TQ Group AI Adoption - A Core Recommended Toolset

The following is a curated audit of the recommended AI tool stack for TQ Group's primary use-cases.

Text, Reasoning & Research

When considering whether to use tools like Gemini or GPT for writing, it's useful to think about the required formality and complexity. AI excels at producing highly formal or complex text with precision. For less formal, more brand-voice-driven copywriting, a human writer's organic and imperfect style often provides a competitive edge.

Tool	Link	Pricing Model	TQ Use Cases	Licensing & Legal
Google Gemini 2.5	gemini.google.com	Free & Paid Tiers	Strategic analysis, meta-prompting, scriptwriting, copywriting, complex reasoning tasks with its large context window.	The user owns outputs generated under paid tiers and can be used commercially.
OpenAI ChatGPT-5	chatgpt.com	Free & Paid Tiers	Excellent for creative ideation, copywriting, and chatbot development. Strong performance in a wide range of tasks.	The user owns outputs generated under paid plans (Plus/Team/Enterprise) and can be used commercially..

Perplexity	perplexity.ai	Free & Pro Tiers	Superior for research tasks. It acts as a "conversational answer engine," providing sourced, evidence-based answers to complex questions.	As a research tool, its outputs (summaries) should be used for insight. Direct commercial use of text should be verified against original sources.
NotebookLM	notebooklm.google.com	Free	An indispensable research tool. "Grounds" the AI in your specific source documents (e.g., briefs, reports), allowing you to ask questions and synthesise information from your own content library. Generates 'podcasts' based on your input material, so teams can absorb complex information easily.	Outputs are based on your own source material. Commercial use depends on the rights of the source documents.

Image Generation

Tool	Link	Pricing Model	TQ Use Cases	Licensing & Legal
Midjourney	midjourney.com	Subscription	Consistently and still best-in-class for artistic and stylised "wow" images. Excellent for creative concepting, mood boards, and high-quality hero visuals.	All paid plans grant the user full ownership and commercial rights to the images they create.
Gemini Image 2.5	http://gemini.google.com/	Included in Gemini Advanced	Runs the new Nano Banana model under the hood. Excellent for photorealism and direct, intuitive editing. Ideal for creating realistic brand assets and modifying existing images.	The user owns outputs and are generally available for commercial use, subject to Google's terms.
Ideogram	ideogram.ai	Free & Paid Tiers	The current leader for reliably rendering text within images, making it perfect for creating social media posts or ad concepts with typography.	Commercial use rights are granted under the paid "Plus" subscription.

Video Generation

The below is not an exhaustive list, but rather are my suggestions for the ones best suited to TQ's use cases. Other contenders not listed, but worth considering too, are **Higgsfield** and **Wan 2.2**

Tool	Link	Pricing Model	TQ Use Cases	Licensing & Legal
Google Veo 3	https://labs.google/fx/tools/flow	Credit-based / Subscription	High-quality, cinematic video generation with integrated voiceover and SFX capabilities. Excellent for creating short-form ads, motion graphics, and animating stills.	Outputs are expected to be commercially usable under paid plans, aligning with Google's broader generative AI terms.
Kling	https://app.klingai.com/global	Credit-based / Subscription	A major competitor to Veo, known for high-quality output and features like last-frame input for better continuity.	Specific commercial terms unclear. Companies have definitely been using it as it is visually one of the best video models right now.
Runway	runwayml.com	Subscription & Credits	A mature and versatile platform with a wide range of video editing tools, including text-to-video, image-to-video, and advanced motion controls.	All paid plans grant full commercial rights and ownership of the generated video content.

Audio (Music & Voice)

Tool	Link	Pricing Model	TQ Use Cases	Licensing & Legal
Suno	suno.com	Free & Paid Tiers	Industry-leading AI music generation. Perfect for creating custom, royalty-free soundtracks, jingles, and background music for any video project.	Commercial use rights are granted under paid plans.
ElevenLabs	elevenlabs.io	Subscription & Pay-as-you-go	Market leader in voice cloning and text-to-speech. Ideal for generating high-quality, realistic voiceovers, creating custom brand voices, and dubbing content.	Requires explicit permission for voice cloning. Commercial rights for generated audio included in paid plans.

Workflow Integration & ROI

Integrating these tools can start small. For example, a copywriter can begin by using Gemini and Perplexity to accelerate their research and brainstorming process. A designer can use Midjourney to generate multiple creative concepts for a campaign in the time it would traditionally take to develop one. For video, a director can storyboard with AI images and then use Veo 3 to create an animated "mood film" before any costly production begins.

In terms of Cost & ROI, the investment model is shifting. While high-end video generation can still be expensive, costs are rapidly coming down. The cost of creating world-class audio and still images has become almost negligible. Many powerful open-source models can even be run locally on modest in-house machines, further reducing costs for certain tasks.

The primary ROI with AI integration comes from the dramatic reduction in time and the massive expansion of creative possibilities, allowing TQ to produce more, faster, and with greater creative variety.