

Creative Pipeline Kickoff

Hand Claude a folder of ads you admire plus the facts about your product, and get back a rebuildable template instead of a one-off picture.

01 When to use this

Use this the very first time you point Claude at ad creative. It is the opening move of the whole creative build. You are not trying to get a finished ad here. You are trying to find out whether Claude can copy the shape of an ad you already know works, so that later you can spin that shape hundreds of times.

02 The prompt

My goal is to create a creative pipeline skill. Before we create the skill, I am going to prompt back and forth with you to work out how best to structure it.

Here is the situation. I have a folder of ads called `<AD_FORMATS_FOLDER>` that I am feeding you. I want you to take the design of those ads and apply information about `<PRODUCT_NAME>` to them.

About the product:

- What it is: `<ONE_LINE_DESCRIPTION>`
- Who it is for: `<AUDIENCE>`
- The offer: `<GUARANTEE_OR_OFFER>`
- What is included: `<BONUSES_OR_INCLUSIONS>`

I want to recreate the ads in that folder as closely as possible. I know it will not be perfect on the first pass because we are doing this procedurally, so we will go back and forth until the variant is high quality.

One constraint: we cannot use the original brand's logo or wordmark. Replace it with `<YOUR_BRAND>`. Everything else should stay visually close. Change the background image so it is ours, not theirs.

If you need more information from me to produce niches, offers, or angles, ask me now. Once this looks right we will turn it into a repeatable engine that generates dozens or hundreds of these quickly.

03 What it is actually doing

This prompt does three jobs at once, and the order matters.

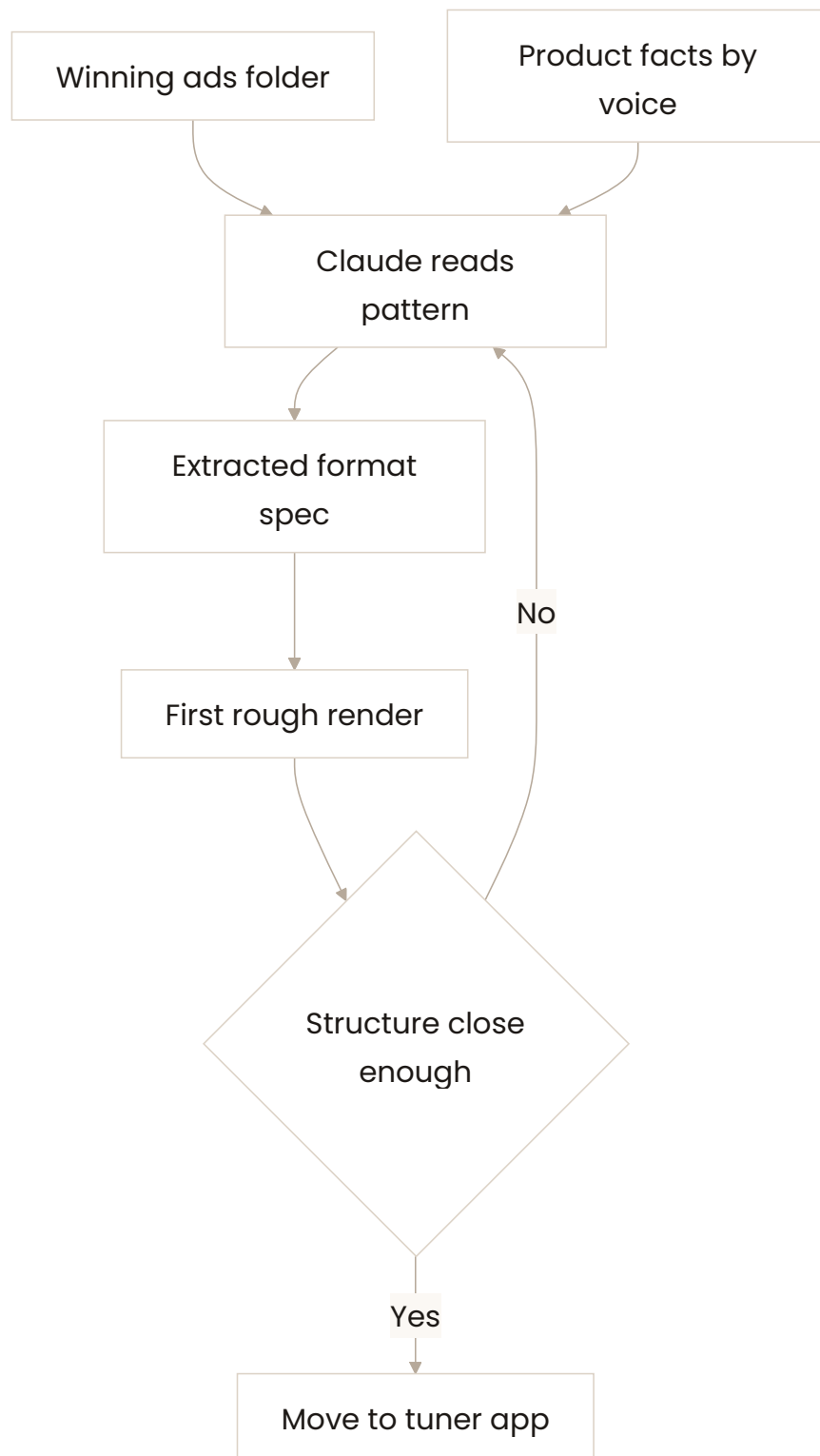
First it tells Claude the destination. You say the words "creative pipeline skill" up front, so Claude knows it is building something reusable, not making one picture. That changes how it structures its answer.

Second it gives Claude real reference material. You are not describing an ad in words, you are handing over screenshots of ads that already work. Claude reads the actual layout: the gradient at the top, the bold short headline, the tiny logo, the single button.

Third it gives Claude the product facts it cannot guess. Every ad it writes has to say something true about what you sell. If you skip this part, Claude invents claims, and invented claims are how ad accounts get shut down.

The last paragraph is the important one. You are telling Claude in advance that the first attempt will be rough and that you plan to iterate. That stops it from over-polishing a single output and gets it to expose the knobs instead.

04 How it flows



05 Step by step

01 Collect winning ad formats

Screenshot 3 to 5 ads whose layout you want to copy, at the highest resolution you can capture. Ideally these are your own top performers. Drop them in one folder.

02 Convert the file types

Ads scraped from ad libraries often download as .webp files, which many tools reject. Convert them to PNG before you feed them in.

03 Feed the folder, not the files

Claude Code can take an entire folder as context. Attach the folder so it reads every reference at once and can spot the shared pattern across them.

04 Brain-dump the product by voice

Hold the dictation key and talk. You will produce three to four times more context than typing, and context is exactly what this prompt needs. Cover what it is, who it is for, the offer, and the proof.

05 Answer its clarifying questions

Claude will ask things like whether you have a real logo file or whether it should typeset the name. Answer plainly. These answers become locked settings later.

06 Read what it extracted

Before you let it build, check that its summary of the pattern matches what you see. If it says 'bright gradient, bold benefit headline, tiny wordmark, single call to action' and that is right, you are good to proceed.

07

Stop at the first rough output

Do not accept or reject the first image on looks. You only need to confirm the structure is close. Fixing the look is the next note's job.

06 **Words explained****Creative**

The actual image, video, or graphic in an ad. Marketers say 'creative' the way a builder says 'materials'.

Ad format

The reusable layout of an ad, separate from what it says. Same skeleton, different words and colors.

Procedurally

Built by following rules and settings rather than being drawn by hand or generated by an image model. A recipe, not a painting.

Skill

A saved set of instructions in Claude Code that you can run again later by typing a slash command. Think of it as a program written in plain English.

Variant

One version of an ad that shares the layout but changes something: the headline, the colors, the angle.

07 **Watch out for**

- Asking for 'great ads' with no reference produces a wild goose chase. The model sounds confident and delivers nothing usable.
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- If you do not explicitly forbid the original logo, Claude will happily reproduce another company's brand mark.
- Low resolution screenshots produce mushy templates. Zoom in before you capture.
- Skipping the product facts means Claude invents numbers and claims. Never ship a figure you cannot back up.
- Do not let it jump straight to a finished batch. A batch built on an untuned template is fifty copies of the same mistake.

08 How it connects

Design Tuner App

This note produces a rough render, and the tuner is how you turn that rough render into a locked visual profile.

Prompt to Skill Conversion

The whole point of prompting first is that this conversation becomes the skill, so the back and forth here is what gets codified.

Compositing vs Direct Generation Models

This prompt is the compositing path, which is nearly free and lands right about eighty percent of the time. It caps out at recolors of one idea.

Compounding Failure in AI Pipelines

You bring the process and you judge the output, Claude only executes. That is what keeps this from becoming a coin flip.

Credit. Framework and approach by Nick Saraev, from the creative generation section of his Zero to One course on Claude Code for marketing. Written up for

the Kape vault by BrewedOps.