



Flexible-Use Content Guide

What is Flexible-Use Content?:

Flexible-use content is content that our Creative Department can use to piece together multiple different videos/images, for the purpose of:

- Quickly testing multiple hooks
- Finding a creative style that wins
- Supplementing future creatives
- Allowing the creative team to more efficiently put out new creatives

What makes a piece of content “inflexible”?:

An inflexible piece of content is one that cannot be voiced-over, overlaid with text, or otherwise be used as “b-roll” for other creatives.

Here are some things that would make a piece of content inflexible:

- People are speaking directly to the camera
- Captions/text are “baked-in” to the image/video
- The context of the video is “seasonal”, or specific to a time, place, sale, or event that precludes its use year round
- The clip is too short to be used meaningfully.

Some examples of inflexible content:

- [Inflexible Content Example 1](#)
 - This video is inflexible because:

- The woman is speaking directly to the camera, meaning a voiceover would be confusing, as viewers would wonder what she is saying.
 - There is text “burned” into the original file
- [Inflexible Content Example 2](#)
 - This video is inflexible because:
 - The content is seasonal, relating to the holiday season
 - There is text baked into the video

What makes a piece of content “flexible”?:

On the other hand, a flexible piece of content is one that CAN be voiced-over, overlaid with text, and used as “b-roll” for other creatives.

There are degrees of flexibility within a piece of content, but here are some things that will help make a piece of content as flexible and useful as possible:

- The image/video is “clean”
 - There is no subject speaking to the camera
 - Note: voiceover or music on the original content does not make the content inflexible; audio is easily removed and replaced
 - There is no text or graphics in the original version of the video
- The video clip is substantial enough in length
 - Many times a clip that would have been great for use as flexible content is unusable because it is too short
 - The clip should be long enough that if voiced-over, the problem can be explained in sufficient detail.

What makes a GREAT piece of flexible-use content (and where do I start)?:

A great piece of flexible-use content first meets the criteria above, and then visually demonstrates one of the following story elements:

1. The Problem (or “before state”)

As we begin to tell the transformation that your product/service offers, we need to start by visually demonstrating the problem to which we’re offering a solution.

- Make a list of the 4+ clearest problems to which your product/service offers a solution.
 - Brainstorm then, how could you best visually demonstrate this problem?
 - Think, how can we make this problem seem as dramatic, real, emotional, and as close-to-home as possible with the way we shoot/act out the scene?

Examples of great “problem-focused” Flexible-Use Content:

- [Problem Flexible-Use Content Example 1](#) (Content for a supplement that relieves bloating)
 - This is great problem-focused Flexible-Use Content because:
 - It clearly visually demonstrates the “before state” using the images of bloated stomachs
 - It is an image very familiar to the avatar; a woman who struggles with bloating
 - It dramatizes and personalizes the issue by showing the woman clearly embarrassed, or put-off by the images

- [Problem Flexible-Use Content Example 2](#) (Content for a silicone ring designed to be worn to protect your precious-metals wedding rings)
 - The first clip is a great example of how problem-focused content likely may not include your product, but show the problems with the traditional method of solving the problem your product addresses.
 - For a video designed to target moms, the second clip is a great example of showing the viewer a familiar scene in which they might have never seen a problem. After watching this video in the context of protecting your diamond ring, the viewer will consider it gross to change a diaper while wearing their ring.
- [Problem Flexible-Use Content Example 3](#) (product is a card game that helps families start meaningful conversations)
 - The problem this product solves (families that do not communicate) is shown here through the familiar scene of an entire family ignoring one another and focusing on their phones

2. The Product (or service)

There are two types of product-focused content that are helpful for Flexible-Use Content: natural product shots and product-in-use material.

- Natural product shots:
 - These are not professional, studio images and video of your product
 - These are natural, native-looking product shots that show people with your product, or your product living in real-life places.
- [Natural product shots examples](#) (ignore all captions on these)
- Product-in-use material:
 - These are native-looking images/videos showing your product being used
 - Here, you are brainstorming every possible scenario in which your product/service might help your avatar solve a problem, and you are visually demonstrating to them how it does so

- Use the product-in-use material to show how using your product makes people feel; happier, relieved, excited, etc.
- [Product-in-use material examples](#)

3. The Results (or “after-state”)

This is the flexible-use content will do the heavy lifting: the “results” content will visually demonstrate the transformation that your product or service offers.

When brainstorming results-focused content, ask yourself these questions:

1. What is the REAL transformation our product or service offers?
 - These are not features of the product (high quality, durability, efficiency, etc.), but BENEFITS of the product (life is easier, I feel more confident, I save money, etc.). [Here is a good reference](#) when considering the benefits of your product or service.
2. How can I best demonstrate this transformation VISUALLY?
 - As if you were playing charades, without using words or audio, how could you show the benefits of your product or service in the most easily understandable way?
 - BONUS question: how can I demonstrate this transformation visually in a way that will emotionally connect with your avatar?

Examples of great “results-focused” Flexible-Use Content:

- [Results Content Example 1](#):
 - The ending clip in this video visually shows the transformation offered by the bloat capsules, in the context of the opening shot: bloated, to not bloated.
 - A seemingly simple example, people who struggle with bloating are very familiar with looking in the mirror and wishing their bloating problem were fixed, and after relating with that struggle in the opening shot, showing the transformation at the end is a powerful and easily understood visual.

- [Results Content Example 2](#)
 - The effectiveness of the sleep supplement is not just suggested or alluded to, but demonstrated statistically using actual data showing the quality of sleep provided after using the product.
 - Using numbers and statistics break down skepticism with your avatar and empirically demonstrate the effectiveness of your product or service.
- [Results Content Example 3: \(ignore the captions\)](#)
 - The imagery of a cluttered house contrasted with the “after-state” of a more visually appealing, aesthetically pleasing bookshelf visualizes the use of the decluttering guide in a way that makes someone with a cluttered house desire the same result.
 - The final clip of the man smiling and carrying trash bags also gives the viewer an aspirational idea of themselves achieving the same stress relief by buying the product.

Now, what do I make?:

The more flexible-use content that you can produce, the more flexible your ad account will be in terms of responding to the creative needs of the account.

But, as a starting point, use this checklist to begin to build your inventory:

1. Problem-Focused Content:

- ☐ Brainstorm the four most relevant problems your product can solve, and how you can demonstrate them visually

Film them in a way that follows the flexible-use content guidelines:

- ☐ Problem scenario 1
- ☐ Problem scenario 2
- ☐ Problem scenario 3
- ☐ Problem scenario 4

2. Product-Focused Content:

Film three natural product shots (following the guidelines):

- ☐ Natural product shot 1
- ☐ Natural product shot 2
- ☐ Natural product shot 3

Film four shots of your product in use, solving problems (following guidelines):

- ☐ Product in use shot 1
- ☐ Product in use shot 2
- ☐ Product in use shot 3
- ☐ Product in use shot 4

3. **Results-Focused Content:**

- ☐ Brainstorm the four most impactful benefits your product or service offers, and how you can demonstrate them visually

Film them in a way that follows the flexible-use content guidelines:

- ☐ Results scenario 1
- ☐ Results scenario 2
- ☐ Results scenario 3
- ☐ Results scenario 4