

THE COMPLETE GUIDE

HOW TO MAKE PERFECT ADS

Generate Full AI Video Ads Using Claude. No Actors. No Editors. No Agency.

Arcads • 7 AI Video Models • Infinite Variations • Full Walkthrough

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What Is This?

Arcads is a platform that lets you generate AI video ads with realistic AI avatars. Instead of hiring actors, renting studios, and paying editors, you type a prompt and Arcads builds the video for you. The avatars look like real people. The videos look like real UGC content.

Now someone built a skill that connects Arcads directly to Claude. You can use the **Code tab** inside the Claude desktop app, or Claude Code in your terminal, or wherever else you are running it. Just type a single sentence like "Generate a high-converting UGC ad for my product," and Claude will create the AI avatar, write the script, pick the right model, and output a finished video. No switching between apps. No manual prompting on the Arcads dashboard. Just talk to Claude and get ads.

WHAT YOU GET

- AI-generated UGC video ads that look like real creator content
- Full control over avatars, scripts, and visual style
- Access to 7 different AI video models (Seedance 2.0, Veo 3.1, Sora 2, Kling 3.0, Grok Video, and more)
- Image generation for stills, product shots, and character sheets
- Batch generation: create 10+ variations with different avatars in one command
- Automatic script writing, credit tracking, and quality checks

WHY THIS MATTERS

A single UGC ad from a creator costs \$200-\$500+. An agency charges \$2,000-\$10,000/month. With this setup, you can generate unlimited variations for the cost of Arcads credits (as low as \$0.03 per image, ~\$0.05-\$1.00 per video depending on model). You can test 10 different hooks, 10 different avatars, and 10 different scripts in the time it takes to brief one freelancer.

Full Setup Guide

This takes about 5 minutes. Four steps and you are generating ads.

STEP 1

Install the Skill

First, come over to this GitHub link:

github.com/krusemediallc/arcads-claude-code

Copy the URL. Then open Claude and go to the **Code** tab inside the Claude desktop app. If you are using Claude Code in your terminal or anywhere else, that works too.

Paste the GitHub link into Claude and say:

```
Install this skill.
```

Claude will clone the repo and set everything up for you. Once it finishes, the Arcads skill is loaded and ready to go.

WHAT HAPPENS BEHIND THE SCENES

Claude downloads the skill files, creates the folder structure, and prepares everything you need. It also generates a MASTER_CONTEXT.md file, which is Claude's memory. It stores your default product, brand voice, credit costs, and lessons learned from previous sessions. Every time you start a new session, Claude reads it first so it knows your preferences without you repeating yourself.

STEP 2

Get Your Arcads API Key

Now you need your Arcads API key so Claude can actually talk to Arcads and generate your ads. Here is how to get it:

- Go to app.arcads.ai/dashboard/settings/public-api
- Sign up or log in to your Arcads account
- You will see your API key on the settings page
- Copy the entire key

IMPORTANT: KEEP YOUR API KEY SECRET

Your API key is like a password. Never share it publicly, never paste it into a public chat, and never post it anywhere. The skill stores it in a local .env file that is automatically excluded from version control, so it stays safe on your machine.

STEP 3

Add Your API Key

Now you need to put that API key into the skill so Claude can use it. There are two ways to do this:

Option A: Let Claude do it (easiest)

Just tell Claude:

```
Here is my Arcads API key: [paste your key here]
```

Claude will automatically create the .env file and save your key in the right place. It will also test the connection to make sure everything works.

Option B: Run the setup script

If you prefer to do it manually, open your terminal, navigate to the project folder, and run:

```
./scripts/setup.sh
```

The script will ask you to paste your API key, save it to a .env file, and verify that the connection works.

WHERE DOES THE KEY GO?

Your API key gets stored in a file called **.env** inside the project folder. This file is automatically excluded from Git, so your key never gets uploaded anywhere. The line inside looks like this:

```
ARCADS_API_KEY=your_key_here
```

Claude reads this file every time it needs to talk to the Arcads API.

STEP 4

Generate Your Ads

You are fully set up. Now just tell Claude what you want. Drop your product image into the conversation and say something like:

```
Generate a high-converting UGC ad for my product.
```

Claude handles everything from here. More on exactly what happens in the next section.

IF SOMETHING GOES WRONG

Run `./scripts/check-arcads-env.sh` in your terminal to test your API connection. If it fails, double-check that your API key is correct. You can also just tell Claude "my API key is not working" and it will help you troubleshoot.

Your First UGC Ad

The skill is installed. Now let's actually make an ad. Upload your product image and tell Claude what you want:

```
Generate a high-converting UGC ad for my product.
```

Claude will handle everything from here. It will:

- Read your product details and reference images
- Generate an AI avatar that looks like a real person
- Write a script with a hook, demo, and call to action
- Ask you to approve the avatar image and the script
- Pick the best AI model for the job
- Show you the estimated credit cost before generating
- Output the finished video

Want Variations? Just Ask.

Want to test different hooks and different faces? Just say:

```
Generate 10 different variations with 10 different avatars.
```

Claude will fire off 10 separate generations, each with a unique AI avatar. You get 10 different ad variations to test, all from one command.

PRO TIP: APPROVAL GATES

Claude will not burn your credits without asking first. Before every generation, it shows you the estimated cost and waits for your "yes." For videos with dialogue, it also shows you the exact script and waits for approval. Nothing gets generated until you confirm.

Every Workflow You Can Run

The Arcads skill supports 15+ different workflows. Here are the most useful ones with example prompts you can copy and paste.

1. UGC Video Ad (The Main One)

The bread and butter. Generate a complete UGC-style video ad with an AI avatar reviewing or showcasing your product. Claude writes the script, generates the avatar, and outputs the video.

```
Generate a 15-second UGC video ad for my skincare product. Make the avatar a 25-year-old woman in her bedroom. Casual, authentic tone.
```

2. AI Influencer Creation

Create a brand new AI influencer from scratch. Claude generates a hero portrait plus 9 additional angles so you have a consistent character to use across multiple ads.

```
Create a new AI influencer. 22-year-old college student with freckles, athletic build, casual streetwear style.
```

3. UGC Product Selfie (Still Image)

Generate a realistic selfie of your AI influencer holding your product. Perfect for Instagram posts, thumbnails, and ad stills.

```
Generate a UGC selfie of Sofia holding the product in her apartment kitchen. Natural lighting, iPhone quality.
```

4. Still-to-Video Animation

Take any still image and bring it to life. Claude uses the image as a starting frame and generates a video where the person talks, moves, and interacts with the product.

Turn that image into a video. Have her talk about why she loves the product for 8 seconds.

5. Direct Video (No Starting Image)

Generate a UGC video from scratch without providing any reference image. Claude uses Sora 2 to create the entire scene from your text prompt.

```
Generate a UGC video of someone unboxing my product on their kitchen counter. Excited, genuine reaction.
```

6. Product Showcase Video

Combine your product photo with an AI avatar for a product-in-hand video. Claude generates a still first, asks for your approval, then animates it.

```
Create a product showcase video. Avatar holding my sneakers, rotating them, talking about the design.
```

7. B-Roll Clips

Generate short ambient clips with no dialogue. Great for cutaways, transitions, and supplementary footage.

```
Generate 5-second b-roll of my product on a clean white desk with soft natural lighting.
```

8. Scene Generation

Create a short scene with dialogue using the Scene endpoint. Supports a dedicated script field for spoken lines.

```
Generate a scene of someone trying my coffee for the first time at a cafe. Script: 'Okay wait, this is actually incredible.'
```

9. Premium Product Reveal

Dark, cinematic product reveal. No person needed. Think Apple-style launches with dramatic lighting and slow reveals.

Generate a premium product reveal for my headphones. Dark void background, dramatic lighting, slow rotation.

10. Clone an Existing Ad

Have Claude analyze a reference video you like and recreate it for your product. It reverse-engineers the style, pacing, and structure.

Clone this reference video for my product. Match the tone, pacing, and visual style but use my branding.

The AI Models (and When to Use Each)

Arcads gives you access to multiple AI models, each with different strengths. Claude picks the right one automatically, but it helps to understand what each does.

Model	Best For	Duration	Cost
Seedance 2.0	UGC video ads, product reveals, studio lookbooks, feature walkthroughs	4-15 sec	~\$0.06/sec
Veo 3.1	Animating a starting image into video. Best face consistency.	~8 sec (auto)	~\$1.00 flat
Sora 2	Text-to-video without a starting image. Longest duration.	4-20 sec	~\$0.05/sec
Kling 3.0	B-roll clips and scene generation. Fast and cheap for short clips.	3-15 sec	~\$0.05-0.07/sec
Grok Video	Fastest generation. Quick test renders and drafts.	1-15 sec	~\$0.03/sec
Nano Banana 2	Still images: avatars, product shots, character sheets.	N/A (image)	~\$0.03/image

PRO TIP: LET CLAUDE PICK THE MODEL

You do not need to memorize any of this. Just describe what you want and Claude will automatically select the best model. If you want to animate an existing image, it picks Veo 3.1. If you want a video from scratch, it picks Sora 2. If you just need a still, it uses Nano Banana. You can override it, but the defaults are solid.

Organizing Your Reference Images

The skill uses a folder structure to keep your images organized. Drop your files into the right folder and Claude will automatically use them when composing prompts.

Folder	What Goes Here	Example
references/influencers/	Face and body photos of people you want to recreate as AI avatars	Headshots, full body photos, selfies
references/products/	Product photos for showcase workflows	Product on white, lifestyle shots, packaging
references/aesthetics/	Mood boards, lighting refs, style inspiration	ugc-selfie/, cinematic/, studio/ subfolders

AUTO IMAGE HANDLING

Claude automatically checks image dimensions before sending them to the API. If an image is too small (under 1024px on the longest side), it upscales it to 1080px using Lanczos resampling. It also converts images to RGB JPEG to avoid transparency issues. You do not need to worry about image specs.

Pro Tips for Better Results

1. ALWAYS APPROVE THE STILL BEFORE VIDEO

Claude generates a still image first and shows it to you before making the video. This is intentional. Still images cost ~\$0.03. Videos cost \$0.50-\$1.00+. Reject and regenerate stills until you are happy, then approve the video. Do not skip this step.

2. ADD IMPERFECTIONS TO YOUR PROMPTS

Real UGC content is not perfect. It has motion blur, slight overexposure, off-center framing, and natural skin texture. Claude adds these automatically, but if your results look too polished, ask for more imperfections. "Make it look like it was shot on an iPhone in a bedroom" goes a long way.

3. USE MOTION CUES FOR VIDEO

AI-generated people can look like frozen mannequins if you do not describe movement. Always include 3-4 human motion cues in your prompts: breaking eye contact, head tilts, shifting weight, adjusting their grip on the product. This makes the output look significantly more natural.

4. KEEP VIDEOS SHORT

UGC ads perform best at 8-15 seconds. Do not try to cram too much into one video. If your script is longer than ~35 words, Claude will suggest splitting it into multiple segments and stitching them together with ffmpeg. Trust the process.

5. BATCH TEST EVERYTHING

The biggest advantage of AI ads is speed of testing. Instead of making one perfect ad, make 10 variations and let the data decide. Different hooks, different avatars, different tones. Say "Generate 10 variations" and test all of them.

6. SET UP YOUR BRAND VOICE

Open MASTER_CONTEXT.md and fill in the Brand section with your tone, audience, and words to use/avoid. Claude reads this before every generation. Once you set it, every ad will automatically match your brand without you having to repeat yourself.

Utility Scripts

The repo includes three helper scripts you can run anytime:

Script	What It Does
<code>./scripts/setup.sh</code>	One-time setup. Asks for API key, creates <code>.env</code> , verifies connection, generates <code>MASTER_CONTEXT.md</code> .
<code>./scripts/check-arcads-env.sh</code>	Tests your API connection. Run this if something breaks or if you changed your key.
<code>./scripts/sync-skill.sh</code>	Copies any edits you made to the skill files into the Claude Code and Cursor directories.

Quick Start Cheat Sheet

Copy and paste these prompts to get started fast:

YOUR FIRST AD

Generate a high-converting UGC ad for my product.

BATCH VARIATIONS

Generate 10 different UGC ad variations with 10 different avatars.

CREATE AN INFLUENCER

Create a new AI influencer. 24-year-old fitness enthusiast, tan skin, natural hair.

PRODUCT SELFIE

Generate a UGC selfie of my influencer holding the product in a bedroom. iPhone quality.

ANIMATE A STILL

Turn that image into an 8-second video. Have them talk about why they love the product.

TEXT-ONLY VIDEO

Generate a 12-second UGC video of someone unboxing my product. Genuine excitement.

PREMIUM REVEAL

Generate a premium product reveal. Dark background, dramatic lighting, slow cinematic rotation.

B-ROLL

Generate 5-second b-roll of my product on a marble countertop with soft morning light.

CLONE AN AD

Analyze this reference video and recreate it for my product. Match the style and pacing.

BRAND SETUP

Read my MASTER_CONTEXT.md and update it with my brand voice and default product.

Get the Skill

Everything you need is in one GitHub repo. Paste this link into Claude and say "Install this skill":

github.com/krusemediallc/arcads-claude-code

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One prompt. Full UGC ad. No agency needed.