

24

00:02:08.960 --> 00:02:35.799

Ali Qureshi: As I said, good morning, good afternoon, good evening. Everyone. My name is Ali. I'm 1 of the co-founders here at human squared. I also run the ad creative agency ad create with Alex. We kind of co-owned the agency together very much in the weeds of making ad creative. I actually have a few of the bonus sessions that I'll be hosting in the next couple of weeks around how to use midjourney and kind of prompting in mid journey with all of its new features, and speaking about Claude and Mcps.

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00:02:35.840 --> 00:03:03.449

Ali Qureshi: But it's not about that today, today I am very excited to introduce our guest speaker. His name is Pj. Pj. Is an absolute veteran within the TV and advertising space. He's launched a Youtube channel which has gone from 0 to a million subscribers. He is now a AI filmmaker, gathering more than 175 million plus organic views.

He's been featured in variety. Hollywood, reporter, BBC news.

26

00:03:03.510 --> 00:03:19.089

Ali Qureshi: and is essentially what I like to say, the new gen version of AI and advertising. So where a lot of us are thinking about direct response. Ads, Pj. Is coming into the industry with his own kind of unique flair and knowledge. So in today's session.

27

00:03:19.200 --> 00:03:36.929

Ali Qureshi: He's going to be showing his process in using tools like, vo, 3. How to do prompting, how to use these tools and actually demoing some of the ads that he's been able to make with this, and more than anything, really get into the source and give you guys information that isn't really shown

28

00:03:37.060 --> 00:03:54.160

Ali Qureshi: even on his social channels. We originally saw Pj. On Greg Eisenberg's podcast there was so much sauce that he was dropping in there. So we knew we had to get him on, especially for human squared and for kind of the AI blueprint. So yeah, without further ado. Pj, the floor is yours to do your thing.

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00:03:54.540 --> 00:04:01.469

PJ Accetturo: Amazing, amazing. It is so nice to work with. You guys, Sherlock, you want to say Hi to everybody, this is Sherlock.

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00:04:02.610 --> 00:04:11.530

PJ Accetturo: He's wanting to play because he hasn't been taken out for his walk yet. But anyway, he's got a lot of energy. I've got a lot of energy.

31

00:04:12.190 --> 00:04:20.459

PJ Accetturo: Hey? Hey? Drop it. Okay, anyway. Excited to be here. Thank you all so much for having me on. It's an honor. Heard a lot of great things about this group.

32

00:04:21.300 --> 00:04:26.900

Ali Qureshi: Fantastic. So pj, talk us through a little bit more on what we can expect from you today.

33

00:04:27.210 --> 00:04:47.569

PJ Accetturo: Yeah, I mean, I'm like, I'd imagine a lot of you guys have seen my work from like the calci ad, and I've had a number of viral AI videos. If you're in the AI video space, you've probably seen one of my videos from like the Bible influencers, I did one of those early ones and kind of started the trend. I did some of the early bigfoot videos like

34

00:04:47.780 --> 00:05:11.260

PJ Accetturo: studio Ghibli stuff, a lot of fun stuff to go viral. But, more importantly, I think you know, we're here to talk about how marketers can really leverage. AI video is kind of the new golden age of advertising. In my opinion, I think that's the big opportunity we talk with some of the biggest brands in the world right now on kind of doing videos for them, and what I tell them is like brands will succeed.

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00:05:11.270 --> 00:05:31.599

PJ Accetturo: Individual filmmakers will succeed, and agencies will really figure out how to adjust. And and maybe if you want, we could initially talk a little bit about kind of like the where the industry is headed and what I'm seeing from like a 10,000 foot view, and then we can dive a little deeper into like the actual. How the process of we're making some of these ads.

36

00:05:31.820 --> 00:05:49.309

Ali Qureshi: Yeah, I love that. I think let's go into the overview first. And and you as kind of someone with a lot of experience within that space where you're seeing the industry go, especially as that's part of kind of your service portfolio as well would love you to talk through that a little bit and and showcase what it is that you're doing, and how you're seeing the industry and what direction it's going in.

37

00:05:49.780 --> 00:06:14.749

PJ Accetturo: Yeah, I mean, there's a lot of facets to talk about here. What we're finding is that like consumption cycles right now

are like, just kind of viral and attention based. Like, you know, traditional TV programming has kind of gone out the window. It's funny, like all of our ads we're making now, like sure summer, for, like, you know, upcoming sports related stuff. And the calci thing that we did it was a pretty crazy story. Maybe I'll share a bit more. But you know it was an

38

00:06:14.750 --> 00:06:19.959

PJ Accetturo: Nba finals video. I made it in, I think, 2 days famously in my underwear.

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00:06:19.960 --> 00:06:23.219

PJ Accetturo: so like the ad age and whatnot we're reporting.

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00:06:23.220 --> 00:06:39.780

PJ Accetturo: And I mean, it was like, I don't know, like \$2,000 in generation credits, you know, and like they paid me a lot more. But like honestly, it's the difference between, you know, a spot you can make for 5 figures up against a spot that

41

00:06:40.010 --> 00:07:01.229

PJ Accetturo: was, you know, like, I don't know 6, \$600,000 productions in Nba finals that they're like, they're not super bowl commercials. So they're probably all submillion. But still, you know, like that's what it's up against, and for me to make it for like, let's just say core cost, you know, a couple \$100 in credits,

\$2,000 in credits. And then there's my labor on top of it, like it's still an insane, you know, 95

42

00:07:01.230 --> 00:07:12.850

PJ Accetturo: percent reduction in time and ads. So I think TV ads are kind of cooked. I think live production ads are cooked in in the in like within 2 years. I don't actually know why people will shoot live action anymore.

43

00:07:13.450 --> 00:07:40.700

Ali Qureshi: I agree, coming from a TV background, you've got pre- production and actual planning. You then got the studio shoots, directors, a full film crew, and the amount of overhead that is involved with that versus having someone like yourself in their boxes just coming up with the ad concept and getting it developed in

2 days is insane. So I love that. Let's get into the source. Let's see some examples. Let's show your process.

44

00:07:41.210 --> 00:08:09.590

PJ Accetturo: Yeah, yeah. So let's let's dive in. So maybe I'll just kind of show you guys a few different videos that we have a cooking

in the pipeline that'll release over the next few days, and then we can dive into kind of how we're making it. I think, like what you guys need to know is like, I'm just gonna kind of teach. This is like, either you're going to be doing it yourself, or you're going to work with teams to do it, or you can hire teams to do it, like all is good to me. I think the most important, I always say is like, you know, you guys are marketers, you understand? Like, the 1st

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00:08:09.590 --> 00:08:38.219

PJ Accetturo: 0 point 5 seconds of any clip in any shot is like the most important thing you can do. And so there needs to be whatever video you're making, there needs to be some sort of viral hook at the start of it to really engage their attention. And so, you know, the rest of it. To carry on is, you know, it's it's relatively easy to maintain attention, but I think like it's like, you know, I'm friends with Mr. Beast that's at some level like I don't have a ton of time. But he was just saying that like

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00:08:38.220 --> 00:08:59.509

PJ Accetturo: it's, it's really important, like, he designs all his channel videos from, like, you know, title 1st and then thumbnail second, and then video 3.rd And so I think you guys kind of have to like, think about if you're running paid ads, it's like, what is that 1st point 5 seconds. Why are we stopping the scroll and then? So now, we're using video to accomplish kind of the rest of the ad. So let's let's look at

47

00:08:59.510 --> 00:09:11.699

PJ Accetturo: a next video, I'm gonna screen share real quick. And this is going to be like what I call the hyper dopamine model of like, you know, it's it's like, it's like the cocaine of advertising. This is this is really crazy. Can you guys see that? Okay.

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00:09:12.800 --> 00:09:13.910

Ali Qureshi: Yeah, you're good.

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00:09:13.910 --> 00:09:14.380

Ali Qureshi: All right.

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00:09:14.380 --> 00:09:43.350

Ali Qureshi: Everyone's reference whilst Pj gets that loaded up. We also have the Q&A section. So we will have that at the end of his demonstration. Later on in this call, so feel free to load those up. You can find that in the toolbox at the bottom of your navigation bar. So we will do. Q. And as at the end as well, so any questions, I'm sure there will be some. This super technical stuff, and we will

also have an advanced prompting exercise in Thursday's actual schedule as well. So this is all directly tied together for this week.

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00:09:44.210 --> 00:09:52.800

PJ Accetturo: Yeah, yeah, so this is kind of the opening shot of this promo. It's it's for a platform that basically serves like a data broker where you can upload your camera roll

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00:09:52.800 --> 00:10:17.759

PJ Accetturo: and they'll sell it to like Llms. But they're paying really good money. Our opening shot here, as you'll see, is like a woman. You'll see she's riding in alpaca like an American, you know. Star Spangled Banner, Bikini, with a gold chain on so like I'm very, you know, as you saw in the calci nba finals promo! I'm very like hook them from the start with something provocative, and then integrate your brand messaging. So this is crazy. I worked on with

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00:10:17.760 --> 00:10:27.530

PJ Accetturo: like a co-director, and we took about a week on this one. So this one's even more like sophisticated. But then I'm going to break this down. How to do this kind of simply for your brand.

54

00:10:27.840 --> 00:10:31.640

PJ Accetturo: I got paid \$900 for uploading my camera.

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00:10:36.820 --> 00:10:39.070

PJ Accetturo: \$20 uploading my homework

56

00:10:43.540 --> 00:10:44.270

PJ Accetturo: money from

57

00:10:49.200 --> 00:10:49.940

PJ Accetturo: Aid

58

00:10:53.720 --> 00:10:57.550

PJ Accetturo: pictures. I made \$800 for all my screamo videos.

59

00:11:02.390 --> 00:11:05.280

PJ Accetturo: Companies are paying a fuck for training data.

60

00:11:06.380 --> 00:11:07.490

PJ Accetturo: Load your content.

61

00:11:08.590 --> 00:11:09.990

PJ Accetturo: Rain, by the way.

62

00:11:19.600 --> 00:11:22.330

Ali Qureshi: I think most importantly, did that just say, feet picks.

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00:11:22.908 --> 00:11:29.350

PJ Accetturo: Yeah, it's actually true. They are like buying. They're just buying data. It's kind of insane.

64

00:11:31.600 --> 00:11:32.479

Ali Qureshi: No judgment.

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00:11:33.130 --> 00:11:57.569

PJ Accetturo: No judgment. Yeah, yeah, exactly. Exactly. So I'm gonna show you guys the next one. Obviously, I don't think one like that's probably not sustainable for you guys to be able to kind of create like that level of advertising. I mean, if you guys have the technical ability to like, do that level of editing. I do think that that's the ads that are going to get ahead. It's like insane. It's fresh. It's provocative. I'm gonna show you another that's like on the other side of the spectrum, which is more like

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00:11:57.580 --> 00:12:23.629

PJ Accetturo: professional polished. Every shot is kind of like dialed in, but but this also was done in like less than a week with these these prompts. And then we're going to go into more simplified, like an easier one that, like we'll work through together. So I'm kind of just showing you guys like what's possible with this technology. And and then we'll dive into like a simple one that, like, you know, is more intermediate to accomplish. Here we go. This is this is the calci sequel, this one's really fun, too.

67

00:12:24.080 --> 00:12:30.719

PJ Accetturo: If history has taught us anything. It's not to root against the underdog right, Peter. No spoilers.

68

00:12:31.200 --> 00:12:33.190

PJ Accetturo: It pays to know what's coming.

69

00:12:33.590 --> 00:12:35.990

PJ Accetturo: Chat to chart your own course. 70

00:12:36.640 --> 00:12:44.119

Ali Qureshi: Sure that's nothing, because the one in a million long shot, when the whole world picks.

71

00:12:44.120 --> 00:12:48.219

PJ Accetturo: Goliath, you know it's going to be David.

72

00:12:49.160 --> 00:12:51.060

PJ Accetturo: Great leap began with.

73

00:12:51.480 --> 00:12:58.050

Ali Qureshi: 1st step, and there's no shortage of second chances against impossible odds.

74

00:13:00.370 --> 00:13:01.070

Ali Qureshi: Stand out

75

00:13:04.220 --> 00:13:05.010

Ali Qureshi: first.st

76

00:13:08.450 --> 00:13:12.330

Ali Qureshi: Pj, one quick, quick question, as like you're making these ads?

77

00:13:13.350 --> 00:13:20.100

Ali Qureshi: What infrastructure or team are you needing to get to this level of quality? Is it literally yourself.

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00:13:20.250 --> 00:13:30.999

Ali Qureshi: or is there a small team behind this? Obviously it's less resource compared to a typical commercial shoot, and how it is with a production. But, like, what's your size? Give us a bit of context.

79

00:13:31.000 --> 00:13:46.440

PJ Accetturo: Yeah. Yeah. So so our agency, like, you know, I've I've since launched an agency where you know a 16 Z backed and like, it's it's it's pretty pretty high powered, high velocity. We have now huge clients, and our our model, like our business model in a nutshell.

80

00:13:46.440 --> 00:14:11.559

PJ Accetturo: is pair world class writers with world class directors, and then teach them both the constraints of like the

tech, and teach them the tech that I'm like that, is it? And like, it's actually not that hard. I mean, we. We really do actually believe that, like some of the best storytellers, are not like all the new AI technicians like, I think that's a bit of a misnomer is like going on Twitter and finding all the top AI people.

81

00:14:11.560 --> 00:14:35.429

PJ Accetturo: I think the tools now with Vo, 3 are so simple, you actually should just be finding, like traditional filmmakers that have been doing this for 15 years and have good taste, and then, like onboarding them, teaching them the new skills. I found that a lot of them are finally receptive. 6 months ago a lot of the top filmmakers are like, we hate AI. And then Google showed us like, it's trained on green data. Now, it's like, it's licensed data sets. And then also, they're realizing like.

82

00:14:35.430 --> 00:14:58.730

PJ Accetturo: Okay, I'm just going to be out of work if I don't embrace these tools. So I think we're going to get a lot of like amazing filmmakers that are now willing to work for agencies, freelance, etc. I mean, we're, you know, we charge or we pay them great rates to kind of onboard we pay a week at a time, but like the reality is like, we're, we're also charging pretty great prices like anywhere from like kind of 30 K is our minimum at the moment

83

00:14:58.730 --> 00:15:21.889

PJ Accetturo: for brands. And it goes up to 6 figures depending on, you know, if we're doing like, I mean up to like a super bowl spot like we've got some really cool, exciting opportunities for us, I think what brands kind of get from working with us specifically is we do more value, based pricing of like. We have a pulse on what's viral, and we have a pulse on what kind of attracts attention. And then we also understand, like.

84

00:15:21.890 --> 00:15:39.369

PJ Accetturo: yeah, just really what the market wants and what and how to push these AI videos to the limits. And I think for the agencies that 1st pivot to that. They're going to kind of reap a lot of the attention and the press, and the kind of prestige over the next few months, and then, at the end of the day, like 9 months from now, like everyone, will be doing

85

00:15:39.430 --> 00:15:43.690

PJ Accetturo: this, or better, like I don't. I think we have a very small head start? Yeah.

86

00:15:43.690 --> 00:15:45.890

Ali Qureshi: Let's say I'm in a brand.

87

00:15:45.890 --> 00:15:46.290

Ali Qureshi: I do.

88

00:15:46.290 --> 00:15:48.800

PJ Accetturo: I want to do something like this in house.

89

00:15:49.540 --> 00:15:53.810

Ali Qureshi: Do you think I could do this with a 1 man team? Or do you think I need more infrastructure than that?

90

00:15:53.890 --> 00:16:02.430

PJ Accetturo: So, yeah, like, if I were to kind of deconstruct like how people could make this, I would just say, like, like, at the end of the day Ad. Writers aren't that hard of a

91

00:16:02.430 --> 00:16:27.419

PJ Accetturo: person to come by. So like you do need to start with great creative, you know. Like, as we all know, we've seen a ton of movies that had all the right budget and had the right director and whatnot. But if, like, the script's not there then, like. So I always say, like, spend at least a week on the script. Initially, we do like a concepting phase where it's basically like we throw a hundred different concepts. Well, not 100, probably like 10, maybe 10 concepts at the brand of like. Okay, you've given us your brief.

92

00:16:27.420 --> 00:16:39.100

PJ Accetturo: If you wanted that direction. Here's kind of our pitch back to you of like here's and then once they choose one of them, then we say, Okay, let's double tap this. Let's expand this out into a script. So then we take a stab at the script.

93

00:16:39.100 --> 00:16:59.540

PJ Accetturo: and then the brand's like, okay, tweak, tweak tweak. So it's kind of your standard ad writing process. But we just make sure that it's funny. It's a little irreverent. It's kind of crazy, or it's jaw dropping. So right now, what's playing really well with AI is like fully leaning into like the ridiculous over the top, like you saw with the kled ad the 1st one we did, or it's just like, Oh, it's really impressive. This is like

94

00:16:59.540 --> 00:17:23.080

PJ Accetturo: larger than life. This is epic. There's probably a 3rd one that I haven't shown which is more the influencer like Bigfoot,

Selfie cam where it's just kind of easy and viral. That's probably going to be the easiest thing that, like brands and marketers can do right now is like the the just, the problem that I have, even though Bigfoot is like super trendy right now on Tiktok. It's not defensible. And there's no sort of like, you know, everyone like

95

00:17:23.079 --> 00:17:47.949

PJ Accetturo: like 21 year old kids are getting like tens of millions of views for this on Bigfoot. So it's we're not going to associate like Bigfoot with your IP. And the reason also the reason why Bigfoot was so popular over the last couple of weeks is because character consistency hadn't been solved yet, but as of yesterday, it actually is solved. And I'll show you guys how you can do character consistency with Vo 3. But you basically were able to just prompt, like Bigfoot doing this.

96

00:17:47.950 --> 00:17:57.200

PJ Accetturo: but doing. And he was always looking the same. So that's why you saw the proliferation of like Yeti Bigfoot, aliens, etc, just because they're always kind of the same archetype.

97

00:17:57.470 --> 00:18:10.789

Ali Qureshi: I love that it's tying into the ridiculousness of AI as opposed to trying to make it look real. It's very much playing into it as opposed to trying to trick the audience. So no, that's great. All right, let's do it. Let's get into the source.

98

00:18:10.790 --> 00:18:25.450

PJ Accetturo: Okay, okay. So so I got one more video for you. And then this is like, kind of a simple ad that I, it's not like as crazy or as funny. But it's actually really easy for you guys to do this. So then we'll deconstruct how to do it. Let me screen share one more time.

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00:18:27.630 --> 00:18:46.350

PJ Accetturo: Okay, here we go. So this is an ad, and it's still rough. By the way, we've got like, honestly, this will look like totally different. But it's it's the essence of the ad. It's like the rough cut. It still cuts stock, music and whatnot. But this is for, like a Viagra company called Blue Chew that we're working with. So this will be really fun. Once it's done

100

00:18:55.680 --> 00:19:00.219

PJ Accetturo: any ideas for dessert, I was thinking I might have a blue chew.

101

00:19:03.240 --> 00:19:04.189

PJ Accetturo: What is it?

102

00:19:05.810 --> 00:19:07.499

PJ Accetturo: My blue chews are gone.

103

00:19:08.210 --> 00:19:10.390

PJ Accetturo: One of the animals must have gotten them

104

00:19:15.840 --> 00:19:20.490

PJ Accetturo: premium. Hey, Jack, you got any more of those blue shoes

105

00:19:25.500 --> 00:19:27.159

PJ Accetturo: so pretty.

106

00:19:27.470 --> 00:19:33.289

PJ Accetturo: pretty simple concept. And and now I'm going to show you guys the prompts, how we do it, how we scripted it all that kind of stuff.

107

00:19:34.200 --> 00:19:35.249

Ali Qureshi: Let's do it.

108

00:19:35.250 --> 00:19:41.550

PJ Accetturo: Okay, great. Let me screen share this desktop.

109

00:19:43.869 --> 00:19:47.709

PJ Accetturo: Aha! Can you guys see this like the script? And such.

110

00:19:48.480 --> 00:19:49.170

Ali Qureshi: Yeah.

111

00:19:49.460 --> 00:19:50.400

PJ Accetturo: Okay, great.

112

00:19:50.870 --> 00:20:05.310

PJ Accetturo: So let's think at at the start of all of our concepting phase. You know, we we really just gave them like, this is one of the the concepts. And so this was.

113

00:20:05.610 --> 00:20:10.496

PJ Accetturo: you know us really getting into Noah's Ark?

114

00:20:11.530 --> 00:20:16.030

PJ Accetturo: Rabbit got blue juice on the ark. Noah and his wife are having a romantic dinner.

115

00:20:16.887 --> 00:20:29.052

PJ Accetturo: Wife suggests getting a pop blue chew. -Oh! The animals must have taken them, but which one dozens of rabbits hopping over the ark background, baby making music plays, and then we land on 2 rabbits

116

00:20:30.440 --> 00:20:36.359

PJ Accetturo: sitting next to their hutch, open black bag of blue chews, etc, etc. So

117

00:20:36.750 --> 00:20:42.619

PJ Accetturo: what we wanted to do is is really just kind of break this down into a shot list, which I'll show you guys

118

00:20:43.220 --> 00:20:45.090

PJ Accetturo: kind of how we're doing this.

119

00:20:45.510 --> 00:20:46.530

PJ Accetturo: See?

120

00:20:47.870 --> 00:20:52.710

PJ Accetturo: So we get these into prompts. Sisters.

121

00:20:53.520 --> 00:21:13.070

PJ Accetturo: So on this, it's like exterior shot one. We've got the flooded earth that's wide open on a wide shot of a flooded earth, with a Biblical arc floating in the distance. Dark and stormy evening, so like how we're kind of prompting. This is like, we take this original concept, and then we bring it into Chatcha. Bt.

122

00:21:13.470 --> 00:21:28.339

PJ Accetturo: and I'll show you this. Here it's hey, Chatgbt, can you turn this into a script for blue chew the Viagra Light Company, maybe 30 seconds. Noah's Ark Rabbit got into the blue chews on a Biblical ark. Noah and his wife were having a romantic dinner.

123

00:21:28.390 --> 00:21:51.780

PJ Accetturo: Wife suggests he pop a blue chew. Suddenly he realizes a bag of blue chews is missing. -Oh! One of the animals must have

taken them, but which one cut to dozens of rabbits hopping all over the ark and animals, central Baby making music. So it's like the script we just did. And then and then I'll basic. And then it'll kind of suggest it. I didn't think this was long enough, so I was like, can you make it a little longer? And then it's basically fleshing out what we had

124

00:21:52.100 --> 00:22:13.880

PJ Accetturo: when we go to the script here, which then I just recombined of, like, okay, we've got the visual action on the left side. And then the audio and dialogue kind of on the right side, which kind of turns into what you guys saw. As like the prompt list. So I'll then say, Okay, great chat. Gpt, I love that. Can you now turn this into a shot list. And so then it basically says, like shot, one

125

00:22:14.090 --> 00:22:15.320

PJ Accetturo: shot, 2

126

00:22:15.490 --> 00:22:42.469

PJ Accetturo: shot 3, you know, it's like a very simple. So this isn't the prompts that I'm putting into vo. 3. But it is like a simple like 10 shot shot list. And so then I say, great. Now let's convert them into vo. 3 prompts, one at a time. Use this as the prompt structure for each shot in the shot list, a warm, intimate, photorealistic. So then, this is like the prompt structure, and what I'll do is I'll send this to you guys so that you can kind of, you know, share it with the group

127

00:22:42.990 --> 00:23:08.739

PJ Accetturo: afterwards. And this is like, but the reality is like there's a hundred ways to prompt these things like this isn't like the secret sauce prompts like, it's very easy to find prompts. And I put them in my newsletter each week of like new prompts we're finding with. So what it knows to do now is basically for each shot on the shot list. We're going to go to like opening shot shot, 2 shot, 3 shot 4. But the the kind of secret here is that I say, remember, just give me

128

00:23:08.740 --> 00:23:26.450

PJ Accetturo: the prompt one at a time, and we'll go through each shot one by one. So now, it's like, Okay, we're doing it one. And the reason that we're doing it one by one is because, like it will hallucinate, and it doesn't have as good memory. If it's like giving you back like 10 things in one chat. Gpt response.

129

00:23:26.450 --> 00:23:42.910

PJ Accetturo: it needs to kind of state one response per thing. So

then you just say, Okay, go one by one. So it's remembering our shot list that we have earlier. And it's just giving you okay, shot one. And then I'm great. Say, great! Let's do shot 2. And so as I get shot one here, I'm going to copy and paste it.

130

00:23:43.170 --> 00:23:56.080

PJ Accetturo: and then I'm gonna copy it into vo, 3. And so vo, 3, I mean, it's it's it's pretty simple. I think it's like maybe 200 bucks a month, for, like the ultra plan. You get a lot of credits for that. I think you get like

131

00:23:56.080 --> 00:24:18.150

PJ Accetturo: at least like 100 generations for the 200 bucks, which is pretty good, and then if you do it in fast mode, which is what we all do, you get like 500 generations. So it's basically 20 cents a shot, because it's like 100 credits for a dollar. So 20 cents a shot, and so I'll just run one prompt. So if we want to do it here. We'll just kind of copy and paste

132

00:24:18.450 --> 00:24:19.530

PJ Accetturo: copy

133

00:24:19.840 --> 00:24:30.780

PJ Accetturo: paste. Make sure it's on fast mode. Maybe select one output per prompt just to make sure we're we're doing it right. And then I'll hit enter. And then it's gonna basically here, I'll just do it.

134

00:24:32.180 --> 00:24:36.860

PJ Accetturo: And then I'll hit enter. And then it's it's it's gonna go. Oh, sorry. I need to be in text to video.

135

00:24:37.280 --> 00:24:46.400

PJ Accetturo: Enter. And then we run it. And now at the top it'll it'll load, and it probably takes around like 3 min or so. Let me just refresh one sec.

136

00:24:46.830 --> 00:24:57.170

Ali Qureshi: And Pj, what's your thought process here around? How long the optimal prompt should be like when I am playing around with mid journey and the session I'll be doing. One of the things I've seen is is the more you leave

137

00:24:57.310 --> 00:25:25.810

Ali Qureshi: for the AI to do the guesswork you usually get a better response. I've had some images where I'm trying to turn them into

video. And the more information I'm giving it of, hey, make this call. Go forward and then make it turn to the left. It tends to hallucinate and make it worse. So how you see that with vo. 3 is more information better? Or is it just? In this instance it works, and you would rather give it less information, and let the AI kind of generate it itself, based on what it thinks is best.

138

00:25:26.030 --> 00:25:52.559

PJ Accetturo: Yeah, yeah, so like this, this is a pretty good like prompt structure. But I've also seen it to where it's. It's more like time of day, you know, kind of like, I mean, that's kind of what we have here. Honestly, there's different prompt structures. That work, I think at least 2 paragraphs is kind of what you're looking for. But in my newsletter I also suggest, kind of like other cinematic prompts that are

139

00:25:53.890 --> 00:26:11.640

PJ Accetturo: like like, here here was my old. So you guys might recognize recognize this from the calci ad, you know. I'll do it like kind of like time of day. Late night house party handheld. Cinematic camera type shot type, focus, lighting environment atmosphere. So this is also like another classic thing. And like usually with the dialogue, it's kind of like.

140

00:26:11.780 --> 00:26:34.339

PJ Accetturo: you know what's what's the main action here? The paragraph is like, who's the 1st character you're seeing, and then like, what's the kind of the 1st line of dialogue here. So like with this calci shot, it was like, we're talking about a cute Latina reporter in her early twenties, and she's she screams into the lens. We're asking people in Florida what they put their money on, and I always say, like.

141

00:26:34.340 --> 00:26:43.009

PJ Accetturo: you know, if you want it unhinged, you have to have, like all caps, caps lock on! She screams at the top of her lungs, you know it's very like

142

00:26:43.420 --> 00:26:53.509

PJ Accetturo: just screaming. And then again, you would just. And I'll share this prompt with you guys, too. You copy and paste this prompt into chat Gpt, and you say, Okay, like, Give me this shot list.

143

00:26:53.850 --> 00:27:02.450

PJ Accetturo: Give me this in this format. So these are. These are kind of my 2 main prompt styles, if you will. But it's like like

144

00:27:02.760 --> 00:27:16.730

PJ Accetturo: Google, vo, 3, or Google flow like, it's also extrapolating onto what it knows best. Like it kind of runs through Gemini. And also you can use Gemini, like Chatgpt, is not, you know, the best. Necessarily, it's just what I like.

145

00:27:17.660 --> 00:27:28.769

Ali Qureshi: What's your hit rate in terms of generations when you're making? These are 10 out of 10. Always good. Is it 50% of the time. What's that balance like.

146

00:27:29.260 --> 00:27:31.920

PJ Accetturo: Yeah. Yeah. So it's it's pretty. It's

147

00:27:31.980 --> 00:28:00.370

PJ Accetturo: I would say, like, I know, pretty quickly, if I'm liking it. So let's let's play this 1st one, and it may not be a little choppy, because I'm screen sharing everything. But like that's that's not bad. I mean, I don't mind that. The problem is when we're going in for this kind of shot, too, like I would say, there's inconsistency behind like this shot. This this arc looks like wide and and skinny, and this one looks like dense and fat. So what I would do in this case is, I would I would change either one of these

148

00:28:00.470 --> 00:28:02.080

PJ Accetturo: so you could make this like

149

00:28:02.310 --> 00:28:05.409

PJ Accetturo: look a little more wide and fat. So I would copy and paste this.

150

00:28:05.710 --> 00:28:09.250

PJ Accetturo: and then bring this back in a chat, gpt, and say like.

151

00:28:09.660 --> 00:28:16.540

PJ Accetturo: Hey, Hey, Chatgpt! Can you make the arc a little

152

00:28:17.330 --> 00:28:31.019

PJ Accetturo: a little more, you know, condensed or something, you know something like that, and hit, run, and then it's going to spit me out like a more condensed thing, or what I probably do, because I'm a lazy, you know person who has expendable budget. I just run it again.

153

00:28:31.020 --> 00:28:54.876

PJ Accetturo: And you know what I mean. Like, you're kind of going to have to have like for each shot, probably 10 rerolls or 5 5 initially, just to see if this getting most of what I'm wanting? And then and then you really can dial it in. And then, once we really feel like, okay, this is actually definitely what I want. You can switch from the fast quality model to the quality model. And that's gonna give you a little more high end.

154

00:28:55.520 --> 00:28:56.730

PJ Accetturo: you know, kind of

155

00:28:57.160 --> 00:29:12.750

PJ Accetturo: a little more high end like polish to it, but it's still like as you can see, like the quality is still pretty good. So so let's let's look at, you know, shot 3. So this is where we have, like the close up on Noah. And this this where we have we don't yet have dialogue here.

156

00:29:14.320 --> 00:29:21.199

PJ Accetturo: So this is just kind of him drinking out of his mug. She puts a hand, and then I think she asks

157

00:29:22.350 --> 00:29:25.940

PJ Accetturo: ideas for dessert. She says any ideas for dessert.

158

00:29:26.370 --> 00:29:29.790

PJ Accetturo: So one of the inconsistencies that I'm noticing here is that, like

159

00:29:29.840 --> 00:29:45.080

PJ Accetturo: the the colors a little different? So again, I would I would kind of reprompt in here like, you know, we either need to make this scene warmer, or we need to make this scene, or we need to make this scene warmer, or we need to make that this next scene, like a little more neutral in the color grading

160

00:29:45.080 --> 00:30:03.750

PJ Accetturo: because of how the rest of the shots go. I think I'd aim to push this one a hair warmer. Obviously you can do some things in post. But like there's also the fact that, like this thing is in the daylight, you know, like I'd want to shift this towards nighttime. So this is really where, like the magic is in some ways is just kind of constantly iterating of like

161

00:30:03.750 --> 00:30:17.489

PJ Accetturo: copy, and pasting this back into Chatgpt, asking it to tweak things because you can tweak it directly in here. But, as you can see, like, there's a lot of text, and Chatgpt is pretty good at these little micro tweaks. Are you following me so far.

162

00:30:17.820 --> 00:30:35.360

Ali Qureshi: Yeah, we're getting a lot of good questions in here as well, which and for everyone, we have the Q&A section. So please load them in, because we'll be going through a lot of these questions as well. The one big one I am seeing a couple of times is around product. How did you get the actual pill in the video clip?

163

00:30:36.080 --> 00:30:49.040

PJ Accetturo: Yeah. Yeah. So that's that's actually a great question. And this, this is something that the secret sauce was actually cracked only as of yesterday. So let me

164

00:30:49.490 --> 00:30:54.504

PJ Accetturo: let me actually show you just that real quick as a

165

00:30:56.660 --> 00:31:02.579

PJ Accetturo: alright. So so what we're gonna do is if we want a specific product. We're gonna go

166

00:31:02.940 --> 00:31:12.410

PJ Accetturo: and upload that product shot like Chanel Number 5. And we're going to upload it into flux context. So let's just black Forest.

167

00:31:12.640 --> 00:31:14.130

PJ Accetturo: 1st labs.

168

00:31:15.580 --> 00:31:17.080

PJ Accetturo: Image edit.

169

00:31:17.430 --> 00:31:18.300

Ali Qureshi: And for those?

170

00:31:18.300 --> 00:31:20.170

Ali Qureshi: No, no, what is what is flux?

171

00:31:20.320 --> 00:31:42.480

PJ Accetturo: Oh, yeah. So flux is just another. It's just another

image model. It's like it basically allows you to upload an image of a product. And then you can add any details you want kind of on that. So let me let me find this. So so I'm gonna drag and drop here this perfume bottle. Let's pretend this is your your product, and let's just say a woman

172

00:31:42.480 --> 00:31:51.739

PJ Accetturo: in a black dress in a black room holding this product out to the camera. The

173

00:31:51.760 --> 00:31:58.459

PJ Accetturo: bottle clearly shows the label and is correctly.

174

00:31:59.460 --> 00:32:05.850

PJ Accetturo: correctly sized for a perfume bottle in her hand.

175

00:32:06.380 --> 00:32:06.800

Ali Qureshi: Nice.

176

00:32:07.120 --> 00:32:08.719

PJ Accetturo: And then we'll hit, run.

177

00:32:08.950 --> 00:32:12.049

PJ Accetturo: and it should take. I don't know, maybe 5 seconds or so.

178

00:32:13.000 --> 00:32:21.829

PJ Accetturo: So again, this is it just just Google flux context, it is on Black Forest labs. So now, instantly, we have

179

00:32:22.790 --> 00:32:44.320

PJ Accetturo: her and the product. Now, for some reason, it's low resolution. I think it's because I haven't like upgraded my accounts. So we'll need to. We'll need to upgrade the accounts. But also Chatgpt can do this at some level as well. And we're kind of getting pretty close here. Mid journey also has another feature, too, where you can drag and drop things into mid journey.

180

00:32:44.360 --> 00:33:01.559

PJ Accetturo: and it's and it's a little more high resolution that's pretty good. And this is also something that, like every model company, is actively like improving this. But I would say, this is probably like flux. Context is is pretty good for this. You can also do up resin on these

181

00:33:01.730 --> 00:33:20.839

PJ Accetturo: and really improve the quality a bit. I think the low res is just because I'm on free mode at the moment. So that's that's probably that. And then let's just say, let's just say we download this because we really like it. So what I would do is then I would upload it to flow.

182

00:33:21.210 --> 00:33:25.280

PJ Accetturo: and I would click frames to video.

183

00:33:25.420 --> 00:33:27.620

PJ Accetturo: and then I would click, add here.

184

00:33:27.960 --> 00:33:31.859

PJ Accetturo: and then let me drag and drop this in one second.

185

00:33:34.450 --> 00:33:35.460

PJ Accetturo: Hang on!

186

00:33:35.910 --> 00:33:37.369

PJ Accetturo: That's not what I wanted.

187

00:33:43.180 --> 00:33:44.010

PJ Accetturo: Sure.

188

00:33:48.870 --> 00:33:53.979

Ali Qureshi: And I just say, I just love how this is what the tech has come to. Someone can just be in their home office

189

00:33:54.320 --> 00:34:00.730

Ali Qureshi: and your filming Noah's Ark or beautiful studio shoot. It's insane.

190

00:34:03.670 --> 00:34:09.249

PJ Accetturo: Wait. What's the Zoolander quote? Water is the essence of beauty and

191

00:34:09.369 --> 00:34:15.869

PJ Accetturo: crap. I'm going to butcher this beauty is the essence of water.

192

00:34:16.019 --> 00:34:21.469

PJ Accetturo: Someone tell me in the chat it's something like that.

193

00:34:21.939 --> 00:34:46.709

PJ Accetturo: She speaks clearly. So the problem is, sometimes it adds music right now, which is not what you want. She speaks clearly, articulating each word, sounding like she's in her thirties, and, you know, happy to be. I don't know speaking dialogue like the problem is, I'm trying to not get her to sing, because that's what it's currently doing. No singing.

194

00:34:46.729 --> 00:34:52.079

PJ Accetturo: no music, just dialogue performance.

195

00:34:52.080 --> 00:34:55.890

Ali Qureshi: So right now in vo, it automatically goes for the direction of singing.

196

00:34:56.330 --> 00:35:04.359

PJ Accetturo: It. For some reason, maybe it's because it like, looks like a perfume ad. It's like, Oh, yeah, yeah, this needs to be like a music video, so.

197

00:35:04.360 --> 00:35:06.680

Ali Qureshi: The variables, and you just say, don't do this.

198

00:35:06.880 --> 00:35:27.889

PJ Accetturo: Yeah, yeah, exactly. No subtitles, no singing. All the you know, all the things you don't want. It's pretty good at that, so that'll take. I don't know maybe 2 min or so, but that that's honestly like 95% of the way there. The other thing that we can do is, let's just say we want one consistent character talking. So what we did here is we'll go frames to video again, and we'll choose this guy.

199

00:35:28.160 --> 00:35:33.209

PJ Accetturo: So this, what I did here is I really liked his reaction here.

200

00:35:34.190 --> 00:35:44.599

PJ Accetturo: So I paused it. Here I clicked full screen, and then I took a screenshot, and then from that screenshot, you know, I uploaded it here, and then I think my prompt here was.

201

00:35:46.200 --> 00:36:07.010

PJ Accetturo: yeah. The man speaks, saying, my blue chews are gone,

one of the animals must have gotten into them. The man has a pleasant voice in his forties, friendly sounding, and a little bashful, no subtitles, and then it's on frames to video vo, 3 fast mode. And then I hit go. And so now we're going to get. I don't know if this audio will come through. My blue chews are gone.

202

00:36:07.860 --> 00:36:10.080

Ali Qureshi: One of the animals must have gotten them.

203

00:36:10.130 --> 00:36:31.830

PJ Accetturo: So now we've got a consistent character. Where, from a raw, prompt like this, we generated his face initially and then. Now we're able to kind of cut back to him to do the same thing, and we can do the same thing for her like we need an initial generation of her. But then I can screenshot that and have all her cutaway reactions be the same. Does that make sense.

204

00:36:32.000 --> 00:36:46.989

Ali Qureshi: Yeah, will it have to be zoomed in, or can you put them in a slightly different scenario, or a different angle, or punch out in the frame, because obviously with the screenshot you cropped in a little bit. So how do you make sure you can get more dynamic shots as well, is that possible? Or are there some limitations there.

205

00:36:46.990 --> 00:36:54.060

PJ Accetturo: Yeah, what I would. What I would probably do is we might go back to flux edit here.

206

00:36:54.240 --> 00:36:57.319

PJ Accetturo: Me see out to you. Oh, start over.

207

00:36:57.480 --> 00:37:14.010

Ali Qureshi: And on that note, Peter. Sorry to interrupt you. We're getting so many questions. I want to make sure we spend enough time on it, I think at the 45 min, Mark, we'll go to Q. And A. If that works for you, or unless you feel like you might need more time, let us know, but I'm sure you've got some other things you want to show as well.

208

00:37:14.240 --> 00:37:21.603

PJ Accetturo: Yeah, yeah, that's that's fine. Okay, so let's go and alternate angle.

209

00:37:23.530 --> 00:37:27.209

PJ Accetturo: I don't know. You know a wide shot of him.

210

00:37:28.540 --> 00:37:30.050

Ali Qureshi: In an article.

211

00:37:30.050 --> 00:37:38.510

Ali Qureshi: The fans in the Chat, and the the quote is, moisture is the essence of wetness, and wetness is the essence of beauty. Thank you. To all the Zoolander fans.

212

00:37:38.510 --> 00:37:47.039

PJ Accetturo: It's so great an arc, you know, in like really what we should be doing here. And I can do it is basically

213

00:37:49.600 --> 00:37:55.119

PJ Accetturo: you know I don't know. May. Maybe this will work, and we can also do this in runway references.

214

00:37:55.720 --> 00:37:56.589

PJ Accetturo: I don't know.

215

00:37:57.040 --> 00:38:10.252

PJ Accetturo: We'll try that. We'll try a wide shot. And then we'll try like, actually just copying and pasting this. This prompt in in that runway references is even a little easier than this, where you basically can upload a character. And then you

216

00:38:10.760 --> 00:38:29.760

PJ Accetturo: you just prompted. So you know, we can kind of see it here. This is actually not because I didn't. I didn't really include any details of the subject. But you can kind of see now, like it's it's actually the same face, right? And you can kind of just say, like, move the camera around. Do this, you can, and then you can just add details on. Sorry. Let me go and do not disturb

217

00:38:32.590 --> 00:38:46.449

PJ Accetturo: You can add more details on this just by copying and pasting in like so we actually just copied and pasted the prompt right here from this scene right here, and so that hopefully should get us

218

00:38:46.450 --> 00:39:08.769

PJ Accetturo: closer to what we're doing. I love when it like hallucinates, and it has, like the man sitting with himself. You know there's there's there's more work here. What I would probably do is I would take this in a runway as well, and they have like a references thing. But at the end of the day you kind of see, there's

like a hack like we're basically, I think you should try and generate all the stuff with within.

219

00:39:08.770 --> 00:39:31.450

PJ Accetturo: What's it called within Google flow, to begin with, and just get your prompts very similar, like, you're almost keeping the same prompt for this, like the 2 shot of Noah and his wife. So have that copy and paste that into here, and then, when you're going for the close up. Just ask like, keep everything the same. Just say close up.

220

00:39:31.450 --> 00:39:48.530

PJ Accetturo: and only focus on husband. Keep same description. You know what I mean like, then you'll have like kind of essentially the same scene for this, and then and then the other thing is, if you want him to have different takes, too, I heard, like a really good tip is

221

00:39:48.830 --> 00:39:54.650

PJ Accetturo: you can go. Let's just see, is it? Scene Builder?

222

00:39:56.260 --> 00:40:08.180

PJ Accetturo: You can go into what's called scene builder, and then you just extend the scene. And so you're extending his like dialogue line. But let's go back real quick to this one. Water is the essence of beauty

223

00:40:08.950 --> 00:40:12.299

PJ Accetturo: and beauty is the essence of water.

224

00:40:13.260 --> 00:40:15.309

PJ Accetturo: Pretty good, right? No singing

225

00:40:16.050 --> 00:40:34.029

PJ Accetturo: pretty good product integration. And then what we'll do is we'll hit upscaled like upscaled, is how you can, you know, make the clips even higher, because these are all default. 720 p. And then we can go from there into 1,080 p. And then there's another platform called Topaz Astra.

226

00:40:34.240 --> 00:40:47.170

PJ Accetturo: which is absolutely like like amazing upscaling quality like this. This is something you'll have to see. So on, yeah, that was the original. And then you can see

227

00:40:47.280 --> 00:41:00.122

PJ Accetturo: it just gets back a ton of details. So between those 2 things. You really can get some high quality generations. And then this will just give you a notification when it's done.

228

00:41:00.500 --> 00:41:04.719

Ali Qureshi: Do you upscale on the final video, or do you upscale clip by clip.

229

00:41:05.790 --> 00:41:13.599

PJ Accetturo: I just do the final video. Yeah, it's a lot easier. So we'll have our full edit like like this.

230

00:41:13.720 --> 00:41:21.355

PJ Accetturo: And then we'll just run this video through. And like, it's we just use the 1080 p, so it's not. It's not technically upscaling in the sense that it's

231

00:41:21.680 --> 00:41:46.460

PJ Accetturo: It's going from 1,080 p. To 4 K I actually think, just go 1,080 p. To 1,080 p. Or 720 P. To 720. P. Yep, so, so, yeah, I mean, I'm sorry. This isn't like the most perfect demonstration of I have everything super dialed in like part of this is, I'm constrained by the fact that this new tool just dropped yesterday, where you can have face consistency for the 1st time. And so. But I think you guys get the drift that, like

232

00:41:46.770 --> 00:42:11.439

PJ Accetturo: the tools, are pretty easy. You can take screenshots of characters. You can repose them a little bit, either in A, you can just have your wide shot, say, like, do a close up or B, you can take them in either flux context and kind of get close ups this way with the same character, or take them into runway references. And that's also really similar. The good news is like, if you just

233

00:42:11.440 --> 00:42:29.170

PJ Accetturo: Youtube, like, you know, character consistency, you know, like, there's a hundred tutorials on a lot of this stuff. But I'm trying to give you guys more of like a high level breakdown, because, you know, our time's a little short, and there's a hundred like technical guides. But like what I'd really want to focus, too, is like.

234

00:42:29.210 --> 00:42:48.690

PJ Accetturo: you know. Okay, let's figure out like, why are these things going viral? And how do you hook them? And like, How do you use this for, like engaging the other thing we could kind of talk a

little bit about. Let me go on to the Bible influencers, one that I did. So, you guys, you guys might recognize kind of some of this clip. You know, I had one's good fam.

235

00:42:48.710 --> 00:43:11.110

PJ Accetturo: your boy David, here, about to eat this little stone at Goliath and see what happens. So he says, What's good, fam? David here want to eat the stone at Goliath and see what happens so like this is also just that same kind of prompt like, here's like cinematic selfie style, video shots showing a teenage. Middle Eastern shepherd boy with curly brown hair. So we're describing him here. He wears simple linen garbage. Blah! Blah!

236

00:43:11.110 --> 00:43:25.720

PJ Accetturo: He whispers. What's good, fam your boy David, here about to eat the stone at Goliath, see what happens. And then it's got like time of day and stuff. And then I just run a bunch of different variations, as you see here, you know, Goliath's like doing random stuff, so I'll just kind of keep re-rolling.

237

00:43:25.720 --> 00:43:36.140

PJ Accetturo: And then, you know, I just go shot by shot like you saw with that other shot list is, you know, I'm just kind of shot. One shot, 2 shot, 3 based on it. We got no, and the arc here

238

00:43:36.280 --> 00:43:37.899

PJ Accetturo: horse tack is attached.

239

00:43:38.290 --> 00:43:45.449

PJ Accetturo: So this is how you do that more viral style. Video, do you? Do you have any questions at this point of the process?

240

00:43:45.450 --> 00:44:03.090

Ali Qureshi: There is actually a question around voice that someone is asking. So Kanika is asking over here. So I'm going to put this up on screen. What are the most effective techniques for generating accurate lip sync dialogue. So how do you consistently also get the right voice across different clips.

241

00:44:03.680 --> 00:44:14.709

PJ Accetturo: Yeah. Consistency of voice is that's that's that's what's kind of being solved. So let's so first, st if we're just generating one shots like this guy in the tomb?

242

00:44:15.440 --> 00:44:17.780

PJ Accetturo: No wi-fi, no snacks.

243

00:44:18.210 --> 00:44:22.300

PJ Accetturo: Just kind of waiting for God to respond me, can you guys hear that dialogue at all?

244

00:44:22.700 --> 00:44:23.500

Ali Qureshi: Yes.

245

00:44:23.500 --> 00:44:28.409

PJ Accetturo: Okay, cool. Yeah. I mean, like, like the 1st generations are, gonna be great.

246

00:44:28.550 --> 00:44:29.839

PJ Accetturo: Day 2 in the tomb.

247

00:44:30.630 --> 00:44:44.329

PJ Accetturo: No wi-fi like it sounds realistic. So the problem, though, is like, if we want to reference this character again, how do we get the consistent voice? So one of the techniques that we can do is if we go back to

248

00:44:44.510 --> 00:44:52.049

PJ Accetturo: this man, there's there's you can. You can, basically. This is where it is. It's add to scene.

249

00:44:52.240 --> 00:44:59.690

PJ Accetturo: so we can add the scene, and then we have, like him saying this line of dialogue, my blue chews are gone.

250

00:45:00.610 --> 00:45:02.510

PJ Accetturo: One of the animals must have gotten them.

251

00:45:02.900 --> 00:45:10.650

PJ Accetturo: So then we can do add. And I think we do extend and then it's basically like

252

00:45:10.830 --> 00:45:14.970

PJ Accetturo: we extend it to say, he says, you know.

253

00:45:16.480 --> 00:45:19.449

PJ Accetturo: my like, I think we should 254

00:45:19.610 --> 00:45:44.029

PJ Accetturo: go ask the lion who has the blue shoes and like that, and then and then just reprompt the the you know man in his thirties, with a warm, soft, spoken voice, pleasant. So you're basically you have to be super specific with your adjectives for the voices, and just constantly like, have a very detailed description of not just what they look like, but like

255

00:45:44.030 --> 00:46:00.750

PJ Accetturo: what they sound like. And so that's what you're you're putting in here, and you're kind of just keep extending the scene to where he keeps saying the next thing and the next thing, and this should keep some continuity on the voice. The other angle you could go is you could actually just you lip sync.

256

00:46:00.900 --> 00:46:04.660

PJ Accetturo: So I'll I'll say, hmm!

257

00:46:05.600 --> 00:46:09.300

PJ Accetturo: I'll play this, and I'll say my blue chews are gone.

258

00:46:09.760 --> 00:46:31.150

PJ Accetturo: One of the animals must have taken in, and then I'll bring that into 11 Labs voice changer, and then I'll just change my voice to like some good neutral sounding AI voice. And then I'm always. I'm always lip syncing it, and then I'm always voice changing it to that same consistent voice whenever this character comes on screen. Does that make sense.

259

00:46:31.150 --> 00:46:43.499

Ali Qureshi: Yeah, absolutely. Thank you. There's another question. I see you have this in your workflow. What do you do with the unwanted gibberish subtitles? Is that just a prompt saying, Don't put subtitles on the video. What do you do? There.

260

00:46:43.500 --> 00:46:58.969

PJ Accetturo: Yeah, yeah, you can. At the end of all your prompts you can say no subtitles, no dialogue or no text. However, Google just announced that, like they should have patched like 80% of it. So it should be way better as of today than it was 2 days ago.

261

00:46:59.710 --> 00:47:23.249

Ali Qureshi: Fantastic, fantastic. Let's see a couple of other questions over here as well. I think one of them is around product placement more specifically around. What about the sizing? So how do you get the sizing to be more accurate to a product like we saw with the perfume that was a little bit larger. So is that an iterative

process of just rinse? Repeat, try again, give it different descriptions. How do you go about trying to nail the accuracy of the product.

262

00:47:24.000 --> 00:47:28.059

PJ Accetturo: You said I'm sorry. The product. What was the 1st part you said.

263

00:47:28.060 --> 00:47:31.409

Ali Qureshi: The the sizing to get the size of the product right? So like.

264

00:47:31.410 --> 00:47:32.610

PJ Accetturo: Oh, yeah.

265

00:47:32.610 --> 00:47:33.390

Ali Qureshi: Sleeping.

266

00:47:33.550 --> 00:47:34.800

PJ Accetturo: Yeah, yeah, exactly. The.

267

00:47:34.800 --> 00:47:36.269

Ali Qureshi: Consistent in size.

268

00:47:36.560 --> 00:47:46.739

PJ Accetturo: Yeah, the perfume bottle was super huge. Yeah, I would just say, like, you're just constantly regenerating like products.

Perfection is not quite something that's like

269

00:47:46.890 --> 00:48:03.900

PJ Accetturo: I'm an expert in at the moment. There's a lot of Youtube tutorials on this. And there's a lot of solutions. I usually just kind of keep rerunning the product over and over. Let's just drag and drop in another product here.

270

00:48:06.790 --> 00:48:19.410

Ali Qureshi: I've seen the same on mid journey and on Chat Gpt, so it's sometimes the iterative process and other times it's changing the concept to focus less on the product and more on its benefits, and and the end result.

271

00:48:19.410 --> 00:48:46.979

PJ Accetturo: Yeah. The the you know, you can kind of say, like a woman holds perfume bottle. It's in the palm of her hand. Small, you

know, like, you just kind of like iterate on that. Yeah. And again, like, this is something that like they're releasing weekly to make these things better runway references and midjourney omni reference are also 2 other programs. You guys should check out Aha.

272

00:48:47.260 --> 00:48:48.840

Ali Qureshi: Oh, there we go!

273

00:48:48.840 --> 00:48:49.760

PJ Accetturo: Much better.

274

00:48:50.180 --> 00:49:07.700

PJ Accetturo: Yeah, and that that is, that is pretty close. Also, you can upscale by using topaz. They have topaz gigapixel, where, if for some reason this is not. I don't know why these again, I think it's because I'm on the free mode. What we would do is we would take

275

00:49:08.284 --> 00:49:31.300

PJ Accetturo: this into topaz, and then we're able to like, you know, upscale on this. They have like a cloud upscaler. So there's there's a lot of ways to kind of make these these look more more premium. But yeah, we're kind of we're getting there like you. You can see with some some upscaling like you guys saw on the topaz Astra here like it. It's this is all pretty workable.

276

00:49:31.300 --> 00:49:40.739

Ali Qureshi: If I if I feel too lazy, I'll just tell Chat Gpt. I'll be like, Hey, the the final generation. The bottle is too large.

Help me make a prop to make the size more accurate. Kind of what you did.

277

00:49:40.740 --> 00:49:42.180

PJ Accetturo: Yeah, that's that's exactly.

278

00:49:42.180 --> 00:49:43.520

Ali Qureshi: Hopefully. It'll bring power.

279

00:49:43.780 --> 00:49:49.450

PJ Accetturo: Yep, that's exactly it. Yeah. So so why don't we switch into the just more questions? And I'll just kind of you know.

280

00:49:49.930 --> 00:49:50.600

PJ Accetturo: I know. 281

00:49:50.600 --> 00:50:14.150

Ali Qureshi: I think there's a question around here of how do I do this without a 30 K budget. So to clarify for everyone? Your net generation is not going to cost you 30 K. That's more for Pj's agency service, where it's full end to end. They are scripting, filming, editing, and well, not filming, but generating and getting to a final deliverable Pj. When it comes to a typical ad.

282

00:50:14.380 --> 00:50:19.300

Ali Qureshi: What do you think a general raw cost is to get these clips made.

283

00:50:19.300 --> 00:50:30.439

PJ Accetturo: Yeah, I mean, like the good news is if you use it on fast mode, and it's 20 cents a clip. And let's just say you're like a little less discriminant on like perfection details in running each clip like, I don't know.

284

00:50:30.570 --> 00:50:38.419

PJ Accetturo: You're only doing like 10 times per thing. So let's do some simple math, if it's like, if there's 10 shots and it's 20 cents a shot.

285

00:50:39.280 --> 00:51:00.390

PJ Accetturo: I mean, if that's like it was at \$20 like, if you're running 10 generations per thing, even if it's \$200, and you're doing 200 shots on this or whatever. It's just not that crazy. So if you can't spend like, you know, if you can't spend 200 bucks on an ad like, don't be in advertising, it's cheap. It's really.

286

00:51:00.390 --> 00:51:02.640

Ali Qureshi: Could definitely do it in realistic budgets of some.

287

00:51:02.640 --> 00:51:03.050

PJ Accetturo: Yeah, yeah.

288

00:51:03.050 --> 00:51:04.109

Ali Qureshi: \$1,000.

289

00:51:04.110 --> 00:51:04.780

PJ Accetturo: That totally.

290

00:51:04.780 --> 00:51:10.169

Ali Qureshi: Udc. Ad. And working with the Creator is anywhere from 100 to \$500. You can do this as well.

291

00:51:10.170 --> 00:51:11.739

PJ Accetturo: That's right, absolutely.

292

00:51:11.740 --> 00:51:19.245

Ali Qureshi: Amazing. Amazing. This is. This is so cool. This is the kind of session I enjoy. So this is awesome.

293

00:51:20.490 --> 00:51:39.050

Ali Qureshi: what do you train chat, gpt on in terms of documentation to have it know how to properly create these prompts. So you obviously just said, Hey, I'm making it for? Vo. 3. Are you feeding it? Documentation and other information? Or are you just saying, Hey, it's for vo 3, and chat gpt is then doing the bulk of the work. What's that process like.

294

00:51:39.210 --> 00:51:40.730

PJ Accetturo: Yeah, yeah, so it's

295

00:51:42.060 --> 00:52:05.159

PJ Accetturo: So I said, like, okay, you know, basically again, it's like, I give it a concept which I've written with no chatgpt, or I can tell chat. Gbt like, Hey, I want 10 concepts for this brand. Here's the creative brief, or here's the transcription from my sales call, you know, like that's that's pretty good. And then it's like, sure, you know, here's a bunch of concepts so like that. That's 1 chatgpt conversation that just gets you to hear like the nugget of the idea.

296

00:52:05.160 --> 00:52:13.290

PJ Accetturo: And then it's like, Okay, expand this nugget of idea into a full script. And so it gets to here. And then I said great, and turn it into a shot list, and then it takes it into the shot list

297

00:52:13.290 --> 00:52:17.540

PJ Accetturo: and it goes it, you know, into 10 different shots. And then it's like, Okay, fantastic.

298

00:52:17.540 --> 00:52:44.040

PJ Accetturo: Now, here's here's what the question you're asking. Now let's convert them into. Vo 3 prompts one at a time. Use this as the prompt structure for each shot in the shot list. That's it.

Chatgpt doesn't actually have to know the perfect vo. 3. Prompt structure, because this prompt is just what it's going to restructure every shot as. And even though the example that I'm

giving it is this is actually the Noaa close up like this is like, I think, this 2 shot of them.

299

00:52:44.280 --> 00:52:52.099

PJ Accetturo: It it knew to upload like it knew it could change it to this like darkened storm.

300

00:52:52.100 --> 00:52:56.560

Ali Qureshi: He understands the template, and, like what it, what elements need to be replaced in the process.

301

00:52:56.560 --> 00:53:18.789

PJ Accetturo: Yeah, like, I could even say, you know, using that prompt structure, give me a vo, 3. Prompt for an alien piloting a jet with a beer in his hand. And you know, I don't know like in it. Yeah. And then it's gonna say, sure.

302

00:53:21.360 --> 00:53:36.100

PJ Accetturo: boom! It actually remembers that I actually prompted this for Kelshi. So whenever I talk to chat, gpt, and and in here it's actually referencing some some previous ones. So I might, if it's like

303

00:53:36.100 --> 00:53:52.420

PJ Accetturo: Oh, I don't like that, and I want you to prompt it on the other prompt. I would just say No. Actually, you know, I want it closer to this, this other prompt style, because I have 2 that I kind of vacillate between, and I'll share both prompt styles with you guys, and then it's also something that I share in my newsletter.

304

00:53:53.190 --> 00:54:22.739

Ali Qureshi: Love it. Yeah, a lot of these resources are going to be shared, and Sarah will be putting them on the slack channel for everyone to reference, too. This is a good question. Have you seen any brand backlash by using AI? I think this comes back to making it obvious and playing into the fact. It's AI and making it so bizarre. But yeah, how do you find that balance? Because I think within the creative communities, by using AI! There can be a bit of hate of like, Hey, this should be done by real people. So where is the balance there? And how do you navigate that.

305

00:54:23.440 --> 00:54:33.030

PJ Accetturo: Yeah, yeah, I mean, that's that's why we kind of lean into these like ridiculous over the top and mostly comedic centric ads. That's it just feels like

306

00:54:33.430 --> 00:54:50.849

PJ Accetturo: like at the end of the day. If people are watching ads, they want a super bowl commercial in that they want 80% of a joke. And then they want 20% of like something, something that ties it to the brand. So if that's kind of what we're delivering from the start. Where, hey? This is like comedy for 1st

307

00:54:51.040 --> 00:55:18.419

PJ Accetturo: silly over the top epic entertaining, then like, I feel like people aren't going to be as like hoodwinked at the end when they realize, oh, maybe this is AI. They're like that was kind of like, if you remember the old spice commercials which we all do but like like. Would you have been mad if those were all AI. No, you would have been like this. This is really this is like one of the best ads I've ever seen, and it's silly. So I kind of feel like you actually have to lean into the over the top aspect. And it's also what's going really viral now. So it's kind of a win win.

308

00:55:18.720 --> 00:55:22.700

Ali Qureshi: Yeah, I'm seeing it all over my tiktok right now, with like different scenarios in there.

309

00:55:23.220 --> 00:55:26.535

Ali Qureshi: very over the top. So so that's it.

310

00:55:27.390 --> 00:55:30.699

Ali Qureshi: guys, I'm seeing so many questions still. Pj, how how are you on time?

311

00:55:31.634 --> 00:55:34.379

PJ Accetturo: Yeah, I've got like, maybe another 5, 10 min.

312

00:55:34.380 --> 00:55:49.860

Ali Qureshi: All right cool. We'll do a couple more questions, and then we'll also leave links to Pj, so how you could reach him on the likes of Twitter. But this has been awesome dude. Thank you so much. All right, let's go for a couple of the questions as well. I've seen a couple of the questions less about

313

00:55:50.220 --> 00:56:01.610

Ali Qureshi: building the ads, but more around the creative workflow like, are you relying more on the human element of coming up with these ideas? Or are you utilizing the Llms for idea, generation as well.

314

00:56:02.339 --> 00:56:27.600

PJ Accetturo: It's it's like me and my writers are always like co-pilots with AI. We never are like, Okay, give me 10 jokes. And then we just like verbatim, do those those jokes? It's much, I think, like, it's like, Okay, I want, like a funny Bible influencer thing like, what are funny things that Jesus can say on the cross, which is, I think, one of the greatest opening shots that I've ever done and like it got, like.

315

00:56:27.600 --> 00:56:40.620

PJ Accetturo: you know, all my Tiktok videos are like a thousand views, 1,000 views. And this one was like 5.6 million like 1st Day. It was insane because the hook was great. It's Jesus on the cross, and his line is like God about to br.

316

00:56:40.620 --> 00:56:56.700

PJ Accetturo: It was a chat Gpt line, but it was like one of like a thousand that I was like. Nope next next next. So you kind of have to like Riff on like you give Chatgpt a context in which to pitch you jokes, and then it pitches you like. Okay.

317

00:56:56.700 --> 00:57:15.059

PJ Accetturo: what about this? What about this? What about this? So it's a very co-piloting process. You need taste, and you need to know yourself kind of what's funny. And then you Curate Chatgbt's suggestions, whether it's scenes or concepts. So I also think that like writers are relatively affordable, like, I don't know. They're between 100 150 an hour.

318

00:57:15.060 --> 00:57:20.540

PJ Accetturo: Just hire great ad writers like to work with them on the script. It's not that crazy.

319

00:57:20.540 --> 00:57:26.950

Ali Qureshi: Use the AI as a team member, not as a replacement, but to like like as a sounding board.

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00:57:27.140 --> 00:57:28.200

PJ Accetturo: Yeah, yeah, exactly.

321

00:57:28.390 --> 00:57:44.510

Ali Qureshi: Love that talk to me a little bit more about the the kind of legal side I've tried to make some generations, even with my kids. And we're like, Hey, can we make this image in a Disney style? And sometimes mid journey is just like, Nope can't do it.

322

00:57:44.770 --> 00:57:45.340

Ali Qureshi: Do you see.

323

00:57:45.340 --> 00:57:45.850

PJ Accetturo: Yeah.

324

00:57:45.850 --> 00:57:54.619

Ali Qureshi: With Vo around. Hey? Can you make this in, you know? Give it well, the question here is, give it the grit of fight, club, or give it the feel of a Quentin Tarantino film.

325

00:57:55.060 --> 00:57:55.910

PJ Accetturo: Yeah, yeah.

326

00:57:55.910 --> 00:57:57.319

Ali Qureshi: Get any issues there.

327

00:57:57.710 --> 00:58:23.459

PJ Accetturo: Yeah, you you don't. Here's what I'll say is like Google offers indemnification, which means that they will kind of like legally defend that. Their output is green chain. So you you really can't get sued for what it's outputting. If your prompts are like normal, prompt, like a prompt like Noah on the boat if I prompt, technically like Mickey Mouse, you know, stabbing, you know, Princess Elsa, or something crazy like that.

328

00:58:23.460 --> 00:58:48.430

PJ Accetturo: Then, like, yeah, you probably could get sued for that. But but technically, like, you know, all my friends are running like Harry Potter Vlogs on Tiktok right now, and Stormtrooper Vlogs, and like they're not getting Dmc. Noticed yet. Maybe they will one day. They're also not monetizing these like how they're monetizing their channels is they're like doing like selling courses on how you make this. What I would say for brands that probably can't use

329

00:58:48.430 --> 00:58:57.079

PJ Accetturo: like stormtroopers, or Harry Potter is like, just do Bigfoot just do, yeti do your own characters do your own IP try to stay away from like

330

00:58:57.250 --> 00:58:58.860

PJ Accetturo: Disney characters. You know.

331

00:58:59.080 --> 00:58:59.840

Ali Qureshi: Nice.

332

00:58:59.960 --> 00:59:29.760

Ali Qureshi: right, final question, and then I would love to get kind of more information on your newsletter as well. This is a good question. It's how do you prompt for animations? So an animation showing a mechanism of how a supplement works within the body, so I could see this as like a Vsl type of ad, where you consume something, and you see inside the body like what the effect is, are you able to make those kind of generations, or is it very much? No, it's people, and it's only like what you see of people. You can't do. The insides of their bodies or animations like that.

333

00:59:29.760 --> 00:59:56.929

PJ Accetturo: Yeah, yeah, I mean, you would. Just you just prompt in your shot list like, Hey, Chatgbt, you know. Give me a description for the cell like a red blood cell moving through your nervous system, or something like that. And like, just tell Chatgbt what you want. Give it the prompt structure, and it's gonna produce some crazy animatics. Also, if you guys wanted more like Pixar style and whatnot, you can also prompt for Chatgbt like, I don't like legally, I don't know if you're allowed to say Pixar style, you could say in this, like.

334

00:59:56.930 --> 01:00:16.380

PJ Accetturo: I don't know. You basically just say, like, in the style of like cutting edge 3D. Thing I would just put Pixar style. I don't really give a shit, but I wouldn't pick prompt a Pixar character if that makes sense like anime style studio ghibli style, you can do most of these ads on on anime style as well, and I'll take. I'll take 2 more questions.

335

01:00:16.870 --> 01:00:18.254

Ali Qureshi: Alright. Let's do it.

336

01:00:18.790 --> 01:00:24.720

Ali Qureshi: let's see, we. We've got a couple of questions around. What is your newsletter? So I'm sure we will send over information for that as well. I think.

337

01:00:24.720 --> 01:00:25.320

PJ Accetturo: Yeah, yeah.

338

01:00:25.320 --> 01:00:27.510

Ali Qureshi: For prompts and resources on there as well. Right. 339

01:00:27.830 --> 01:00:55.239

PJ Accetturo: Yeah, yeah, exactly. So let's let's touch base super quick on just kind of my socials. So if you guys just like Pj, ace. My name is like all things me. So I have. My newsletter is just Pj. Ace beehive. All of this also is on my X. If you just go here.

It's like here. X. Is a good place. My dms are open, even, you know, if I don't follow you, I'm also on Instagram.

340

01:00:55.480 --> 01:01:05.820

PJ Accetturo: So you can also just hit me up on on Instagram as well, and my newsletters there. So that's probably the best way to get a hold of me. Maybe we can do some more rapid fire. Questions be beyond that as well.

341

01:01:06.040 --> 01:01:17.260

Ali Qureshi: Yeah, absolutely. Let's see, here, I'm going through a couple of these. A lot of these are just around, hey? Can we get the prompts in the list. So I think we've got the bulk of these in there. We've done product placement.

342

01:01:17.950 --> 01:01:38.980

Ali Qureshi: We've done the bulk of these, so I think we are in a good place. What I will say is for everyone on the Thursday session. We're very much going into prompt engineering, and the kind of prompting you can do in these tools as well. So we're going to dive into a lot more of this in the next couple of days. Also. I'm just going through the list. If anyone has any other questions.

343

01:01:39.500 --> 01:01:41.080

Ali Qureshi: Now is your chance.

344

01:01:42.390 --> 01:01:46.089

Ali Qureshi: And Pj, you said you're going to be sending over some samples of the prompts or.

345

01:01:46.090 --> 01:01:51.999

PJ Accetturo: Yeah, I'll I'll I'll send you the prompts to you, and you can distribute to the group. Probably the only thing I'd ask is like.

346

01:01:52.450 --> 01:01:58.540

PJ Accetturo: Well, anything I share in the newsletter is obviously fair fair game for the Internet, just like try not to like sell.

347

01:01:58.730 --> 01:02:19.849

PJ Accetturo: I don't know. Try not to sell my prompts if that makes

sense like, you know, I'm kind of like, you know. Give back to others a little bit with this like, let's not gatekeep too much of this information. You know, this is definitely like we charge brands a lot of money from what I'm kind of sharing with you guys here. So just, you know, I don't know. Be a little respectful with like

348

01:02:19.910 --> 01:02:44.019

PJ Accetturo: not saying like, this is your things, but like the reason I share this is because I think in like 3 months, 6 months like this, stuff's all gonna be common knowledge. So I'm kind of an open kimono like rising tide floats all boats. Maybe I just say, just try and give back to others as well. With some of this knowledge like, I don't think we have to Silo in secret all this information. Everyone's gonna be able to do this pretty quickly, pretty fast.

349

01:02:44.020 --> 01:03:00.670

Ali Qureshi: Absolutely. I love it. And and like what Pj. Said as well, for everyone is it. It's not a definitive process. It's very much an iterative process where it keeps changing. We're so early on in the game over here as well. But, pj, thank you so much. You've dropped so much sauce here. This has been an amazing session.

350

01:03:01.210 --> 01:03:13.290

Ali Qureshi: So, guys, we'll send over more of Pj's info. Thank you to everyone for being such an amazing audience as well really appreciate you. I'll be doing more around mid journey, so I'm sure we'll do more. But that's it for this session. So thanks all and thanks. Pj.

351

01:03:13.290 --> 01:03:14.999

PJ Accetturo: Thank you. Guys. Take care. Talk soon.

352

01:03:15.000 --> 01:03:16.160

Ali Qureshi: Take care bye.