

The AI Animated Product Ad SOP

THE PLAY (ONE LINE)

Turn one ad you admire into your own 45-second animated product ad, then review every frame.

Why this matters

"That was like a Pixar style animation ad for a couple different brands. And it like pulled me in and I watched the whole like minute ad." - Melissa Denning, founder of Mom Aid

45s

length of Melissa's finished ads

5

AI tools, one job each

~50%

of time saved goes back into review

1 Screenshot an ad that held your attention

Pick one ad you actually watched to the end. Melissa's was a Pixar-style animated ad for another brand that pulled her in for the whole minute. Screenshot it. That is your reference, not something to copy.

2 Ask Claude for the build plan

Give Claude the screenshot and ask how to make one like it for your product. Melissa's answer came back as character sheets, what the song should say, and the image prompts to use, plus which tool does each job.

3 Build the still images in ChatGPT

Paste the image prompts into ChatGPT and build one still per scene. Keep your characters consistent with the character sheets so the ad looks like one story.

4 Animate the stills in Runway

Upload each still to Runway with a short motion prompt. It turns the still images into animation. Melissa had a couple of options and chose Runway.

5 Make the song in Suno

Use the lyrics Claude wrote to generate the music in Suno. Keep it short enough to fit your cut.

6 Stitch it together in CapCut

Put the animated clips in order in CapCut and overlay the Suno track. Melissa's finished ads run about 45 seconds.

7 Review every frame before it goes out

Watch it frame by frame. Melissa caught a bunny with two faces in the nursery scene. Check product details, spelling and any claim the ad makes. Jeremy's rule: put about half the time AI saved you back into review and prompt fixes.

8 Post it organically before you pay to promote it

Melissa posted her ads to social media first. She has not run them as paid ads yet. Watch how people respond, fix what you learn, then decide whether it earns ad spend.

Reference ad: _____ Ad length: _____ Posted on: _____

☐ Reference ad saved

☐ Claude plan

☐ Stills built

☐ Stills animated

☐ Song made

☐ Cut in CapCut

☐ Frame review done

☐ Posted organically