

START HERE

# ENTER HERE

The \$100K World's Catchiest Ad contest. Free to enter.

[try.elevenlabs.io/johnsavage-catchiest-ad](https://try.elevenlabs.io/johnsavage-catchiest-ad) →

JOHN SAVAGE AI / ELEVENLABS CONTEST GUIDE

## How to Enter ElevenLabs' \$100K Catchiest Ad Contest + My Exact Prompts

My HOPPA fake-ad workflow: the brief, the jingle prompt and the shot prompt, all copy-paste ready.



HOPPA: THE FAKE BRAND I MADE FOR THIS CONTEST

DAILY AI NEWSLETTER

### DON'T MISS THE LATEST AI NEWS

Get the most useful AI updates delivered directly to your inbox.

SUBSCRIBE TO THE AI NEWSLETTER  
[johnsavage.beehiiv.com](https://johnsavage.beehiiv.com)

## THE BRIEF

# The brief in 3 steps

Invent it. Make the ad. Give it a jingle.

1

## Invent a fake brand

Any product or service, in any category. It does not have to exist.



2

## Make one ad, 15 to 45 seconds

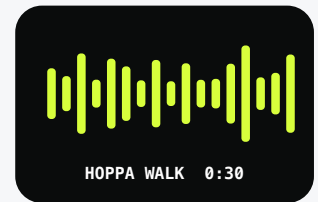
Show the product's name, image and logo.



3

## Give it an original jingle

Made in ElevenCreative, no exceptions. The jingle should be the star of the ad.



## MY EXAMPLE



# Hoppa™

## My fake brand: HOPPA.

Giant luxury sneakers for important feet.

### JINGLE

Hoppa Walk, made in ElevenLabs Music v2.5

### SHOTS

Seedance 2.5 clips, 10 s each, from image refs

### RESULT

One 30-second luxury sneaker ad

# Make the jingle

ElevenLabs → Music · v2.5 · 30 s · 2 takes

## 1 Open ElevenLabs and go to Music.

Pick Music v2.5, 30 seconds, 2 takes.

## 2 Paste my prompt.

Hook first: the brand name has to stick, and the hook has to start in the first 3 seconds.

MY JINGLE PROMPT

COPY AND PASTE

Dark, deep high-fashion runway track for the luxury sneaker brand "HOPPA", Paris fashion week catwalk energy, slow, heavy and confident, 100 BPM. Huge punchy kick drum and a big cracking snare with a long dark reverb tail, deep rumbling sub-bass, minimal dark synth stabs, tense and expensive, cinematic. Vocal in contrast: a bright, sweet, airy high female pop vocal, playful and sing-song, almost innocent, floating light on top. Hook: a teasing build "hop... hop... HOPPA!" where the last HOPPA lands hard on the kick and snare, plus a call-and-response with a few whispered voices answering "HOPPA!". The hook starts in the first 3 seconds.

### Lyrics:

hop... hop... HOPPA!

Big shoes, big talk,

let the sneakers do the talk.

hop... hop... (HOPPA!) watch me walk.

hop... hop... HOPPA!

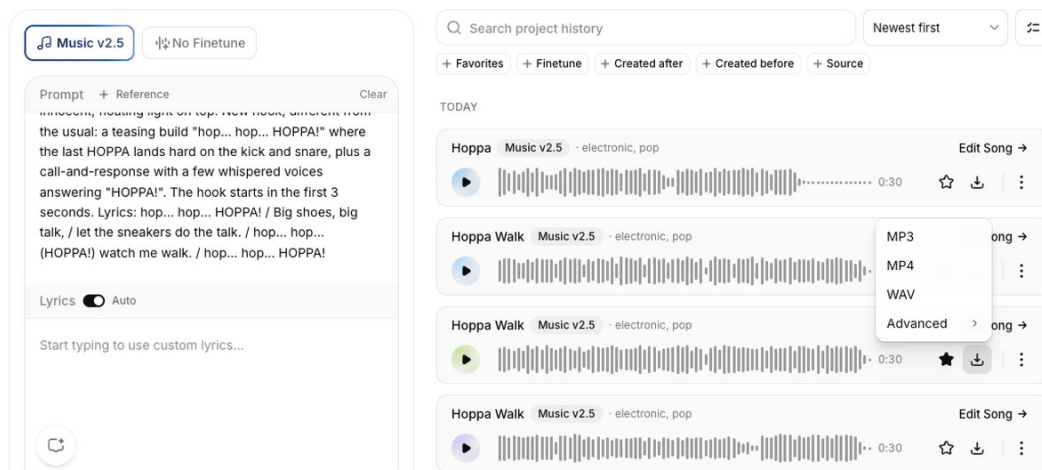
## 3 Generate 2 takes and keep the one where the hook lands in the first 3 seconds.

## 4 Not catchy yet? Change the prompt and run it again.

My Hoppa Walk jingle came from my second prompt.

## 5 Keep the winner in ElevenCreative.

The entry form asks for a public share link to your jingle.



MY HOPPA WALK TAKES IN MUSIC V2.5

# Make the shots

ElevenLabs → Image & Video · Seedance 2.5 · 9:16 · 1080p · 10 s

- 1 **Make a picture of your character wearing your product.**  
Image tab, or any image tool. I made 6 models wearing the HOPPA sneaker.
- 2 **Open the Video tab and pick Seedance 2.5.**  
My settings: 9:16 · 1080p · 10 s · Audio On.
- 3 **Add your picture under Image refs.**  
Use it as a reference, not a Start frame. It shows up as @Image 1.
- 4 **Paste the shot prompt and hit Generate.**

Image Video Lip sync

@ Brand Kit

Start frame

End frame

@Image 1

Image refs

Video refs

Audio refs

Luxury fashion sneaker commercial, multi-shot, cinematic, 9:16. The man from the reference image, red houndstooth blazer, long brown bob, chunky cream-and-brown sneakers. Shot 1: he takes one confident step across a lavender studio, soft low fog rolling across the floor. Shot 2: slow motion, his sneaker catches on nothing and he trips elegantly, floating in the air, fog swirling. Shot 3: low angle, he lands in a perfect reclining pose, one sneaker raised to the camera, deadpan stare into the lens. Hard key light, rim light, 35mm film grain, expensive editorial look. Audio: natural foley and studio ambience only, no music, no voices.

Seedance 2.5

9:16

1080p

10s

On

1

7 left

↑

MY SHOT PROMPT, THE TRIP

COPY AND PASTE

Luxury fashion sneaker commercial, multi-shot, cinematic, 9:16. The man from the reference image, red houndstooth blazer, long brown bob, chunky cream-and-brown sneakers. Shot 1: he takes one confident step across a lavender studio, soft low fog rolling across the floor. Shot 2: slow motion, his sneaker catches on nothing and he trips elegantly, floating in the air, fog swirling. Shot 3: low angle, he lands in a perfect reclining pose, one sneaker raised to the camera, deadpan stare into the lens. Hard key light, rim light, 35mm film grain, expensive editorial look. Audio: natural foley and studio ambience only, no music, no voices.

- 5 **Repeat for every shot, then cut the clips together over your jingle.**

## LAST STEP

# Submit your entry

Enter solo or as a team, as many times as you like.

- 1 Add the official watermark.**  
Bottom-right corner of the final video and every post. Download it from the Rules section of the competition page.
- 2 Post the ad publicly on at least 2 platforms.**  
X, Instagram, TikTok or YouTube. All 4 earns bonus points. Keep the posts live through judging.
- 3 Add both hashtags and both tags to every post.**  
#TheWorldsCatchiestAd #ElevenCreativeCompetitionVol1 · @elevencreative @elevenlabs
- 4 Fill in the entry form on the competition page.**  
Your post links, your Studio project link, a raw video link (Frame.io or Google Drive) and a public ElevenCreative share link to your jingle.

# \$100,000

IN PRIZES / 11 WINNERS

|             |              |
|-------------|--------------|
| 1ST         | \$50,000     |
| 2ND         | \$20,000     |
| 3RD         | \$10,000     |
| 4TH TO 11TH | \$2,500 each |

All 11 winners also get an interview: a 30-minute 1:1 with ElevenLabs' Creative Production team.

ENTRIES CLOSE

## November 1

11:59 PM PT

Winners announced Nov 10

Free to enter · 18+

READY?

## Enter The World's Catchiest Ad

[try.elevenlabs.io/johnsavage-catchiest-ad](https://try.elevenlabs.io/johnsavage-catchiest-ad)

ENTER THE CONTEST →