



Generative AI Assignment

Product design &
Marketing
campaign design



PROBLEM STATEMENT

Clean Kit : Vacuum Cleaner

As the Creative Head of the **Clean Kit** brand, you are tasked with leveraging generative AI technologies to enhance the creative process and meet tight deadlines. The objectives for this project are outlined as follows:

Product Design Ideation: Develop four innovative design concepts for the **Clean Kit** vacuum cleaner, emphasizing usability, aesthetics, and unique features.

Product Shoot Concepts: Conceptualize creative themes and settings for photographing the product that highlight its functionality and appeal to the target market.

Presentation Visuals Creation: Generate

high-quality images for presentations, including:

- The vacuum cleaner displayed in various real-world settings to demonstrate its versatility.
- Detailed images of different parts of the vacuum cleaner, focusing on design and engineering excellence.
- Artistic representations of the product logo in different styles and contexts.

Advertisement Banner Design: Design captivating advertisement banners that incorporate the product and its key features, tailored for diverse media platforms.

a robot vacuum cleaner, in slight blue background, realistic, high definition, 8k, minimalist, with LIDAR



Product Design Ideation: 1

a robot modern black square vaccum cleaner with digital display, in slight blue background, realistic, high definition, 8k, minimalist, with LIDAR, from top view



Product Design Ideation: 2

a robot modern wooden finish vaccum cleaner with digital display, in slight blue background, realistic, high definition, 8k, minimalistic, with LIDAR, from top view



Product Design
Ideation: 3

a black minimalist robot vacuum cleaner, in slight blue background, realistic, high definition, 8k, top view



Product Design
Ideation: 4



Product-shoot
idea



Product Image

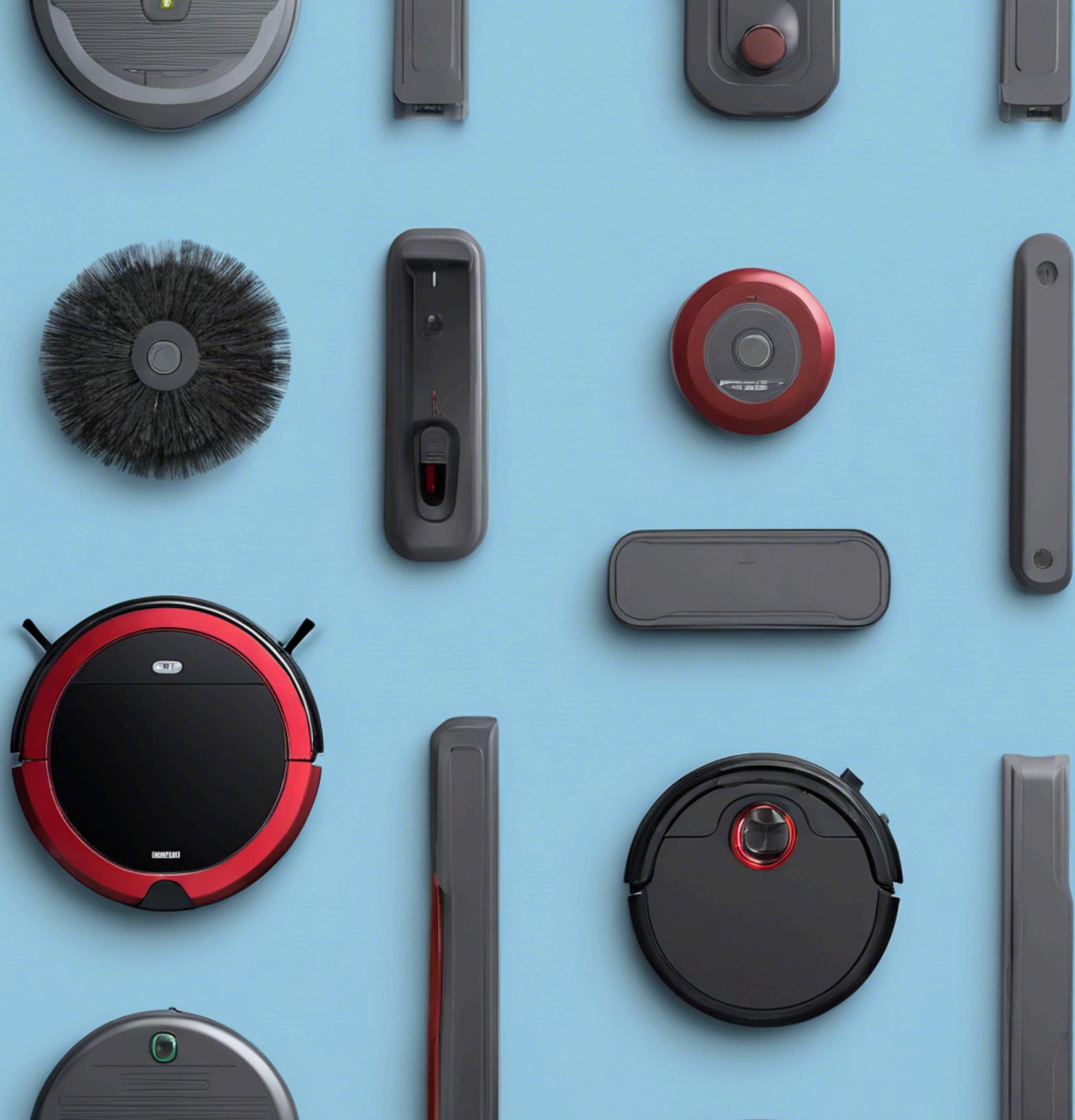


Logo

Presentation Image:
Logo & Product Image



Presentation Image:
Product images in various settings



Presentation Image:
Various parts of product

Advertisement banner

Mother's Day Campaign: Advertisement banners targeting young professionals aged 20-30, encouraging them to gift the vacuum cleaner to their mothers, making her daily chores easier.



Every Day is Mother's Day with Clean Kit

Let her put her feet up.

Our powerful suction and dual-action cleaning take care of the chores.

Gift Smart, Gift Clean – Show Love That Shines.



2-in-1 Sweeping & Mopping Function • 2100Pa Powerful Suction • LDS Laser Navigation
MultiMap Support • Automatic Recharge and Resume • Smart App and Voice Control Anti-Fall
and Anti-Collide Sensors

Special Mother's Day Price:

~~₹19,999~~ **₹14,999**

Offer valid until May 15th!

Available now online and at all major retailers. Get it today!
Questions? Contact our 24/7 support team at 1800-CLEAN-KIT.



Scan to see Clean Kit
in action! Watch how it
transforms your daily
cleaning routine.