

# Script Generator for Marketing Videos

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Project Report

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## Abstract

This project introduces a Script Generator for Marketing Videos, an intelligent tool that automates the creation of professional and engaging ad scripts for social media platforms. By accepting inputs such as product description, target audience, platform, and video duration, the system generates a well-structured script and realistic voiceover using cutting-edge language and speech generation technologies.

The system leverages Deepseek language model from Ollama and Microsoft's Edge TTS to produce high-quality results, reducing manual effort and enhancing consistency across marketing campaigns.

## 1. Introduction

In today's digital marketing landscape, video content plays a crucial role in engaging audiences. However, creating compelling video scripts can be time-consuming and require expert copywriting skills.

This project aims to solve this challenge by building a Script Generator for Marketing Videos — an automated system that crafts persuasive, audience-specific scripts based on simple user inputs.

## 2. Problem Statement & Objectives

Marketers often face difficulties in generating consistent and captivating scripts for different platforms. This project addresses the need for automation in scriptwriting, reducing time and effort while maintaining content quality.

Objectives:

- - Automatically generate English ad scripts based on user inputs.
- - Convert text scripts to realistic voiceovers.
- - Provide a user-friendly interface for marketers to interact with the tool.

## 3. System Overview

The system integrates several components:

- Ollama with Deepseek language model for text generation.
- Edge TTS for converting the generated text to speech.
- Gradio for building an interactive web-based user interface.

Users input product details, audience type, platform, and desired video duration. The system processes this data and outputs an ad script and corresponding audio.

## **4. Methodology**

The development process followed these steps:

1. Define prompt structure for guiding the language model.
2. Generate scripts using Ollama's Deepseek model.
3. Clean and split text for efficient text-to-speech processing.
4. Convert scripts to audio using Edge TTS.
5. Merge audio segments and display results using Gradio.

## **5. Results**

The tool successfully generates marketing scripts tailored to input parameters and provides natural-sounding voiceovers. It is fully functional and demonstrates the feasibility of automating the scriptwriting process.

## **6. Conclusion & Future Work**

The Script Generator for Marketing Videos project demonstrates the potential of AI in automating creative content generation. It simplifies the work of marketers and ensures message consistency.

Future improvements could include multilingual support, emotion-based voice tuning, and script optimization for specific industries.

## **7. References**

- Ollama: <https://ollama.com>
- Edge TTS: <https://github.com/rany2/edge-tts>
- Gradio: <https://www.gradio.app>