

3 New AI Tools

1. Google Flow (AI Filmmaking Tool)

What it does: Flow is Google's new AI-powered filmmaking studio (launched May 2025), built around DeepMind's Veo 3, Imagen, and Gemini models. It enables creators to generate cinematic video clips and scenes from text prompts, with fine-grained camera controls and scene continuity. Flow allows users to edit and iterate on scenes using built-in Scenebuilder and camera tools.

How it helps our workflow:

- Cuts video production time and cost by allowing cinematic content generation without actors or physical sets.
- Helps visualize ideas and campaigns faster, with script-to-video capabilities.
- Offers a "sandbox" for experimentation with bold visual storytelling without heavy production needs.

Creative use-case: Create a cinematic product teaser. For example, prompt Flow with: "Futuristic city street with diverse characters using our app" and generate a short branded film trailer. Edit scenes using Scenebuilder to expand the story or introduce effects, turning the clip into a stylish campaign asset.

2. Pippit AI (CapCut)

What it does: Pippit AI is CapCut's latest AI-powered content suite launched in 2025. It enables one-click generation of videos, AI avatars, images, and voiceovers from product links or prompts. Key features include: Video from URL, AI Avatars & Voices, Studio for batch image creation, and social media publishing tools.

How it helps our workflow:

- Speeds up ad and promo content creation from product links or simple scripts.
- Eliminates the need for real models or extensive editing with AI-generated avatars and voiceovers.
- Enables fast campaign creation and iteration across platforms like TikTok, YouTube Shorts, and Instagram.

Creative use-case: Automatically generate a product demo video. Input a Shopify product link into Pippit to generate a 30-sec AI-narrated ad with dynamic cuts and music. Use an AI avatar for hosting, making a full product spotlight video within minutes.

3. Dreamina (CapCut AI Design Suite)

What it does: Dreamina is CapCut's new AI design tool (2025) for generating social media graphics, posters, flyers, and logos from text prompts. It includes an editable canvas, AI image inpainting, layout suggestions, and branding tools.

How it helps our workflow:

- Speeds up content asset creation like thumbnails, posters, banners.
- Enables fast iteration and design brainstorming using AI-generated variants.
- Reduces dependency on external design teams for routine visuals.

Creative use-case: Design an event announcement poster. Use a prompt like "Futuristic neon cyberpunk concert poster with flying cars" to generate a vivid base. Edit using the canvas tool to add logo, title, and event details. Create multiple color variants for A/B testing across platforms.
