

Gerardo Perez:

This next format that I want to show you is a combination between a product in use and a testimonial. This specific video is a little bit more on the PG-13 side of things, but they also do an excellent job of incorporating a little bit of comedic satire to it, which I think is an incredibly welcome touch for this specific product. So let's get right into it.

Speaker 2:

Banana Loca. This was on Shark Tank and essentially it will make you a banana you will never forget. It looks like a classic pump-and-dump operation here. Grab a banana, cut the end off, you grab this part, and you just glide her right in there.

There's nothing wrong with a curve in your banana, but for this, we do prefer a straighter banana. So, you're going to bend it down a little bit. And then you take your metal pole and you're going to put it right into the middle of the banana. And you're just going to push her in there. This banana seems to be handling it okay. If this was me, I'd be going to the emergency room. And then you'd just pull her out like that.

Oh, it got stuck. It got stuck in there. Oh, I forgot. You have to cover the hole and then you pull it out and that's like a suction hole. Your banana will be gaping. And that's what you want out of your banana. You want it to have a big ole hole, because you're going to fill that with some sort of cream.

Next you're going to grab whatever you're going to pack it with. I'm going to go with peanut butter. That looks fine. That looks like a waste. And then you're going to attach your banana onto this tube and you're going to crank in your peanut butter. You're going to pump this boy up, all right? Don't be scared. He doesn't mind. All right. Jam it up a little bit. A little nervous. I'm going to go slow. It's your first time. I didn't stop. Oh, come on. Oh, it's popping out sides. Oh, it's kind of gross.

We're not done yet, people, all right? We're going to pull him out. That is not giving. I think we need to just see what went down.

This is our ending banana. Let's do a little taste test. Oh, nice. It doesn't get the end. It's not long enough. I do think it would be a great gag gift. Okay. Stop. But for \$30, I think you could just spread peanut butter on yourself and not go through all the hassle and clean above this contraption. I'm just going to finish off the banana because you never want to start working on a banana and not finish him off because that wouldn't be fair.

Gerardo Perez:

So as you can see, like I mentioned previously, it is definitely on the PG-13 side of things, but at the same time it does actually walk us through, start to finish, how to use the product. It is a little bit on the lengthy side, but you can take different principles from this specific video and condense it.

I think one of the most important things to actually highlight in this specific video is that it is wildly entertaining. If you're actually able to entertain within your videos, while at the same time following a direct response structure, that really brings out a winning combination specifically on TikTok.

Remember that people on the platform are for the most part, either here to learn, be entertained, have a laugh. So being able to incorporate all those different types of elements within your video following a specific ad structure is really going to do wonders for your creative.

In addition to that, it also follows kind of like a testimonial type guideline. Without him saying it, he's obviously enjoying the product. He's making use of the product, and he's showing you how he would actually incorporate or actually use the product on a day-to-day basis.

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Again, TikTok is a game of showing, not telling, specifically when it comes to running ads.