



Multimodal Content Generation

You are graphic designers at various companies that are all looking to redo their branding to better align with their goals, while retaining as much of their current audience as possible.

To speed up the process, you have decided to utilize generative AI tools to help develop materials. Your goal is to create the following:

- 1) A new logo that best aligns with the campaign goal,
- 2) A poster advertisement with the logo, tagline, and generated images,
- 3) A short (~10-15s) video advertisement of the product (sound optional).

Throughout this process, aim to answer some of the following questions:

- How close was the media generated to the vision in your head?
- Did AI help you generate new ideas you wouldn't have thought of yourself?
- Do you feel that a coherent brand image was created across the 3 forms of media created? How might AI tools affect brand consistency and originality if used frequently?
- How did your group decide what to keep versus what to discard from the AI-generated content?
- If you were running a real campaign, where would AI add the most value: ideation or production?

We recommend utilizing Google AI Studio <https://aistudio.google.com/> for this exercise.



Companies:

Blooming: Unfolding Reusable Coffee Cup

- **Product:** A beautifully designed self-warming, reusable cup that unfolds into a flower-like pattern when it detects heat. The cup symbolizes mindfulness and sustainability.
- **Tone:** Calm, eco-artistic, emotional.
- **Tagline:** “Savor the moment.”
- **Visual style:** warm sunlight, earthy tones, slow movement, coffee steam.
- **Current Audience:** Eco-conscious professionals, slow-living enthusiasts.
- **Campaign Goal:** Penetrate the “hipster” market in Toronto by associating BloomCup with daily mindfulness and sustainable elegance.

WeaveTech: Transforming Smart Clothing

- **Product:** A modular fashion line with detachable, reconfigurable elements (hoods, sleeves, logos). Designed for city living, each piece transforms for work, travel, or nightlife.
- **Tone:** Confident, urban, futuristic.
- **Tagline:** “One outfit. Infinite versions of you.”
- **Visual style:** movement, transformation, neon edges, sleek geometric cuts, city lights.
- **Current Audience:** Gen-X tech workers.
- **Campaign Goal:** Portray WeaveTech as a value-driven fashion brand for dynamic, identity-fluid lifestyles, primarily focusing on raising brand recognition with millennial and Gen-Z individuals.

Terran: Nature in a Lamp

- **Product:** A handcrafted home lighting system that projects natural scenes (firelight, forest canopies, ocean reflections) using motion filters. Each lamp is powered by eco-friendly materials and minimalist design.
- **Tone:** Tranquil, artisanal, emotional.
- **Tagline:** “Bring nature home.”
- **Visual Style:** soft gradients, wood textures, warm glows, plant silhouettes, subtle movement.
- **Current Audience:** Interior design lovers, mindfulness practitioners, sustainable home buyers.
- **Campaign Goal:** Increase purchases by new parents by associating TerraGlow with a good environment for raising a child.



Forged Accessories: Gear That Evolves with the Wild

- **Product:** Premium modular outdoor gear like backpacks and jackets with magnetic attachments, adaptable weather protection, and engraved trail maps. Customers can personalize components before ordering.
- **Tone:** Rugged, adventurous, and innovative.
- **Tagline:** “Built for every trail you’ll find.”
- **Visual Style:** realism and cinematic energy, rain-to-sun transitions, bold transitions.
- **Current Audience:** Suburban millennial office workers.
- **Campaign Goal:** The brand has become associated too much with outdoorsy aesthetics, but lacks purchases from serious campers, hikers, and other outdoorsy people.

Muse: Candles That Tell Stories

- **Product:** A line of story-themed candles each candle represents a mood or narrative ('Rainy Library,' 'Midnight City,' 'Morning Letters').
- **Tone:** Cosy, nostalgic, intimate.
- **Tagline:** “Light a memory.”
- **Visuals:** cinematic and moody, candlelight reflections, drifting smoke, handwritten letters.
- **Current Audience:** Young adults, writers, gift buyers, aesthetic-driven consumers.
- **Campaign Goal:** The company has had success with direct customer sales but now aims to attract business owners of small cafes, speak-easies, spas, etc. to use their product to improve the ambiance of their business.

Lightboard: Luxurious Surfing

- **Product:** A boutique line of handcrafted electric surfboards designed for lakes and calm coastal waters. Each board uses silent propulsion technology and customizable LED under glow to create a smooth, meditative ride at sunset.
- **Tone:** Adventurous, reflective, free-spirited.
- **Tagline:** “Find your flow.”
- **Visuals:** Golden-hour coastlines, slow-motion water ripples illuminated by light trails, relaxed riders gliding across still waters.
- **Current Audience:** Adventure seekers, wellness travelers, and luxury outdoor enthusiasts.
- **Campaign Goal:** Lightboard has captured attention in the luxury market and wants to make sure they retain these customers by framing Lightboards as precision-made, high-quality products.