

What do you like about this ad?

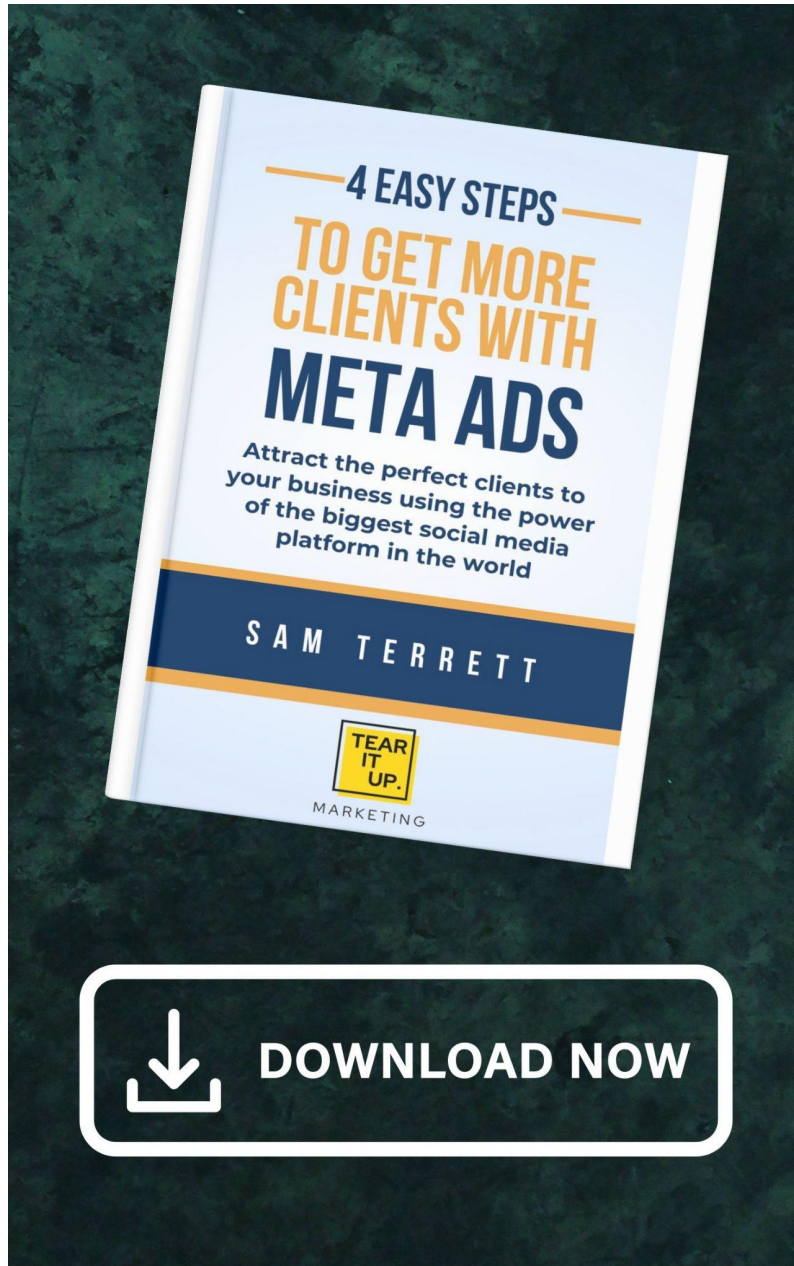
He does look quite familiar! Seems like a solid dude.

- Its short and conversational.
- It isn't overproduced. It's real.
- You're not making a massive effort to try and convince me of anything.
- Excellent style.
- Good physiognomy.

If you had to improve this ad, what would you change?

Very difficult to say. I can't really fault it. It's very well done. After stretching my brain here's a few things:

- I would cut the last few seconds of talking and end it at "check it out when you get a chance"
- Perhaps add a text overlay
- Add B role image of the book
- Talk about the benefit of the book where it says "i think it will help with any business basically" perhaps double down: *"This is your guide to the most powerful marketing tool available to local businesses today"*
- Make the outro "download the guide now" image less ghetto 😊 - here it could be a creative image of the book, with an arrow "download the guide now, something like this:



New marketing example.

You might recognise this dude.

This is a retargeting ad I shot for Prof Results.

No script, no prep time, just me walking in Amsterdam and realizing I needed to record a video ad.

Questions:

What do you like about this ad?

If you had to improve this ad, what would you change?