

AI-DEATE LAB - White Paper

Yell Account

AI-DEATE LAB: Revolutionizing Creative Workflow

Abstract:

AI-DEATE LAB, a division of Yell Advertising Agency, has revolutionized the agency's workflow with the introduction of its AI-DEATE platform. This new technology has resulted in a 40% reduction in production time and costs for creating high-quality storyboards for Southeast Asia's leading consumer brands. This whitepaper provides a comprehensive overview of the AI-DEATE workflow, starting with the utilization of the AI-DEATE Prompt Generator and concluding with the creation of multiple images using AI-DEATE customized diffusion models.

Introduction:

In today's fast-paced advertising industry, clients demand high-quality visuals that capture their brand identity and resonate with their target audience. Yell Advertising Agency has established itself as a leader in this field by leveraging cutting-edge technology to produce stunning storyboards for their clients. However, the agency was constantly looking for ways to streamline its workflow and reduce production time and costs. This is where AI-DEATE LAB comes in.

AI-DEATE Workflow:

The AI-DEATE workflow starts with the use of AI-DEATE Prompt Generator, a tool developed in partnership with RikuAI. This tool generates the perfect prompt to use in AI-DEATE's custom stable diffusion model, taking into account the client's brief concept. This model allows Yell's creative director to select the type of camera, lens, focal length, and focus object that best suits the project, ensuring that the prompt generated is tailored to the specific needs of the project.

The next step involves using the prompt generated from AI-DEATE Prompt Generator to create multiple images using AI-DEATE Diffusion. These custom-trained diffusion models are specifically made for each client, with a focus on bringing out the niche of each brand identity. This includes the niche of the product for the campaign and the niche of the brand ambassador of the campaign. By using these custom models, AI-DEATE LAB can create stunning visuals that capture the essence of their clients' brands.

Craft by Human

Craft by AI

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48 Hours



1x Traffic
1x Creative
1x Graphic Designer

Traffic Management



Ideate



Reference



Design



Mock Up Key Visual



4 Hours



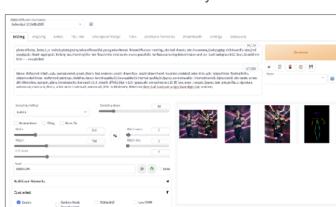
1x Creative

AI-DEATE LAB by YELL

Ideate



AI-DEATE LAB by YELL



Mock Up Key Visual



Athlete



yell

Brief

"A new product with a new female presenter to represent our new key selling points: increasing protein and decreasing fat for the new active lifestyle target group."

Y2K



Breakfast



Best Scene



Scribble

Benefits of AI-DEATE LAB:

The AI-DEATE workflow offers several benefits to Yell Advertising Agency, including:

1. Reduced Production Time: By using custom-trained diffusion models, AI-DEATE LAB can create high-quality visuals in a fraction of the time it would take to create them manually. This has resulted in a 40% reduction in production time for the agency.
2. Cost Savings: By reducing production time, AI-DEATE LAB has also been able to save on production costs. This has allowed the agency to offer more competitive pricing to its clients.
3. Consistency: By using custom-trained diffusion models, AI-DEATE LAB can ensure that the visuals created are consistent with the brand identity of its clients. This helps to maintain brand integrity and ensures that the campaign is effective.

Conclusion:

AI-DEATE LAB has revolutionized the way Yell Advertising Agency creates high-quality storyboards for its clients. By leveraging custom-trained diffusion models and cutting-edge technology, the agency has been able to reduce production time and costs while maintaining brand consistency. The AI-DEATE workflow is a testament to the agency's commitment to innovation and excellence in the advertising industry.