

Ad Format Example

This is exactly how to hand your ads to Claude. **Copy the format, swap in your own ads.**

THE FORMAT

ONE STATIC AD

AD 1 – short-concept-name (picture, 1:1)
LINK: https://your-public-link/ad-file.png
ON-IMAGE: what the words on the image say
PRIMARY TEXT:
The 2 to 3 sentences that sit above the ad in the feed.
HEADLINE: Six words or less
DESCRIPTION: One short supporting line
CTA: Shop Now

ONE VIDEO AD

AD 2 – short-concept-name (video, 9:16, 15 sec, captions burned in)
LINK: https://your-public-link/ad-file.mp4
SPOKEN: every word the person on screen says
PRIMARY TEXT:
The 2 to 3 sentences that sit above the ad in the feed.
HEADLINE: Six words or less
DESCRIPTION: One short supporting line
CTA: Shop Now

FILLED IN · 6 REAL ADS

Four pictures and two videos, ready to paste in one message.

THE EXAMPLE

AD 1 – back-in-stock_strawberry-guava (picture, 1:1)
LINK: https://shiny-cactus-36daae.netlify.app/ads/mauna_static_back-in-stock_strawberry-guava.png
ON-IMAGE: "BACK IN STOCK" · callouts "1,000mg SODIUM" and "24g CARBS (FUEL)" · Strawberry Guava bag + stick
PRIMARY TEXT:
Nobody has ever bonked from a lack of flavor.
Strawberry Guava sold out first. It's back – and it's still the only stick doing the whole job: 1,000mg Hawaiian sea salt for what you sweat out, 24g of real carbs for what your legs actually burn, and māmakī, a plant that grows nowhere but Hawai'i. Salt alone won't stop the fade. Sugar alone won't stop the cramp. One 30g stick per bottle, tear it, go.
Built for the hours-long day – marathon, fight camp, big ride, summit push. That's Big Stick Energy™.
HEADLINE: Strawberry Guava Is Back
DESCRIPTION: 1,000mg salt + 24g real fuel
CTA: Shop Now

AD 2 – born-on-hawaii_pineapple-mango (picture, 1:1)
LINK: https://shiny-cactus-36daae.netlify.app/ads/mauna_static_ingredient-callout-born-on-hawaii_pineapple-mango.png
ON-IMAGE: "BORN ON HAWAII. NOT IN A LAB." · ingredient labels: Hawaiian sea salt (pa'akai), Māmakī leaf, Coconut, Real island fruit · Pineapple Mango bag
PRIMARY TEXT:
Four ingredients you could point at in a field.
Hawaiian sea salt (pa'akai). Māmakī leaf. Coconut. Real island fruit. Read the list out loud – none of it sounds like a chemistry midterm.
That list is doing real work: 1,000mg sodium for a full day of sweat, 24g of carbs so your legs have something to run on at hour six, and sweetness from coconut instead of a lab.
30 grams per stick – nearly double a standard hydration stick, because a full day needs more than a sample. Big Stick Energy™.
Pineapple Mango. Born on Hawai'i. Not in a lab.
HEADLINE: Born On Hawai'i, Not In A Lab
DESCRIPTION: Salt, māmakī, coconut, real fruit
CTA: Shop Now

AD 3 – starter-bundle-offer (picture, 1:1)
LINK: https://shiny-cactus-36daae.netlify.app/ads/mauna_static_starter-bundle-offer.png
ON-IMAGE: "STARTER BUNDLE · Variety Pack + Free 32oz Bottle · \$29.95/mo · Free shipping · Swap, pause or cancel anytime" · SUBSCRIBE button · variety bag + black bottle
PRIMARY TEXT:
The cheapest thing in your kit decides how the day ends.
You bought the shoes, the entry fee, the flights. The thing that actually decides whether you finish strong costs about two bucks.
The Starter Bundle: all four flavors of Mauna – hydration AND fuel in one 30g stick, 1,000mg Hawaiian sea salt, 24g real carbs, māmakī – plus a free 32oz bottle. \$29.95/mo, free shipping, swap or cancel anytime.
Four flavors, one job: still moving at hour nine. Big Stick Energy™, delivered monthly.
HEADLINE: All 4 Flavors + Free Bottle
DESCRIPTION: \$29.95/mo, free shipping
CTA: Shop Now

AD 4 – bse-static_4x5 (picture, 4:5, hero)
LINK: https://shiny-cactus-36daae.netlify.app/ads/mauna_bse-static_4x5.png
ON-IMAGE: "BIG STICK ENERGY · Because size matters (and so does stamina)" · comparison table MAUNA 30g vs THEIRS 16g (sodium 1,000mg vs 500mg · calories 100 vs 45 · carbs 24g vs 11g · sweetener coconut vs cane sugar + dextrose) · Pineapple Mango stick · footer "drinkmauna.com"
PRIMARY TEXT:
Most hydration sticks are built for a spin class. This one is built for hour nine. 30 grams vs. the usual 16. That extra room isn't filler – it's 1,000mg of Hawaiian sea salt for what you sweat out, 24g of real carbs for what your legs burn, and māmakī from Hawai'i.
Because an electrolyte stick answers half the question. Salt won't fuel you. Sugar won't save you. You need both, and you need them for hours.
Marathoners. Triathletes. Alpine starts. Fight camp. Eight-hour rides. Anyone whose day is measured in hours instead of reps.
Big Stick Energy™. Because size matters – and so does stamina.
HEADLINE: Big Stick Energy™
DESCRIPTION: 30g stick. Nearly double theirs.
CTA: Shop Now

AD 5 – UGC post-workout (video, 9:16, 15 sec, captions burned in)
LINK: https://shiny-cactus-36daae.netlify.app/ads/mauna_ugc_post-workout-rest_female.mp4
SPOKEN: "Hour six is where everyone falls apart. I used to run on empty too. Now? One Mauna stick per bottle. Salt for my sweat, real fuel, nothing from a lab. So I'm still going at hour ten when the going gets tough."
PRIMARY TEXT:
Hour six is where everyone falls apart. It's not your training – it's what you're drinking.
Most sticks replace the salt and stop there. Your legs don't run on salt. Mauna does both in one 30g stick: 1,000mg Hawaiian sea salt for your sweat, 24g of real carbs for your legs, and māmakī, a plant found only in Hawai'i. Nothing from a lab.
One stick per bottle. Still going at hour ten.
HEADLINE: Still Going At Hour Ten
DESCRIPTION: Salt for sweat. Fuel for legs.
CTA: Shop Now

AD 6 – UGC Kalalau (video, 9:16, 16 sec, captions burned in)
LINK: https://shiny-cactus-36daae.netlify.app/ads/mauna_ugc_hiking-kalalau-cliff_female.mp4
SPOKEN: "Kalalau doesn't care what's in your pack. Eight hours in, salt sticks leave you running on empty and race mixes leave you cramping. Mauna does both. Salt for your sweat and real fuel for your legs. Mauna helps you reach camp with something left, ready to do it again at sunrise."
PRIMARY TEXT:
Kalalau doesn't care what's in your pack.
Eight hours in, salt sticks leave you running on empty and race mixes leave you cramping. Mauna does both jobs in one 30g stick – 1,000mg Hawaiian sea salt for your sweat, 24g of real carbs for your legs, māmakī and coconut from the islands it's named after.
Reach camp with something left. Do it again at sunrise.
HEADLINE: Reach Camp With Something Left
DESCRIPTION: Hydration and fuel in one stick
CTA: Shop Now