the problems mentioned above in the doc and puts you on a fast track to making winning ads with AI. It also saves you from the hassle of jumping dashboards and exporting assets by replacing a combination of tools that cost you extra hours and dollars.

1. **AdMaker** — Replaces CapCut (\$7.99/month), and Adobe Premiere (\$54.99/month)
2. **AdSpy** — Replaces Foreplay (\$49-\$99/month + \$20/user), and AdSpy (\$149/month)
3. **Ads Manager** — Replaces Meta Ads Manager (direct use)
4. **Creative Library** — Replaces Recharm (\$500-3K/month), Air (\$600-\$2K/month)
5. **Creative Analytics** — Replaces Motion (\$1K-\$10K/month)
6. **UGC Creators** — Replaces Billo (\$99/video)

To check out a few examples of ads entirely generated with Icon, click [here](#)!

If the idea of experimenting with AI UGC ads to supercharge your marketing sounds exciting, give Icon a try here - <https://icon.me/>

— — — — **END** — — — —