MINI-APP OVERVIEW / MUSIC MARKETING WORKFLOW

NEW MUSIC AD CREATIVE *Generator*

Turn raw song lyrics and audio into ready-to-shoot Meta Ads briefs, save-optimized hooks, audience targeting, and metaphor-driven music video scripts — tailored to each artist's exact identity.

01 / WHY I MADE THIS

Finishing a song takes everything you have — and then the marketing bottleneck hits. Every release cycle, artists and marketers end up staring at a finished track trying to translate its emotional weight into scroll-stopping hooks, authentic ad copy, visual ideas, exact audio clips, and Meta targeting.

Most generic tools spit out stiff ad-speak ("Stop scrolling if you like indie pop!") that clashes with the artist's world and burns ad spend. I built LoudCreative to bridge the gap between a song's real identity and Meta Ads psychology — starting with the artist's aesthetic, target listener, and "Not" list before writing a single word.

CORE PRINCIPLE

"Scroll-stop earns the attention. Emotional anchoring earns the save and replay."

Built for independent artists, managers, and music marketers who want agency-grade direction in minutes.

02 / HOW TO USE IT (4-STEP WORKFLOW)

01 SET UP ARTIST PROFILE

Add artist name, primary genre, visual/sonic aesthetic references, target listener persona, and a strict "What to Avoid" list. Switch between multiple artists anytime from the top rail.

02 UPLOAD AUDIO & LYRICS

Enter your track title, paste the full lyrics, and/or drop an audio file (up to 20MB). Supplying both unlocks waveform-to-lyric cross-referencing for accurate song timestamps.

03 GENERATE THE BRIEF

Click Generate Brief. LoudCreative reads the song's emotional arc and sonic energy, applies Meta Ads psychology, and red-teams the campaign for common budget-waste traps.

04 EXECUTE & ARCHIVE

Click Copy All to export the full brief, copy individual AI image prompts, hit Regenerate MV for fresh video treatments, or click Archive to save the brief to the artist's library.

03 / WHAT YOU CAN DO WITH IT

Every generation produces a structured, ready-to-execute campaign dossier covering copy, visuals, targeting, music video direction, and risk checks:

01 / SAVE-OPTIMIZED HOOKS

5–8 HOOKS

Scroll-stopping hooks mapped to psychological triggers — Identity, POV (Feeling / Occasion), Confession, Save Prompt, Prediction, Relief Arc, and Replay. Zero cringe ad-speak.

02 / AD COPY VARIATIONS

FEED + REELS

Artist-first (“I / my”) and listener-centered (“you / your”) copy across angles like FOMO, relatability, mood-match, niche identity, raw emotion, and curiosity — ready for Feed and Story/Reel overlays.

03 / VISUAL CREATIVE BRIEFS

SPECS + AI

Concrete visual ad specs with exact song segment timestamps (e.g., chorus build or drop), ratios, durations, talent/motion direction, synced lyric overlays, stock tags, and technical Midjourney/AI prompts.

04 / META ADS TARGETING

INTEREST MATRIX

A quick-comparison table of 5–10 sonically similar artists with similarity rationale and High/Medium targeting strength, plus adjacent subculture, aesthetic, and lifestyle interests.

05 / MUSIC VIDEO GUIDE

TIMECODED

A non-literal, metaphor-driven music video concept paired with a timecoded scene table linking lyrics, visual translations, and technical camera/lighting cues. Includes one-click Regenerate MV.

06 / STRATEGY & ANTI-WASTE

RED-TEAM

Platform trend notes, format alignment, detected creative risks, and actionable “Red Flag -> Fix” callouts designed to catch weak hooks or wasted ad budget before you launch.

WORKSPACE & ARCHIVE

Built for Repeat Releases

Run campaigns for a solo project or an entire roster. LoudCreative stores each artist’s profile and saved briefs locally in your browser — complete with automatic track version numbering, instant brief reloading, and one-click Copy All export.

PRO TIPS FOR BEST RESULTS

- **AUDIO + LYRICS TOGETHER:** Upload both so timestamps lock onto the actual drop or chorus.
- **FILL OUT THE “NOT” LIST:** Listing tropes you hate keeps hooks and visuals unmistakably on-brand.
- **TEST PAIRED CONCEPTS:** Story/Reel copy is written to earn the visual briefs — test them as a pair.