

Project Spec Sheet: AI Marketing Script Creator upgrade feature within DisplayCRM

Project Overview

The AI Video Script Generator is a module designed to assist sales, marketing, and product teams in creating compelling, on-brand video scripts for product explainers. Built with retrieval-augmented generation (RAG) and customizable prompting layers, the system generates high-quality scripts based on uploaded product documents, campaign briefs, or feature summaries.

Key Features

Document-Driven Prompting:

Upload product one-pagers, slide decks, or support documents. The AI extracts relevant context to craft accurate, benefit-led video scripts.

Adjustable Script Settings:

Customize:

- Video Duration: 30, 60, 90, or 120 seconds
- Tone of Voice: Conversational, Professional, Enthusiastic, etc.
- Target Audience: Executive, Technical, Consumer, Internal Teams

Multilingual Support:

Generate scripts in English, Spanish, German, and other languages for global use.

Output Options:

- Full voiceover script
- Visual prompt guide (scene-by-scene)
- Key message bullet points for storyboard handoff

Workflow

1. Upload Input Materials (e.g. feature brief, sales deck, product page)
2. Select Output Style (voiceover vs. visual scenes or both)
3. Adjust Filters & Preferences (length, tone, language, CTA format)
4. Generate + Review Script (Edit or regenerate with revision guidance)
5. Export Script for Production (Output as .docx, .srt (for subtitles), or direct copy for motion graphic teams)

Use Cases

- Product Explainer Videos
- Feature Launch Clips
- Social Teasers & Promos
- Customer Enablement
- Event or Kiosk Intros
- Training Narration Scripts
- Ad Creatives for Paid Media


Marketing Video Script Builder – Step-by-Step User Guide

Powered by Variant, Built for DisplayCRM

This tool helps marketing, product, and creative teams generate tailored video scripts using AI — from social teasers to full-length explainers. Users can control tone, format, and length, then generate production-ready scripts in seconds.

Step 1: Add Your Video Project Name


At the top of the builder, enter a project name.

 *Note: This name is for internal use only and will not appear in the final script or content.*

Next, Add content

You can either:

- **Upload New Content** (PDF, DOCX, or TXT)
- **Read From Previously Uploaded Content** (auto-populated options)

 *The AI will use this material to extract relevant product insights.*

Marketing Video Script Builder ↗

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Add Video Project Name (this will not be visible in the social content

Read From Previously Uploaded Content ^

OR

Upload New Content

Video Type ^

Tone of Voice ^

Length ^

Script Type ^

Add custom prompts

2 options ^

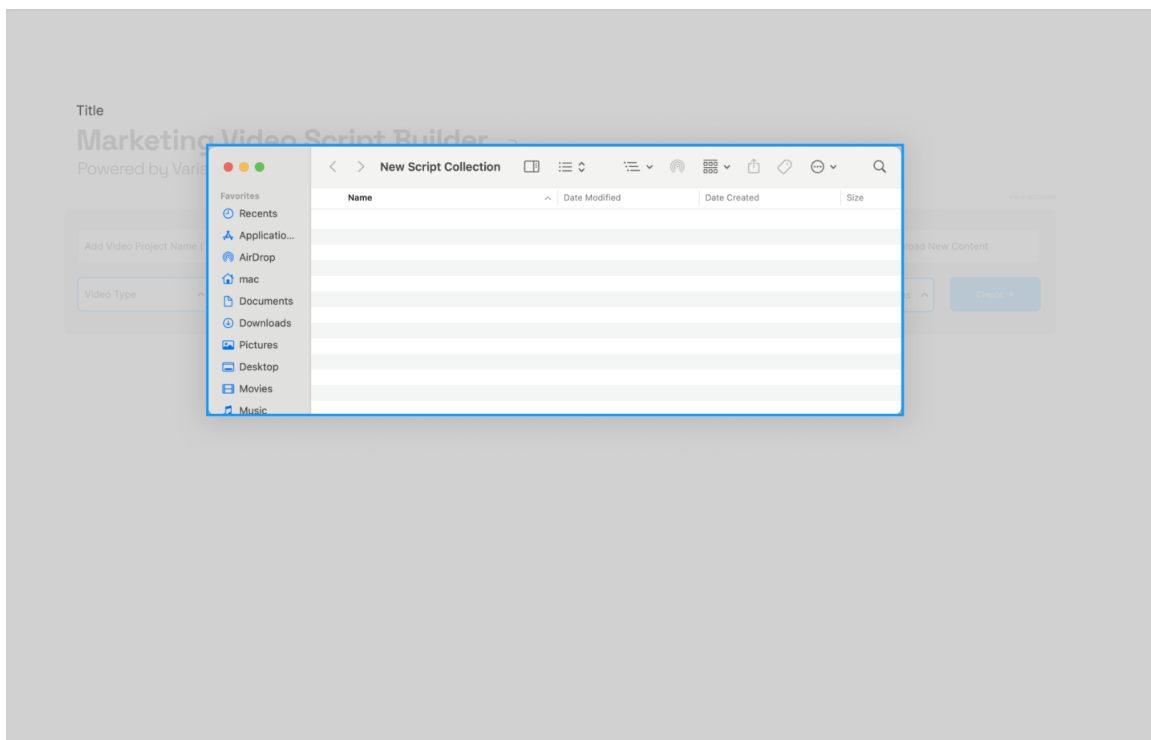
Create +

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- Scripts For Miami Event - Apr 14
- ABC Product Scripts - Apr 12
- eCOA Product Scripts - Apr11
- Social Video Scripts - Apr1



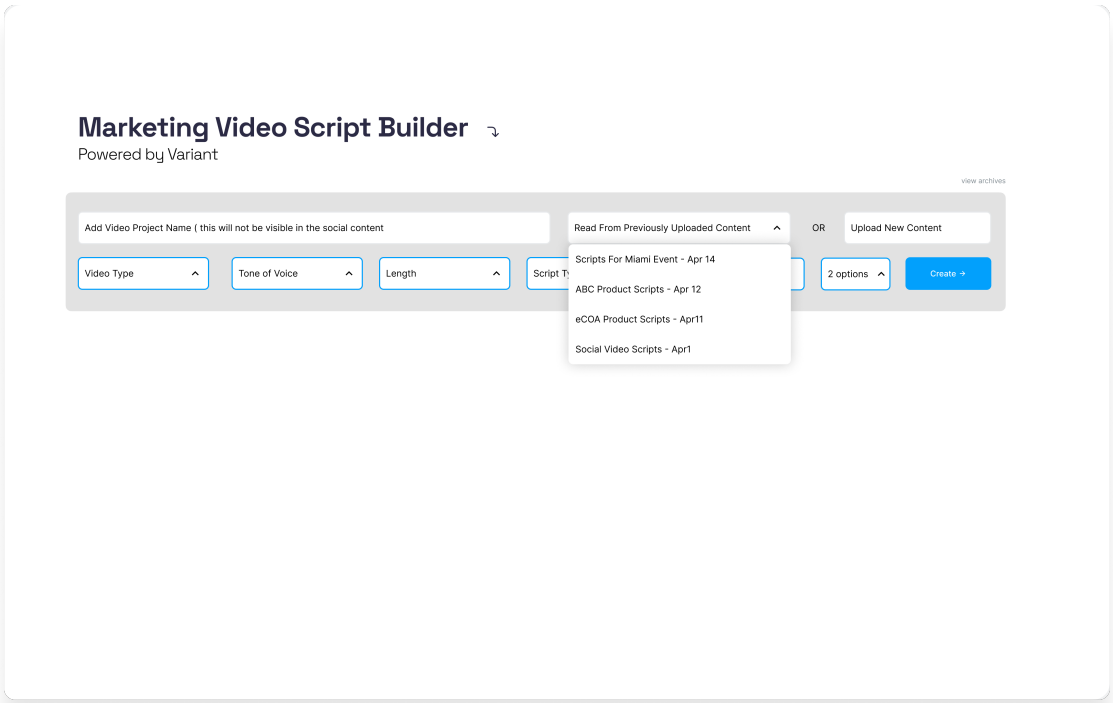
Customize Your Script Preferences

Use the dropdown menus to guide the AI's script generation:

Field	Options
Video Type	Explainer Video, Social Teaser, Product Launch, Features
Tone of Voice	Playful, Professional, Bold, Calm
Length	Short (Snappy), Medium (Balanced), Long (Descriptive), Auto (AI Decides)
Script Type	Script Only, Script & Visual Cues, Social Video Snippet, Ad Script (CTA First), Presentation Voiceover, AI Avatar Script, Storyboard Format


Optional:

- **Custom Prompts:** Add specific instructions (e.g. “include a bold CTA,” “target tech buyers,” etc.)
- **Variant Output Count:** Choose to generate 1 or multiple variations



Step 3: Click “Create”

Tap the **Create** button to let the AI generate your script based on your selections.


 Output may include:

- Full VO script
- Visual direction (scene-by-scene)
- Storyboard bullet points
- CTA and tagline suggestions

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Read From Previously Uploaded Content 

OR

Upload New Content


Video Type 

Explainer Video

Social Teaser

Product Launch

Features


Tone of Voice 

Playful

Professional

Bold

Calm


Length 

Short (Snappy)

Medium (Balanced)

Long (Descriptive)

Auto (AI Decides Best Fit)

Script Type 

Script Only

Script & Visual Cues

Social Video Snippet


Ad Script (CTA First)


Presentation Voiceover

AI Avatar Script

Storyboard Format

Add custom prompts

2 options 

Create 

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