

Gerardo Perez:

Next up, we have what I like to call ads that don't necessarily feel like ads. These ads for the most part are going to be quite visual and they don't necessarily have a lot of explaining in them. They're just showcasing what the product actually is or what it does. Let's watch an example.

One thing that I want to highlight here is the framing of the video. I think it's very important that they're actually consistently showcasing how they're cleaning and the entire process, but again, you could probably trim it up just a tad. In addition to that, you can clearly see what products they're using. This is incredibly important as well, and it's kind of like a subtle product placement, going back to the notion of making ads that don't necessarily feel like ads. With that being said, if you were to make a video like this, you can use it as a base and then incorporate so many different elements to it, like text to speech, voiceover, comment planting, et cetera. The last element to this is that it provides kind of like that oddly satisfying feel, which I think is important if you can adapt that to your product.

Now that you've learned about so many different types of ads and ad templates to actually model and follow, I'm really excited to see you incorporate this into your own creatives.