crevari.

✳ YOU COMMENTED SONG

How I made the song ad: the exact steps

Here it is. These are the steps in the order to do them, the tools I used, and what each step gives the next one. The finished piece is 26 seconds long and uses 14 pictures.

What you need

Suno V6 makes the song.

Nano Banana Pro makes the pictures.

Seedance 2 turns the pictures into video.

An AI assistant. I used Claude. It did the reading, the timing and the writing.

A video editor for the last step. Any one will do.

I ran Suno, Nano Banana Pro and Seedance all on one site, kie.ai. I pressed every "generate" button myself.

The steps

STEP 1

Read what your customers say

Before any song, collect what real buyers say about the problem your product helps with. Reviews, comments, posts. Give them to your AI assistant and ask it to list the exact words customers use about it.

Goes in: the product page and its reviews.

Comes out: the customers' own words about the problem. Much of the lyric is built from these.

STEP 2

Take apart a song ad that already works

I took song ads from another brand and broke them down. Where does each sung line start? What picture sits under it? How long is each shot? Does the camera move?

By hand, you can play the ad and pause at every picture change, then write down the words being sung at that moment.

You copy how it is built. You never copy their words or their characters.

Goes in: the ad's video file.

Comes out: how the song is built, a list of every shot, and how the camera moves in each one.

STEP 3

Write the lyric

The lyric tells the customer's life in her own words. It follows the song plan from step 2. I wrote every line in plain words a 10-year-old could read.

This took at least four tries. The first one didn't sound like a song. Another read like an ad script. The one that worked used real customer lines wherever it could. I ended up with two lyrics to test.

Goes in: the customer words from step 1 and the song plan from step 2.

Comes out: two finished lyrics.

STEP 4

Make the song in Suno V6

Turn on Custom Mode. The lyric goes in one box and a description of the music goes in another. I made a song from each lyric, listened to both and picked one.

This is the music description I used:

> Warm country story song, female lead vocal with a clear, close, conversational alto and very clear diction so every word can be understood on the first listen, fingerpicked acoustic guitar, brushed drums, upright bass, a little pedal steel and mandolin, about 100 beats a minute in 4/4, intimate and sparse in the verses, a touch darker and quieter on the doubt and mirror lines, opening up to a warm singalong chorus, the last chorus held with room for the end card, no rap, no choir, no spoken word, no heavy effects on the voice.

Goes in: the lyric and the music description.

Comes out: the song file.

STEP 5

Find the second each line is sung

The pictures have to change with the words, so you need to know when each word lands. I ran the song through a speech-to-text tool that gives a time for every word.

No tool? Play the song and write down the second each line starts, from the player's timer.

Goes in: the song file.

Comes out: a list of every sung line with its start and end time.

STEP 6

Plan one picture for each sung phrase

The ad I studied changes picture when a new phrase starts. Each shot sits under one phrase of one to six words. So I split my lines into phrases and wrote down one picture for each.

The reel says one picture per line. In practice it is one per short phrase, so one line can get two or three pictures.

Goes in: the line times from step 5 and the shot list from step 2.

Comes out: a shot list. For each phrase: what the picture shows and how many seconds it stays up.

STEP 7

Make one character first

Before any scene, I made one front picture of the woman. Then I made a sheet showing her head from six sides.

Every later picture uses these two images as references. That keeps her the same person in every shot.

Goes in: a prompt for her face, then her face picture for the six-side sheet.

Comes out: two images: her face and her sheet.

STEP 8

Make the pictures in Nano Banana Pro

One picture per sung phrase, made in order. For a close-up, I edited an earlier picture and did not start fresh.

I made 20 pictures. The finished piece uses the first 14.

Goes in: her face, her sheet, an earlier picture when the room or her clothes must match, and a prompt for the scene.

Comes out: one tall picture for each shot.

STEP 9

Cut the song into pieces

Seedance makes clips up to 15 seconds long. So I cut the part of the song I wanted into pieces that each fit one clip. Each cut falls between two sung lines. Trim the song in any editor and save each piece as its own sound file.

Goes in: the song file and the line times from step 5.

Comes out: one short piece of song for each clip.

STEP 10

Animate in Seedance 2

Pick reference mode and the tall 9:16 shape. Set the clip length to the length of that piece of song.

The finished piece is two clips. The first holds 8 pictures. The second holds 6. Each clip is a single run.

The prompt has one block for each shot. Each block says which seconds it covers, one camera move, one small action and the phrase being sung. Between blocks it says "hard cut", which means a straight jump to the next picture. At the end it says what is true for the whole clip: nobody mouths the words, and no text shows on screen.

Goes in: the pictures in shot order as reference images, the piece of song as reference audio, and the prompt.

Comes out: a clip with the cuts already in it, set to the song.

STEP 11

Edit

I joined the two clips in a video editor. I had set one clip to 14 seconds when its piece of song was 13, and that threw off the timing with the song. The edit is where you line it back up.

I also moved the ending. The plan had six more pictures. When I saw the second clip, the moment she cries was the strongest place to stop, so it stops there.

This one stops before the product. A live ad adds the product and the offer after it.

Goes in: the clips.

Comes out: the finished piece.

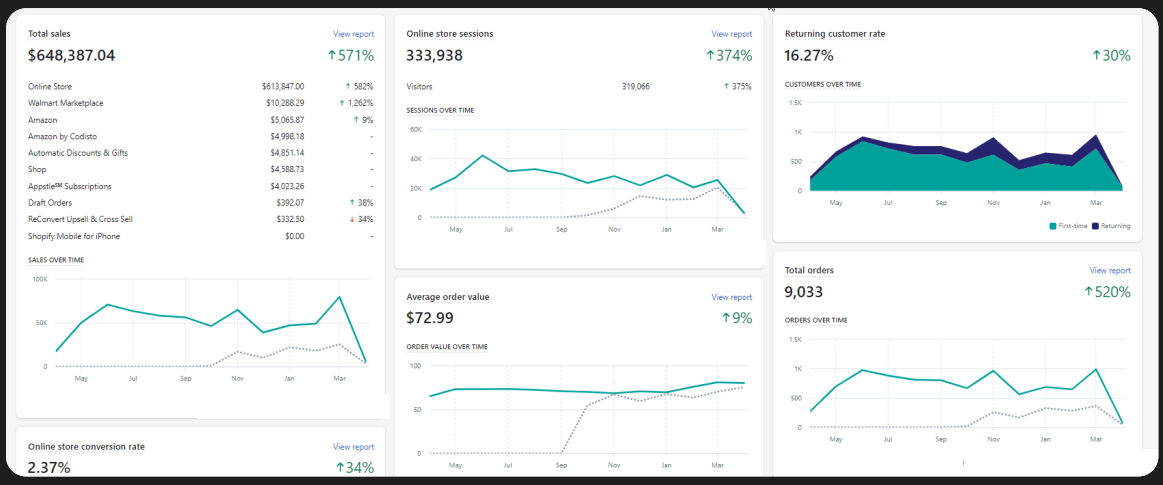
✳ WHO MADE THIS

I'm the creative strategist behind Crevari.

I make ad creative for ecommerce brands. I made the creative on the three ad accounts below.

ECOMMERCE BRAND · 12 MONTHS

An extra $551K in sales over 12 months. Revenue up 571%.



ECOMMERCE BRAND · 90 DAYS

From $20K to $63K in monthly sales within 90 days.



8-FIGURE ECOMMERCE BRAND · 30 DAYS

$15K in ad spend, $48K in sales in 30 days.

Spend	ROAS	Orders	CV	CPA	AOV	ATC	CATC	Visitors
$1,489.13	13.39	118	$19,937.88	$12.62	$168.97	2048	$0.73	9511
$717.75	8.30	38	$5,956.79	$18.89	$156.76	707	$1.02	3799
$2,573.37	1.07	14	$2,762.43	$183.81	$197.32	175	$14.70	9077
$1,936.32	1.27	14	$2,467.49	$138.31	$176.25	124	$15.62	4073
$16.42	120.51	14	$1,978.74	$1.17	$141.34	554	$0.03	2814
$1,165.31	1.70	13	$1,978.56	$89.64	$152.20	240	$4.86	2883
$339.86	3.02	10	$1,027.15	$33.99	$102.72	339	$1.00	991
$205.54	11.48	10	$2,359.72	$20.55	$235.97	97	$2.12	571
$353.85	3.71	7	$1,312.48	$50.55	$187.50	82	$4.32	314
$266.27	4.10	7	$1,091.03	$38.04	$155.86	81	$3.29	433
$15,022.42	**3.20**	**289**	**$48,127.31**	**$51.98**	**$166.53**	**5148**	**$2.92**	**50470**

Every brand is different. These show what happened on those accounts. They are not a promise of what yours will do.

I left the brand names off to respect those brands. You can see more results at crevaricreative.com.

Want me as your creative strategist?

If you'd like me to do this work for your brand, send me a DM on Instagram.

DM me on Instagram

instagram.com/crevaricreative · crevaricreative.com/song