WEBVTT

1
00:00:07.430 --> 00:00:08.020
Alex Cooper: That's go.

2
00:00:08.020 --> 00:00:08.370
Romain Torres: Yeah.

3
00:00:22.240 --> 00:00:26.510
Alex Cooper: Alright, guys! Welcome in happy Tuesday.

4
00:00:27.670 --> 00:00:28.440
Romain Torres: Guys.

5
00:00:32.479 --> 00:00:37.807
Alex Cooper: Alright. Put where you're calling in from in the chat today, as we will wait for

6
00:00:38.510 --> 00:00:40.209
Alex Cooper: a few more people to join us.

7
00:00:40.410 --> 00:00:48.610
Alex Cooper: and then we will get started with our 1st bonus session with an expert. And we have boy, do we have an expert today.

8
00:00:50.640 --> 00:00:53.700
Romain Torres: Hey? Alex, hey? Guys.

9
00:00:53.700 --> 00:00:55.079
Alex Cooper: Hey, man! How's it going.

10
00:00:55.430 --> 00:01:08.939
Romain Torres: Going. Well, I'm super excited for this. I've been following you for a while so happy to be here today. I know you guys have been using our cats quite a lot, too. So pretty excited to get your view.

11
00:01:09.150 --> 00:01:15.580
Romain Torres: And yeah, excited to share our tips. Success stories, best practices on how to make the best video ads with AI.

12
00:01:16.280 --> 00:01:19.571

Alex Cooper: Yeah, absolutely so just quickly.

13
00:01:21.524 --> 00:01:46.149
Alex Cooper: before we go into this, you know. Remain for those of you who don't know is the founder over at Archads arch ads are the leading AI ugc platform and I say that having tried pretty much all of them over the last year and a half, and archives have always been. At the very forefront of AI ugc, not just video generation, like a lot of the generic tools out there

14
00:01:46.150 --> 00:02:09.189
Alex Cooper: there are where it's like, you know, they can produce really good hybrid stuff. But in our world of like low production, dominated video archives really have been right at the forefront. And we've certainly used archives to generate a lot of our winning ads at Ad Create. So what remains gonna come and do today is he is going to demo archives for us, for those of you

15
00:02:09.439 --> 00:02:31.400
Alex Cooper: who are users or non users you may be using it for the 1st time and show us how to make the best ads inside of archives. I'm gonna chip in with some of my tips from you know how we use archives and how we get the most out of it. But I'm gonna leave it to remain to to take it away in a moment before I do that a couple of quick, adjustable things I do want to cover with people.

16
00:02:31.810 --> 00:03:00.440
Alex Cooper: You should have all got the invite to teachable from Sarah in your email inbox, I believe yesterday, and a couple had issues with the some technical stuff on teachable yesterday that should be fixed now. All replays of every session will be going straight to teachable. I know there's a little bit of a delay with last week's 1, because we're saying teachable up. But now all replays will be inside of teachable within 24 h of the session, including the bonus session. So this one will be up tomorrow at the latest.

17
00:03:00.440 --> 00:03:03.045
Alex Cooper: If you haven't got a teachable

18
00:03:03.920 --> 00:03:28.229
Alex Cooper: invites or you can't get in. If you're having any issues contact Sarah inside of slack or email, her Sarah at adcrateco, at Sarah, at Humansquaredco. Sorry I got confused. And finally, remember, we had the prompting task from from last Thursday, who can create the best prompt. And then, when it gets $250, we have so far had 7 submissions onto the email. So if you are still working on your prompt

19
00:03:28.230 --> 00:03:44.268
Alex Cooper: try and get that in by Thursday, because we will be selecting a winner and giving out the cash prizes on Thursday's calls. $250 for the winner. I think it was 100 to second place and 25 to 3rd place so whoever can create the best prompt for writing headlines or

20
00:03:45.510 --> 00:03:49.599
Alex Cooper: or scripts for their ads and sending it to login

21
00:03:49.850 --> 00:04:06.329
Alex Cooper: humansquaredco. That's login at Humansquaredco. It's been great to see the submission so far. So let's keep them coming. That is pretty much it. Just before we hand it over to remain. Actually, you guys drop in the chat who here has used our cats?

22
00:04:06.640 --> 00:04:08.870
Alex Cooper: Excuse me, yes or no in the chat.

23
00:04:13.520 --> 00:04:41.140
Alex Cooper: Okay, we've got. We've got a nice mixture here, some, a lot of yeses. So a pro user, that's every day okay, so cool. We've got some. We've got some people who are users. We've got some some fresh eyes who have not had a chance to use archives yet, so I'm excited for for everyone here to to get a lesson from the man who is the the man behind this? So yeah, I guess I guess. Remain. I'll hand it over to you. To to show us what you guys been working on.

24
00:04:41.910 --> 00:04:46.109
Romain Torres: Awesome. Thank you so much, Alex. Super excited for this. So let me start by

25
00:04:46.200 --> 00:05:06.560
Romain Torres: sharing one example of someone who has been using AI ugc, very, very well, and that's 1 of our clients. They signed up very early in archives. So we launched archives 18 months ago now, and as a quick background before creating archives. I was developing and growing mobile apps. So we had

26
00:05:06.570 --> 00:05:17.899
Romain Torres: an app studio and we were doing a ton of Ugc. Ads. You know those usual generated content where you see someone talking to the camera. It was the main source of creatives for us, the ones that were driving the the best results.

27
00:05:18.060 --> 00:05:22.240
Romain Torres: and the app was growing super well, mainly on Tiktok ads for us.

28
00:05:22.540 --> 00:05:39.289
Romain Torres: But we saw that AI was coming, and we understood that it's going to be the new way to create ads. So we decided to sell the mobile app studio and to focus 100% on that. So as a result, we had a lot of app clients. But an archive works very well also for

29
00:05:39.630 --> 00:06:08.330
Romain Torres: Ecom for Legion, and basically any area where you will do performance marketing, and this client is a very good example. So, as you can see, they scaled the app to over a million in monthly recurring revenue. So that's like more than 12 million error 900 k. On April Ios. And the app was launched like, really, I think it was in August. So really, September 2024. So just a couple of months ago.

30
00:06:08.330 --> 00:06:11.259
Romain Torres: and they scaled it through paid ads only.

31
00:06:11.280 --> 00:06:22.560
Romain Torres: And now, if we look at their strategy. And I will share another part of my screen one second. If we look at the Facebook Ad. Library.

32
00:06:22.700 --> 00:06:33.890
Romain Torres: you will see that all the ads that they are running. And maybe 90% of the ads that they have. They have an AI Ugc actor in the video. And it was like most of in most of the cases, it was created with arch ads.

33
00:06:34.281 --> 00:06:56.200
Romain Torres: so it's a language learning app. They had a bunker video that was like really driving a ton of performance performances where they created an AI actor in archives who was talking to an AI tutor. So they were able to display very visually the way the app works by combining together archives with some video edits.

34
00:07:01.410 --> 00:07:03.650
Romain Torres: Let me just check. Do you guys have the sound? By the way.

35
00:07:04.200 --> 00:07:06.400

Alex Cooper: I don't think so.

36
00:07:07.500 --> 00:07:12.320
Romain Torres: Second, I'm gonna share again. And you should have
the sound. Yeah, I did that below audio. One second.

37
00:07:12.320 --> 00:07:13.879
Alex Cooper: As well. That would be great.

38
00:07:14.250 --> 00:07:17.309
Romain Torres: Yeah, let me full screen. Okay, let's look at it.

39
00:07:18.030 --> 00:07:29.229
Romain Torres: So this person on the at the bottom is an AI actor
created with all cards. This one they generated with different
tools. But yeah, basically, let's look at the video.

40
00:07:33.430 --> 00:07:36.099
Alex Cooper: Hmm! Still haven't got the sound.

41
00:07:39.280 --> 00:07:40.529
Romain Torres: You still don't have the sounds.

42
00:07:40.870 --> 00:07:42.330
Alex Cooper: No.

43
00:07:42.700 --> 00:07:44.540
Romain Torres: Super. Weird. Let me.

44
00:07:45.320 --> 00:07:48.290
Alex Cooper: Sarah one last time. Oh, if you share

45
00:07:48.290 --> 00:07:52.569
Alex Cooper: right hand side there's a there's an option that says,
share sound on. Just check that box.

46
00:07:52.570 --> 00:07:58.129
Romain Torres: Yeah, I did allow it, but I don't know why you don't
see it.

47
00:07:58.390 --> 00:07:59.979
Romain Torres: Let me try one last time.

48
00:08:00.760 --> 00:08:03.129
Romain Torres: Okay, do you have the sound now? Perfecto?

49
00:08:03.420 --> 00:08:04.289
Alex Cooper: Yeah, we got it.

50
00:08:04.590 --> 00:08:08.060
Romain Torres: Oh, okay, perfect. All right. Let's watch it again.

51
00:08:10.230 --> 00:08:35.489
Romain Torres: Good try, Emily. But we usually say I see what you meant. Just say tengo veintidos. No need for viejo here. Oh, got it. Tengo veintidos est toy dehum United States

52
00:08:35.590 --> 00:08:42.010
Romain Torres: haha close, we say soy de estados unidos. Okay. Soy de estados unidos muy bien.

53
00:08:42.120 --> 00:08:47.189
Romain Torres: We're going to make great progress together just like that download now and start practicing.

54
00:08:47.330 --> 00:08:48.400
Romain Torres: Let's start

55
00:08:48.520 --> 00:08:55.645
Romain Torres: alright. So if you wanted to create this ad with actual Ugc creators. It will probably take you a couple of weeks in archives. It's literally

56
00:08:56.080 --> 00:09:00.160
Romain Torres: couple of minutes to generate the video, and we will do that in a second.

57
00:09:00.500 --> 00:09:13.959
Romain Torres: and and, as you can see, they have tons and tons of ads at the moment they have 280 active ads. Almost all of them have an AI actor. So all type of videos, by the way, AI

58
00:09:14.070 --> 00:09:19.019
Romain Torres: and AI Sabarlo Mira.

59
00:09:19.210 --> 00:09:20.150
Romain Torres: So again.

60
00:09:20.150 --> 00:09:23.710
Alex Cooper: She did not know. You guys had conferences as well.
That's pretty sick.

61
00:09:23.840 --> 00:09:53.089
Romain Torres: Yeah, yeah, it's a, it's a new one. And now we can do
a little bit more creative stuff. I'm going to show you how you can
do that as well. But robots this one, the AI robot, was also
generated with archives. So really like, now, your imagination is
basically the limit. And you can do all sorts of Ugc ads. And yeah,
almost all of them are AI ugc, and if you look in total since they
started the app. Yeah, they tested like 7,000 ads. And again, you
can have a look at the library. So it's learner.

62
00:09:53.170 --> 00:10:16.180
Romain Torres: and you'll see that most of them are AI ugc, and they
are doing the same on Tiktok. And that's honestly the only strategy
that they have to grow. The app. So yeah, just wanted to show you
some cases where it actually works. And it's a good inspiration for
you guys to learn about. So they also did that this one.

63
00:10:16.460 --> 00:10:38.620
Romain Torres: And the good news is, it works within with any
language. And that's 1 of the reasons why they scaled so efficiently
also is they are basically able to take the same script, the same
concept, when it was a winner, and localize it in every language. We
see it in French here, and a ton of other different languages. So
let me go to our

64
00:10:38.620 --> 00:10:46.889
Romain Torres: and show you how the platform works. Are you guys
still in the library, or are you in the new tab right now.

65
00:10:46.890 --> 00:10:48.740
Alex Cooper: No, we can see. We can see arcades.

66
00:10:48.990 --> 00:11:01.859
Romain Torres: Perfect awesome. So yeah, for this demo, what I did
is I went to this website, idbrowser.com. It's a website that an
influencer, Greg Eisenberg, recently launched.

67
00:11:01.870 --> 00:11:23.659

Romain Torres: And I wanted to make an ad for this website, basically because I thought it was something that will speak to everyone. And I generated a couple of ads, and we are going to do it again together. So 1st step is obviously write the script. And, by the way, for this part for actually writing the script. If you want some good ideas for the hook, which, as you know.

68
00:11:23.660 --> 00:11:37.230
Romain Torres: is the 1st part of the script, and which is probably the most important one you can Google Hook generator. And you will see the here. The 3rd result is these tools that we own

69
00:11:37.300 --> 00:11:43.420
Romain Torres: and it's basically a tool to generate a hook based on your product description.

70
00:11:43.610 --> 00:11:46.138
Romain Torres: And so let's do it for

71
00:11:47.620 --> 00:11:51.680
Romain Torres: these products. Right here, the id roles or

72
00:11:52.950 --> 00:12:01.410
Romain Torres: and just write the name of the product. And basically it will. Yeah.

73
00:12:02.330 --> 00:12:13.290
Romain Torres: let me just like how baked ids database powered buy button.

74
00:12:15.100 --> 00:12:24.000
Romain Torres: And yeah. So basically generates hooks for your product description. And you will see that the hooks that it will generate are usually pretty good.

75
00:12:24.190 --> 00:12:31.439
Romain Torres: And yeah, it will give you some ideas. You can save the ones you like, delete the ones you don't like.

76
00:12:31.530 --> 00:12:54.259
Romain Torres: and let's say you like that. You don't like this one. And you, you want to generate other ones. It will basically learn from the ones you have selected here, and then you can copy, paste them and put them into a Csv. And it's a very good way to at least get the 1st id of the beginning of the script when you are facing

the blank page. So then, go back to our cards, type your script right here

77
00:12:54.290 --> 00:13:07.600
Romain Torres: and click add actors. So we have a library of over a thousand AI. Actors that you can pick from, and the good news is that you can use the filters to find the perfect actor for your needs.

78
00:13:07.820 --> 00:13:11.270
Romain Torres: and you can just go here and

79
00:13:11.320 --> 00:13:18.720
Romain Torres: just select this, the the filters that you need. I don't know. If you want an actor to be on a green screen. You can just select that if you want.

80
00:13:19.068 --> 00:13:44.210
Romain Torres: the actor to be at the gym, you will also find a ton of AI actors at the gym gaming. If you want to have, like someone in the gaming setup, really any type of Ugc creators you would want to walk with, you will find them here. If you have a pet product, for example, you can select the pet filter right here, and you will only see AI actors who are holding a pet while they speak.

81
00:13:44.480 --> 00:14:03.439
Alex Cooper: I just want to jump in here. Remain because I think this is like, this is one of the reasons that, like we use arch ads over you rolled out the prompt based AI creation, which I'm sure you'll get onto but like there's just so many different templates. And like one of the problems I found with AI Ugc is that, like

82
00:14:04.390 --> 00:14:17.010
Alex Cooper: everyone, like every single video, was the same like, you know, 10 templates sitting in the kitchen, or like sitting in the car, or like sitting on the sofa. And like, that's cool, it can work. But we can't like

83
00:14:17.010 --> 00:14:41.990
Alex Cooper: yeah. One of the things about when we get creative. To shoot like manually is like being able to visually telegraph to our audience. So, for example, if you go on the gaming one like that is the template that we used, or that is the section that we use for a tech audience and like before the AI creators even open their mouth like we've already signaled to the people that we're trying to get to like. This is an ad for people like you, or this is a piece of content

84
00:14:41.990 --> 00:14:57.529
Alex Cooper: for people like you, which is a pain point. I found other AI Ugc platforms so like the fact that you've got so many different templates here, and you can narrow it down to exactly what you want is like, a yeah, really big reason why I love what you guys are doing.

85
00:14:58.060 --> 00:15:13.550
Romain Torres: A 1,000%. I love this because obviously, we always talk about the hook right? And this is like the hook in terms of copywriting like the 1st sentence. But even more important than that, as you said, is the visual hook is like in the 1st 2 seconds of the Ad.

86
00:15:13.630 --> 00:15:29.650
Romain Torres: People will even like before they start making a decision to watch a videos. And we'll make a decision based on what they see. And actually, one data point that we had, for that is, we have a client who is selling a book subscription.

87
00:15:29.810 --> 00:15:40.330
Romain Torres: and they had. I don't know if we even have a feature for that. Yeah, we do. But they had this. It was yeah heather here in the bottom.

88
00:15:40.540 --> 00:15:49.669
Romain Torres: And they had made the same script, but with tens of different actors, and every single time when they selected heather

89
00:15:49.830 --> 00:15:53.020
Romain Torres: they were having better results.

90
00:15:53.210 --> 00:16:00.820
Romain Torres: And I think that's exactly why, like people in the audience who read books. They understood straight away that it was for them. So

91
00:16:00.930 --> 00:16:21.732
Romain Torres: that's also by. That's 1 of the reasons why we have so many features, but also one of the reasons we created this feature that I'm gonna show, as you said in a second, where you can prompt and say someone holding a book or someone in a gaming setup, or whatever based on what's your product? You're gonna be able to prompt the situation that the person is in. And, by the way.

92
00:16:22.360 --> 00:16:30.499
Romain Torres: we are also very open to for our pro clients. We we already have one in the chat. But one thing we often do is just like

93
00:16:31.020 --> 00:16:39.530
Romain Torres: helps. You create the best creators for your needs. Because some of our actors are based on real people. Some are based on a prompt.

94
00:16:39.560 --> 00:17:04.890
Romain Torres: My guess is like 6 months from now. It's gonna be impossible to distinguish between those 2 right now. It's already pretty hard to see the difference. For example, as you can see, they are sorted by most popular here and in our most popular actors. The 3rd one, Harlan, right here, is generated from a prompt. So if you look at the details that you will see that he's maybe a little bit less good as the other ones that are generated from real people.

95
00:17:04.890 --> 00:17:14.959
Romain Torres: But honestly, I think this difference is not gonna matter anymore. Like Danny, here is in the top. Once she is generated from a prompt as well. So yeah, I think that's.

96
00:17:14.960 --> 00:17:28.559
Alex Cooper: I actually didn't know that. So just to just to be clear here, this view of a thousand actors is actually made up of like actual people who have, like licensed themselves to be in archads and, like AI generated people, is that correct?

97
00:17:29.060 --> 00:17:37.910
Romain Torres: Exactly. Yeah. I would say, 80% are real people where we signed the deal. Obviously with them. And 20% are generated from the prompt.

98
00:17:38.165 --> 00:17:59.914
Alex Cooper: I I see one or 2 questions coming in the chat. Guys, if you do have questions would be great if you could put them in the QA. Section. If you can't see that at the bottom of your zoom screen you should be able to click more, and then QA. Otherwise it should be on the bottom tab and remain, and I will, or many remain. But I'll chip in if I can help answer any questions

99
00:18:00.520 --> 00:18:02.199
Alex Cooper: At the end of the demo.

100

00:18:03.470 --> 00:18:04.130
Romain Torres: Awesome.

101
00:18:04.721 --> 00:18:06.830
Romain Torres: Okay, so should I keep going.

102
00:18:07.560 --> 00:18:08.250
Alex Cooper: Go for it.

103
00:18:08.690 --> 00:18:20.595
Romain Torres: Perfect. So we have our script. We use the hook generator to write the script, and we can also discuss all the automation that we have created, and I'm pretty sure you will discuss that as well in the rest of the course. But

104
00:18:20.860 --> 00:18:36.570
Romain Torres: using AI to create the script is actually, to my opinion, one of the best way to really scale so creating workflows spying on competitor ads, automatically generating Ids with tools like gumloop, and all the tools that you mentioned in the course

105
00:18:36.570 --> 00:18:51.270
Romain Torres: is to me like, really the next step. Now I feel like everyone is doing AI ugc, but only like a very small percentage of people are starting to do AI automation combined with AI Ugc, and I think that's the true opportunity right now. But

106
00:18:51.590 --> 00:18:54.489
Romain Torres: Once you have your script that is ready, and you want to test it.

107
00:18:54.990 --> 00:19:01.009
Romain Torres: I would like a thousand percent. Recommend. Always train as many actors as you can on the same script.

108
00:19:01.190 --> 00:19:06.786
Romain Torres: And the reason for that is, as I told you, for the book example sometimes

109
00:19:07.330 --> 00:19:10.999
Romain Torres: just having the same script with a different actor, will like

110
00:19:11.230 --> 00:19:21.580

Romain Torres: 3 x your performances. We had a winning ad for archives, because we use archives to promote archives on Meta. We had the exact same script with 20 different actors.

111
00:19:21.680 --> 00:19:30.670
Romain Torres: 19 actors had like 0 results. And one actor like was like completely blowing up ads like super top winning ads.

112
00:19:30.942 --> 00:19:56.450
Romain Torres: so yeah, always try to select multiple actors. And that's the beauty of AI. Now, if you want to put the same script into different actors, not only will it not cost you too much, but it will also be super fast to generate. So you can just like select them all. And I've even seen a client like select literally a hundred actors for a script, and then it depends on the budget, obviously. But he told me he was able to 3 x. The performance of the script by just selecting like 100 actors

113
00:19:56.450 --> 00:20:15.269
Romain Torres: and doing the same script with different people. So obviously, you should probably not start by testing a new script with a hundred actor. But when you have some data point that one script is doing well, you should definitely test it with multiple actors. So you can preview every single actor here

114
00:20:15.270 --> 00:20:28.609
Romain Torres: and look and listen to the way they sound. And when you have selected the ones you like. You can click add actors. Then, step 2. You can go into the audio settings to adjust the voice

115
00:20:28.610 --> 00:20:48.989
Romain Torres: so you can change the speed and those parameters. I won't go into the details here. You can find the details of each parameters here. You can also change the voice. So by default. The model was trained on the actual actors. Voice for for the real actors. Obviously they send us a video of themselves, and we use the audio video to train a clone of their voice.

116
00:20:49.551 --> 00:21:18.439
Romain Torres: So I would recommend keeping the default voice for English. But if you are doing a different language. Let's say you are doing French, and you want specifically to have. I don't know the Belgian accent or the standard French accent. You will see a ton of different voices with the French accent. So if you have a script in French or a script in English, and you want the French accent. You can do that, and it works with every single languages. You can just use that to adjust the accent of the person

117
00:21:19.210 --> 00:21:30.300
Romain Torres: when you're happy with the way it sounds, you can preview here and click, play preview the audio. Make sure you like the speed, the tonality. How do you get your 1st startup idea to blow up.

118
00:21:30.420 --> 00:21:37.940
Romain Torres: Go to this website, ideabrowser.com, then click idea, database and click on the ideas that look interesting.

119
00:21:38.790 --> 00:21:49.720
Romain Torres: And yeah, change the punctuation. It has a ton of impact. We are. Gonna release a new model soon. It's not live yet where you are even going to be able to directly prompt in the script

120
00:21:49.820 --> 00:21:54.240
Romain Torres: the emotions you want, so she say, like enthusiastically.

121
00:21:54.280 --> 00:22:06.299
Romain Torres: something like that. And this part of the script will be more enthusiastic. And then a different emotion. So you are going to be able basically to prompt the model right inside the script

122
00:22:06.320 --> 00:22:34.009
Romain Torres: to make the perfect intonation for you. Even the accent you will be able to control it right here. So this is coming in a couple of weeks. Definitely recommend trying that when it's live you'll know about it. If you try the tool. But right now, yeah, write your script. Play with the parameters here. Click, generate. It usually takes 2 to 3 min to generate the video. So I already generated we it with 2 actors, so I can show you. And let's look at the results.

123
00:22:34.620 --> 00:22:48.470
Romain Torres: How do you get your 1st startup idea to blow up? Go to this website, ideabrowser.com. Then click idea, database and click on the ideas that look interesting. It will save you hours of research with the action ready. Report. Try it today.

124
00:22:49.480 --> 00:22:50.300
Alex Cooper: So I mean

125
00:22:50.300 --> 00:23:12.269
Alex Cooper: my my question for you remain. How would you? How do

you run that? Would you run that as is or would you edit it to like, weave in b-roll of like the product? Or if it's an e-commerce brand or b-roll from actual creators that you've got like, or we just run it as is.

126
00:23:12.980 --> 00:23:30.929
Romain Torres: Yeah, great question. So actually, in most case, mo, most cases I do video edits. So we didn't integrate video editing yet into the product. We really focused on making the best AI actors. So step 2 will be just downloading the video and bringing that to

127
00:23:31.030 --> 00:23:59.260
Romain Torres: adobe premiere capcut. Send it to Alex. Work with Alex. They have a ton of great editors, and actually like combines that with the B rolls and with the assets that you have in the future. We are gonna automate this part as well like we are, gonna have AI understand from the script which assets we should show. If we should do a split screen, if we should remove the background and do that more and more automatically, it's not the case yet.

128
00:23:59.561 --> 00:24:02.660
Romain Torres: But in 80% of the case, you should do that.

129
00:24:03.070 --> 00:24:18.979
Romain Torres: We actually have seen some clients scale to crazy, crazy numbers with raw videos of just talking actors. Sometimes they just add captions at the bottom, but really very minor edits, and in most not most of the cases, it was for

130
00:24:19.110 --> 00:24:44.310
Romain Torres: legion industry. So if you generate leads for solar panels, if you generate leads for telecom, for entrances, you typically don't need to do too many too much editing. And really it feels like the thing that will really move the needle is, what is your script, and which is the actors that you select. And the second case is when you target older audiences. My guess is the reason for that is because

131
00:24:45.030 --> 00:25:10.889
Romain Torres: older audiences they don't like when there is too much animation and stuff happening. And also because just older audiences don't necessarily understand, it's AI, while for younger audiences, if you just like, put a raw video first, st it's gonna be too boring, and it's not gonna be moving fast enough. But also they might see that it's AI, because they might notice some small details that some people in older audiences want.

132
00:25:11.840 --> 00:25:17.140
Alex Cooper: And I would. That's that absolutely lines up with what we've seen ad create. In fact, like I'm I'm

133
00:25:17.850 --> 00:25:21.959
Alex Cooper: pretty sure that the vast majority of people in this call are

134
00:25:22.230 --> 00:25:25.449
Alex Cooper: hear from like you, either work or your own Econ brand

135
00:25:25.930 --> 00:25:35.939
Alex Cooper: and like for the clients that we do have the e-commerce brands. We almost always are weaving in like B roll that we have of the product

136
00:25:36.543 --> 00:25:55.279
Alex Cooper: B roll that we have from other creators as a role or sometimes we make the the AI creators a green screen, and then put a put some actual B roll behind it. So there's things that you can do and like we're usually not showing like an archives clip for you know, longer than save

137
00:25:55.460 --> 00:26:10.070
Alex Cooper: 5, 6 seconds, sometimes less, and then just cutting in those different things, and like you do that. And it gets to the point where, like even, I sometimes see our as I'm like, I didn't even know that was an AI generated actor when it's weird.

138
00:26:10.070 --> 00:26:10.650
Romain Torres: 100%.

139
00:26:10.650 --> 00:26:11.439
Alex Cooper: Or one of those things.

140
00:26:11.440 --> 00:26:15.890
Romain Torres: I think there is a very good example of that on the website. So for example, for this backpack.

141
00:26:15.950 --> 00:26:42.990
Romain Torres: if we look at the video. And again, let me know if you don't hear the sound. But you'll see that we very rarely see the actor. This is the smartest gym bag to ever exist the conquer backpack from King Kong. These dividers are amazing. I can customize

them to fit all my stuff perfectly. No more digging around for ages,
and it has a padded space for your laptop. Safe and snug. It has
scraps outside for heavy lifting.

142
00:26:44.920 --> 00:26:45.650
Romain Torres: Bye-bye.

143
00:26:47.270 --> 00:26:52.490
Alex Cooper: Yeah, I can also actually like, I've actually got an
example of one that we made as well once you like.

144
00:26:52.490 --> 00:26:55.709
Romain Torres: Awesome. Should I stop sharing, or do you want to
share it later.

145
00:26:55.962 --> 00:27:06.830
Alex Cooper: I can. I can pull that one up maybe this one work for
me, but I can try, because I see Susanna asked. Like to see some
more examples of B-roll plus archives actors. This is one that
actually works

146
00:27:06.950 --> 00:27:09.821
Alex Cooper: pretty well. Now, again, this is for a

147
00:27:11.020 --> 00:27:21.830
Alex Cooper: an app. But, like most of our most of the things that
we do on our cats are for DC brands, because that's just the nature
of, like the clients we work with. But this is a ad that we did that
did very well.

148
00:27:24.420 --> 00:27:25.340
Alex Cooper: Can you see.

149
00:27:26.020 --> 00:27:26.365
Romain Torres: Yep.

150
00:27:26.880 --> 00:27:32.729
Alex Cooper: Yeah, how I use AI as a faceless Youtube creator to
grow my channel. I found

151
00:27:33.330 --> 00:27:35.679
Alex Cooper: sorry oops, Oopsie. I'll say again.

152

00:27:35.680 --> 00:27:59.989
Romain Torres: How I use AI as a faceless Youtube creator to grow my channel. I found this tool called Invideo, and it's mind blowing. I just enter any topic, and the AI gets to work. It'll generate a script, create all of the scenes, adds a voiceover, and I can make tweaks on the video. However, I see fit. It's literally that easy plus invideo pops up subtitles automatically. If I need tweaks or a different style, I drop in a prompt, and I'm done. It also saves me a ton of time. What used to take days in editing

153
00:27:59.990 --> 00:28:15.260
Romain Torres: now takes minutes. The quality's through the roof. It's like having an in-house pro video editor, the effects, the cuts, the voiceovers. It's amazing. I'm telling you this is a gold mine. I'm now producing. Triple the content with a fraction of the effort. Check this out at Invideoio.

154
00:28:15.570 --> 00:28:16.420
Romain Torres: Yes.

155
00:28:19.710 --> 00:28:39.979
Alex Cooper: So when I 1st saw that like, I actually didn't know that was that was done with archives and like if we as marketers don't know. Then, like you can bet someone who's scrolling the feed at 100 miles an hour won't be able to to pick that up. So, you know. Does it take more time to do that? Yes, absolutely. But like those ones, tend to be a lot

156
00:28:40.020 --> 00:29:03.280
Alex Cooper: less distinguishable than if you just ran the asset raw, and I'm sure you guys will get to a point where you know it will be completely indistinguishable, and you will be able to run more of them raw, but for now that's that's at least how we've had. I don't. That's pretty much how we've had all of our winners from archives. I can't think of one off my head that we've done. That's been just a raw, like raw video plus caption. So with our archives ads, we're always putting

157
00:29:03.280 --> 00:29:13.149
Alex Cooper: B-roll of like the product or of real creators being interlaced in 3 or 4 seconds at a time of AI creators. And create these like mashup type ads.

158
00:29:14.200 --> 00:29:24.782
Romain Torres: Yeah 100%. If in the audience. There is some people like in like supplements, we have seen some examples in supplements where?

159
00:29:25.440 --> 00:29:48.590
Romain Torres: where? There was not too much editing, you know, with longer Dsl style edits targeting again, older audiences. But yeah, again, as you said, in most cases you want to do some cool edits, and that's definitely a skill you want to master. Like copywriting is obviously the most important one. And then selecting the right actors and finally doing a good edit, will make a ton of

160
00:29:48.810 --> 00:30:06.800
Romain Torres: impact. And again, AI is, gonna get there and soon you'll be able to drop all of your assets, select an actor and combine everything together. But it's not the case yet. So yeah, moving on another way, you can. And actually, I really love this feature. I don't know, Alex, if you use it a lot. But instead of doing text to speech.

161
00:30:06.800 --> 00:30:09.009
Alex Cooper: All the time. I use this all the time.

162
00:30:09.190 --> 00:30:30.269
Romain Torres: Amazing. Yeah, this one is is kind of crazy. So you can record your own voice or upload an existing audio. And this is super useful, because then the air will speak with their voice. It's not gonna be your voice. Gonna be the voice director. So you, Alex. Will be talking in the microphone and select a female actor, and it's gonna be their voice.

163
00:30:30.460 --> 00:30:37.889
Romain Torres: But they will speak in the same way as you speak with your tonality, with your energy, with your inflections.

164
00:30:38.060 --> 00:30:42.420
Romain Torres: and that's super super useful for using your own voice, or

165
00:30:42.610 --> 00:30:51.760
Romain Torres: just taking an existing ad winning ad that you had even a competitor ads with a segment where they don't mention the name of the brand and upload it here.

166
00:30:51.990 --> 00:31:00.110
Romain Torres: and the AI actor will then speak exactly the same way as the audio that you upload here. And I think it makes a ton of impact on the potential of the ads.

167

00:31:00.568 --> 00:31:11.380
Romain Torres: So yeah, definitely recommend trying speech to speech instead of text to speech in a lot of cases. And by the way, Alex feel free to to stop me if you want to to say.

168
00:31:11.380 --> 00:31:24.429
Alex Cooper: No, you got it, but I I will co-sign speech to speech a lot like I prefer that, for when I'm generating ads inside of arch ads, because it just said like, it just makes it feel that bit much like a bit more real

169
00:31:24.720 --> 00:31:46.006
Alex Cooper: cause like, especially if you like, or whoever's recording the voice over like actually likes the product or at least is convinced enough to sound like they do like you will use the tones and inflections that reflect that and that sometimes it's difficult for AI to understand where to emphasize or where to put the priority on. So

170
00:31:46.480 --> 00:31:49.189
Alex Cooper: yeah, I we use speech speech at all.

171
00:31:49.680 --> 00:31:50.890
Romain Torres: Cool. No bits.

172
00:31:51.130 --> 00:31:53.160
Romain Torres: Another way you can use oncads

173
00:31:53.270 --> 00:32:04.919
Romain Torres: is with gestures. So, as you say, Alex, in the video, you don't want to be the AI actual talking all the time and just be someone talking. You also might want to. I don't know. Maybe this person right here

174
00:32:05.240 --> 00:32:16.340
Romain Torres: at some point in the video. You want them to be typing on the computer instead of talking. And there is a voice over even. It can be a voice of them, a voice of someone else talking on top of that.

175
00:32:16.620 --> 00:32:23.849
Romain Torres: And you can do that with gestures. So you can type something like typing on the computer, or something like smiling

176
00:32:23.980 --> 00:32:31.590

Romain Torres: and celebrating with the hands, and then select an
actor and just

177
00:32:32.041 --> 00:32:52.520
Romain Torres: generate the video, you can do any sort of prompt
like, really. You can like, have them stand up, move like, really,
any gestures, it's gonna be short videos like 5 second videos. But
it's like, also something you can do to make the video much more
dynamic. So for this one I did, smiling and celebrating with the
hands. And here you go.

178
00:32:54.800 --> 00:33:06.199
Romain Torres: So yeah, this is very good for combining videos
together with talking avatars, or even sometimes just the gestures,
maybe a little caption, a music.

179
00:33:06.310 --> 00:33:15.415
Romain Torres: and you can do great videos this way, like someone
dancing, someone celebrating. And the text says, when I received my
new X and

180
00:33:16.270 --> 00:33:23.190
Romain Torres: it can be a winning ad sometimes. Yeah, I'm pretty
sure you you got some of these sometimes. So yeah, again, very good
way to.

181
00:33:23.190 --> 00:33:39.220
Alex Cooper: See a lot of them on on Tiktok, organic. And like we've
we've started doing a few of them. I actually was surprised to see
them start to work for E-com brands. Those like 7, 8 second videos
that are like Pov, you just discovered that you can get financing at
1.1% or whatever it is.

182
00:33:39.220 --> 00:33:40.030
Romain Torres: Yeah.

183
00:33:40.030 --> 00:33:45.510
Alex Cooper: Like those are those. I didn't think you could get to
work for non

184
00:33:45.740 --> 00:33:55.620
Alex Cooper: digital products but we've had a few examples for Ecom
brands where they worked as well, and they're so easy to make. It's
like you might as well just go and throw a few in the other account,
and see how they do.

185
00:33:56.390 --> 00:34:10.900
Romain Torres: Exactly. Yeah. Probably take like 5 min, just like some captions here, and sometimes very long captions with a lot of text. And people play it multiple times, which gives a good signal to the algorithm. Easy to do, and sometimes a quick one.

186
00:34:10.909 --> 00:34:33.322
Alex Cooper: And and, by the way, if you do do those as I'll I'll try and pull up an an example in a moment. It's all in the messaging. So like sometimes when we do those like we usually do, maybe 3 or 4 variations per like concept. But sometimes those we do. 8, 1015, 20 variations of messaging on those apps on those ads cause.

187
00:34:34.030 --> 00:34:40.010
Alex Cooper: well, cause they're so easy to make and like, it's all in the messaging for the because it's it's basically all the captions doing all the work.

188
00:34:40.830 --> 00:34:49.719
Romain Torres: Love it and tactical advice for that you can use canva bulk, generation tool to do that. They have basically an excel connected to

189
00:34:49.830 --> 00:35:05.690
Romain Torres: canva, where you can put the 20 variations of your text, and you only select the font the size of the text once, and it will automatically put the the 120 versions of the text that you put and take this generation that you make here

190
00:35:06.120 --> 00:35:10.770
Romain Torres: and make 20 versions versions of the text with its own definitely something you can try out as well.

191
00:35:10.770 --> 00:35:11.650
Alex Cooper: Try not again.

192
00:35:12.490 --> 00:35:17.958
Romain Torres: Yeah, so if you go to canva, let's let's go to my canva account. And

193
00:35:18.520 --> 00:35:26.150
Romain Torres: you click here, I don't know. It creates this. For example, I'm not sure I'm gonna be able to do it quickly enough.

194
00:35:26.830 --> 00:35:32.270
Romain Torres: But basically, you can do bulk generation in canva. Where is that

195
00:35:32.590 --> 00:35:36.570
Romain Torres: it's probably a nap on one second.

196
00:35:42.690 --> 00:35:48.479
Romain Torres: Honestly, just Google it. But if you guys in the audience Google like Canva bulk generation

197
00:35:49.130 --> 00:35:55.799
Romain Torres: you will see that you can basically connect the text to a Google sheet or an Excel sheet.

198
00:35:56.250 --> 00:36:01.110
Romain Torres: and it will like create

199
00:36:01.300 --> 00:36:05.220
Romain Torres: like 20 volume. If you in the Google sheet. If you put 20 different texts.

200
00:36:05.430 --> 00:36:18.409
Romain Torres: it will take the videos that you put here. So let's say, you upload just one video in the background. Here, you upload this video right here. And you do this text right here

201
00:36:19.120 --> 00:36:27.330
Romain Torres: and you connect it to the bulk feature. You can basically in one click. Generate this video, the same video with 20 different texts.

202
00:36:27.460 --> 00:36:30.050
Romain Torres: And it's like, super efficient.

203
00:36:30.210 --> 00:36:30.880
Alex Cooper: I know.

204
00:36:30.880 --> 00:36:35.550
Romain Torres: Yeah, yeah, that's a good one, too, to try.

205
00:36:37.290 --> 00:36:38.090

Romain Torres: Yeah.

206
00:36:38.850 --> 00:36:44.422
Romain Torres: So I don't know if Sarah is in the call. And she can like Google it on Youtube it. But

207
00:36:45.330 --> 00:36:51.470
Romain Torres: you can basically very easily generate lots of variations of the text with canva and pretty efficient.

208
00:36:54.306 --> 00:37:06.910
Romain Torres: Yeah. So last feature I wanted to show you, maybe, before showing this one. So the last one is like the funny one, and I'm pretty sure you guys plays played with it quite a lot at create. But just before showing that

209
00:37:07.040 --> 00:37:24.180
Romain Torres: I wanted to show you that you can also create your own actor. So, as we teased before. Instead of selecting an actor in the library, you can basically prompt to create an actor. And the model is very good because you can prompt actors to look. We use the same model to create like this

210
00:37:24.180 --> 00:37:40.840
Romain Torres: actors right here. So Harlan, 3rd one, Denny the 3rd one in the second row. We used the same model that you can use to create them. And we can like very quickly create one. So what what did we talk about? Maybe a teenager

211
00:37:41.450 --> 00:37:44.589
Romain Torres: in a gaming setup.

212
00:37:45.360 --> 00:37:48.160
Romain Torres: Oh, and

213
00:37:48.560 --> 00:38:11.299
Romain Torres: yeah, basically, it will take a couple of seconds, maybe 1015 seconds, to generate 3 different images that will follow the prompt that you put here. Obviously you can go much more in details with your prompt, and, by the way, another practical advice for getting good prompts is to take a winning ad from a competitor or from you

214
00:38:12.080 --> 00:38:35.899
Romain Torres: upload. Take a screenshot of that, upload that to

Chatgpt and say, Chatgpt, hey? Describe what you see and Chatgpt will give you the prompt. Basically it will, because it will give you a very accurate description of what you see in the screenshot, and then you can use that to prompt and to create your own. A actor here. So yeah, I think they look very realistic.

215
00:38:36.379 --> 00:38:43.869
Romain Torres: So yeah, if your audience is gamers, you can do that. And now the good, the good thing about that is, you can also

216
00:38:45.140 --> 00:38:51.589
Romain Torres: prompt on them to make them, if you like. This person, for example, and you want to make them in a different setup.

217
00:38:51.700 --> 00:38:59.550
Romain Torres: you can, with very good consistency, generate them in different setups. So he is. Let's say, now you are setting the the book subscription

218
00:38:59.700 --> 00:39:02.420
Romain Torres: a book. So he's holding a book.

219
00:39:02.810 --> 00:39:09.410
Romain Torres: And so now, what we did is we took this image of this team that we generated here in the gaming setup.

220
00:39:09.770 --> 00:39:20.030
Romain Torres: and we added a prompt to create him in different situations, and works very well with a ton of different use cases. It works well with

221
00:39:20.300 --> 00:39:24.960
Romain Torres: generating images of someone in different setups. So now he has a book.

222
00:39:25.400 --> 00:39:49.419
Romain Torres: and it also works if you want to have him hold a specific product. So if you only come, Brand and I know you are selling a bag, or you are selling a physical product, you can now say, generate. And I actually, I think I did one recently. Let me just find it. It's like, kind of insane. I'm gonna

223
00:39:50.710 --> 00:39:53.289
Romain Torres: Show you this in a second.

224
00:39:55.915 --> 00:40:08.330
Romain Torres: And yeah, it like it, like, it's very consistent. Basically, it will let you. I'm gonna show you in a second, but it lets you generate people holding your product in a very consistent way.

225
00:40:08.470 --> 00:40:10.250
Romain Torres: So

226
00:40:10.763 --> 00:40:29.239
Romain Torres: yeah, that's pretty impressive. You can change the color of the shirt, the hair you can even make them older. So if you don't want like them to be 14 years old. You want, like maybe an 18 years old, or even someone who looks like him, but who is 30 years old. You can just say, make him 30 years old.

227
00:40:29.860 --> 00:40:32.769
Romain Torres: and you can iterate on that as many times as you want

228
00:40:33.840 --> 00:40:45.100
Romain Torres: to generate the perfect actor. Oh, here here you go. So yeah, that's the actor I wanted to show you. So basically, I took the screenshot of this bag on the website. And this bag really looks exactly like this.

229
00:40:45.280 --> 00:40:52.920
Romain Torres: and I prompted the AI to create a female influencer in a studio setup holding this bag.

230
00:40:53.150 --> 00:40:59.970
Romain Torres: And here you go. Now you have like this, a actor who is holding the bag and who is speaking while holding it.

231
00:41:00.270 --> 00:41:14.040
Romain Torres: And then you can train an actor. You can also do more creative stuff, like podcast style. We have this brand that we are working with. It's a French telecom free. They wanted to do an a actor on the podcast but in the background we see the logo of the brand.

232
00:41:14.250 --> 00:41:26.050
Romain Torres: And it's in nail. And we just generated that way. Like really, again, you can do everything you imagine and create the perfect actors for your need here. In any kind of setup.

233
00:41:30.610 --> 00:41:31.340
Alex Cooper: Love it.

234
00:41:32.270 --> 00:41:37.380
Romain Torres: Last one, and this one is the probably the most
creative one. So for talking actors.

235
00:41:37.550 --> 00:42:04.180
Romain Torres: we have the best model on the market. And we actually
have a proprietary model. So if you want to generate a video of
someone who is talking to the camera or generate your own actor.
Archive, is the best solution. But in some cases for marketing you
will want to do more creative stuff. And for these cases I would
recommend using. Vo, 3. And this is what we use in the back end for
scenes. It's not appropriate model. It's basically vo, 3 in the
background.

236
00:42:04.340 --> 00:42:18.009
Romain Torres: And we made an integration where you can generate
videos of people talking with more complex scenes where multiple
things are happening. And I'm pretty sure you guys played with Vo 3
as well. And you can. You know that you can generate like very

237
00:42:18.150 --> 00:42:42.470
Romain Torres: like creative stuff with this new technology. So I
wanted to recreate this concept of the floor is lava. I'm pretty
sure you saw that on Tiktok, like 5, 10 years ago, where everyone
was jumping on whatever they can, because the floor was becoming
lava, and I thought, What what if, like the floor was actually
becoming lava? So I described the sense of the floor is becoming
lava, and everyone

238
00:42:43.090 --> 00:42:51.810
Romain Torres: is great. And then the script is just the form is
love. And then it generated this video right here.

239
00:42:54.860 --> 00:42:57.430
Romain Torres: Oh, the floor is lava.

240
00:43:00.150 --> 00:43:05.689
Romain Torres: And yeah, that's also something you want to try. You
can do 16 by 9, 9 by 16, one by one.

241
00:43:05.900 --> 00:43:14.350
Romain Torres: And that's also something I will probably play with

to produce more creative, unique ads.

242
00:43:17.500 --> 00:43:33.939
Alex Cooper: Love it. That's awesome. That's some things in there
that I didn't that. I didn't know about archives, so I learned some
good stuff in there as well. Remember, before we go into Q. And a
anything else that you want to showcase, or like ways that people
could use arch ads to generate more winning ads.

243
00:43:34.790 --> 00:43:38.680
Romain Torres: No, really, it's about like testing a lot of
different scripts.

244
00:43:38.860 --> 00:43:46.300
Romain Torres: Maybe one last detail it's more less exciting stuff,
but still something that makes a difference like.

245
00:43:46.460 --> 00:43:58.369
Romain Torres: organize your projects between folders right here and
my recommendation for the perfect organization here is to create
folders for each concept. So when you have an id for a concept

246
00:43:58.728 --> 00:44:27.819
Romain Torres: put everything in the same folder all the variations,
and you will have them all in the same page and generate multiple
versions of each concept. That's really the power of AI, which is
instead of like just making 1, 2, 3 videos, you can now for each Id
that you have, make a ton of them, and that's really what will make
the difference, especially if you combine this with. I'm pretty sure
what you talk about in the course, which is like AI automation. AI
script writing. And that's the best way to get like very good
results.

247
00:44:28.080 --> 00:44:44.058
Alex Cooper: Yeah, absolutely, essentially, we're gonna cover for
image gen in next Thursday session. Like, I don't understand why
people just do one image gen like prompt when they've generated the
prompt 2 or 3 more tabs and just have the same thing running
multiple times and just pick the best one

248
00:44:44.400 --> 00:44:51.330
Alex Cooper: we'll go into QA. So if people have questions, please
put them in the Q&A tab I want to co-sign. One of remains points
that he made

249
00:44:51.330 --> 00:45:16.330

Alex Cooper: a few minutes ago about. And it's actually the biggest
use case for arch ads for us. For those of you who stayed on for the
after school sport last week. You remember that we went over
iterations? Briefly, I think it was Annie's question. And like one
of my favorite iterations to make on ad is getting a different
creator to re-record the same script. Because if that ad is working
like, you know, we never know why Ad is working, but it's something
about that message, and like the way the person said

250
00:45:16.330 --> 00:45:27.906
Alex Cooper: is resonating with your audience. So just sometimes
it's just like a different Creator who's got a different tone of
voice with a different background and different lighting can

251
00:45:28.330 --> 00:45:53.129
Alex Cooper: can significantly change performance. And I can't tell
you how many times we have had the same script just reshot by
different creators that has worked and like before arch ads, we were
doing this manually, we would just ship the product out to 5 new
creators and say, Hey, here's the winning script. Go and reshoot it.
Now we've got a winning ad. We still do that, by the way, but like,
if you want to get a quick like versions inside the ad account, we
can just generate that

252
00:45:53.130 --> 00:46:16.420
Alex Cooper: select 10 different creators and arch ads, and like we
have 10 versions of our ad script that we know, that is proven to
work, which for me is like a high confidence swing to take on
archives. So that's 1 of the ways that we use it the most, and like
how quite a few of our archives winning ads have come from just
duplicating winning ads. That we've already made.

253
00:46:16.420 --> 00:46:37.119
Alex Cooper: but at a fraction of the cost that it costs to produce
so we will get into some Q. And a while we have a lot of questions
coming through 28 questions. So we do our best to get through as
many of these as we can remain. Simon asks, can you turn yourself
into an actor or avatar.

254
00:46:38.090 --> 00:46:42.490
Romain Torres: Yeah 100%. You can. Instead of prompting to generate

255
00:46:42.980 --> 00:46:53.769
Romain Torres: an a actor from a prompt. You can also use a
reference image. So as soon as you own the rights to this image. If
it's you, I assume you do. You can create your own actor from this
image.

256
00:46:55.370 --> 00:47:01.739
Alex Cooper: And if so, then, Simon, as a follow up question, I asked, like, if if Simon does do that, is that

257
00:47:02.670 --> 00:47:04.499
Alex Cooper: public for anyone who wants to use.

258
00:47:04.500 --> 00:47:08.610
Romain Torres: No, it's not. Yeah. It's like every after you create.

259
00:47:09.070 --> 00:47:11.000
Romain Torres: You are the only ones who have access to that.

260
00:47:11.130 --> 00:47:12.809
Alex Cooper: Oh, so no one else will be able to see it.

261
00:47:12.810 --> 00:47:21.119
Romain Torres: Yeah, you can also apply to become an actor if you want to be in the library. But yeah, if you want to use.

262
00:47:21.120 --> 00:47:27.839
Alex Cooper: Years to promote whatever on the Internet. People want to promote. And you have no idea it's being done. You can sign up to be an actor.

263
00:47:28.320 --> 00:47:32.890
Romain Torres: And, by the way, for real actors, we do have a strong moderation system to avoid like

264
00:47:33.210 --> 00:47:44.749
Romain Torres: making some type of content with some type of with actual real. The the level of moderation is much lower for AI fully AI generated actors. But yeah, for real people quite high.

265
00:47:45.080 --> 00:47:54.280
Alex Cooper: Yeah, that that makes sense. Is there any way is a question from Alberto? Is there any way to filter the same act with different backgrounds or context.

266
00:47:54.990 --> 00:48:01.867
Romain Torres: Yes, shall I share my screen? Super simple. But yeah, let me keep my my screen on at the same time.

267
00:48:02.340 --> 00:48:06.699
Romain Torres: to answer more dynamically, right here.

268
00:48:08.290 --> 00:48:22.370
Romain Torres: see you go add actor. So when you click on, add actor
right here, let's say you like. I don't know you like Helen. And you
want to do more video with Helen. You can just type that in the
search bar, and

269
00:48:22.720 --> 00:48:24.160
Romain Torres: you'll see only

270
00:48:24.380 --> 00:48:31.189
Romain Torres: Avatar of Helen and also save her to your favorites
if you want to reuse it in the future.

271
00:48:31.400 --> 00:48:33.100
Romain Torres: But yeah, you can.

272
00:48:34.640 --> 00:48:40.650
Alex Cooper: Fantastic. Alina asks, can you use gestures for the
dogs in actors with pets.

273
00:48:41.630 --> 00:48:47.440
Romain Torres: I haven't tried, actually. But yeah, I don't see any
reason why this would not work. Honestly.

274
00:48:48.670 --> 00:48:50.545
Alex Cooper: Okay. Well, there you go.

275
00:48:54.110 --> 00:49:03.500
Alex Cooper: perfect question from Joshua. Not sure if I missed it,
but we'll be able to eventually change the clothes that the AI is
wearing. What's your suggestion for that.

276
00:49:04.390 --> 00:49:07.059
Romain Torres: Yeah, you can. You can. Actually, you can actually do
that. So.

277
00:49:07.060 --> 00:49:07.610
Alex Cooper: We can do it now.

278

00:49:07.610 --> 00:49:14.269
Romain Torres: When you yeah, let's generate 23 years old

279
00:49:14.470 --> 00:49:20.789
Romain Torres: inference or, yeah. And while it's generating you, you can ask the next question. But you you can actually do that.

280
00:49:21.680 --> 00:49:23.586
Alex Cooper: Okay, perfect.

281
00:49:31.440 --> 00:49:34.700
Alex Cooper: let's have a look a

282
00:49:35.533 --> 00:49:42.110
Alex Cooper: are there any features where an AI actor can interact with the product? More, for example, like applying a lip gloss.

283
00:49:44.212 --> 00:49:47.567
Romain Torres: So yeah, with the gestures, you can do that.

284
00:49:48.170 --> 00:49:54.770
Romain Torres: you can do that with the gestures, but with talking actors I would probably recommend using scenes

285
00:49:55.100 --> 00:49:58.300
Romain Torres: when multiple things happen in one video.

286
00:49:59.390 --> 00:50:13.979
Romain Torres: So 2 options here, either you create a talking actor, you have them speak and do the script, and then you generate a gestures of this actor doing the the movement, and you combine them together and do it. That's 1 option, and I think it's a very good option.

287
00:50:14.300 --> 00:50:28.359
Romain Torres: but you cannot like have them speak and do the the thing at the movement at the same time, or if you want to have them speak and do the movement at the same time. Then use scenes which uses vo. 3 in the background, and that's probably the best way.

288
00:50:28.360 --> 00:50:33.220
Alex Cooper: Yeah, I I think. I think

289

00:50:34.300 --> 00:50:59.255
Alex Cooper: sorry I can't. I've crossed out the question. I can't remember who who asked it, but I think, to get it to interact with your specific products. I haven't seen a tool to be able to crack that yet, like it's just like put on generic lip gloss. I think you could do that through scenes, but like to get it to see like the exact one that you've got, and to get it like interacting with that I don't know, but remain, maybe seen something different. I don't think we're there yet. I'm sure we'll get there.

290
00:50:59.510 --> 00:51:08.509
Romain Torres: Let's try. Actually, let's try. I'm pretty sure like, do you have an idea like, let's use. I don't know. Close here, maybe. Okay, yeah.

291
00:51:08.700 --> 00:51:11.760
Romain Torres: let's try right here. So I just.

292
00:51:12.730 --> 00:51:15.470
Romain Torres: I'll take a screenshot from glue here.

293
00:51:16.050 --> 00:51:26.139
Romain Torres: And so yeah, as you can see, you can change. That was the previous question. You you can change the clothes so it's the same person. But now she's wearing a red dress.

294
00:51:26.920 --> 00:51:30.989
Romain Torres: And now let's try with

295
00:51:31.440 --> 00:51:37.560
Romain Torres: the closer one. I haven't tried this so I I don't know if it's gonna work. But

296
00:51:38.140 --> 00:51:42.830
Romain Torres: let's try an influencer applying.

297
00:51:44.580 --> 00:51:48.850
Romain Torres: I product girls here, we'll have a lips.

298
00:51:50.380 --> 00:52:12.230
Romain Torres: Maybe the reference image will be the bottleneck, like making sure that you have the right reference image will have a ton of impact, but because in this one, for example, it's like the product that with the package, and it's not actually open so I'm not sure if this will work out perfectly. But if you get the right

image, yeah, no, that's not

299
00:52:12.580 --> 00:52:26.139
Romain Torres: the right one, but the bottleneck might be having the right image, because that's what we did here, for for this one we took an existing image of a bag, and she is holding the bag, actually. And it's that's the exact bag that she's holding

300
00:52:26.564 --> 00:52:35.740
Romain Torres: so if you get the image right and the prompt right, I'm not sure if I I don't guarantee it's gonna walk in every use case, but in some use cases it will as well walk.

301
00:52:36.050 --> 00:52:38.149
Romain Torres: and then you can do gestures based on that.

302
00:52:38.580 --> 00:52:51.210
Alex Cooper: Yeah, yeah, that's really interesting. I didn't didn't know that a couple of ethical questions that I want to get to. The 1st question is from. I apologize. If I botched that name.

303
00:52:51.230 --> 00:53:09.239
Alex Cooper: Romaine, could you speak a little bit more to the kind of licensing agreements that you have with creators, and how the moderation process goes, because the question here is like, could a user generate a message that a Creator might not ethically support, for example, promoting, like gambling or other sensitive topics.

304
00:53:09.720 --> 00:53:24.180
Romain Torres: Yeah. So we have a standard contract with every single creators for the real creators. By the way, not for the AI creators, obviously, because they they aren't gonna complain, since they don't exist. But for the real creators, we have a single contract with every single Creator, and

305
00:53:24.450 --> 00:53:39.299
Romain Torres: our moderation system will say, is this allowed by our contract for this Creator? Or is this not allowed? If the Creator signed out for gambling, and the script talks about gambling. Then it won't let you try the video.

306
00:53:39.960 --> 00:53:41.000
Romain Torres: So I don' talks.

307
00:53:41.350 --> 00:53:42.323

Alex Cooper: Got it?

308
00:53:43.420 --> 00:53:52.560
Alex Cooper: question another site like Echo question here from
Sydney. Are there any legalities that exist using kids in AI.

309
00:53:53.790 --> 00:54:01.139
Romain Torres: Great question, no, nothing specific using kids in
AI, and the regulation is the ftc, and you can

310
00:54:02.009 --> 00:54:02.689
Romain Torres: actually,

311
00:54:03.931 --> 00:54:18.180
Romain Torres: chat, Gpt or Google's at. And look at the regulation.
And it's very similar to actual Ugc, you cannot say false false
testimonials in your ads. For example, that's 1 big one.

312
00:54:18.310 --> 00:54:28.470
Romain Torres: And regarding kids, I don't think we have like kids
Avatar with real kids on the platform. They were all AI generated,
and because they are not like.

313
00:54:28.760 --> 00:54:35.340
Romain Torres: I don't see so many people asking for kids. Avatars.
Actually, yeah, mostly AI kids.

314
00:54:35.340 --> 00:54:37.110
Alex Cooper: Across babies. Yeah.

315
00:54:38.245 --> 00:54:39.380
Romain Torres: Yeah.

316
00:54:39.590 --> 00:54:50.180
Romain Torres: but what was it? Yeah. So basically, when you have a
question regarding the legality, look at the Ftc regulation very
similar to actual ugc standard, ugc non AI

317
00:54:50.690 --> 00:54:53.760
Romain Torres: and the regulation will will be the same.

318
00:54:53.760 --> 00:55:09.150
Alex Cooper: I don't know if we've tried the the podcast babies, but

I've seen them everywhere, like, I was seeing them everywhere 2 or 3 weeks ago on on social. So I really want to try. I didn't know you had that archives. I really want to try an ad with that. Now.

319
00:55:09.800 --> 00:55:24.000
Romain Torres: Yeah, definitely. But that's the thing with like those trends. They don't really last for a while. But there is the Yeti one that people are trying. I know a lot of people are creating yeti avatars here. So basically, they create their own actor in the Yeti style.

320
00:55:24.190 --> 00:55:29.850
Romain Torres: And yeah, ideally create your own trend, but probably something you want to try out as well.

321
00:55:31.550 --> 00:55:35.609
Alex Cooper: Yeah, absolutely. One more thing on

322
00:55:35.910 --> 00:55:42.899
Alex Cooper: on kind of the like kind of legalities. From from my point of view, that I'll say is.

323
00:55:43.150 --> 00:55:44.590
Alex Cooper: you know, if

324
00:55:45.290 --> 00:55:58.920
Alex Cooper: no one like when we, when we make AI content like I always stay away from making like claims that are just flat out like not true. So, for example, you can't say like

325
00:55:59.510 --> 00:56:12.439
Alex Cooper: I've been taking this like every single day. And I my energy is through the roof, if that's from an AI creator like that spot out like not true.

326
00:56:13.090 --> 00:56:36.659
Alex Cooper: So you want to stay away from that. But like saying something like, you know, 42,000 people have given this a 5 star review like, I'm personally, I'm fine with that, because, like that's, you know, that's not someone making a personal claim? That's untrue like, that's just someone like staying a fact in a script. So yeah, I just stay clear of like making personal claims with AI creators because like that could get you in trouble. Because that's just like file untrue.

327

00:56:37.280 --> 00:56:42.719
Romain Torres: And, by the way, this is also true for actual agency, for, like, if an actual person says.

328
00:56:42.930 --> 00:56:48.439
Romain Torres: I've had my energy to the roof. But it's not the case. And they didn't use the product

329
00:56:49.060 --> 00:56:51.010
Romain Torres: also doesn't complain. Yeah.

330
00:56:51.010 --> 00:56:54.680
Alex Cooper: One is, everyone does that, though. So it's not that makes it right. But like, you know.

331
00:56:55.380 --> 00:56:56.289
Romain Torres: How do you miss that.

332
00:56:57.266 --> 00:57:05.559
Alex Cooper: Cool. What else have we got here? Is it possible to couple access together in the same scene.

333
00:57:06.540 --> 00:57:17.250
Romain Torres: Couple actors in the same scene. Yes, it's possible, but with the scenes, feature, not with the actors. Our model, like the main one, only lets you generate one. People, scenes at a time.

334
00:57:19.420 --> 00:57:37.459
Alex Cooper: Interesting that actually might be something worth integrating at some point, because actually, this is a bit of feedback. Remain like one reason, the one like thing that we do on on the shoots because we do shoots in person like every couple of weeks. We try and get multiple people in a like in a an ad.

335
00:57:37.460 --> 00:57:55.750
Alex Cooper: because it looks like it doesn't look like an AI ad. If you have multiple people, and it doesn't look like something that's been constructed. It looks like something that you see on the organic feed. So if you could get multiple people in an AI ad that might give you a double take and like, think that this is not. This is not an AI ad. If you don't usually see that ads.

336
00:57:56.050 --> 00:57:58.060
Romain Torres: 100% love. It got it.

337
00:57:58.510 --> 00:57:59.530
Romain Torres: No, I love it.

338
00:58:00.060 --> 00:58:04.739
Alex Cooper: Hey? This question? Come in, I think we'll we'll are
you good to save a couple more minutes remain.

339
00:58:05.810 --> 00:58:10.709
Romain Torres: Yeah, I do have like, I, I have 5 min left.
Basically.

340
00:58:10.710 --> 00:58:22.359
Alex Cooper: Okay, 5 min. So keep the questions coming. If you do
have to jump off now, thank you so much. If you have to jump off
now. Just just so, for people who do have to jump off if they want
to go and try. Archives remain where they have to go, and what we
got for people.

341
00:58:22.860 --> 00:58:37.180
Romain Torres: Yeah. Archives. AI you will find it. I also created a
lot of content on X on like, how to use AI for Ugc remain terrace
from archives. And yeah, that's all you need. Archives. AI.

342
00:58:37.570 --> 00:59:01.570
Alex Cooper: Absolutely. And once again I would highly endorse
Arcads, not just as you know, not just because Remain is is doing
this bonus session for us, but, like literally like I, to my
knowledge, was the 1st one in the ads industry to Tweet about arch
ads. When it came out in March of 2024, and I got a lot of hate for
that. Tweet, and a lot of those people who hate on the Tweet are now
using Arcads.

343
00:59:01.570 --> 00:59:12.600
Alex Cooper: I am making winning ads of it. So I am a very big fan
of the work that he does, and I would recommend, if you have not had
the chance to try archives yet that you go and give it a go and see
the ads it can make for

344
00:59:12.600 --> 00:59:15.770
Alex Cooper: for your brand. So as remain, said, archives.ai

345
00:59:16.338 --> 00:59:21.239
Alex Cooper: for to try that out. Okay, let's see if we can

346

00:59:21.590 --> 00:59:32.129
Alex Cooper: find a couple more questions in here that we haven't yet covered. Is it possible to upload a voice over in a language of your choice and receive a lip sync version.

347
00:59:33.590 --> 00:59:39.230
Romain Torres: Voice over in a language so, starting from the voiceover, instead of starting from the script right.

348
00:59:39.390 --> 00:59:40.300
Alex Cooper: Correct.

349
00:59:41.030 --> 00:59:56.919
Romain Torres: Yeah, you can do that with speech to speech. And basically, the a actor will speak exactly with the same way, with the same accent, with everything the same with but with our voice. And it's not going to be actually the voice over. But it's gonna be the voice of the actor with the audio that you upload.

350
01:00:01.440 --> 01:00:07.802
Alex Cooper: Yup, okay, have the rights to use it.

351
01:00:09.089 --> 01:00:15.779
Alex Cooper: okay, trying to find questions that we have any answers. If you've got any more questions. Keep them coming. We'll answer one or 2 more, and then we'll wrap this one up.

352
01:00:21.328 --> 01:00:24.260
Alex Cooper: for 9 by 16. Can you

353
01:00:24.860 --> 01:00:30.569
Alex Cooper: like? Is it going to consider the safe zone like in the middle? So it will work on all placements? Is basically the question.

354
01:00:32.650 --> 01:00:36.309
Romain Torres: We have tried to make sure that our avatars are in the same zone where they speak.

355
01:00:36.420 --> 01:00:41.390
Romain Torres: and then even edit them any way you want? So, yeah, yeah.

356
01:00:41.390 --> 01:00:51.489

Alex Cooper: We've generated hundreds, if not thousands, of archives at this point. And I I can safely say we've like, I've not had an issue with with safe zone. So you don't have to worry about that.

357
01:01:02.010 --> 01:01:03.160
Alex Cooper: you can find.

358
01:01:05.215 --> 01:01:15.479
Alex Cooper: Finally, we'll just wrap up this question from Ben. Could you do this for a for small business companies like show, a restaurant owner, plumbing company, electrician, showing different personas and changing their clothes and background.

359
01:01:16.460 --> 01:01:38.450
Romain Torres: Yeah, you can do that with the create, join AI term. So actually, a lot of our users use this feature for that. Because we don't have so many electricians. For example, in the platform it's very niche. So you could generate an electrician in a very specific setup and then use the the reference image again to generate another version of this person again and again and again.

360
01:01:39.480 --> 01:02:04.120
Alex Cooper: Great. And we've used it for like all sorts of industries, archives. So yeah, I would. I would co-sign that. All right. Well, remain. Thank you so much for joining us today. This is very insightful even for me, who is a power user of your platform. So I'm sure people here got a lot of value from as well. Once again, archives.ai, if you want to go and give archives a try today

361
01:02:04.488 --> 01:02:19.619
Alex Cooper: remains also a great follow on twitter for those of you who are on there as well. And we will post the session recording and notes into slack and on teachable over the next 24 h. But thank you. Remain once again.

362
01:02:20.086 --> 01:02:44.659
Alex Cooper: And yeah, guys, archives, archives and for those of you who will be joining us on Thursday. We will see you. Then we'll be covering context libraries and building custom duties and core projects using actual context. To build on what we did last week. Thursday. Thanks for joining us guys. Have a good rest of your Tuesday and I'll see you in 40 h.

363
01:02:45.500 --> 01:02:46.360
Romain Torres: Patronyx.