

FRAME × FRAME ACADEMY

The No-Prompt Ad Studio Blueprint

5 brand ads from one brief. Modular, not manual.

THE CORE IDEA

- Don't prompt each ad. Build BLOCKS once, then swap scenes.
- Lock the product. Lock the brand vibe. Vary the world.

THE BUILDING BLOCKS

- Product (locked reference image).
- Brand mood (color, energy, tone).
- Scene variables (kitchen, street, neon, studio).
- Format (square, vertical, story).

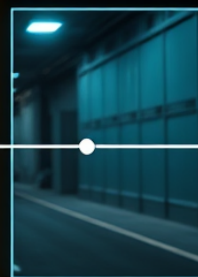
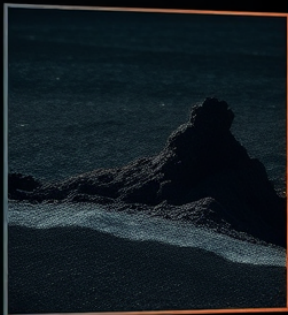


FIG 01 MODULAR BLOCKS — the product stays locked in the center; only the world around it swaps: kitchen, street, neon, studio.

THE STACK

- Claude — the brain that assembles.
- Weavey — modular generation.
- Figma — final layout + export.

THE FLOW

- Define brand once → agent generates visuals → ads → animation → you pick the winners.



FIG 02 **ONE BRIEF, FIVE ADS** — define the brand once and the agent fans it out into a full campaign wall.

► **One brief in, a campaign out. Tag a brand owner who's overpaying.**