

# THE 50 POINT PERFORMANCE CREATIVE CHECKLIST

Your mechanic performs comprehensive diagnostic evaluations on your car. Sure, they do this to look for any chance to upsell you on something, but they also do this because any one issue can compound into holistic issues if not addressed.

**That's why we created this comprehensive, performance creative checklist.** After doing our own meta-analysis of the best performing ad accounts in the world, we discovered that **there are fundamental steps that brands must take if they want performance out of their creative.** If not, the ability of a piece of creative, a campaign, an ad account, to drive desired financial outcomes sustainably will be *dramatically* reduced.

*\*Note: All rules are made to be broken. But the only time these rules should be broken is when there is a specific intent to break them. If you have any questions about the checklist, don't hesitate to reach out to us [here](#).*

## FUNNEL BUILDOUT

### TOP OF FUNNEL

- >60% of total budget allocation
- Production Value Diversification
  - Scrappy content
  - Professionally produced content
- Humans in content
- Spokesperson / influencer ad(s)

### MIDDLE OF FUNNEL

- <30% of total budget allocation
- >3 objection ads (*at least 1 style*)
  - UGC ads
  - Social Proof
  - Spokesperson

### BOTTOM OF FUNNEL

- <30% of total budget allocation
- Closer ads (*at least 1*)
  - Seasonal / time-sensitive
  - Promo codes
  - Dynamic display
  - Call-to-action

### POST FUNNEL

- Post purchase thank you video
- Post purchase retargeting content

## CREATIVE STRATEGY

### ALWAYS-ON MATRIX TESTING

- Headline / Value Prop testing
- Static Image testing
- AI Video testing
- Content variation testing

### 7 FOUNDATIONAL AD TYPES (AT LEAST 5)

- Spokesperson
- Product Hero
- UGC
- Case Study (Evidence)
- Social Proof
- Lifestyle
- Closer

# ASSET STRATEGY

## ASPECT RATIOS

- 9:16
- 16:9
- 1:1
- 4:5

## EDIT

- <3:1 cut ratio (*there should be a cut/change in visual every 3 seconds*)
- >3 alternate hook variations
- >3 alternate thumbnail variations
- Dialogue has been J or L cut to keep engagement high

## COLOR

- Brand color is represented *in* the ad itself (not MGX)
- Asset has been color graded

## SCRIPT

- Visually and/or audibly hook the viewer
- Emotionally connect to the viewer's pain
- Tell the viewer what the product is
- Tell the viewer who/what the product is for
- Modularity (*ability to cut the script/edit in various ways and maintain the integrity of the messaging*)
- Video AND audio description of the ad written in advance

## SOUND

- Deadspace elimination (*play the ad with your eyes closed, if there is dead space between dialogue—that isn't intentionally meant there—you need to edit it out*)
- Abundant SFX usage

## FIRST 15

- Thumbnail
- Hook (first 3 seconds)
- Hold (next 5 seconds)
- Brand introduction in first 15

## LENGTH

- Long-form asset (>1 minute)
- Variations
  - o 30 second
  - o 15 second
  - o 6 second

## MOTION GRAPHICS

- Permanent logo / wordmark in the corner
- Call to action middle and end
- Product / service bubble pop ups