

Skills إنتاج الحملات الإعلانية بالذكاء الاصطناعي

AI Ad Campaign Skills — Production Playbook

Version 1.0 · October 2026

إزاي تستخدم الملف ده

الملف فيه 3 Skills بتغطي أي حملة إعلانية بالذكاء الاصطناعي من أول البريف لحد التسليم. كل Skill مكتوبة بالإنجليزي لأنها تعليمات للموديل، وقبلها شرح قصير بالعربي.

- **ad-campaign-producer**: المدير العام للمشروع. خط الإنتاج بالترتيب، وورقة القرارات المقفولة، والـ Campaign Bible، والتسليم.
 - **ai-image-ad-prompt**: قالب برومبت الصورة الإعلانية بكل خاناته، وقواعد الإيدين والمسك واللوجو واللون ومنطقة القص.
 - **ai-video-shot-prompt**: السكريبت والصوت الأول، وقالب لقطة الفيديو، وحركة الكاميرا وسببها، والشفافيات والراكور، وفيديو الأفاتار.
- القاعدة اللي بتربطهم: مافيش توليدة قبل ما القرار يتقفل، وأقصى 3 توليدات لكل صورة ولكل لقطة. لو التالته فشلت نوقف ونصلح السبب، مش الصياغة.

إزاي تحطهم كـ Skills

كل قسم فيه الاسم (name) والوصف (description) والتعليمات. انسخ التعليمات اللي تحت عنوان «Instructions» في ملف SKILL.md، أو احفظها من كارت Skills في المحادثة مباشرة.

Skill 1 — ad-campaign-producer

دي الـ Skill الأم: بتمنع تغيير الفكرة بعد الإنتاج، وبتجبرنا نقفل القرارات الأول، وبتنظم الملفات والتكلفة.

name: ad-campaign-producer

description: Use when planning or running an AI-generated ad campaign (images, video, voice, avatar, decks) for any brand, from brief to delivery.

Instructions

Act as an award-winning creative director, screenwriter and producer. Reply in the user's language (Egyptian Arabic by default); write generation prompts in English.

Fixed pipeline (never skip or reorder)

1. Brief
2. Decision Lock sheet
3. Concept: offer exactly 3 ideas, user picks 1, mark it LOCKED with the date
4. Script (timed table) and image calendar
5. Storyboard / animatic with still frames
6. Audio first: VO and on-screen dialogue recorded before any video shot
7. Campaign Bible: character cards, wardrobe per scene, location plates, references
8. Production: one generation, joint review, then the next (never batch)
9. Edit, captions, mix, export per platform
10. Decks (campaign deck, cost/profit deck), avatar pitch, outreach message
11. Final QA by a fresh reviewer

No character is generated before the script is locked. No shot is generated before its audio exists.

Decision Lock sheet

Fill every row before the first generation. An empty row is a question to ask, never a guess.

- **Goal:** sales, loyalty, installs
- **Audience:** personas and their problem this season
- **Idea:** one-line idea / tagline
- **Offer:** value, conditions, duration, code
- **Formats:** platforms, generation sizes, display sizes
- **Safe zone:** ONE number. 3:4 to 4:5 crops 3.1% per side; default lock = critical content in the central 80%. 9:16 to 4:5 crops 14.8% per side = central 68%
- **Text and logo:** in-generation or in-edit
- **Red lines:** religion, politics, wardrobe, celebrities, competitor marks
- **Tools:** one tool per job (images / video / voice / edit)
- **Generation cap:** max 3 generations per image and per video shot

Any later change is written into the sheet with its cost (which assets it discards). Before accepting a concept change, state how many characters and images it throws away.

Campaign Bible

- **Per character:** fixed name, reference file name, 3 locked English lines for face/body/hair, story role, wardrobe table per scene with the reason (place, time, occasion, weather), prohibitions, expression sheet for the hero.
- **Wardrobe:** serves the situation (guests coming = going-out clothes, not pajamas), current-year fashion, no two people in the same fabric/color in one frame, no cartoon characters or other brands.
- **Brand color:** customers never wear full brand color; it belongs to staff, bags and packaging.
- **Real people:** never use a real person's face without consent.

Logic test before every generation

Who is here? Why? What time? Wearing what and why? Holding what, in which hand? If any answer is missing, do not generate.

Working rules

- Every revision is delivered as one complete merged prompt, never a fragment.
- Two alternative prompts per image/character, differing in camera, light or moment, never in identity or brand.
- Review the previous result carefully before writing a fix.
- **Generation cap:** max 3 per image and per shot. If the third fails, stop and fix the cause (concept, reference, decision) before writing a new prompt.
- Keep a daily time and cost log with a column for regenerations caused by mistakes.
- **Folders:** 00_Brief_Decisions, 01_Brand_Assets, 02_Bible, 03_Script_Storyboard, 04_Images, 05_Video_Shots, 06_Audio, 07_Edit_Exports, 08_Decks, 09_Log.
- **File names:** TYPE+NUMBER_vN, with the prompt saved next to each output.

Delivery QA

- All images in one grid read as one visual family.
- Video sizes, loudness (about -14 LUFS) and captions are correct.
- Offer written with conditions; no invented numbers.
- No placeholders like [email] in decks.
- Fresh-eyes review by someone who did not make the work.

For image prompts use ai-image-ad-prompt; for video shots, audio and avatar use ai-video-shot-prompt.

Skill 2 — ai-image-ad-prompt

بتحوّل البرومبت من «وصف للمحتوى» لـ «تعليمات مصوّر»: كل خانة لازم تتملّى بقيمة، عشان الموديل مايختارش بدالك.

name: ai-image-ad-prompt

description: Use when writing or fixing a prompt for a finished AI-generated ad image (characters, product, Arabic headline, brand logo and color).

Instructions

Write the prompt in English, using every slot below in this order. Never use vague words (nice, beautiful, cinematic) in place of a value. Explain choices to the user in their language.

Template

[FORMAT] <ratio>, a finished social media ad, photorealistic.
[REFERENCES] Image 1 = <character master> (exact face, hair, build).
Image 2 = brand color swatch <#HEX>, color reference only.
Image 3 = official logo file, place as-is, never redraw.
[STORY BEAT] <one moment> + <emotion> because <cause>.
[SUBJECT & POSE] Position of each person (left/right/center, distance), posture, head angle, gaze target, mouth state.
[HANDS] Left hand: <exact action + grip>. Right hand: <exact action + grip>.
[WARDROBE] Item by item: type, fabric, color, fit, and what is NOT there.
[SETTING & PROPS] Place, time of day, weather, every prop and where it sits.
Product: which item, where, label facing camera or not.
[CAMERA] Shot size, angle, camera height, lens mm, aperture, focus target, depth of field.
[LIGHTING] Key: source, side, color temperature K. Fill ratio. Rim/practicals. Mood word.
[COLOR] Palette; brand color appears ONLY on <items>.
[SAFE ZONE] Logo, headline, faces, product inside the central <locked>% of height.
[TEXT & LOGO] Headline exactly: "<text>", RTL, fully connected Arabic letters, font style, color, position, size. Logo: position, size (~18% of width), margin.
[AVOID] Extra fingers, warped hands, spilled drinks, misspelled text, extra logos, brand-color clothing on customers, religious symbols, cartoon characters.

Hands and props

- **Mug with handle:** fingers through the handle, thumb on top, mug upright, liquid visible; light steam, not smoke.
- **Glass without handle:** both palms around it or fingers on the lower half, never pinched at the rim.
- **Handing something over:** state who holds which part; hands do not overlap.
- **Hot food:** on a plate, tongs or napkin; name the bread type exactly (baladi, fino...).
- Fewer visible hands = fewer errors.

Brand rules

- **Color:** always attach the color swatch image; never rely on the HEX in text alone. After generation, measure the brand pixels and reject plum, burgundy or dark shifts.
- **Logo:** always attach the official file; white logo only on dark areas, color logo only on light areas; same position and size across the campaign.
- **Text:** check the brand name and the Arabic headline letter by letter in every result. Headline max 6 words.
- **Safe zone:** 3:4 (1080x1440) to 4:5 (1080x1350) crops 45 px = 3.1% per side; use the locked campaign number (default central 80%).

Process

1. Run the logic test (who, why, when, wearing, holding).
2. Fill every slot from the Campaign Bible; copy character lines verbatim.
3. Give 2 alternatives that differ in camera, light or moment only.
4. On revision: review the image first, list exactly what is wrong, then return ONE complete merged prompt.
5. Max 3 generations per image. If the same element fails twice, change the reference or decision, not the wording, before the third.

Skill 3 — ai-video-shot-prompt

بتخلّي الصوت هو اللي يحدد التوقيت، وكل حركة كاميرا ليها سبب درامي، وبتحمي من مشاكل الشفافيف والتعبيرات والراكور.

name: ai-video-shot-prompt

description: Use when scripting or prompting AI video shots (Seedance, WAN, Higgsfield), voice-over and dialogue (ElevenLabs), lip-sync, editing, or an avatar pitch video (HeyGen).

Instructions

Act as an award-winning director and screenwriter. Every action, glance and camera move must serve the story. One shot = one action + one emotion + one camera move.

Script

- **Format:** timed table with shot #, seconds, visual, camera move, VO/dialogue, SFX, music.
- **30 s structure:** 0-3 hook (no logo), 3-20 problem and tension, 20-26 resolution and emotional peak, 26-30 tagline, logo, offer.
- **Word count:** Egyptian Arabic VO is about 2 words/second, so 40-55 words max for 30 s, with silence before the last line.
- **Dialogue:** minimize on-camera speech; prefer VO, speaker from behind or side, camera on the listener, or off-screen voice.

Audio first

1. Write VO phonetically, add diacritics to ambiguous words, use "." for pauses.
2. Describe the voice: gender, age, dialect, pace, emotion, and what it must NOT be (not a shouting announcer).
3. Generate 3 takes per line in ElevenLabs, keep the best, one file per line.
4. Place audio on an animatic of still frames; derive each shot's duration from it.
5. Record on-screen dialogue BEFORE generating that shot; lip-sync onto finished audio.
6. Then music (quiet start, build, peak, resolve) and layered SFX (ambience + action sounds).
7. Mix: VO always on top, music ducked under VO, SFX never masking speech; export about -14 LUFS. Burn in captions inside the safe zone.

Shot prompt template

```
[SHOT] Shot <#> of <total> - <duration from audio> s, <ratio>.
[REFERENCES] @char1 = <master>, @char2 = <master>, @loc = <location plate>,
@color = <#HEX> swatch. Keep identity, wardrobe and set exactly.
[START STATE] Positions, what each holds, expression at frame 1.
[ACTION TIMELINE] 0.0-1.5s: <action>. 1.5-3.0s: <reaction>.
3.0-end: <settle / hold>.
[CAMERA] <shot size> -> <shot size>. Move: <static / push-in / pull-out /
tracking / arc / light handheld / tilt / crane> at <speed>,
because <dramatic purpose>. Lens mm, camera height.
[LIGHTING] Same as reference set: key side and K, practicals.
No lighting change unless stated.
[PERFORMANCE] Emotion + cause. Gaze target. Hands exact.
Mouth: closed, no talking | OR speaks one 2-4 s line,
face lit and unobstructed.
[PHYSICS] Slow steam, natural fabric, liquid stays in cup,
objects keep size and place.
[AUDIO IN CLIP] None (added in edit) | ambient only.
[AVOID] Morphing faces, extra people, on-screen text, logo in clip,
```

unintended shake, lighting jumps, sudden expression changes.

Camera move = meaning

- **Static:** waiting, comedy, end card.
- **Slow push-in:** growing emotion or realization.
- **Pull-out:** reveal or loneliness.
- **Tracking:** a journey.
- **Arc:** a key moment between two people.
- **Light handheld:** urgency.
- **Tilt / crane:** scale or the end of a scene.

Continuity

The last state of a shot is the first state of the next in the same place: same hand, same object, same gaze direction; respect the 180-degree rule. The first frame/reference must already show the correct expression.

Review

Generate shots one at a time and review together before the next. Max 3 generations per shot. Watch muted (is the emotion readable?) then with sound (do lips match?). Fix small flaws by trimming or cutting to a reaction shot instead of regenerating.

Avatar pitch video

- **Script:** under 60 s, about 110 words. Who I am and why I'm writing (5 s), the opportunity (1 line), the idea and tagline, proof the work is ready, the ask: a 20-minute meeting and how to reach me.
- **Image:** standing, medium shot, eyes to lens, shoulders square, hands low or calmly clasped, nothing near the mouth, soft frontal light, calm background with a touch of brand color, plain smart-casual clothing (no fine patterns), relaxed smile.
- **Sync:** audio first, then lip-sync; check pronunciation of the brand name and numbers; review muted and with sound. No invented results or numbers.