

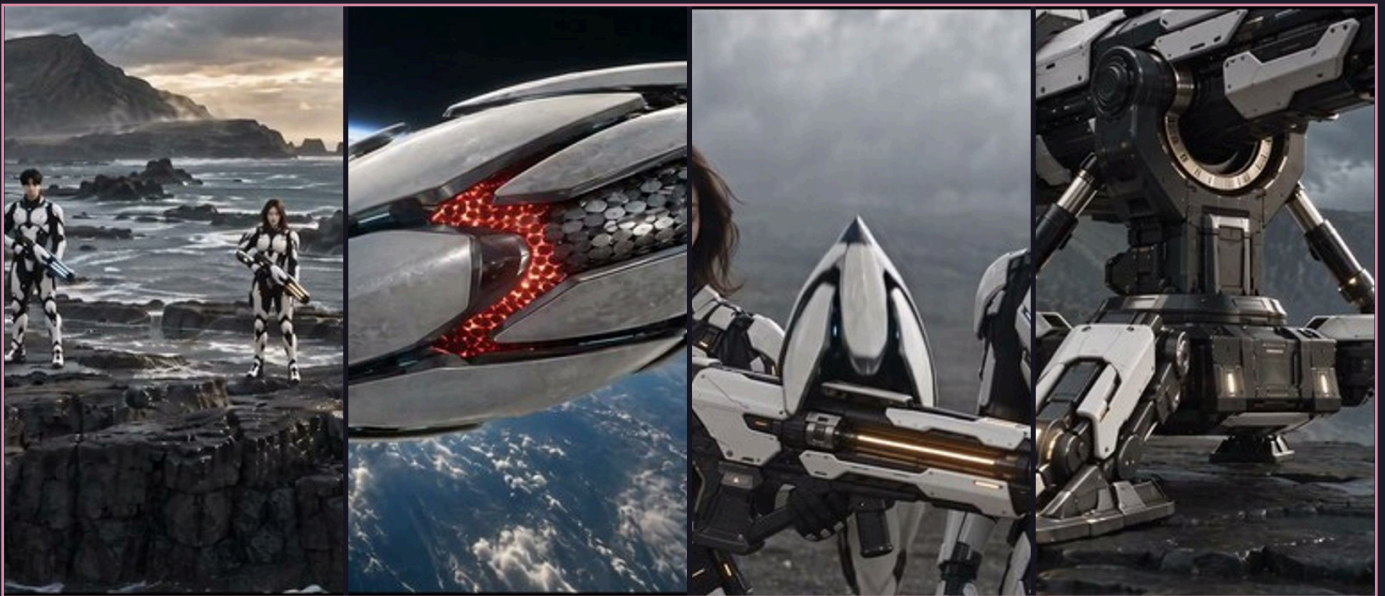
A PRACTICAL SHORT-FORM AD GUIDE

15-Second AI Product Ads

From storyboard to client delivery

5-beat structure · brief questionnaire · storyboard template · 7-element prompt formula

6 industry examples · credit-saving workflow · delivery checklist · pricing guide



Cosmetics · Shoes · Cafe · Electronics · Real estate · Apps

By Arche Studio, a solo AI video creator in Seoul

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About the Author

Hi! I'm a one-person AI video creator based in Seoul. I make 15-second product ads, short-form promo videos and short clips for product pages for small brands and independent sellers. Selling video production services on Korean freelance marketplaces, I have worked on very different products: cosmetics, household goods, cafe menus and electronics accessories.

When I started, I had plenty of days where I burned through credits and ended up with only a handful of usable shots. The product's cap changed color from shot to shot, the logo melted into strange letters, and I sent clients results that were nothing like the scene they wanted, then revised again and again. This book collects the order and the standards I actually follow to cut down that trial and error.

What this book promises

- ✓ Not how to use one specific tool, but **a production order that works with any tool.**
- ✓ Copy-ready **storyboard template, brief questionnaire, prompt formula, delivery checklist and message examples.**
- ✓ Six real-world examples by industry, shown as **storyboard → prompt → editing notes.**

AI video tools change every month, but the principles that make a product memorable in 15 seconds, and the way you work with clients, barely change. I hope this book is a guide for anyone taking their first commission, and a checklist that saves credits and time for anyone already doing this work.

Introduction: How to Use This Book

Small brands today want 15-second videos for Reels, Shorts and TikTok instead of TV commercials. They can't afford a film crew, and nobody watches a slideshow of product photos to the end. That is why making product ads with AI video generation tools is growing fast.

The problem is that knowing how to use the tools and making **an ad you can get paid to deliver** are completely different things. An ad needs structure, the product has to look the same in every shot, and you have to handle platform specs, caption placement and music licensing. Above all, you and the client must picture the same result from day one, or you end up in revision hell.

How the book flows

Chapter	Content	Especially for you if...
1	The 5-beat structure of a 15-second ad	Your videos look nice but don't feel like ads
2	Brief questionnaire and storyboard	Revision requests never end
3	The 7-element prompt formula	Your results are inconsistent every time
4-5	Six real examples by industry	You want examples you can copy right away
6	Credit-saving workflow, removing the "AI look"	You run out of credits too quickly
7	Platform specs, music, AI disclosure, delivery	You always feel nervous right before delivery
8	Quotes, pricing, revision etiquette	You don't know how much to charge

How to read it

- If you're new, read chapters 1-3 in order, then pick the industry example in chapters 4-5 that is closest to your job and follow it step by step.
- If you're already working, feel free to start with chapters 6-8 and the one-page checklist in the appendix.

- The prompts in this book are examples. Swap in your product name, color and material, and keep the sentence structure as it is.

Prices, credits and spec numbers in this book are general working standards at the time of writing. Tools and platform policies change often, so always check the latest guidance of the service you use before real work. Legal topics are general practical tips, not legal advice.

Chapter 1. The Skeleton of a 15-Second Ad: The 5-Beat Structure

A 15-second ad is not a video that explains every feature of a product. It helps the viewer feel **"I could use this"** and take the next step. Deciding what to show first and what to leave in their mind matters more than packing in pretty shots.

On Reels, Shorts and TikTok, people swipe away the moment they lose interest. Short ads fit that viewing flow and deliver a product's use quickly. Small brands can also shrink their footage and scope by focusing on one product and one key benefit. But being 15 seconds long does not make an ad perform by itself. The shorter it is, the clearer the order has to be.

First, split the time into five slots

In my experience, filling in these five slots before opening any AI video tool makes revisions much easier. If you start from scenes, you tend to blur the message to save shots you like. Decide the skeleton first, then put scenes into it.

Time	Beat	Job	Tip
0-2 s	Hook	Stop the scroll	Change from the very first frame
2-6 s	Desire / problem	Make it feel like their situation	Only one pain point
6-11 s	Product hero	Show the solution	One usage action
11-13 s	Proof / benefit	Leave a reason to choose	One verified point
13-15 s	CTA + logo	Point to the next action	Hold for 2+ seconds

A beat is the role a part of the story plays; a shot is a unit where the picture changes. One beat can contain two shots, but the idea delivered in that beat should stay the same even when the picture changes.

① 0-2 s: The hook starts on the first frame

A hook is not a grand slogan but a situation that grabs the eye. A small

annoyance tied to the product works, like a hand hesitating over a cup of coffee that went cold. Make the situation readable even with the sound off.

- **Do:** show an action or an eye-catching state from the first frame. Keep the caption short, like "Cold already?"
- **Avoid:** slow fades from black, or a brand introduction the viewer has to read before understanding the situation.

② 2-6 s: Show the desire or problem as their own

Here you make the problem concrete, not bigger. "Life is inconvenient" is vague; "my coffee went cold while I was working" is easy to grasp. It's enough if viewers picture their own day.

- **Do:** show one problem in a familiar place like a desk, a commute or a dining table.
- **Avoid:** listing cooling, leaking and hard-to-clean all at once. Too many problems blur the product's role.

③ 6-11 s: The product becomes the hero of the solution

Rather than flashing the product name, show how it's used. Linking a shot where the whole product is recognizable with a usage shot makes it easy to understand. If the product is too small or hidden by a hand, even a good action won't be remembered.

- **Do:** place the product clearly and show one action related to the benefit.
- **Avoid:** cramming opening the lid, pouring, drinking and putting it in a bag into a single shot.

④ 11-13 s: Leave one proof or benefit

This section sums up what you've shown in a short line. If there is verified product information, use it as proof; if not, choose a benefit phrase without exaggeration. Don't add a new selling point here.

- **Do:** write copy within the product description or test data the seller has confirmed.
- **Avoid:** inventing hold times, performance figures or absolute words like "perfect" without data.

⑤ 13-15 s: Hold the CTA and logo together

The CTA is the next action you ask of the viewer. Pick one, like "See the product." Hold a finished frame where both logo and copy are readable **from 13 to 15 seconds, at least 2 seconds**. There must be real reading time left after any entrance animation ends.

- **Do:** put the logo and CTA on one screen and reduce background motion.
- **Avoid:** popping the logo in at the last moment, or asking to buy, follow and comment at the same time.

Three rules for keeping only one

One idea per beat, one action per shot, one benefit per ad.

Write these three next to your storyboard. When you're tempted to add more, they tell you what to cut.

For a tumbler ad that emphasizes heat retention, the problem, the usage shot and the final line all connect to warmth. Adding color options or easy cleaning in the middle shifts what viewers remember. Other benefits can go on the product page or into the next ad.

Start with 5-7 shots

Start with one shot per beat, five shots total. If you need to split the problem or the product use, add one or two shots in the middle. Five to seven shots give you flow while leaving time to recognize the product.

With too many shots, the picture changes before the viewer understands the scene. With only long shots, there may not be enough change. Don't add transitions to fill a shot count; check that **each new frame actually helps understanding**. Even if you add shots, never shorten the final 2-second CTA.

Budget reading time for captions

Start with **1.5-2 seconds** per caption line and keep it to **about five words**.

"Enjoy warm coffee, slowly" is four words. Jargon or unfamiliar numbers need more time on screen.

Play it at real size in your editor and read it aloud. Viewers should finish reading

and still see the product before the cut. If it's tight, shorten the sentence instead of shrinking the font. One line per 2-second section is the safe choice.

Mini storyboard: a 15-second insulated tumbler ad

The single benefit in this example is "enjoying warm coffee slowly." The base is five shots, and any heat-retention wording is used only after checking the real product description.

1. **0-2 s · Hook:** someone tastes coffee at a desk and pauses. Caption: "Cold already?"
2. **2-6 s · Desire/problem:** show the untouched cup during work. Caption: "The coffee you forgot while working."
3. **6-11 s · Product hero:** a framing where the tumbler is recognizable, with one pouring action. Caption: "Now, into an insulated tumbler."
4. **11-13 s · Proof/benefit:** a tumbler-centered frame with "Warm coffee, slowly." No unverified hold times.
5. **13-15 s · CTA+logo:** lock the product and logo and show "See the product." Hold the finished frame for 2 seconds.

Steam can express a warm mood, but it is not proof of insulation performance. Never present AI-generated footage as if it were a real performance test.

Three common beginner mistakes

- **Leading with the logo:** a logo from an unknown brand gives no reason to watch. Start with the situation and leave the logo clear at the end.
- **Three benefits:** stressing warmth, portability and design at once blurs the center. Pick the one benefit this ad is responsible for.
- **A late hook:** don't lay down long mood shots before the problem. Move the key situation into the first 2 seconds.

Once the storyboard is done, read each of the five beats as one sentence. If the problem, product and benefit connect naturally and the final action is clear, you're ready to start production.

Chapter 2. The Client Brief and the Storyboard

Even when I want to start making the video the moment I receive product photos, I send a questionnaire first. The "pretty ad" I imagine and the "ad that sells" the client wants can be different. Working solo in Seoul on marketplace commissions, I've found that locking the questionnaire and storyboard first is the best way to protect the schedule and the revision scope.

The brief is the set of answers that sets the ad's direction, and the storyboard is the blueprint that turns those answers into pictures. In 15 seconds, agreeing on "for whom, which single benefit, shown how" matters more than adding information.

1. A brief questionnaire you can send as-is

Copy the questions below, send them, and get numbered answers. Ask the client to write "TBD" for anything they don't know. If you fill the blanks with guesses, you may have to change the whole direction later.

No.	Question	Why ask
1	Who is the one customer you want to show this ad to? Tell me their age range, lifestyle and the moment they need the product.	Gets a concrete scene instead of a vague "everyone."
2	What is the one product benefit to emphasize in this ad?	Keeps the 15-second message from scattering.
3	Describe the mood you want in three words, e.g. warm, clean, calm.	Aligns color, lighting and pacing.
4	What must be shown, and what must never be shown?	Prevents missing required shots and forbidden expressions.
5	What is the CTA copy? In which section and where on screen? e.g. last 3 seconds, bottom center, "Try it today."	Designs the final call-to-action frame.
6	Which platforms will it be posted on? Tell me the aspect ratio and placement you need.	Checks specs and areas covered by UI.
7	When is final delivery? When can you review and reply in between?	Puts approval and revision time into the schedule.

8	Send an ad you like and one you dislike, and say what part makes you feel that way.	Turns taste into concrete criteria.
9	Do you have brand color codes and fonts? Font files we're allowed to use?	Matches the existing brand image.
10	Can you send front, side and in-use photos of the product?	Confirms the shape and real usage.
11	Do you have the logo as a transparent PNG?	Places the logo without a background box.
12	Is there required legal copy? If you want efficacy or certification claims, please send the supporting documents and approved wording.	Reduces unsupported claims and missing disclosures.

When the answers are long, summarize like this.

"This ad shows ___ customers one benefit, ___, in a ___ mood." Agree on this one sentence with the client before starting the storyboard.

2. Asset intake checklist

Check not whether you "received" the assets but whether you can use them right away. Late photo replacements can change the compositions set in the storyboard.

- **Basic product photos:** front and side shots in bright natural light on a white background. The whole product must be in frame and the label text sharp when zoomed in.
- **Reflections and color:** make sure strong glare doesn't hide the product name or shift its color. Unfiltered originals are best.
- **Usage:** get photos showing which way the lid opens, how it's held and its real size. If hands appear, confirm permission to use them.
- **Original files:** ask for originals, not messenger previews or screenshots. If there are several product variants, ask for the one for this ad to be named in the filename.
- **Brand assets:** check for a transparent PNG logo, color codes, licensed fonts and guidelines. Open a white logo on a dark background too.
- **Final copy:** collect product name, CTA, legal copy and certification documents in one place. Keep unverified efficacy or certification claims out

of the storyboard.

If assets are lacking, state the exact requirement instead of saying "the photos aren't good." A request like "The front label is hidden by glare. Could you reshoot just one photo on a white background in bright window light?" is easy to act on.

3. A 15-second storyboard template and a hand cream example

The blank table below fits seven shots. You don't have to use seven. If the product needs more screen time, cut shots and make sure the sections add up to 15 seconds. Write what will actually be visible rather than "make it luxurious."

Shot	Time	Picture	Camera / caption
1			
2			
3			
4			
5			
6			
7		Logo + product + CTA	Locked

Example brief: the customer is one office commuter. The product is a hand cream confirmed to fit in a small pouch, and the benefit to stress is portability. The mood is "warm, neat, light" and the format is vertical 9:16.

Shot	Time	Picture	Camera / caption
1	0-2 s	A pouch and the hand cream on a desk while getting ready to go out	Top-down, locked / "Getting ready? One more thing"
2	2-4 s	Large view of the hand cream's front label	Slow approach / product name