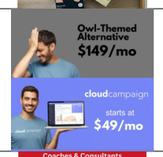
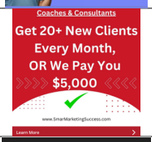
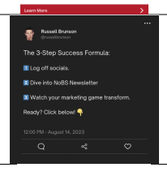
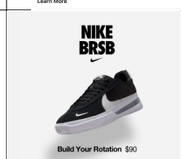
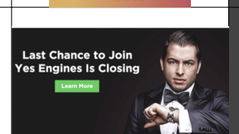
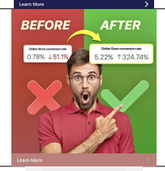
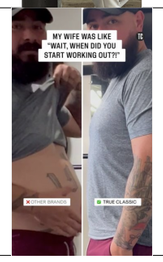
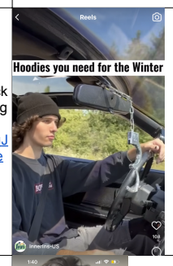
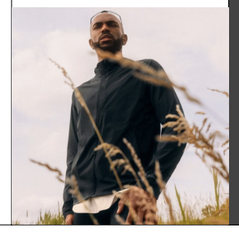
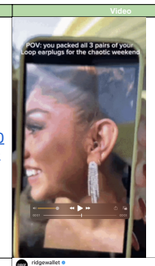
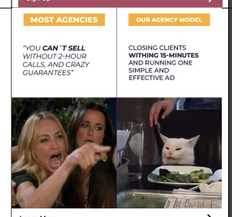
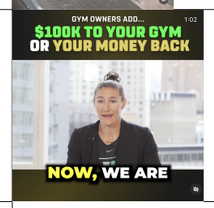
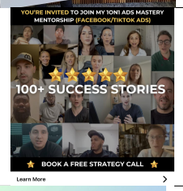
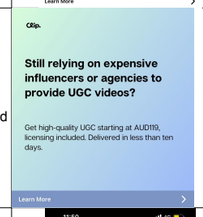
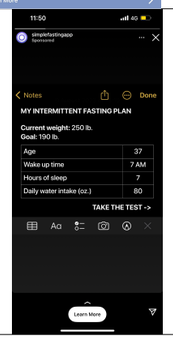
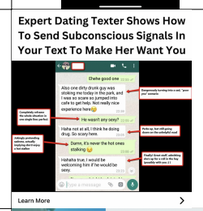
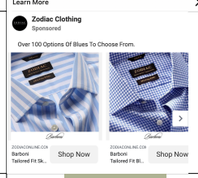
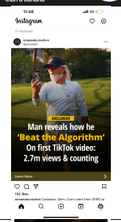
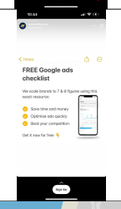
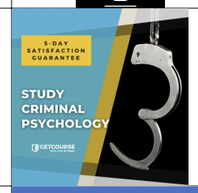
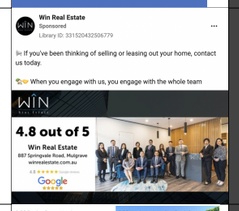
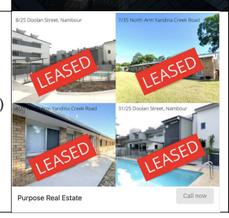
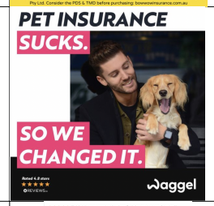
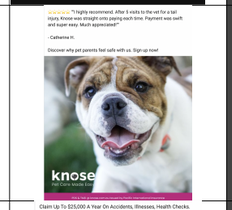
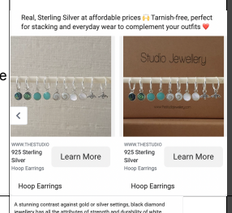
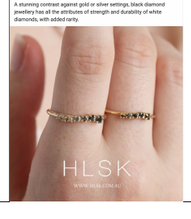
	Single Image/Carousel	Video Style	Video		Animation Style	Animation
Products are packaged and piled up. (amateur style photo)		Demonstration for digital products with voice over (Thumbstopping hook)	https://drive.google.com/file/d/19pmvW7F9b5pEKcqtydh7n4TGsFwiwfCb/view?usp=sharing		Plain. Text Switch, Same Image	https://drive.google.com/file/d/1_we_xpf-xGQzEenDaY_QXkLu_tzPAig8/view?usp=sharing
Horizontal US vs Them		Roleplay Hook + Big idea concept breakdown	https://drive.google.com/file/d/1M3g5WpRc2ddoANZwG_7JA_wm9eV1oaqe/view?usp=sharing		Filter in the beginning and then image reveal	https://drive.google.com/file/d/1MMrdHDkXWLqvdJolKR3SNxb5QXZbtGrx/view?usp=sharing
Straight Offer		Typing on the iphone notepad	https://drive.google.com/file/d/1Z6ZMlf7DOWyPtfoL5WYX2uD61PjAfdKi/view?usp=sharing		Showing the product on computer giff	https://drive.google.com/file/d/1saMQ6lOR2_vYa8ZLmsJmU_38dtlVwUMg/view?usp=sharing
Tweet Style		Problem & Solution Roleplay	https://drive.google.com/file/d/15hcphCq2XhxqdCwO4Odi7xbSbG8xT101/view?usp=sharing			
Result on a plain white (Arouses curiosity)		Testimonial + case study + shots from the office	https://drive.google.com/file/d/1EBLabS1WtfV6eLpJbO7UHq9nPinWA87u/view?usp=sharing			
Horizontal Us vs Them		Product Introduction + Benefits UGC	https://drive.google.com/file/d/1L50aHfwLp4p5GHBjR_lxqc0FiLs5265i/view?usp=sharing			
Value Pack (One by one breakdown)		TV Style Ad	https://drive.google.com/file/d/1qyPx_8Xre2hXkpvI_8JbSZMQheJBBIbN/view?usp=sharing			
Floating Product		Problem Hook + Benefit Overlay Body with voiceover + animation CTA	https://drive.google.com/file/d/1AMLOZF3aCW4IpVtVQuZWwYpDOv7sy0B/view?usp=sharing			
Features Point Out		Problem Solution UGC (Irresistable Offer)	https://drive.google.com/file/d/16zyHhgfH7E4SMIAoHfR54K4a0t_GvdqC/view?usp=sharing			
Ugency Driven Single Image (Good for remarketing)		Opposite Sex Pointing out the problem (Deepest pain point = not looking attractive to opposite sex)	https://drive.google.com/file/d/1m3UzfNLFxe2KJXI9qLqlwNnfBHRoAvT6/view?usp=sharing			

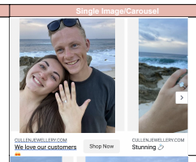
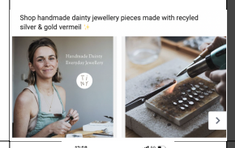
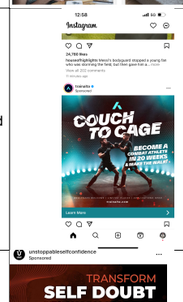
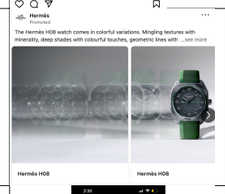
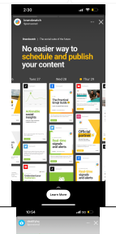
	Single Image/Carousel	Video Style	Video	Animation Style	Animation
Price focused product single image (the price has to be compelling)		Pattern Interrupt	https://drive.google.com/file/d/1tgGNWOT85o1eiO2FIKlnCIE-Z4PZ2QgY/view?usp=sharing		
Big Idea with a Proof		Celebration with social proof s	https://drive.google.com/file/d/1nIlbzwkzaTDKbKkYYx8pXTm3kjxxFjHZ/view?usp=sharing		
Before After		No text ASMR	https://drive.google.com/file/d/1ubS7eVnwtebmiNBl0hFL1UZFJFB0Vsx8/view?usp=sharing		
Old Way vs New Way		DIY UGC (Tiktok made me buy it hook)	https://drive.google.com/file/d/1PGddpVAb7QKoIhg7C0sokqYdrZcRkC7/view?usp=sharing		
Text on Gradient Background Next to Product		Big Banner at the top			
As Seen on Forbes		Straight Offer with subtitles	https://drive.google.com/file/d/1ILPiMUH3PuvD2twZzDmHLm84AB_Jhy0v/view?usp=sharing		
Instagram Story Bubble + Before-After		Organic Hook + images back to back synced with the song https://drive.google.com/file/d/12loZxU8r5g_zcqJLVwonUQ1NQNnqXP0U/view?usp=sharing			
Lifestyle		Shocked face hook			

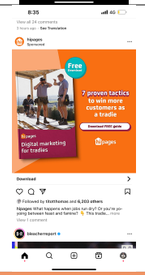
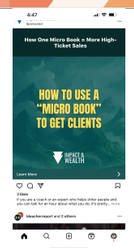
	Single Image/Carousel	Video Style	Video	Animation Style	Animation																					
Authority		Inseption Hook https://drive.google.com/file/d/1jjSEvecUq2sTV0NOIG1K_qrnYsQN7Pap/view?usp=sharing																						
Memes		Satisfying hook + collage of use cases + testimonials + benefits Screen Recording 2023-10-28 at 10.17.18 pm.mov																						
Remarketing Ad		Big Headline offer + Hormozi style captions																						
Testimonial Screenshot Tile Compilation																								
Problem Solution TEXT Only on a plain background																								
Notes																								

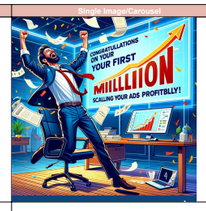
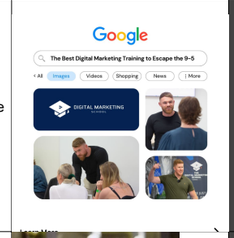
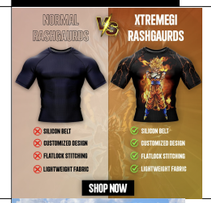
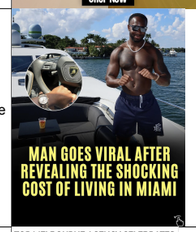
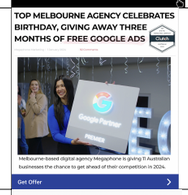
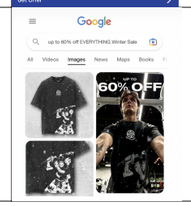
Single Image/Carousel	Video Style	Video	Animation Style	Animation
Lifestyle image with callout PAS framework (TikTok text style)				
Screenshot analysis with headline				
Curiosity headline with long text (newspaper style)				
Display of informational products (stacked look)				
Simple Carousel (short copy) *Note: Has been running over a year, very successful ad.*				
Tshirts back to back on a plain background. Testimonial headline Little benefit text				
Tshirts on a hanger (Natural hang) No text, plain background				

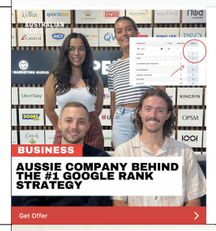
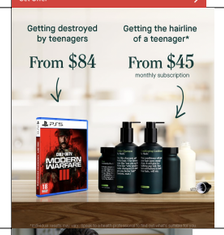
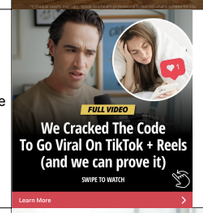
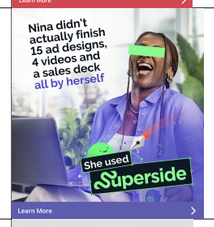
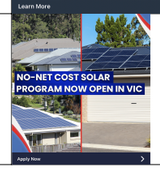
	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							
Callout text (Converted data into comprehensible feature)																														
Curiosity headline (Editorial style) How ___ achieved_____																														
V2.Curiosity headline (Editorial style) How ___ achieved_____																														
Notes style (OFFER + BENEFITS)																														
Guarantee headline + simple offer (Has been running over a year)																														
Witty headline on a plain background (Running over 6 months)																														
Team photo + social proof (Running over 6 months)																														
Desired Results (Tile style) (Running over 6 months)																														

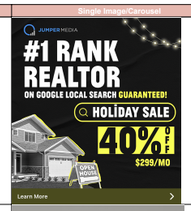
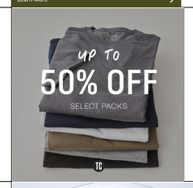
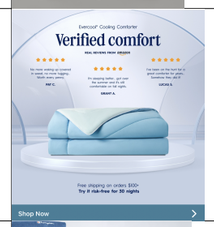
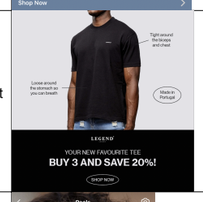
	Single Image/Carousel		Video Style	Video		Animation Style	Animation																					
Desired Results (Running over 6 months)																												
Curiosity headline (Editorial style) Emphasis on loss and fear																												
Straight Offer (For Pet Insurance)																												
Unorthadox headline (shitting on the industry) (Running over a year)																												
Simple image + logo (Remarketing copy)																												
Simple image + logo (short evergreen copy) (Running over a year)																												
Earrnings on a stick (2 slide carousel) (Running over a year)																												
Zoomed in high quality product on a model + logo at the bottom (Running over a year)																												

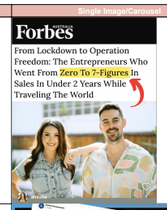
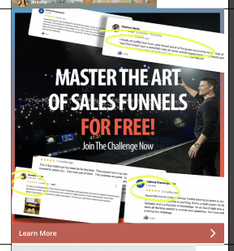
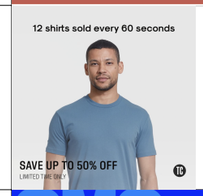
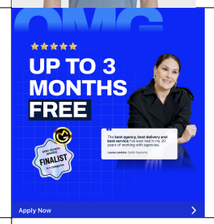
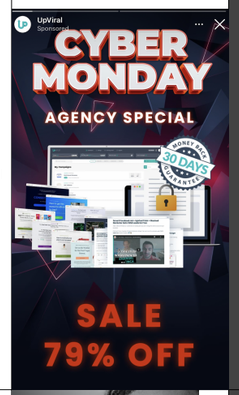
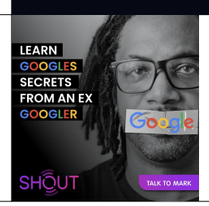
	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							
Customer lifestyle (ring photo on a proposal) (Running over a year)																														
Making stages of the product and the end result (3 slide carousel) (Running over 6 months)																														
Challenge ad (X to Desired Result)																														
X to Y + Money Back Guarantee (Text Heavy)																														
Carousel with Moving Effect																														
No better way to x + stacked examples																														
Simple comparison with a big name																														

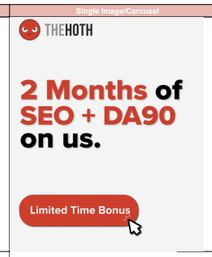
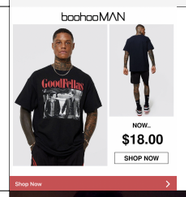
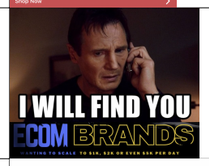
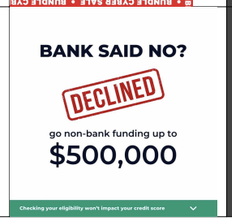
	Single Image/Carousel	Video Style	Video	Animation Style	Animation																			
Remarketing testimonial (very long testimonial)																								
Lead magnet + (Proven tactics to achieve desired result)																								
Lead Magnet (# of x you did z)																								
Lead Magnet (how to use the 'lead magnet' to do x)																								
Straight offer with owners (we do x or you pay nothing)																								
Visaully stacked value																								

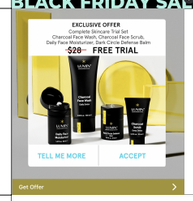
	Single Image/Carousel		Video Style	Video		Animation Style	Animation																						
Animated																													
Google search defining the product																													
Organic Viral Content Style 1																													
Normal vs Us (Different Backgrounds)																													
Organic Viral Content Style 2																													
Native Content (Editorial)																													
Google Search Style																													

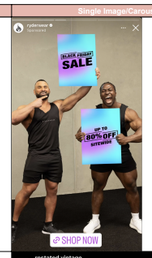
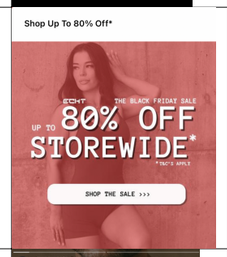
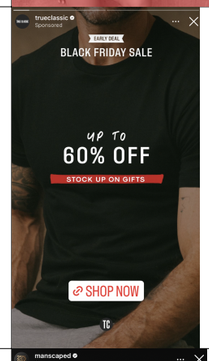
	Single Image/Carousel		Video Style	Video		Animation Style	Animation																			
Testimonial (Celebration Background)																										
Breaking News with employee photo																										
Random product price comparison																										
Organic Viral Content Style 3																										
Help of a product story telling																										
Straight offer for a digital product																										
Channel 9 Colours Breaking News Style																										

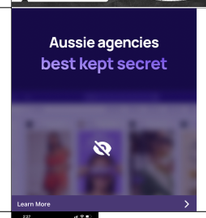
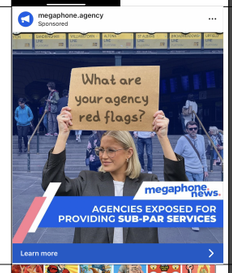
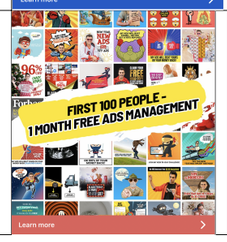
	Single Image/Carousel		Video Style	Video		Animation Style	Animation
Dark background straight offer with text							
Apparel (tshirts folded on top of each other) + big discount (ONLY FOR SPECIAL OFFERS)							
Product + Amazon Testimonials							
Mystery Box Creative (Only small portion of the products shows)							
Clean style (feature callout arrows) + Discount							
Lifestyle + Product image BLENDED together							
(INSEPTION CREATIVE) Image UGC inside a Tweet							

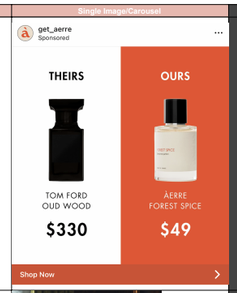
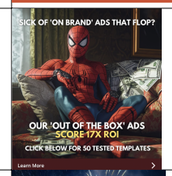
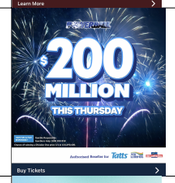
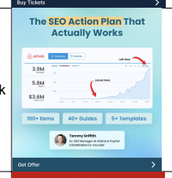
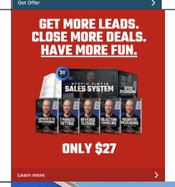
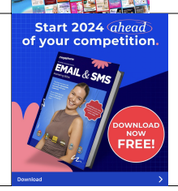
	Single Image/Carousel	Video Style	Video	Animation Style	Animation																				
Native Forbes (Editorial)																									
Testimonial screenshots + validation lifestyle photo + offer																									
Random fact that gives social proof + model																									
Testimonial + offer (FOR DIGITAL PRODUCTS)																									
Special discount + packed value (FOR DIGITAL PRODUCTS)																									
Insider Style (top secret)																									

	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							
Big Offer Text Only																														
Screen divided into 3 Price + Product from the front + product from the back																														
Meme Style																														
Black Friday 1																														
Black Friday 2 (Crime Scene stripes)																														
Black Friday 3 (Framed)																														
Problem + Solution (Text Only)																														

	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							
Black Friday 4 (Framed)																														
Notification Style (Choose one option)																														
Straight Offer (Text circled)																														
Black Friday 5																														
Black Friday 6																														
Black Friday 7																														

	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							
Black Friday 8																														
Black Friday 9																														
Black Friday 10																														
Black Friday 11																														
Black Friday 12																														

	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							
Examples + Offer (FOR SOCIAL MEDIA, CREATIVE AGENCY)																														
Black Friday 13																														
Sensitive Content Style (Blured Eye)																														
Snowy Shoe																														
Outsourcing Industry																														
Holding a sign + breaking news																														
Offer + tiles of work done																														

	Single Image/Carousel	Video Style	Video	Animation Style	Animation																					
Us vs Them																										
Offer + superhero																										
Lottery Ad																										
Graph that proves the work																										
Digital Product + offer																										
Agency ad (News style)																										
Bubbly style																										
Lead Magnet																										

	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							
Less work demonstration																														
Lead magnet + lifestyle in the background																														
Shopping Elements for a digital product																														
Insane offer + testimonial + callouts																														
Callout target market. Divide the screen into 2																														
Offer + Proof & work done is stacked																														

	Single Image/Carousel		Video Style	Video		Animation Style	Animation

	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							

	Single Image/Carousel		Video Style	Video		Animation Style	Animation

	Single Image/Carousel		Video Style	Video		Animation Style	Animation																			

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	Single Image/Carousel		Video Style	Video		Animation Style	Animation																							