8
00:01:05.510 --> 00:01:17.119
Alex Cooper: Okay, welcome in, welcome in, everyone. I hope you have had a wonderful weekend and are ready for, the penultimate week of the course. We're almost at

9
00:01:17.120 --> 00:01:42.060
Alex Cooper: the end of our course. Now, we have a few more bonus sessions, and then we have the final session with Jimmy and I next week, Thursday, where we'll be wrapping up with a putting it all together session. But today, we've got a really fun one. We're gonna be talking about mid-journey video, with my co-founder, ad creator.

10
00:01:42.060 --> 00:01:48.169
Alex Cooper: someone that many of you know in here, Ali Qureshi is gonna be coming on. Before he

11
00:01:48.170 --> 00:01:59.630
Alex Cooper: does so. I've got a couple of announcements that I want to run through super quickly. This Thursday, we do have a placeholder calendar invite booked.

12
00:01:59.630 --> 00:02:24.489
Alex Cooper: We are just waiting for final confirmation from JB. JB at Vibe Marketer is coming in to do a session on NAN, because I know that was highly requested by, everyone in this course, so we are going to get that session. Just waiting for him to finalize on, time, and, well, he just said, he said yes, he's in. Just waiting to, like, finalize that time. So the placeholder's gonna stay in for now. If that time changes.

13
00:02:24.490 --> 00:02:36.799
Alex Cooper: I will let people know I'm trying to follow up with him and get a confirmation, but that session will be on NITN. We'll be sharing some of our NITN workflows that we've built, that JB's built, and going through them together.

14
00:02:37.320 --> 00:02:54.330
Alex Cooper: Elsewhere, Jimmy and I are preparing some big giveaways for next week, the last week of the course. Like you guys have heard from me already, I'm preparing a big prompt, kind of database and summary of the whole, like, system, end-to-end, that we have been, …

15
00:02:54.560 --> 00:03:00.460
Alex Cooper: That we have, been working through over the course of this 8 weeks.

16
00:03:00.460 --> 00:03:22.189
Alex Cooper: So that's gonna be, super fun, to get everyone's, eyes on and to give to everyone next week. What I will say is that… I mean, Adi's gonna get mad at me for this, but we do have a, like, an internal version of that that we use at AdCreate. And here's what I'll say. If there's anyone who's found this course valuable and would…

17
00:03:22.190 --> 00:03:26.849
Alex Cooper: be willing to give us a testimonial by DMing Sarah on Slack.

18
00:03:26.850 --> 00:03:51.130
Alex Cooper: I'll go out and say it, and Addie can disagree if he wants. We will go ahead and give you our internal version, of the full prompt library database and system, that we have gone through in this course. If you go and DM a testimonial to Sarah, who will put her name in the chat, so, that we can send that over to you. She'll send it over if

19
00:03:51.130 --> 00:04:04.709
Alex Cooper: she gets testimony from you. So, maybe I went off-script there, and he's not gonna be very happy with me after, but, you know, if you do that, we'll be super grateful if you have found this course valuable, so that we can help more people,

20
00:04:06.010 --> 00:04:08.659
Alex Cooper: Learn, and become better AI creatures.

21
00:04:08.660 --> 00:04:33.330
Alex Cooper: Couple more things before we get started. If anyone here has a B2B, business, and wants me to do live creative strategy for them, because that was highly requested last week, DM me, because I'm making a YouTube video out of it. If you're okay with me, you know, doing creative strategy as a YouTube video, if you DM me, I am looking for someone to do creative strategy for

22
00:04:33.330 --> 00:04:38.889
Alex Cooper: for a YouTube video that I've got coming up, so feel free to DM me if you want me to do some free trade strategy for you. …

23
00:04:39.210 --> 00:04:58.580
Alex Cooper: And finally, if you want to, join the AdCreate team and shadow me, I'm also looking for, someone to basically come be a researcher, AdCreate. There are so many tools that I want to try in

AI, studies that we want to conduct, experiments that we want to do. If you are in…

24
00:04:58.880 --> 00:05:23.820
Alex Cooper: ads, a strategist, a media buyer, or just an AI nerd like me, then feel free to DM me, because I'm currently hiring for a researcher to help me with my content, not necessarily on the client side, but just to help me conduct a lot of the studies that I want to do, so that I can share, things with my team, and share them on Twitter, LinkedIn, and YouTube. So, if you want to come and shadow me, and get access to a lot of data.

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00:05:23.820 --> 00:05:25.070
Alex Cooper: A lot of learnings.

26
00:05:25.070 --> 00:05:48.909
Alex Cooper: I am looking for someone, to fill that role. Just feel free to DM me, or email me. I think that's pretty much it. I still know that I have to put the message about the context library, separate Slack, if those of you, those of you who were on last week, will know that that was a suggestion that came up and was highly, supported. I'm gonna be putting a message in Slack tonight, or today.

27
00:05:48.910 --> 00:06:09.029
Alex Cooper: That says, if you want to join a new Slack where people are going to share learnings about their context library, respond to this thread. If you respond yes to the thread, I will add you to that Slack, or Sarah will add you to that Slack, so that message will be coming later on today. But enough of my announcements. Jimmy, is there anything you want to go over before we hand over to Ali?

28
00:06:09.720 --> 00:06:13.279
Jimmy Slagle: I don't think so. I think, I think you covered it all, my friend.

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00:06:13.710 --> 00:06:20.219
Alex Cooper: Okay, wonderful. Without further ado, Ali is gonna come in and talk to us about Midjourney Video.

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00:06:21.090 --> 00:06:27.970
Ali Qureshi: Perfect, thanks, boys. And before anything, I am so used to Alex dropping all of the sauce, so…

31
00:06:27.970 --> 00:06:52.720

Ali Qureshi: go for it, as long as we get that testimonial in, I'm also happy. So guys, please send in testimonials, we're happy to share those libraries with you as well. But I have the next 54 minutes to talk about all things Midjourney, which is one of those tools which has been out for a while, but I wanted to kind of showcase how we're using it within AdCrate more specifically as a creative agency. There's RunwayML, there's Midjourney, there's

32
00:06:52.720 --> 00:07:07.170
Ali Qureshi: Flora, there's loads of different tools that you can use to create ads, so I want to specifically show a few different use cases of how we are using this specific tool, especially when it comes to static ads, and some part video, especially with some of the new announcements.

33
00:07:07.170 --> 00:07:18.540
Ali Qureshi: What I'm going to do is first showcase a couple of slides, just give you some of the basics, I don't want to spend too long on that, then I want to go into the actual use cases and how we're creating things, the way we think about using Midjourney.

34
00:07:18.540 --> 00:07:27.330
Ali Qureshi: Without further ado, I will share my screen, and we will go from there. Give me a second over here.

35
00:07:34.520 --> 00:07:36.500
Ali Qureshi: Okay, perfect.

36
00:07:37.150 --> 00:07:38.090
Ali Qureshi: Alright.

37
00:07:38.200 --> 00:07:40.549
Ali Qureshi: Jimmy, can everyone see my screen?

38
00:07:41.070 --> 00:07:42.629
Jimmy Slagle: Think you are good to go.

39
00:07:42.970 --> 00:07:52.280
Ali Qureshi: Alright, fantastic. So, we're going to talk about how to use Midjourney to create stunning visuals, for your ads, for your brand, whatever that needs to look like. But…

40
00:07:52.370 --> 00:08:10.110
Ali Qureshi: Why should you be listening to this as well? Outside of being, the Alex's co-founder here at AdCrate, my whole, kind of,

creative marketing career over the last 10 years has spanned within making ads, whether it's TV ads, social media ads, or nowadays, AI-generated ads. So, I've been in these campaigns where we're spending

41
00:08:10.110 --> 00:08:14.479
Ali Qureshi: 200,000 pounds filming for, you know, worldwide brands, and…

42
00:08:14.480 --> 00:08:38.510
Ali Qureshi: It's a huge production. We're now able to do a lot of that stuff in-house, very much so using these AI tools. And the market is changing pretty quickly. I don't need to tell all of you this, you've been in the course for the last couple of weeks now, so we won't… we won't focus on why this is important, but you can iterate a lot quicker, you can make things a lot quicker, and you can do it a lot cheaper as well. Like what PJ said a couple of weeks ago, the VO3 training, for video.

43
00:08:38.510 --> 00:08:41.399
Ali Qureshi: This is what I would say for statics as well.

44
00:08:41.960 --> 00:08:57.749
Ali Qureshi: Here's one very quick example, actually. This is a client who I'd already got approval for to be able to show this. This is from the 1440 email newsletter brand. They have 4 million subscribers, and this is one of their top-performing static ads, which we actually generated in Midjourney.

45
00:08:57.750 --> 00:09:07.809
Ali Qureshi: You can do a lot of different stuff in there when it comes to cartoons, comics, making it look real life, making it, look like an x-ray, or just loads of different visual styles.

46
00:09:07.810 --> 00:09:10.069
Ali Qureshi: But this specific one was kind of in, like.

47
00:09:10.070 --> 00:09:27.150
Ali Qureshi: V1 or V2 of Midjourney. It was very early on, but we managed to generate the base image that you can see in the background, gave it a polish in Photoshop, added on the text callouts, and this has been a top performer and is still running to this day. So, the whole purpose of today's session is

48
00:09:27.190 --> 00:09:40.429
Ali Qureshi: your team, or yourself, you should be able to very quickly create image ads using tools like Midjourney, and not be

intimidated by, you know, the entire user interface, or the amount of different tools which are out there.

49
00:09:41.050 --> 00:09:53.149
Ali Qureshi: Speaking of which, I wanted to quickly also compare against some of the other AI tools out there. Every day, something new is coming out, and it is really intimidating of…

50
00:09:53.620 --> 00:10:04.249
Ali Qureshi: why exactly should I be using these specific tools? And the reason I have introduced Midjourney into the agency, and why the full team is currently on it, is because

51
00:10:04.250 --> 00:10:25.590
Ali Qureshi: It is a very easy-to-use interface. Some of them are more intimidating, some of them take multiple different steps and layers to execute on, so as soon as you need to roll it out to a team of 20, 30, 40 people, some people stop using it. Midjourney, on the other hand, easy to access on your phone, easy to access within your browser, and all of the functionality is just right there for you.

52
00:10:25.910 --> 00:10:40.270
Ali Qureshi: How that differentiates from something like ChatGPT, now we have ChatGPT 5, which I haven't yet tested on image, but the way that the two are differentiated is ChatGPT is very good with adding text onto the actual image.

53
00:10:40.270 --> 00:10:47.789
Ali Qureshi: or giving it an existing image, in terms of, here's a photo of a product, I want you to add new things to it.

54
00:10:47.790 --> 00:10:50.590
Ali Qureshi: Whilst Midjourney is really good for creating things

55
00:10:50.590 --> 00:10:54.750
Ali Qureshi: from scratch. And that's how we usually differentiate the two.

56
00:10:54.750 --> 00:11:10.750
Ali Qureshi: The one thing I will say, Midjourney, for anyone here who hasn't already used it, it is not a replacement. You are not going to get an ad from 0 to 100, as in a final creation, all within Midjourney, because it's difficult to sometimes add products in there.

57
00:11:10.750 --> 00:11:14.810
Ali Qureshi: And also, it's not a text editor. That's one thing I always encourage.

58
00:11:14.810 --> 00:11:18.199
Ali Qureshi: Is always get a graphic designer or someone in-house

59
00:11:18.200 --> 00:11:41.680
Ali Qureshi: to make those final tweaks. However, you will get your team 80% off the way there, and that's why Midjourney is really good. It's also a great platform when it comes to iterating quickly. You can give it references, so it won't take an existing image and edit that image, but it can very closely create something similar. And I'll show you guys how we iterate on that as well, and how that process works.

60
00:11:41.860 --> 00:11:44.629
Ali Qureshi: Now, we have Midjourney V7,

61
00:11:44.840 --> 00:11:51.219
Ali Qureshi: within V7, you're able to do a lot of functionality. Previously, you know, there used to be a call-out of…

62
00:11:51.260 --> 00:12:07.209
Ali Qureshi: you create an AI image, and a person will have additional teeth, or they will have a sixth finger, but the AI's gotten really good at that. And nowadays, that issue isn't happening. We're getting more and more fooled into, is this an AI image, or is this not an AI image?

63
00:12:07.210 --> 00:12:16.709
Ali Qureshi: And our team is using this for B-roll purposes, we're using it within static ads, and we're also using these within video ads as well, kind of like a replacement to stock footage.

64
00:12:17.450 --> 00:12:19.280
Ali Qureshi: So, on that note.

65
00:12:19.370 --> 00:12:38.650
Ali Qureshi: when V1 came in, it was literally just, you would go into Discord, and you would write what you want. Now they have a web app, and they have all of these different options. So, I'm going to explain within this session what all of these different features are, why you should be using them, and what is actually beneficial. As a quick whistle-stop tour, because we're going to dive into these

slide by slide.

66
00:12:38.650 --> 00:12:43.480
Ali Qureshi: The starting frame is very simply you giving an existing image.

67
00:12:43.550 --> 00:12:59.620
Ali Qureshi: or one that is already from Midjourney, and you are saying, hey, this is the start frame, and I want you to make a video from this. We do this time and time again. I will take a product shot, for example, I have one of the Stanley Cups over here, or a knockoff brand in this case.

68
00:12:59.620 --> 00:13:13.350
Ali Qureshi: and I'll just take a picture of it, I can feed it into Midjourney, and I can say, you know, animate this, show someone picking this up, show someone pouring in water, but it has something to work against. And that will become an up-to-8 second video.

69
00:13:13.350 --> 00:13:20.460
Ali Qureshi: I can also add image prompts, so I can add elements of an image and say, take this and put it into a new image.

70
00:13:20.710 --> 00:13:36.030
Ali Qureshi: I don't use that one necessarily too much, just because I see it plays up quite a bit. I always like to have a base image, so for the starting frame, or I like to make things from scratch for mid-journey. That may ask questions around, well, what do you do with products?

71
00:13:36.200 --> 00:13:54.830
Ali Qureshi: Usually, a lot of the ads that we make, especially within this platform, we're not trying to recreate product shots. We're trying to get real people, we're trying to do B-roll, or we're trying to do animations which are very difficult to execute for a graphic designer to do from scratch. It will take them 10 times longer.

72
00:13:54.950 --> 00:13:55.950
Ali Qureshi: …

73
00:13:56.090 --> 00:14:13.009
Ali Qureshi: Style reference is one I'm gonna really go into detail on, but essentially, it's saying, here is an image, I want you to make something very similar to this. So you can iterate very quickly. And finally, omnireference. You used to have to feed an AI

20 to 30 images of yourself.

74
00:14:13.010 --> 00:14:16.760
Ali Qureshi: In order to get something that looks somewhat similar to you.

75
00:14:16.940 --> 00:14:21.500
Ali Qureshi: Within Midjourney, you can do that with one image. So if I go back a slide or two, …

76
00:14:21.840 --> 00:14:33.619
Ali Qureshi: That photo of me, which… I don't know, 60% of people say is real, 40% usually say it's fake. My wife, who has seen this face for the last 10 years, is like, this is not you. I think that's me.

77
00:14:33.690 --> 00:14:45.440
Ali Qureshi: And that was generated in mid-gen using omnireference from one image, and that's been my profile photo for the last couple of months. No one seems to have caught on, and it's a really easy feature to actually be using.

78
00:14:46.120 --> 00:14:47.090
Ali Qureshi: Okay.

79
00:14:47.250 --> 00:14:54.740
Ali Qureshi: On that note, a few other flags about the tool before we actually go into it and we start building more things as well.

80
00:14:54.960 --> 00:15:01.000
Ali Qureshi: Midjourney built-in has an Explore page, and a lot of people are not leveraging this. It has one for image.

81
00:15:01.060 --> 00:15:02.830
Ali Qureshi: And it has one for video.

82
00:15:02.860 --> 00:15:13.159
Ali Qureshi: you are able to go into the Explore page, see what these references are. You can filter them by top for the day, top for the week, top for the month, and all time.

83
00:15:13.160 --> 00:15:31.740
Ali Qureshi: And these are upvoted by the community. So you can see some of the best generations and its capabilities natively within

the platform. It's very much like going on Instagram Explore page, and you just get to see what the community is doing, and it's been so useful to find references, images that you go, I never would have thought of that style.

84
00:15:31.810 --> 00:15:48.000
Ali Qureshi: And I would suggest highly to go in there, kind of like a foreplay board, create a mid-journey board on your Notion, or even within foreplay, upload it manually, and just get images that you really like. Because there are so many tools, so many different styles that you can create within this tool.

85
00:15:49.210 --> 00:16:02.789
Ali Qureshi: Okay, similar to VO3, similar to any kind of prompting process that we have spoken about in the course already, is the prompting process in Midjourney. Do not expect the first image that you make to be the final.

86
00:16:02.790 --> 00:16:21.609
Ali Qureshi: You want to do multiple different generations. So I always like to start simple, and I focus on just the main subject. So in this case, we're saying it's a koala. Then I might say, add more specific details, so a koala dressed up in a certain way, then I'm setting the context in a modern office setting, and then I'm saying what specific style.

87
00:16:22.230 --> 00:16:35.509
Ali Qureshi: as much as, and maybe Jimmy and Alex may disagree with me here, I don't like going for crazy complex prompts. I like to keep things simple, and I think that's the easiest way, especially for beginners, to go in and use these AI tools.

88
00:16:35.560 --> 00:16:55.480
Ali Qureshi: Prompt engineering absolutely works, there is no denying that, but I think there is a beauty in using native human language, and speaking to all of these AI models, and kind of letting them work things out for themselves. You can go hyper-specific, but the tool is actually really good at working out itself what it needs to generate for you.

89
00:16:55.480 --> 00:17:03.840
Ali Qureshi: And if you don't like what it's generating, that's where I would go back and I would modify what my prompt actually needs to look like. So again, we'll go through some examples of this too.

90
00:17:04.369 --> 00:17:18.759

Ali Qureshi: Okay. One of the things a lot of people don't know is reference codes, and my way of going about this is just going on Twitter and writing Midjourney Ref, R-E-F, because that's what a lot of people write, or SREF.

91
00:17:18.950 --> 00:17:23.779
Ali Qureshi: And a reference code is something that you can use within your prompt.

92
00:17:23.780 --> 00:17:42.839
Ali Qureshi: to get a similar style of output. So rather than trying to explain it in words, you just say, here's a style code, please use this. And it is generally pretty good at trying to mimic that style. So these are just 3 examples that I found on Twitter a couple of, I think even this morning, actually, and…

93
00:17:42.840 --> 00:17:48.550
Ali Qureshi: It's from a few different creators. One of them is in a video game asset style, the one on the far left.

94
00:17:48.550 --> 00:17:58.660
Ali Qureshi: The one in the middle just kind of feels like those vintage, old-school illustrations. And then finally, the one on the right, you have a children's book animation style. There are…

95
00:17:58.960 --> 00:18:11.870
Ali Qureshi: tens of thousands, if not hundreds of thousands of these style codes that you can find, and they are in forums, on Reddit, you can find them on Twitter. There are so many of them, and if you have a few, go-to.

96
00:18:11.870 --> 00:18:21.639
Ali Qureshi: It's just a great asset back to have, especially if you're trying to use Midjourney for stock images, or you're trying to go for a specific style, without going back and forth and explaining that to the tool.

97
00:18:22.590 --> 00:18:35.239
Ali Qureshi: By the way, I have a lot to go through, which is why I'm, like, wrapping my way through, so if there are any questions, I can see there are a lot of comments coming up, so we will get around to answering them as well. So like I mentioned, you can add reference images.

98
00:18:35.240 --> 00:18:48.220
Ali Qureshi: So that is saying, like, hey, here is my brand

guideline, here's the document, here are, like, the visual illustrations that I like to go for, please create something similar. And then it can also generate final content in terms of product shots for you.

99
00:18:48.220 --> 00:18:59.439
Ali Qureshi: it does sometimes get proportions wrong, so you do need to try and explain to it a little bit better. I wouldn't necessarily replace, like, product photography using Midjourney, but I don't think

100
00:18:59.440 --> 00:19:19.239
Ali Qureshi: it's far off from it. Another 6 months, it should be able to take product assets pretty easily and add them in frame. One of the brands that we work for is a shampoo brand, recently tried to make something on Midjourney, it just made the size of the bottle 3 times larger than what it should be. And, like, no matter what I tried, I couldn't get it the right size.

101
00:19:19.240 --> 00:19:25.979
Ali Qureshi: That's why we don't depend on it for product, photography. But if you're doing mood boards, internal asset generation, there's a lot you can do.

102
00:19:26.620 --> 00:19:39.869
Jimmy Slagle: Quick question for you, Ali. Have you compared it to, like, ImageGen in terms of, product, how good it is at being able to replicate the product designs, and if one is better than the other?

103
00:19:40.260 --> 00:19:48.890
Ali Qureshi: Yeah, so, good question. I personally don't like to use Midjourney for product assets. I like to use it for generating

104
00:19:48.900 --> 00:19:53.880
Ali Qureshi: anything else. So, when it comes to raw imagery, B-roll.

105
00:19:53.880 --> 00:20:11.209
Ali Qureshi: people, even. I like to use Midjourney, and if I wanted to create something, with actual, like, the product involved, I would try and use ImageGen. Even then, I would be very careful of that, because at times, it will recreate the product, or, like, change the font or the text on there.

106
00:20:11.230 --> 00:20:28.579
Ali Qureshi: But then I have seen a couple of other tools out there

which I'm just not encouraging the team to use, because then you almost have analysis paralysis where there's too many things you can work against. So in general, mid-journey, raw assets, anything not directly related to product.

107
00:20:28.580 --> 00:20:44.410
Ali Qureshi: That might create more questions, but, you know, it's an ad, I want to show my product. I disagree. I think there's a lot of ads that you can make without having your product. So, this isn't a replacement to all of your ads, but in terms of creating a diverse ad mix.

108
00:20:44.460 --> 00:20:46.969
Ali Qureshi: This should absolutely be within your workflow.

109
00:20:48.090 --> 00:21:00.590
Ali Qureshi: Sweet. Okay, just another final point around, like, the tools and what they're capable of is personalization. You can rate images within Midjourney, and that will tell the tool how to

110
00:21:00.770 --> 00:21:25.380
Ali Qureshi: tailor the generations to you specifically. So it's kind of like using ChatGPT. Over time, it will get to know you better. So you don't need to keep prompting for the same information every single time. It will just generate based on what it knows you already like. But you have to tell it that by giving ratings to the image that it generates. But because of that, it really fine-tunes the model, and you really make it your own. Me and Jimmy could have

111
00:21:25.380 --> 00:21:28.289
Ali Qureshi: The same prompt, and get two very different styles.

112
00:21:28.290 --> 00:21:36.780
Ali Qureshi: if we both used the same software over, you know, a period of 6 months to a year. And that's why I always say, try to stick to one AI tool, and just build from there.

113
00:21:38.160 --> 00:21:53.539
Ali Qureshi: Okay, here's where it gets fun. Like I mentioned, you have character references and omni-reference, where you're essentially putting in an image, and from there, you can make a net new image. This is also the gray hat area, which I don't necessarily encourage.

114
00:21:53.620 --> 00:22:00.690
Ali Qureshi: Anytime we have used Omnireference off a creator, we

have made sure we have approval from them.

115
00:22:00.690 --> 00:22:06.409
Ali Qureshi: We're using them for the same brand, or we may be just saying, like, hey, we just want to do a specific action.

116
00:22:06.410 --> 00:22:30.600
Ali Qureshi: And it doesn't make sense to have you film that. So, we're doing it with Omnireference, are you cool with this? But that's a great way to extend your content library and get more visuals, some of which could be pretty over-the-top and very difficult to film, or even get a static for. And you can do that using Omnireference, which, like I said, is feed one image, and it will get the person's likeness, and apply it to a net new character.

117
00:22:32.760 --> 00:22:33.890
Ali Qureshi: Okay.

118
00:22:34.090 --> 00:22:39.060
Ali Qureshi: Final part on image generation, then we'll talk a little bit about video, then actually go into mid-journey, is…

119
00:22:39.300 --> 00:22:54.120
Ali Qureshi: within the style of the image that you make, you have loads of different settings. You can change the stylization, which is basically saying, I want to make this realistic, or I want to go crazy and make this really animated, stylized, and look gimmicky.

120
00:22:54.120 --> 00:23:09.220
Ali Qureshi: You can have weirdness, which is very much around giving the AI tool its own capability to say, make it look again like real life, or alternatively, go out there and add elements I wouldn't even expect. I generally like to play this safe.

121
00:23:09.280 --> 00:23:25.309
Ali Qureshi: But, you do have these configurations available. Aspect ratio? VO3 is very much limited to doing only widescreen. There are all workflows, and that's for a different session, that you can do 1x1s, and 4x3s, and 9x16s.

122
00:23:25.400 --> 00:23:40.269
Ali Qureshi: But within Midjourney, you can do all of these aspect ratios natively within the tool. So, it just makes it really easy to use. And then finally, you have Chaos Mode, which, again, is really good for A-B testing. We've done it a couple of times in the past.

123
00:23:40.270 --> 00:24:03.260
Ali Qureshi: Where you just increase the chaos to see what can happen in the image. But again, it's an iterative process. I always recommend playing around with these settings for yourself. It's really cheap to generate, you know, within the tool itself, so explore it. Don't think there's one optimal way, or like, I should have my stylization at 1.0 only, my weirdness at a certain setting, because

124
00:24:03.260 --> 00:24:10.000
Ali Qureshi: That's what everyone's saying on Twitter. You should try it for yourself, and always play around with those settings. There is no right answer here.

125
00:24:11.140 --> 00:24:12.150
Ali Qureshi: Okay.

126
00:24:12.490 --> 00:24:25.900
Ali Qureshi: Once your image is actually made, you also then can upscale your image, you can in-paint and generate specific parts of the image, you can remix it, say, I like this, but make me additional versions of it as well. The whole point of this is.

127
00:24:25.910 --> 00:24:37.670
Ali Qureshi: You do not have to finalize the first image you make. We have, at times, made 50 images to get the one right image. Yes, that does take time. Equally, the tool is getting more and more faster.

128
00:24:39.010 --> 00:24:53.160
Ali Qureshi: Alright, this is where, more recently, I am absolutely loving this tool. We previously were using Cling AI. We still do, and for anyone who does know, Cling AI is image-to-video generation.

129
00:24:54.000 --> 00:25:09.810
Ali Qureshi: Built in now in Midjourney, they have video generation capabilities, and that has been amazing for short-form videos and for B-roll videos, and it's pretty accurate as well in terms of what you can actually make. And…

130
00:25:09.880 --> 00:25:28.340
Ali Qureshi: I'm gonna show you some examples for that, too. So, here's one of them. This is actually a static ad from one of our clients, Click… Click Eyewear, and it's just a… this is a real-life photo, it has text over it, and we wanted to turn it into a video. I'm gonna see if I can load this up over here.

131
00:25:29.600 --> 00:25:38.399
Ali Qureshi: That's great. That's not loading. I tested that before. Give me a second here, guys. I'm gonna see if I can quickly find this and, load it up.

132
00:25:40.180 --> 00:25:43.169
Ali Qureshi: … bear with me.

133
00:25:47.490 --> 00:25:49.720
Ali Qureshi: It's his… yeah, I found out.

134
00:25:53.030 --> 00:25:58.730
Ali Qureshi: Okay, I'm just gonna share my other screen so you get to see my Slack.

135
00:26:01.300 --> 00:26:03.669
Ali Qureshi: Okay, can you guys see my Slack right now?

136
00:26:05.340 --> 00:26:06.539
Jimmy Slagle: Yep, we got you.

137
00:26:06.540 --> 00:26:13.580
Ali Qureshi: Alright, perfect. So this is an example of getting an existing static ad within one prompt.

138
00:26:13.710 --> 00:26:28.259
Ali Qureshi: So, one minute, essentially, I was able to turn this static into a video. And all I said was, as a prompt of, have a hand, come in frame, and pick up these glasses. I always like to prompt the tool.

139
00:26:35.660 --> 00:26:38.950
Jimmy Slagle: You there, Allie? I… I think you may have froze.

140
00:26:44.140 --> 00:26:46.440
Ali Qureshi: Again, this was done within a minute.

141
00:26:47.720 --> 00:26:54.150
Ali Qureshi: So you see a hand coming, there's great reflections on the sunglasses itself, so I'll play that again for you all.

142

00:26:54.470 --> 00:26:56.380
Ali Qureshi: Oh, I've just rotated it instead?

143
00:26:58.530 --> 00:26:59.839
Ali Qureshi: Alright, here we go.

144
00:27:00.970 --> 00:27:09.709
Ali Qureshi: So again, look at that. All of those reflections that are coming in frame, I didn't prompt any of this. This was all done from the tool itself.

145
00:27:10.930 --> 00:27:14.160
Ali Qureshi: Even that, it's coming in front of the text.

146
00:27:14.310 --> 00:27:19.039
Ali Qureshi: I did not do that. This was all done, built into the actual tool.

147
00:27:20.760 --> 00:27:26.899
Ali Qureshi: And then finally, it's picking up the XM. So I could easily prompt the tool and say, you know, you can…

148
00:27:26.900 --> 00:27:44.920
Ali Qureshi: add another pair of sunglasses in frame, but this is a very easy way of developing iterations. One of the things that I love to do within the Ad Create team is say, if a video is working, we should absolutely be grabbing a still from it and turning it into an image. If an image is working, we should iterate on it and turn it into a video.

149
00:27:45.530 --> 00:27:50.749
Ali Qureshi: One of the problems that I did discover within Midjourney for this is sometimes the text looks perfect.

150
00:27:51.170 --> 00:28:02.520
Ali Qureshi: A few other times, the text did not work. It would just… it would get grainy, it would pixelate, or it would completely change it. So, I still suggest you try it, because it takes a minute.

151
00:28:02.560 --> 00:28:20.099
Ali Qureshi: Alternatively, there are other AI tools out there which cost $10 to $20 a month, like Kling AI, K-L-I-N-G-A-I, and it does the same thing of image to video. The only reason I don't always pri- I don't prioritize Kling is because in Midjourney, I can make

the image.

152
00:28:20.100 --> 00:28:31.650
Ali Qureshi: and immediately turn it into a video as well, which is just so easy, instead of downloading it, re-uploading it elsewhere. That sounds lazy, but when, again, you have a team of people that need to operate on this.

153
00:28:31.650 --> 00:28:47.710
Ali Qureshi: you want to try and reduce that friction as much as possible. And I have first-hand experience, the more we have… not necessarily restricted, but encouraged people using the same tools to do multiple things, the more they are being used. So, that's how I would…

154
00:28:47.750 --> 00:29:02.829
Ali Qureshi: actively use tools like Midjourney in order to turn, like, create video assets. I should have a counter for how many times I've said Midjourney, because I've actually said it a lot of times. I just got back from a hike everyone, so bear with me. I'm still buffering.

155
00:29:02.920 --> 00:29:03.750
Ali Qureshi: Okay.

156
00:29:04.150 --> 00:29:22.999
Ali Qureshi: Let's go back to the actual slides that I have here as well. Actually, I only had two other slides, so I can quickly speak over them, then we'll go actually and build some images. One of the things you want to be careful about is, like, the legal implication. It's pretty easy to make specific styles which are copyrighted.

157
00:29:23.000 --> 00:29:46.809
Ali Qureshi: Be careful with that, you know, like, everyone has their own brands, and at the end of the day, that legal side is completely up to you. We always discourage that, like, don't create a Disney character or something. If you're gonna do it in-house, great. If you're gonna use that as an ad, that is high risk. Be careful with IP. I personally think a lot more brands are gonna be careful about their IP and AI generation. Those conversations are already happening, so…

158
00:29:46.810 --> 00:30:08.849
Ali Qureshi: if you are making assets, be cautious about what you're prompting. Don't have Mickey Mouse in your ad if you're working on a kid's wear brand, just because Midjourney allowed it. Please be mindful of that. I don't want you getting into trouble. And then

also usage rights as well. Understand what the terms and services are, especially if you want to use these in different areas, but in general, especially if you're using them on an ad basis.

159
00:30:08.850 --> 00:30:12.190
Ali Qureshi: There usually isn't any kind of complication or problem.

160
00:30:12.580 --> 00:30:32.310
Ali Qureshi: And that's it! So, what we are going to do now is I want to show you a few other examples of how I would go about creating images, how I would create videos, and why I would do certain things in this tool instead. On that note, I am going to load up an example or two.

161
00:30:32.690 --> 00:30:46.370
Ali Qureshi: So, we actually had a winning ad a couple of months ago from our head of creative strategy, Anna, and it's a really simple ad, where it's her typing against a laptop.

162
00:30:46.370 --> 00:30:59.419
Ali Qureshi: It was her AI tool, ironically enough, and all she had to do is just type against it, and we added a text overlay. So, this is an example of what the original ad was, or the actual B-roll.

163
00:30:59.530 --> 00:31:03.570
Ali Qureshi: You can see over here, Anna is just typing away.

164
00:31:03.700 --> 00:31:21.570
Ali Qureshi: That's it. It is the most simplest visual. There is no direct product association over here, because we're gonna add, like, a POV text overlay, which you very natively see in TikTok, on Instagram, and all of these other tools. So any brand could actually execute on this. So I'm kind of giving you guys a behind-the-scenes

165
00:31:21.570 --> 00:31:36.179
Ali Qureshi: kind of source over here, and if you're not doing this already, please do. B-roll with some text overlay. You can do it with product, or you can use these kind of tools and make something for it. So this ad worked really well.

166
00:31:36.280 --> 00:31:52.080
Ali Qureshi: we then want it to iterate. Now, I could either get Anna to recreate this and film again, that's taking away from her time. We can work with a few creators. It's not necessarily cheap to ask for one visual from a creator. You're very quickly gonna spiral

in cost.

167
00:31:52.160 --> 00:32:11.370
Ali Qureshi: that's where I would start using these AI tools. So, as
an example, we then went into these tools and started creating
alternative versions. I'm gonna see if I can get this loaded up over
here, because my internet is pretty slow right now.

168
00:32:11.660 --> 00:32:14.880
Ali Qureshi: This was from a month or two ago, so bear with me.

169
00:32:15.090 --> 00:32:16.650
Ali Qureshi: That's May…

170
00:32:21.660 --> 00:32:23.869
Ali Qureshi: Jimmy, how's the chat looking at the moment?

171
00:32:24.790 --> 00:32:48.820
Jimmy Slagle: Chat is looking good. If you guys have questions too,
make sure to send them in the Q&A function. Again, just as a
reminder, Q&A, if you don't see it on the bottom ribbon, just hit
the more, and then you should be able to see question and answer.
And so fire away, all of your questions around this. Would love to
see what, what you guys are thinking, or any questions on how you
guys could implement this.

172
00:32:48.820 --> 00:32:52.810
Jimmy Slagle: Ali, as… yeah, okay, so I think you got it pulled up
now. Cool.

173
00:32:52.810 --> 00:33:04.549
Ali Qureshi: So, again, as a quick reminder, this is the original
video, it is the real video. I simply grabbed a screenshot from
this, so literally just Command-Shift-4,

174
00:33:04.550 --> 00:33:23.569
Ali Qureshi: grabbed a screenshot, came here into Create, and I just
dropped it over here, and I used Style Reference, because I didn't
want to remake Anna's face, I didn't want the same person, but I
wanted to try the same visual. So the prompt that I gave over here,
because this is kind of blocking me out, yeah, is woman working on a
laptop.

175
00:33:23.570 --> 00:33:34.790
Ali Qureshi: So, again, I gave the model context of what I want,

what it should be seeing, and then from there, I've got these 4 new versions, and again, you can see it's…

176
00:33:34.790 --> 00:33:51.870
Ali Qureshi: really used a similar reference is recreated something that looks similar to the base image. So again, some of these I like, some of these, I think, could be better, so I've played around with it, made it a few different times. I really like this first one over here on the bottom left, and thought we could do a lot with it.

177
00:33:52.570 --> 00:34:06.130
Ali Qureshi: this one looks awkward, naturally, she's sitting down on the floor. I thought, actually, no, doesn't look right. This one's just too blurry, there's too much bokeh, looks a little bit too perfect and refined. So, I took this original image.

178
00:34:06.390 --> 00:34:09.399
Ali Qureshi: And simply from there, I dragged it in.

179
00:34:09.590 --> 00:34:13.639
Ali Qureshi: And from here, selected the video functionality, so starting frame.

180
00:34:14.139 --> 00:34:18.670
Ali Qureshi: And over here, I've just said, give me a light smile, typing on laptop.

181
00:34:18.969 --> 00:34:28.829
Ali Qureshi: Right here, you can see that. There is no over-complicated prompt, I have not given in paragraphs, I have just said, light smile, typing on laptop.

182
00:34:29.159 --> 00:34:33.329
Ali Qureshi: I will then get four generations, and here are the examples. So…

183
00:34:33.699 --> 00:34:35.969
Ali Qureshi: I'm hoping this loads right now.

184
00:34:36.790 --> 00:34:40.900
Ali Qureshi: you can see it's trying to slowly load. Let me see if I can get it.

185
00:34:41.639 --> 00:34:45.689

Ali Qureshi: Because sometimes what you will get is the expression will be…

186
00:34:45.770 --> 00:35:03.790
Ali Qureshi: too exaggerated, to the point you're like, this doesn't look natural. Sometimes it will do… you know, the model will still mess up, and like, there'll be a smile, and all of a sudden, like, their head just goes way too far back, and it's just unnatural. But in this case, we did manage to find one pretty easily. Let me see if I can load it up on Slack right now.

187
00:35:05.570 --> 00:35:07.240
Ali Qureshi: Give me a sec.

188
00:35:09.930 --> 00:35:33.340
Jimmy Slagle: As you're pulling that up too, Ali, like, what would be a good exercise for people to start to, I guess, understand, what of their existing content would be helpful, and, like, how to kind of go from maybe you have a winning ad, whether it be a static or a video, to know, like, okay, this would be a good one to, be able to upload to mid-journey? Like, are there any good rule of thumbs for,

189
00:35:33.350 --> 00:35:44.070
Jimmy Slagle: what… I know, I know you mentioned, like, a winning ad, but, like, is it stuff without a product? Is it, like, like, just walk me through, you know, for brands from… ranging from.

190
00:35:44.270 --> 00:35:54.539
Jimmy Slagle: you know, who knows? Health and wellness to, you know, consumer goods to whatever. Walk me through what you're thinking.

191
00:35:55.500 --> 00:36:13.869
Ali Qureshi: In terms of thought process of what should we be using to upload, I think your possibilities are kind of endless. There's a lot you can do in terms of, you know, what image you want to use. If you have a static ad, like what I was showing, I would go and play around turning it into a video immediately.

192
00:36:13.880 --> 00:36:33.720
Ali Qureshi: If you have other images that you really like from another brand, which don't necessarily have products in, I would take those references and try to create something net new. So you're not duplicating the same work, but you are inspired from it, and you're making assets for your brand instead. You may want to create backgrounds.

193

00:36:33.750 --> 00:36:38.960
Ali Qureshi: if, especially if you're doing video ads, I'll show you guys this part of the process next, is

194
00:36:39.030 --> 00:36:53.559
Ali Qureshi: you want to create a completely fresh image. I'll show you guys exactly what that workflow looks like too, and then convert those into video. Because then, that way, you're not going to stock websites, you are creating something bespoke with your brand voice and guidelines.

195
00:36:53.560 --> 00:37:05.080
Ali Qureshi: So I would really say you could go either direction of image or video, use existing references of collateral that you like. The only limitation I would say you're gonna have is

196
00:37:06.750 --> 00:37:14.189
Ali Qureshi: If you go too text-heavy, that's usually where it will mess up. But if you are keeping the framing simple, you can work with anything in there.

197
00:37:14.680 --> 00:37:29.569
Jimmy Slagle: Cool. One other option, too. Is this similar to Vio in the sense that it can generate audio and, like, spoken words as well, or is this, just for, like, the video component of it, and then you'd have to add in the voiceover?

198
00:37:29.570 --> 00:37:40.260
Ali Qureshi: It's just visual. Vidjourney is only on the visual component. Again, a lot of the ads that you can run, which feel very organic, don't necessarily need

199
00:37:40.260 --> 00:37:56.300
Ali Qureshi: an overlay. So, it doesn't do any lip movement, it won't add any dialogue, but you can easily impose, add some music, and that will just bring the visual to life. So, this is the reference image, this is then converted into a video, and this is the version that we had for

200
00:37:56.640 --> 00:37:57.900
Ali Qureshi: generated.

201
00:37:58.110 --> 00:38:04.180
Ali Qureshi: From the tool. And you can just see, it's a more natural smile, she's clearly typing, it's… the prompt has pretty much been followed.

202
00:38:05.600 --> 00:38:19.600
Ali Qureshi: So now we can add a text overlay to this, and now re-upload it, iterate on it. I've saved on my creator cost, I've not had to wait on a creator to film, and I was able to essentially build this within less than 5 minutes.

203
00:38:19.760 --> 00:38:22.199
Ali Qureshi: So, that's how I would use the tool.

204
00:38:23.290 --> 00:38:35.010
Jimmy Slagle: Yeah, no, that's… that's, that's super helpful. So, so would… would you say that a good use case of this is, again, like, go to a winning ad, especially if there's no…

205
00:38:35.090 --> 00:38:58.729
Jimmy Slagle: If someone is not talking. And, like, you could… you could take a screenshot of that shot, or… or whatever it might be, upload it to Midjourney, and, like, you could get an entirely new creator to be, you know, theoretically in that video. Not just, like, a similar looking, but, like, you could test different demographics, like, if it… if you wanted to see, like, oh, would this perform well with a 60-plus-year-old woman, or something along those lines.

206
00:38:58.730 --> 00:39:22.900
Jimmy Slagle: Or, or, you know, whatever it might be, like, you could just start to get variations of that, pretty much at scale. The question I'm curious about, Ali, how much do you think this overlaps with a tool, then, like Arc Ads, where it's kind of like those existing, like, UGC creators? Obviously, it'd be hard to be able to take a shot that you already have, but for something that's, like, net new.

207
00:39:22.900 --> 00:39:28.110
Jimmy Slagle: Where do you think, like, the balance would be between, like, ARC ads and a tool like this?

208
00:39:28.710 --> 00:39:53.380
Ali Qureshi: I love that, that's actually a really good question. Let me show you an example of this. So, like I mentioned, within the ad create team, they've been given access to this, so every day I go in and there's something net new made. But over here is an example for, a football brand called Quick Play Sport. We wanted some B-roll, and it's quite difficult, because their whole, kind of angle was we want to get more visuals of children.

209
00:39:53.440 --> 00:40:00.009
Ali Qureshi: you know, playing football. So it's not directly associated to the product, which you could generate, …

210
00:40:00.010 --> 00:40:14.410
Ali Qureshi: But at the same time, we didn't see the accuracy there necessarily, but we're like, hey, trying to find a bunch of kids under 10, playing football, getting those visuals, is possible. Logistically, it's going to be a challenge, so we just started off by…

211
00:40:14.410 --> 00:40:31.509
Ali Qureshi: generating, within the tool, child playing football in a park. And then from there, we managed to convert that into video. Some of these, they're not loading right now, but some of them, like, the kid starts doing ninja tricks, and you're like, yeah, this is a little bit outrageous. But the way that I would differentiate

212
00:40:31.510 --> 00:40:50.249
Ali Qureshi: and the context of using these visuals is gonna be in mashups, in supporting B-roll. Not every ad needs to have a talking avatar, like with a tool from Arcads. We absolutely use Arcads, the guys over there are great, but mashups are an ad format that work really effectively and really well.

213
00:40:50.250 --> 00:41:06.930
Ali Qureshi: The other key thing as well is exaggerated visuals. So, like, over here you can see, like, we're talking very clearly about a clothing brand, about sending your shorts on fire. Again, health and safety hazard, let's just generate it natively over here to demonstrate the idea.

214
00:41:06.930 --> 00:41:14.330
Ali Qureshi: I'll give a bit more sauce over here, but, like, obviously the first 2-3 seconds of any ad matter. So we like to go for outrageous visuals.

215
00:41:14.330 --> 00:41:38.310
Ali Qureshi: eye-catching hooks to just reel the reader in, the target avatar in. And that works really well by showing unique visuals of things which people don't necessarily see commonly. Shorts on fire, that's a great example of that. You can see mood boards over here, people are playing around. This is the, you know, who wants to be a millionaire setting. So we're using this within a visual as well, turning it into videos.

216

00:41:38.890 --> 00:41:57.469
Ali Qureshi: I think we had an exaggerated example over here somewhere. I'm actually just gonna do a quick search, because there is search functionality, and I'm just gonna write dandruff. So, again, one of the brands we work with, shampoo brand, I keep going back to them, but we just have so many good examples from them, trying to visually showcase dandruff is quite difficult.

217
00:41:57.680 --> 00:42:02.289
Ali Qureshi: Asking creators, I'm in a thousand group chats right now, saying, like, hey, do you have dandruff?

218
00:42:02.690 --> 00:42:19.920
Ali Qureshi: 99.99% of them are gonna say, no, I don't. Or even if they do, it's very hard to capture in frame. So, that's where we can go into this kind of tool, and you can get these really exaggerated shots. You can make it simple, like this, you can see it kind of close up.

219
00:42:20.300 --> 00:42:29.820
Ali Qureshi: If this loads… there you go. So, like, in the hair, you can see just, like, the granules and, like, little flakes of dandruff. In this case, it's still quite a bit.

220
00:42:30.170 --> 00:42:46.099
Ali Qureshi: But then you can also go really exaggerated, where it's literally looking like snowfall, and you have these close-ups and these illustrations. So even here is the prompt. A clean educational animation showing a close-up view, of the human's scalp and hair follicles.

221
00:42:46.510 --> 00:42:48.340
Ali Qureshi: And that's what we've been able to generate.

222
00:42:48.430 --> 00:42:55.039
Ali Qureshi: Again, you can easily take that into your image, or animate that into a video, include that in a mash-up workflow.

223
00:42:55.040 --> 00:43:11.040
Ali Qureshi: And you're… now, all of a sudden, you're creating net new assets without a production, which you're able to use in loads of different ads. So for any brand that we kick off with, we like to do a brainstorm of what are the, like, what are the list of visuals we should have for the brand.

224
00:43:11.040 --> 00:43:28.980

Ali Qureshi: And yes, we will get creators for some of them, but for some, we just come into mid-journey, build a bunch of assets which are images, and the relevant ones, we'll say, great, let's turn that into a video as well. So that's how we generally operate on there. My final point, and I would like to spend some time for questions and answers.

225
00:43:28.980 --> 00:43:32.540
Ali Qureshi: Is just around how quickly you can iterate on here.

226
00:43:32.800 --> 00:43:47.699
Ali Qureshi: I'm pretty sure Alex already mentioned this, but there is an AI tool called Whisper Flow, where you can kind of activate it, and on screen, you will just speak, and your voice will be dictated into words, which is really great, because it speeds up your workflow.

227
00:43:47.780 --> 00:44:00.529
Ali Qureshi: I would say, you know, quadruple, because you don't have to explain the image and everything that you're looking for. Having said that, you can do that natively within this as well. There's what they call conversational mode. So, if I enable this…

228
00:44:01.000 --> 00:44:25.649
Ali Qureshi: it's now just listening in for what I want to generate. So I would just start hitting record, and then from there, it'll start the mode. But from that, I've had sessions where within 20 minutes, I've generated 40 ads, because it does it in a fast version, so you don't get as good quality, but I can say, like, generate a Ferrari. Great, now put the Ferrari in central London. Now make it look like it was shot on an iPhone at

229
00:44:25.650 --> 00:44:26.730
Ali Qureshi: 0.5.

230
00:44:26.780 --> 00:44:40.410
Ali Qureshi: now make it look like it's sunset time. Oh, can you please put a Lamborghini next to the Ferrari? So now, all of a sudden, you're iterating on the prompt, but you're doing it just with voice, which makes it super easy to start getting net new ideas.

231
00:44:41.140 --> 00:44:50.289
Ali Qureshi: But yeah, that's kind of my use cases and, like, how we're currently using Midjourney. Jimmy, you want to do questions? Any… or how do you want to go about it?

232
00:44:50.290 --> 00:45:01.530
Jimmy Slagle: Yeah, yeah, yeah, for sure. I got one question that
came up in the chat. So for, like, UGC-style images, what are your
thoughts on, like, mid-journey versus a tool like Higgs field?

233
00:45:02.370 --> 00:45:14.379
Ali Qureshi: Oh, man, okay. So, me and Alex were speaking about
Hicksfield, literally last week, and I think there's a lot of, like,
opportunity to use these new tools. We just got a subscription,
because we're playing around with it ourselves.

234
00:45:15.060 --> 00:45:38.370
Ali Qureshi: the way I like to think about it is, I like to give the
team one tool to prioritize, and right now it's mid-journey. We
internally will learn the tools for ourselves, and only when we're
confident of, here's the prompts that we would use, here's how we
would create our generations, then we hand it over to them. Because
what I've seen is, like I was mentioning earlier, is that analysis
paralysis.

235
00:45:38.370 --> 00:45:50.440
Ali Qureshi: Some of these tools are very good, but multiple tools
are at a point where you can get the visuals that you want. So I
just showed you an example of an actual person and them typing away,
but equally.

236
00:45:50.440 --> 00:45:52.869
Ali Qureshi: I've now created an alternative version

237
00:45:53.160 --> 00:46:03.090
Ali Qureshi: all within Midjourney. You could also do it with Higgs
field. Some of them are a little bit more refined, some of them look
a little bit more raw and natural, if you're going for that feel.
However.

238
00:46:03.290 --> 00:46:07.720
Ali Qureshi: I would just prioritize mid-journey, at least for the
time being, to keep things simple.

239
00:46:11.070 --> 00:46:25.499
Alex Cooper: For what it's worth, I mean, I would agree with that.
For what it's worth, I do… I would give Hicksfield the slight edge
when it comes to low prod images. I think Higgsfield is better than
Midjourney and Low Prod. I think Midjourney is better than anything
that's high prod.

240
00:46:25.630 --> 00:46:30.030
Alex Cooper: But, you know… It's personal preference, I think.

241
00:46:30.030 --> 00:46:32.180
Ali Qureshi: Yeah, I remember seeing Wool Me Too.

242
00:46:33.210 --> 00:46:49.609
Ali Qureshi: Yeah, so ChatGPT really makes, like, characters look
plasticky and, like, made out of clay. It's not yet refined that.
Midjourney still looks pretty real. Higgs field is at a point where
you're genuinely gonna be confused of, like, is this a real person
or not? It's just whether or not you want your team to…

243
00:46:49.820 --> 00:47:07.959
Ali Qureshi: from an operational perspective, and that's how I would
be thinking, is do you want to add another tool for them? Unless you
are confident you want to stick around with the tool, I wouldn't
immediately roll it out to everyone. I would definitely encourage
it, I would try it out for myself, but only when I feel like,
actually, this can be used by the rest of the team, then I'll pass
it over to them.

244
00:47:09.580 --> 00:47:10.220
Jimmy Slagle: Yeah.

245
00:47:10.220 --> 00:47:35.099
Jimmy Slagle: even for, like, UGC stuff, I remember seeing, I forget
where it was, this was, this was probably a year ago, but someone
said to use some prompt where it's like, use, like, what Snapchat
looked like circa via 2016 or something along those lines, and it
would create, like, very authentic-looking photos and less of, like,
the AI, kind of giveaways, so that was one that I

246
00:47:35.100 --> 00:48:00.089
Jimmy Slagle: I remember a while ago, seeing. But, yeah, I mean,
that's the fun part about these tools, is it's, like, literally how
creative you can get is the value that you are going to have on any
of these platforms. Because at the end of the day, they're all going
to do similar things, and so it's really just, one, spending time
and understanding and going to stuff like this where you can learn
about what, certain tools can do and can't do.

247
00:48:00.090 --> 00:48:08.930
Jimmy Slagle: And then two, just diving in and just, like, thinking
how creative you can get, with all of these. So, yeah, man, that was
super, super interesting, super interesting stuff.

248
00:48:09.330 --> 00:48:20.410
Ali Qureshi: Sure, dude. Yeah, and that's a great point, is you can go all the way to a premium high-end, and you can say, hey, this was shot on a red camera, a $50,000 production camera.

249
00:48:20.410 --> 00:48:35.699
Ali Qureshi: or Snapchat circa 2016 on an iPhone 5, and then you get that blurry, grainy look. So, the capabilities over there really are endless, and the variety that you can get is huge. It's kind of similar to how you would prompt V03, and

250
00:48:35.870 --> 00:48:41.070
Ali Qureshi: One of the tools, which I think Alex mentioned earlier on, that we use for VO3 is Prompt Cowboy.

251
00:48:41.110 --> 00:48:58.079
Ali Qureshi: They don't have a mid-journey option on there, but if you're looking at getting more inspiration in what you want your visual to have, I would absolutely be using a tool like Prompt Cowboy to just get me thinking a little bit more about, like, what do I actually want the final outfit to look like, if I don't already have a reference?

252
00:49:00.230 --> 00:49:02.670
Jimmy Slagle: Yeah. Yeah, 100%. 100%.

253
00:49:02.670 --> 00:49:19.529
Alex Cooper: A… one more, kind of side question, that came in, that's not necessarily related to ads, but Ali, what was your… this is coming from anonymous, what was your prompt to recreate your headshot? I just tried a mid-journey, it looks nothing like me.

254
00:49:19.530 --> 00:49:36.839
Ali Qureshi: I'm not gonna lie, that probably did take, like, a good 50 or so images to have it created. A lot of them distorted my face, or gave me a terrible hairline. The hairline's going, but it wasn't as bad. So I just said, use the…

255
00:49:36.840 --> 00:49:42.100
Ali Qureshi: character in the Omni reference, and create a headshot in this style.

256
00:49:42.100 --> 00:49:47.009
Ali Qureshi: one of the things I did was I took a reference from,

Pinterest.

257
00:49:47.010 --> 00:50:04.199
Ali Qureshi: So I fed that into the reference side, and then for omniereference, which is the person, I put my own image. And I just gave it a very clear image of me, which is kind of frontal, so it knew what to work with. And then I gave it an alternative reference to say, make me, but replace

258
00:50:04.200 --> 00:50:05.530
Ali Qureshi: the reference image.

259
00:50:05.660 --> 00:50:07.039
Ali Qureshi: That's how I prompted it.

260
00:50:07.720 --> 00:50:31.479
Alex Cooper: If you want a, an alternative to that, there's actually a tool that I used, like, last year, the… called RealFakePhotos.com, which actually does that, but, like, you just upload your photo and it gives you a headshot. And I was pleasantly surprised with the ones, like, it put me in a suit, and I thought it was pretty, pretty cool. I never did anything with the picture, but…

261
00:50:31.480 --> 00:50:35.100
Alex Cooper: You know, that's what you could also use for your shop.

262
00:50:35.280 --> 00:51:00.140
Jimmy Slagle: One thing… one thing I do want to share, because I think it was a really good shout, from Ali, is this is… this is what he's talking about on the Explore page, just to give you guys, like, a cool reference of, like, how other people are using Midjourney. So, like, even this one from Nike, like, that's a… I mean, probably not Nike, but, like, this concept is, like, a really unique, interesting one, and you can just see, like, even if you wanted something made, or showing how something could be made.

263
00:51:00.140 --> 00:51:20.479
Jimmy Slagle: Like, that's super interesting. And I mean, you can scroll for hours and hours and hours to just get a ton of different, insights into, like, like, even this, like a security camera, you know, or something along those lines, finding something. Like, you… again, it's all just giving you ideas on how other people are using this.

264
00:51:20.800 --> 00:51:44.739
Jimmy Slagle: And inspo on how you could potentially use it, use it

as well. So, yeah, spend time on the Explorer. I think that's a
really good starting point for you to just be able to understand,
like, what this tool can do, and all the different ways that people
are using it. Obviously, this isn't just for creative strategy, but
it's gonna give you such a good overview into, like, what works
well, and hopefully pick

265
00:51:44.740 --> 00:51:58.540
Jimmy Slagle: or at least, like, have some inspo that you think you
could take and start to modify to make your own. So, just wanted to
reiterate that, because I think that is a really interesting part of
Midjourney that's super powerful.

266
00:51:58.760 --> 00:52:13.849
Ali Qureshi: Exactly that. The one thing I would say, and it's for
any AI tool, and I think this translates over to any one of these
sessions and any one of the tools you guys would use, your best way
of learning the tool is set aside an hour or two in an evening with
zero disturbance.

267
00:52:13.850 --> 00:52:18.989
Ali Qureshi: and just play around with it. There is no optimal,
correct prompt.

268
00:52:18.990 --> 00:52:20.080
Ali Qureshi: go in.

269
00:52:20.080 --> 00:52:42.819
Ali Qureshi: and just speak to the model and see what you can get
out of it, and that will tell you its capabilities. Speak to ChatGPT
and say, hey, I'm trying to do this, how should I prompt it? Or, I
want to make an image. Help me make the prompt and help me
brainstorm. If you do that, you are already going to be ahead of the
curve. That's how I learned the tool. That's how… that's what
enabled me to see its capabilities. Don't…

270
00:52:42.820 --> 00:52:45.330
Ali Qureshi: Try and find the perfect prompt. There isn't one.

271
00:52:49.360 --> 00:52:52.060
Ali Qureshi: Yeah. But yeah, I think I've already done a lot.

272
00:52:52.060 --> 00:52:52.770
Jimmy Slagle: Dude!

273

00:52:52.820 --> 00:53:16.860
Jimmy Slagle: Yeah, yeah, one thing, too, that'd be kind of, like, a quick, fun exercise, if anyone has any brands or, like, wants us to riff on how we think that, you could use Midjourney, that could be a little bit of a fun exercise. Obviously, you know, without us having a ton of context, but, just, like, ways that you could even start to think through, that process. Just throw them in the chat, and Allie and I can, can try to take a, …

274
00:53:16.900 --> 00:53:28.310
Jimmy Slagle: a hit on any. Alex, I don't know if there's any, like, more questions that came within the, within the chat. I'm not seeing any on my end, and so…

275
00:53:28.410 --> 00:53:37.740
Jimmy Slagle: Alex, I don't know if there's any, but otherwise, I think, Allie, this could be a good, … this could be a good exercise for us.

276
00:53:37.740 --> 00:53:40.099
Ali Qureshi: Let's… let's do it. Let's do it.

277
00:53:40.750 --> 00:53:41.190
Jimmy Slagle: Cool.

278
00:53:41.190 --> 00:53:42.729
Ali Qureshi: Give me someone else to work with.

279
00:53:44.150 --> 00:53:45.679
Jimmy Slagle: Sweet. I see.

280
00:53:46.620 --> 00:53:47.650
Jimmy Slagle: Oh, this one's pretty cool.

281
00:53:47.650 --> 00:53:51.019
Ali Qureshi: I've got a probiotics brand, and then I've seen a mushroom brand?

282
00:53:51.370 --> 00:53:56.239
Jimmy Slagle: Yeah, let's do the mushroom brand. I think that would be… I think that would be really interesting.

283
00:53:57.690 --> 00:54:00.139
Ali Qureshi: Functional mushrooms. This is interesting.

284
00:54:06.750 --> 00:54:12.160
Ali Qureshi: Jimmy, what subscription are you on for Midjourney? My
internet hero is terrible, I can't even get the website loaded.

285
00:54:12.160 --> 00:54:16.510
Jimmy Slagle: Yeah, I don't… I don't have a paid subscription for
Midjourney, ….

286
00:54:17.860 --> 00:54:18.729
Ali Qureshi: We'll see what we can get ourselves.

287
00:54:18.730 --> 00:54:28.019
Jimmy Slagle: Rift, though. We don't need to necessarily, like,
generate things, we can just, like, think through, like, okay, how
could they, how could they use, ….

288
00:54:28.020 --> 00:54:31.899
Ali Qureshi: mid-journey for… for this. Okay. I think, like, the
most…

289
00:54:32.770 --> 00:54:45.129
Ali Qureshi: Alice Mushrooms is an example right now, so this is a
daily chocolate supplement brand. So they've got, … products for
sleep, desire, and energy. …

290
00:54:45.720 --> 00:55:02.269
Ali Qureshi: Okay. So, I mean, the first thing that I would be
thinking of when I'm doing this is, like, what does my ideal shot
list look like? We usually do this with a team, and we're like, what
are just out-there ideas? Like, there is no bad idea, let's just
throw out a bunch of visuals we think could be good for this.

291
00:55:02.270 --> 00:55:08.680
Ali Qureshi: I always like to think of the pain point first, because
that's where the story begins, that's the hook.

292
00:55:08.680 --> 00:55:22.689
Ali Qureshi: You know, you never lead with the benefit or the end
result, you lead with the pain point. So, if I'm thinking of any
kind of supplements, whether it's in bloat or it's with sleep, as an
example of here, I'm seeing kind of nightcap and sleep.

293
00:55:22.740 --> 00:55:27.680

Ali Qureshi: The first thing I would be thinking of is, well, the pain, I want to show…

294
00:55:28.000 --> 00:55:30.980
Ali Qureshi: Eyes which are very clearly sleep-deprived.

295
00:55:31.060 --> 00:55:46.560
Ali Qureshi: So I would be going into Midjourney being like, get me visuals of a person who hasn't slept in 24 hours. Make them look tired, and like, really emphasize the redness in their eyes. Because then that is just really conveying the pain.

296
00:55:46.560 --> 00:55:56.430
Ali Qureshi: So that's how I would be thinking about that. Let me see if we can actually generate this right now. So what would you imagine? No reference, no nothing, we just go freestyle in here as well.

297
00:55:57.920 --> 00:55:59.740
Ali Qureshi: a photo….

298
00:55:59.740 --> 00:56:10.039
Jimmy Slagle: even as he's pulling that up, like, even some of these, I mean, … within the website, Ali, as you're generating those, I'm gonna take over and share screen. ….

299
00:56:10.040 --> 00:56:10.720
Ali Qureshi: cover.

300
00:56:10.720 --> 00:56:27.370
Jimmy Slagle: So, this is, just some of, like, the images. Like, imagine how cool it would be, you know, doing a, doing a… I see the Last of Us collab, which is incredible. Like, you could turn this into a super cool visual, even for, like, this, this homepage. Like, that could be really interesting.

301
00:56:27.370 --> 00:56:45.940
Jimmy Slagle: You have, like, a mocha flavor, so, like, making this into a visual, all of these images you could turn into a visual, which would be super cool. I mean, I think the brand itself already has a lot of unique and creative visuals, so making it where there's AI, I think it's perfect. But to Allie's point, like, let's just say it's energy.

302
00:56:46.030 --> 00:57:09.300

Jimmy Slagle: like, you could do something along the, like, 2PM crash of, like, what it looks like, at 2PM, and, have someone that's, like, just trying to get through the day. You could have, like, a regular chocolate bar on one side with, like, all the bad ingredients versus, you know, the mushroom one and why it's better, if people are going for that.

303
00:57:09.300 --> 00:57:15.150
Jimmy Slagle: That's a really cool one. It might be hard to try to replicate these exact mushrooms, but, …

304
00:57:15.150 --> 00:57:38.089
Jimmy Slagle: just thinking through, like, okay, that problem, if you need energy in the afternoon, how could you really, like, you know, showcase that feeling of, like, we all know what it's like at 2PM, and you just, like, hit a wall, and it's like, do you go for coffee, or do you go for this? And so just creatively thinking, like, okay, how could we use AI to just create something, an image that's, that's so out there, and then, again, being able to discern that

305
00:57:38.090 --> 00:57:39.339
Jimmy Slagle: into a video.

306
00:57:40.460 --> 00:57:42.610
Ali Qureshi: Yeah, that's actually a really good point, is…

307
00:57:43.350 --> 00:57:48.050
Ali Qureshi: Most people from a brand always think, I need my product in the image.

308
00:57:48.620 --> 00:58:08.100
Ali Qureshi: frankly, the end customer doesn't care about the product, they just care about the end result. It's like marketing 101. So when you're thinking visuals, you don't always need your product in there. Some of our, like, best performing ads that we have seen, whether it's made by us or in client accounts, we've seen literal selfies from, like, customers who…

309
00:58:08.450 --> 00:58:11.130
Ali Qureshi: That selfie is being used as the ad.

310
00:58:11.470 --> 00:58:22.370
Ali Qureshi: And that is absolutely crushing. So you don't need to overcomplicate with the actual product image, and great shout to whoever is saying really cool branding, because this does look

pretty cool. I like it.

311
00:58:22.370 --> 00:58:22.940
Jimmy Slagle: Yeah.

312
00:58:23.170 --> 00:58:24.199
Jimmy Slagle: Yeah, this is sweet.

313
00:58:24.830 --> 00:58:49.770
Jimmy Slagle: like, the flow state, like, stuff like that, where it's just, like, you're just lasered in, and I'm sure there's some, like, regulatory, problems, but still, like, focus and clarity, like, all of those things, I think, is… like, just think through, like, okay, what does it… how could I show focus in a very creative way? And, like, ask ChatGPT, ask Claude, like, how could I show visual, or focus, and clarity in a visual way, and just see what they come up with

314
00:58:49.770 --> 00:58:58.050
Jimmy Slagle: with, see if there's something that really, piques your interest, and then go to, go to, Midjourney and test it out.

315
00:59:00.380 --> 00:59:01.720
Ali Qureshi: Yeah, ….

316
00:59:03.330 --> 00:59:04.970
Jimmy Slagle: Do it low State Valley, or no?

317
00:59:06.480 --> 00:59:19.670
Ali Qureshi: I don't know, here. I'm on. So I'm gonna show you, like, the iterative process and what I've done over here. So, the first prompt I actually gave was a photo of a Thai person who hasn't slept in 24 hours, they're exhausted.

318
00:59:19.780 --> 00:59:22.030
Ali Qureshi: So, I got these.

319
00:59:22.080 --> 00:59:28.069
Ali Qureshi: they're in kind of a 4x3 aspect ratio, so, you know, I want to tweak this a little bit. So I just clicked Use.

320
00:59:28.070 --> 00:59:46.360
Ali Qureshi: and immediately you can see, like, the prompt has just come back up there, so I'm not constantly recreating it, then I've

just added to it. So, the first change that I made was I changed the aspect ratio, so I just said make it 9x16, then I added on make it a selfie, because right now, some of these don't look like a selfie, this looks like just…

321
00:59:46.630 --> 01:00:04.760
Ali Qureshi: stock imagery, this one, someone else is taking a picture. This is a selfie, but, you know, it could be done better. So now, all of a sudden, I've got this. They look tired, but I visually, if I saw this for the first time, I'm not thinking, oh damn, like, their eyes are red, what's happening? So, I very simply here just said.

322
01:00:04.760 --> 01:00:09.900
Ali Qureshi: Show on iPhone, make their eyes really red and emphasize the tiredness. I mean…

323
01:00:10.140 --> 01:00:29.139
Ali Qureshi: if this image isn't sleep deproration, and just talking about someone looking tired, what is? That's a perfect example there, like, you can see, like, there's tiredness on the eyes, it's a natural selfie, and as Jimmy was speaking over the last couple of minutes, we got that generated. You could do so many different versions of this, but that's how I would think about this.

324
01:00:29.140 --> 01:00:31.270
Ali Qureshi: The next part that I would do.

325
01:00:31.620 --> 01:00:36.279
Ali Qureshi: is just do add image. I'm gonna grab that image, actually.

326
01:00:37.600 --> 01:00:40.620
Ali Qureshi: This one, and just do it as a starting frame.

327
01:00:40.890 --> 01:00:50.590
Ali Qureshi: And I'm just gonna say, … person… a… Tired person. They're sleep-deprived.

328
01:00:50.740 --> 01:00:52.760
Ali Qureshi: Make them yawn.

329
01:00:53.540 --> 01:01:14.550
Ali Qureshi: And it's starting frame, so it knows exactly what to do. I can go into settings, and right now, I want this in portrait,

so I can change the aspect ratio, 9x16. I'm not gonna change any of this stuff in terms of aesthetics, I'm just gonna keep this as default, but I would definitely suggest, you know, play around with this for yourself and see what you get as different outputs.

330
01:01:14.550 --> 01:01:18.360
Ali Qureshi: But let's just hit that, and then it'll create multiple different versions of it.

331
01:01:19.780 --> 01:01:21.999
Ali Qureshi: Let's see what that looks like.

332
01:01:22.300 --> 01:01:32.870
Ali Qureshi: So this usually takes, like, one or two minutes. But yeah, like, that's how I would go about thinking off those iterations and how to generate that. Jim, you want to add anything else in the meantime?

333
01:01:33.280 --> 01:01:57.599
Jimmy Slagle: No, I mean, I think… I think that is, I think that's a really good example. And again, like, I'll… I'll just, like, re-emphasize, like, go to ChatGBT or Claude, throw in your URL, and just be like, hey, we want to think through, like, really creatively how we could use, Midjourney, or VO3, or any of the other tools that exist to create images of, like, the problems that

334
01:01:57.600 --> 01:02:21.000
Jimmy Slagle: our brand is solving, or maybe the benefits that we provide, or whatever, like, give me a list of 50 different ideas of images that could be generated. And then again, you can look through, and like, that's another great way to be able to start to get a ton of different ideas for your brand of how you could use this. But, okay, I know we are at time. Allie, I don't know if you have to bounce, and if you have a hard stop right now.

335
01:02:21.000 --> 01:02:22.060
Jimmy Slagle: I'm totally fine.

336
01:02:22.060 --> 01:02:34.539
Ali Qureshi: I will share it in the group once it does actually start, because I'd love to share the video reference for everyone, but yeah, that's… that's everything that I've got.

337
01:02:34.700 --> 01:02:59.360
Jimmy Slagle: Cool. Okay. Yeah, I don't see any questions that we have not addressed yet in the chat. So I think that might be

everything for today. I don't know if you have any last-minute questions, like, throw them in, we can quickly answer them, but unless I see something come through in the next few minutes, I think that's everything from a presentation perspective.

338
01:02:59.360 --> 01:03:00.770
Jimmy Slagle: So….

339
01:03:00.770 --> 01:03:01.910
Ali Qureshi: Thank you.

340
01:03:01.910 --> 01:03:03.740
Jimmy Slagle: Thank you, Ali, for coming on and presenting.

341
01:03:04.200 --> 01:03:16.930
Ali Qureshi: Absolutely, dude, it's a pleasure as always. I'm in the community for anyone if you do want to reach out, and I'll just write down my Twitter handle there as well. If you have any questions around these tools, feel free to hit me up, and happy to talk more about it as well. But yeah, thanks everyone.

342
01:03:17.320 --> 01:03:40.770
Jimmy Slagle: Sweet. Okay, so last, last housekeeping items. Thursday, again, stay tuned, we, we are hoping that is when the N8N session is going to be with, JB, so if you want to see, and just learn from someone that has built literally dozens of, of, workflows within a different platform outside of Gumloop, and you're curious to see what that's like.

343
01:03:40.770 --> 01:04:05.659
Jimmy Slagle: definitely make sure to join that session. If you don't follow JB and you don't know who we're talking about, go on Twitter, find his profile, I think it's just Vibe Marketer, and look through all of his content so you have a little bit of understanding before going into that call. He's definitely one of the top voices when it comes to workflows and understands more of the technical components, which is very, very valuable.

344
01:04:05.660 --> 01:04:29.969
Jimmy Slagle: And he'll be able to show you guys a lot of really powerful, things. So, super excited for that one. And then, yeah, next week, Alex and I are gonna wrap it up, kind of, taking everything that we've learned, giving you guys the, the, kind of, here's how to, to continue on, and, and how to implement AI within your company, like, step by step. I know someone had asked, kind of, about, like, that high-level overview of, like, hey, can we just have a.

345
01:04:29.970 --> 01:04:47.040
Jimmy Slagle: a guide of, like, this is how to… how we can start to
implement AI. That's what the last week's session is going to be, so
super, super helpful. If you're like, all these sessions are great,
but I just want to know what should be next for us, that's what the
session is going to look like, so…

346
01:04:47.040 --> 01:05:11.219
Jimmy Slagle: As always, thank you guys for coming to these.
Hopefully they are helpful. Reminder as well, if you want to get
access to the prompt library that Alex mentioned right away at the
beginning, hit up Sira with your testimonial. You get extra credit
if it's a video testimonial as well, not just a static one or a text
one, so…

347
01:05:11.220 --> 01:05:21.400
Jimmy Slagle: That would mean the world to us if you could do that.
And yeah, I don't know, Alex, am I missing anything else on the
housekeeping side of things?

348
01:05:21.400 --> 01:05:22.030
Alex Cooper: No, that's it.

349
01:05:22.030 --> 01:05:22.940
Ali Qureshi: Stay tuned.

350
01:05:22.940 --> 01:05:38.969
Alex Cooper: I've got a few updates in Slack, and also we have the
session with Barry Hot next Tuesday, as well, which is gonna be a
good one, too. So, we've not got a long time to go, with you guys,
but we've still got some killer sessions, so stay tuned, and we look
forward to it.

351
01:05:40.870 --> 01:05:54.420
Jimmy Slagle: Cool. Alright, everyone, well, hope you have a great
rest of your Tuesday, and we will hopefully catch you guys on
Thursday. Again, we'll keep you updated if that is not the case.
But, thanks y'all for coming, and we'll chat with you guys soon.

352
01:05:54.960 --> 01:05:56.899
Ali Qureshi: Thanks, everyone, for joining. Take care.