



GRIG CINEMA

HOW TO CRAFT THE PERFECT ADVERTISEMENT

OUR STRATEGY IN A NUTSHELL

GRIGCINEMA.COM

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Hello friend,

I'm Eric Grigoryan. Founder of GrigCinema.

I'm based in New England and have been producing professional content since the age of 14.

I began my career by filming weddings with my father across the country, and slowly progressed into the commercial industry.

Graduating with a degree in Business Administration years later, I've learned the financial and structural side of business.

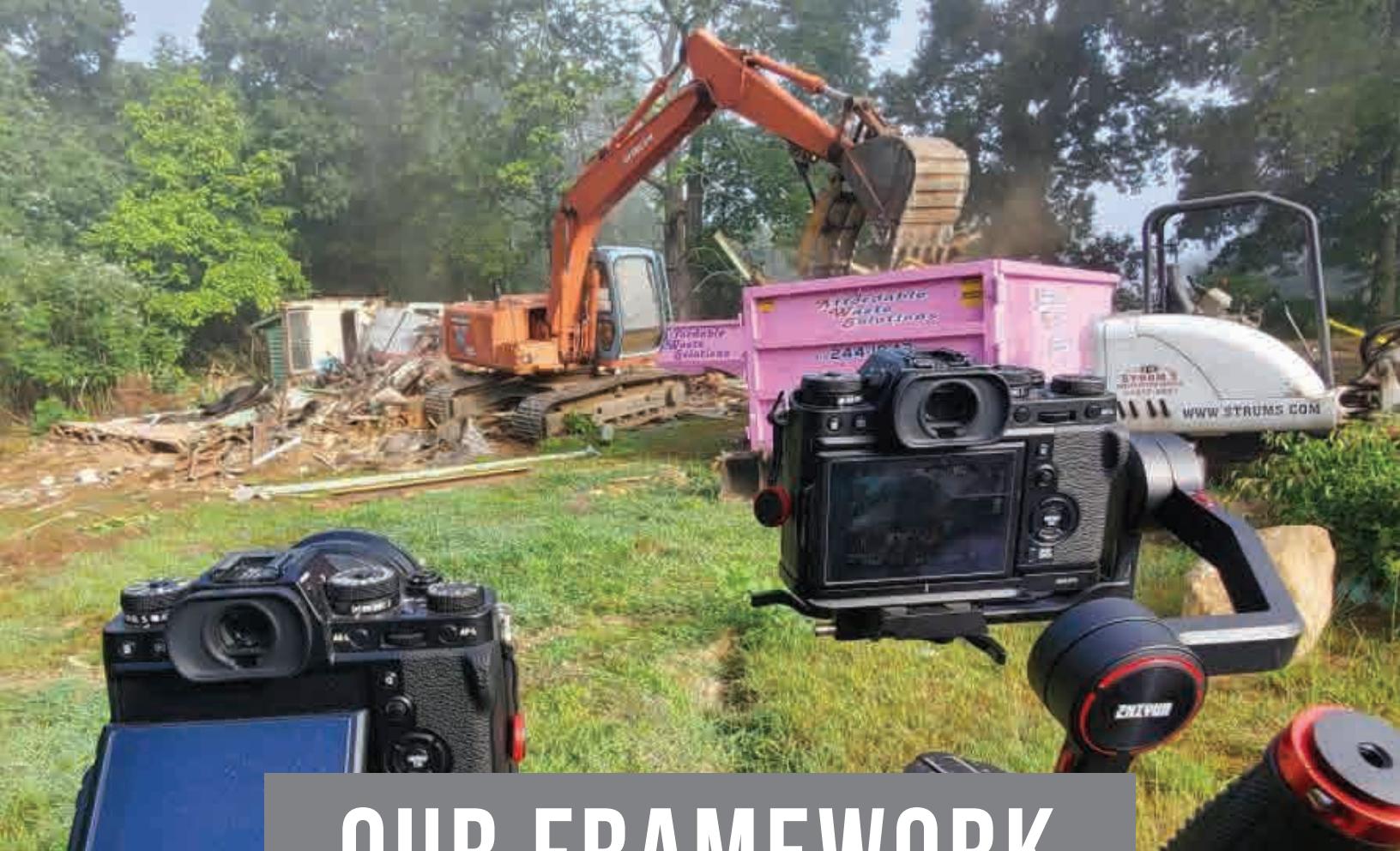
With 8 filmmaking awards, numerous honorable mentions, creative experience and a business background, you can be sure to expect an outstanding video with significant results.

Now when we talk results, we talk business. There is nearly no point in creating a professional video that produces ZERO results. And we understand that, which is why it's not uncommon for our clients to receive a 5:1 or even a 10:1 ROI.

How do we do that? **The secret in a nutshell:** (1) Define your goal & audience, (2) Craft a clever story, (3) Appeal to your audience, (4) Measure your success

This guide is my gift to you. I'll be giving you a VIP "tour" of how we function. I hope you find this content valuable.





OUR FRAMEWORK

With so many screens around and the saturated advertising market, people have become “immune” to advertisements.

Not only that, but the average attention span has plummeted to an all time low.

What does this mean?

It means that by the second, it's getting harder and harder to come up with something original that will captivate your audience.

What should you do?

Well there's one thing you shouldn't do. You shouldn't rush to throw out a video and hope it brings you more traffic or clients.

What you should do, is think long and hard about what you want the message to be about. Once you have the core message, we then craft the story around that.

We'll now go into more detail and break down the step-by-step process.





GOAL & AUDIENCE

One of the first things you want to do, is have a very clear goal of what you would like this video to do for you. It could be something like “increase brand awareness” or “get more online traffic”. It can really be anything, but as long as you have that goal in mind.

The second step would be to determine who your target audience is. For instance if your goal is to sell 1,000 fidget spinners, then your target demographic would most likely be children between the ages of 8 and 14.

But what if I’m selling food? Doesn’t everyone love food? Sure everyone loves food, but not everyone loves your best selling meal that has whole grains with avocado’s on top.

To help, try to envision your buyer persona (the ideal customer). Are they male? female? 9/yrs? 45/yrs? etc... By drawing a picture of your ideal customer, it will help you narrow down your audience.



CRAFT A STORY

You can hire the most expensive and top notch production company IN THE WORLD! But if you don't have a good story/narrative in your ad, kiss that money goodbye.

It's almost like spending all of your money on the top notch kitchen tools and then cooking with expired food! This is one of the biggest and saddest mistakes many companies unfortunately do.

From reading **Made to Stick*, there is one acronym that I learned to go by, SUCCESS: Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, and Story

Simplicity:

Finding the core of an idea and keeping the message compact. Compact ideas help people remember the core message. But how do you take a complex idea and turn it into something simple? You tap into the existing memory of your audience.



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Unexpectedness:

With so many movies, shows, and content out there, it's hard to get attention. Bringing us to our second point, getting attention, and the most basic way to do so is by breaking an existing pattern.

If you want to make your ideas stickier, you've got to break someone's guessing machine and then fix it. But that's not the end. A surprise only gets our attention, but interest is what keeps our attention, therefore make sure whatever you're showing is of interest to your target audience.

Concrete:

If I say I am extremely tall, chances are you and I are seeing a different picture. This is where concreteness comes into play.

Being concrete means using terms that everyone could picture the same, such as the sun or pencil. In advertisements we want to avoid being vague and avoid using terms that can be easily misunderstood.

Therefore, avoid abstract terms and speak in concrete terms to not confuse the audience and yourself.

Credible:

We want to show our viewers that we are trustworthy and a credible source. BUT. DO NOT use boring statistics to do so! Random numbers don't mean anything to your viewers, it's just white noise. If I told you that I've filmed over 150 weddings would you fully understand that statement? No, because that is raw information.

So how do we do it then?

By using analogies. There are better ways to illustrate the underlying relationship than the numbers themselves.

The boring way: Popcorn has 37 grams of saturated fat

The awesome way: "A medium-sized 'butter' popcorn at a typical neighborhood movie theater contains more artery-clogging fat than a bacon-and-eggs breakfast, a Big Mac and fries for lunch, and a steak dinner with all the trimmings — combined!"



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Emotional:

The universal language between people I would say are emotions and music. The two combined really make the dynamic duo. When people think analytically they are less willing to buy anything. But when thinking emotionally, they are more inclined and flexible towards a purchase or donation.

Example:

"People don't buy drill bits, they buy drill bits to hang their kid's picture frames."

With this in mind, spell out the benefit of the benefit in your ad.

Stories:

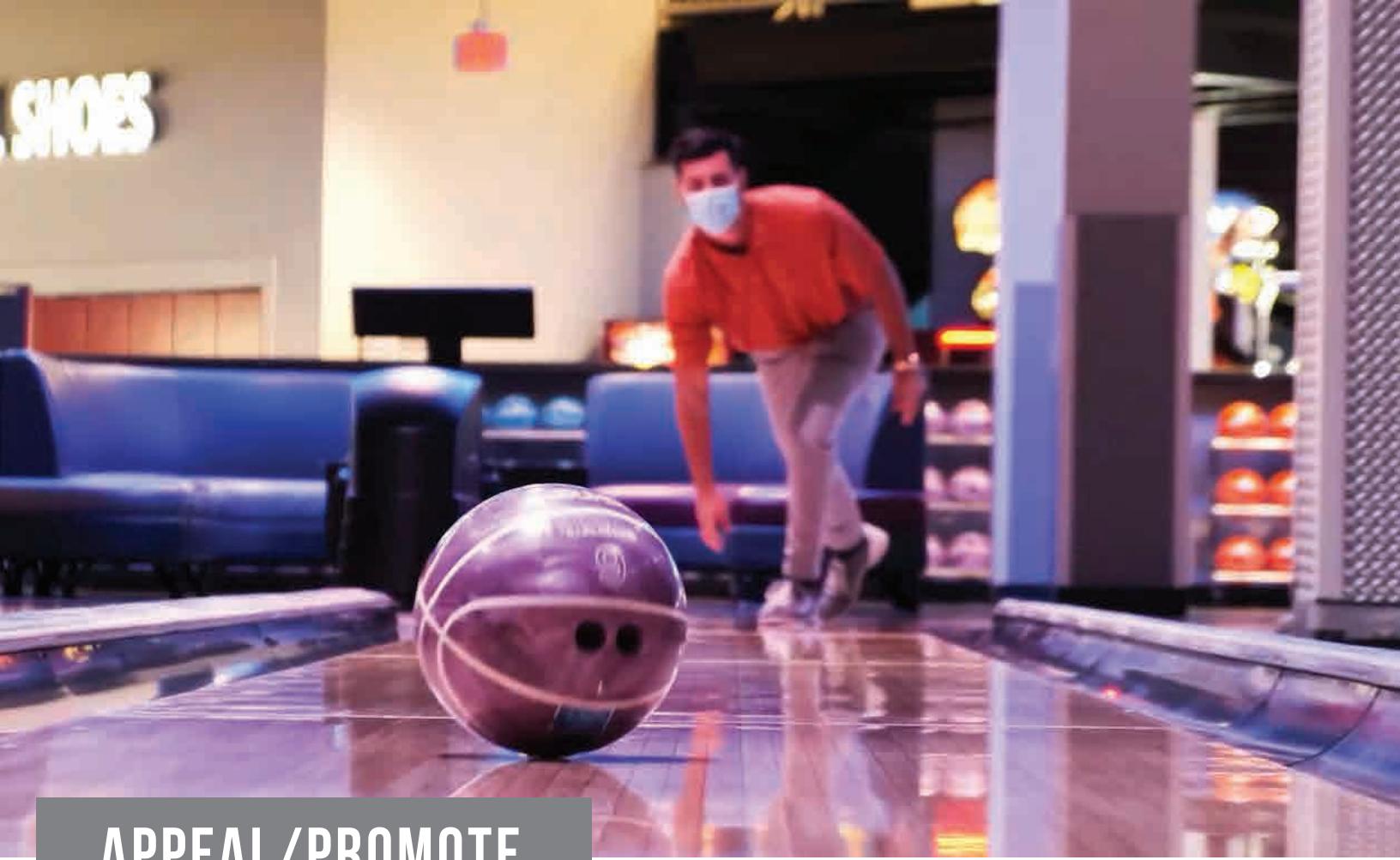
I can still remember an ad I've seen from last year, not because of its brand, but because of its storyline. It was so well crafted that still to this day I love watching it. If you want to be remembered, craft an original story!

Recap:

We need our audience to:

- 1) Pay attention - Unexpected
- 2) Understand and Remember - Concrete
- 3) Agree/Believe - Credible
- 4) Care - Emotional
- 5) Take Action - Story

*Heath, Chip, and Dan Heath. *Made to Stick: Why Some Ideas Take Hold and Others Come Unstuck*. Random House Books, 2009.



APPEAL/PROMOTE

Producing a video and not advertising/promoting it is similar to opening a sand store in the middle of a desert... It's pointless and nobody is going to see it.

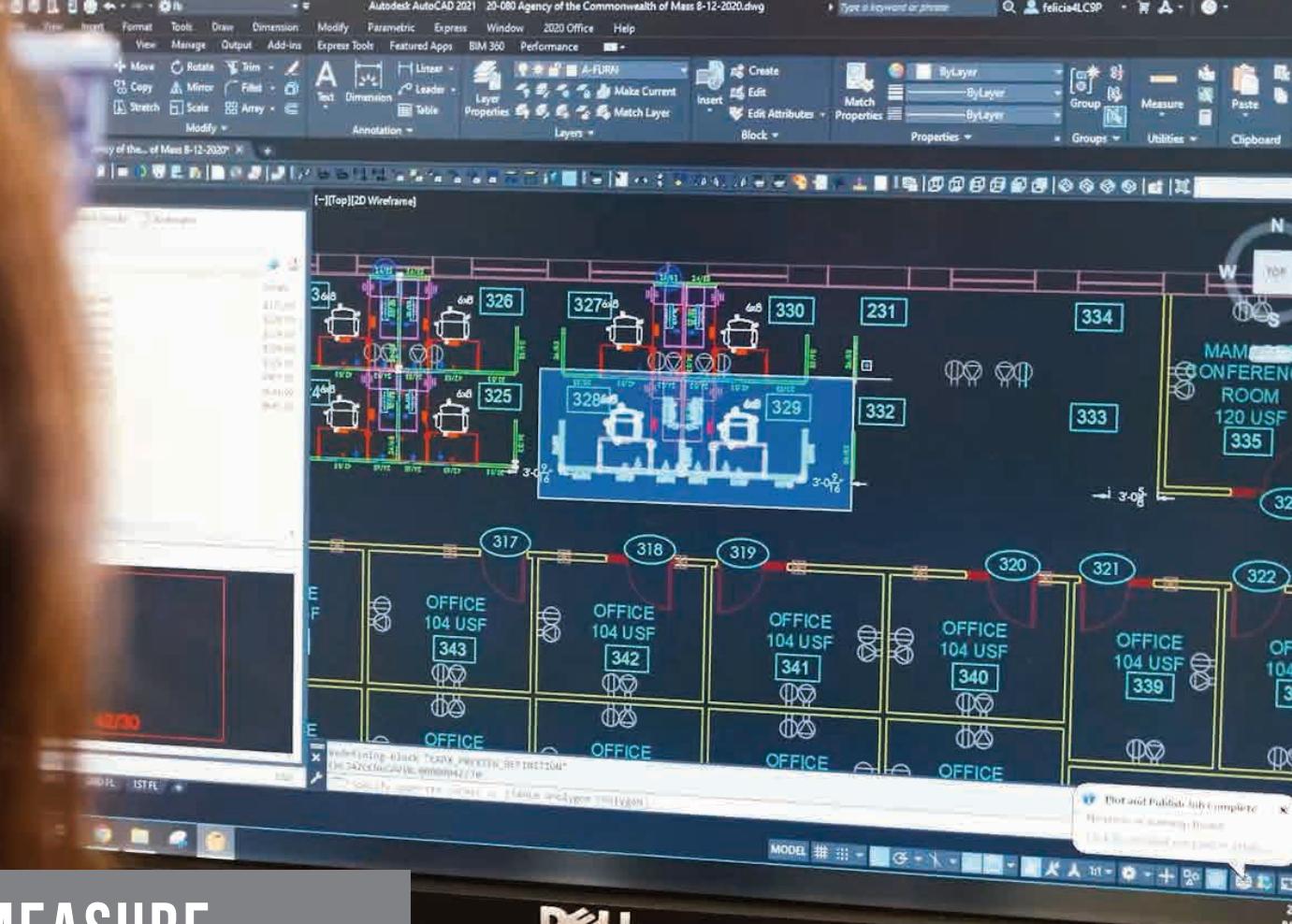
When planning for a video, it's important to know your target audience as well as what medium they watch content through. That way you can precisely advertise and promote your video.

If you don't think it matters where you show it, then here's an example:

If a company was to show off their ground breaking senior wheelchair, do you think it would be wise to advertise on a medium such as TikTok?

(60% of TikTok users are from 16-24 years old)

Do some research. Find your target audience. Research where they spend most of their time. Advertise through that medium.



MEASURE

How do you know a good investment was made? By tracking and collecting data.

Data is usually provided by the company or software you advertise through. For instance if you're advertising on Google, they will give you the analytics on Adwords. If you're advertising on Yelp, they also provide detailed data.

If for instance, you want more data than just how many clicks or views you received, we highly recommend you get familiar with Google Analytics. This will show you detailed traffic reports to and on your website.

Some examples being: traffic acquisition, realtime stats, geographical locations, behavior flow charts, devices used, and much more.

All of this data can be used to determine your initial ROI from the campaign.



WHAT'S NEXT?

CONGRATULATIONS! YOU'VE UNLOCKED A FREE
10-MINUTE CONSULTATION FOR YOUR BUSINESS!
FOLLOW THE LINK BELOW TO RESERVE YOUR TIME SLOT.

[CALENDLY.COM/GRIGCINEMA/10MIN](https://calendly.com/grigcinema/10min)