



## The Rundown

# Build a Marketing Creative Studio in your Pocket

By Melanie Moeller

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**Melanie Moeller** | GenFutures Lab  
Founder and Chief AI Officer

AI strategy · Adoption · Training · Practical workflows

## What I Do

I help organisations move from AI experimentation to practical adoption, designing AI workflows that are useful, governed and repeatable.

## Selected Experience

My work spans **Sky, BBC, BPP University, IFS and Omnicom**, including a 300-person AI adoption rollout and a generative AI workflow that reduced exam authoring time by 75%. I also teach AI for Marketing on Maven, run executive AI training sessions for global learning providers and speak at global conferences including the Generative AI for Marketing Summit in London.

# Course Overview



01

Session

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Strategy, Messaging  
and Visual Direction

02

Session

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Video, Audio and  
Campaign Assembly

03

Session

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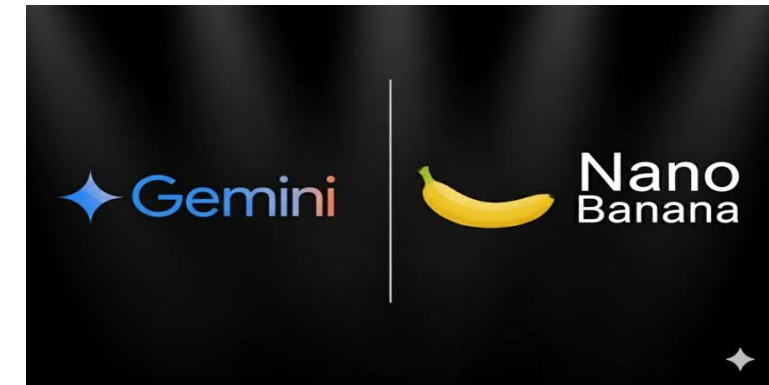
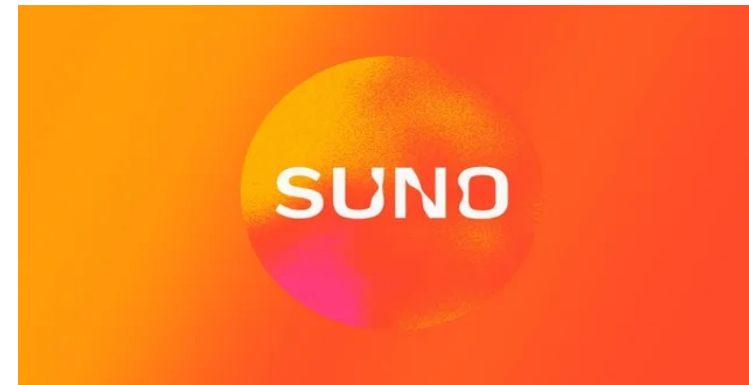
Polish, Test and Build  
the Feedback Loop

# AI-Generated Marketing in Action

This complete advertisement, from concept to visual to copy, was created entirely using generative AI tools. It demonstrates the potential for rapid campaign development while maintaining professional quality and brand coherence. Throughout this session, you'll learn the exact techniques and workflows that made this possible.

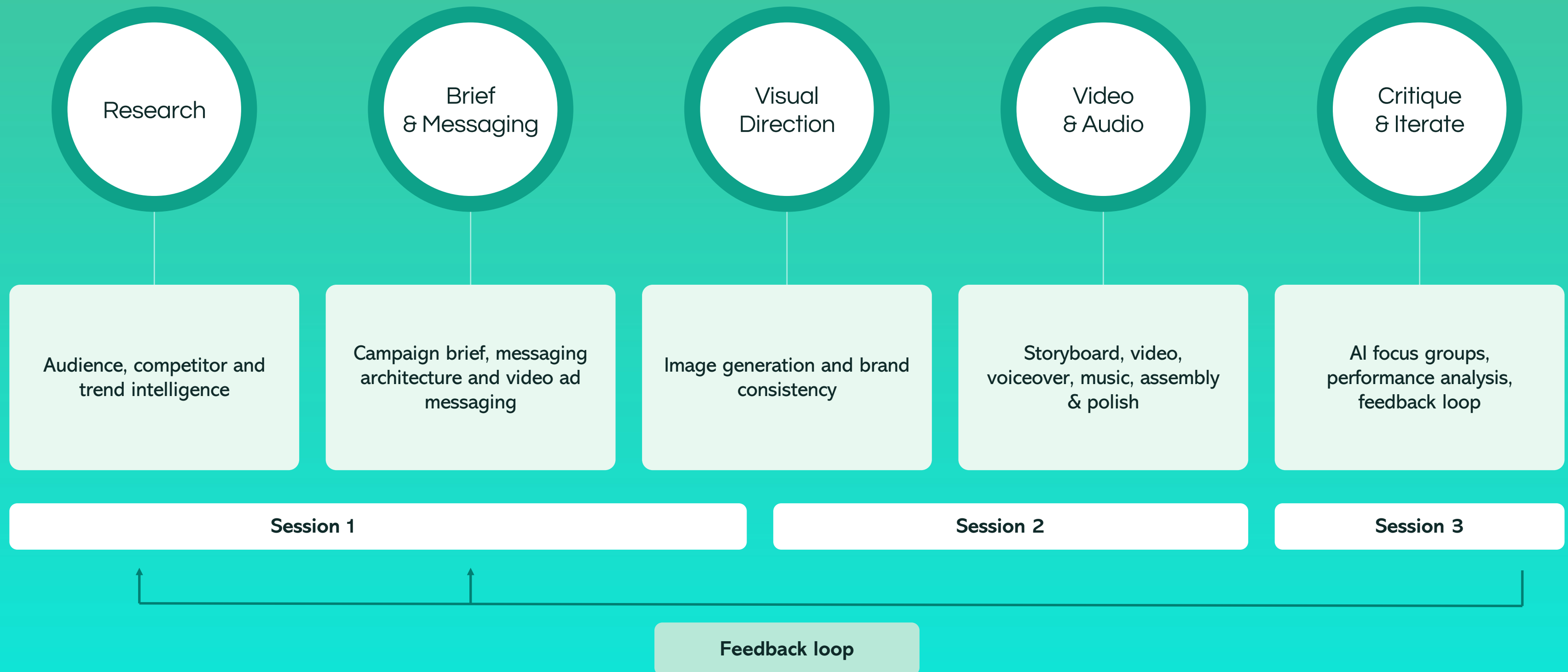


# Overview of the Tools We Will be Using



**ElevenLabs**

# AI Workflow



# Session 1

Stack, Messaging Architecture, and Visual Identity

# Personalise Your ChatGPT

Custom instructions tell ChatGPT who you are and how you want it to respond. They travel with every message, so replies stay tailored to your goals.

## What to include

- **About you:** role, industry, audience, goals, constraints.
- **How to respond:** tone, level of detail, British/ American English, citation style, headings, and any formatting rules.
- **Non-negotiables:** facts to prioritise, tools or sources to prefer, privacy expectations



# Up-front Research, Trends Analysis & Audience Profiling

Tool: ChatGPT Deep Research

## Key Research Dimensions

### Audience profiling

Demographics, psychographics, motivations, behaviours, pain points

### Cultural & trend intelligence

What's resonating right now, any recent shifts, etc.

### Platform behaviour

What works for your particular brand/ product/ service: format preferences, hook patterns, etc.

### Campaign learnings

What has worked before for this brand or category

### Competitor analysis

Positioning, messaging, creative approach, gaps

### Market positioning

Category norms, whitespace, where the brand could sit

### Messaging themes

High performing themes, differentiators, etc.

### Regulatory & sensitivity

Regulatory considerations, industry-specific compliance factors

## When prompting, be explicit

### Context

Who, what, market, constraints

### Scope

Exact research dimensions

### Output format

Structured, actionable, not generic

### Evidence standard

Sources, examples, recency

# The Campaign Intelligence Engine

Tool: ChatGPT Deep Research

**Role:** Act as a senior growth marketing strategist and market researcher.

**Context:** I am developing *[brand name]*, a *[type of brand or business]* at *[concept / early / growth]* stage. The product or service centres on *[what you offer and what defines it]*. The brand positions itself as *[one sentence on what the brand stands for and what it avoids]*. My working target audience is *[who they are, age range, values, and what drives their purchasing decisions]*.

**Goal:** Generate market and audience intelligence insights that will directly inform 1.) my positioning of *[brand name / type of product or service]* and 2.) a short-form video ad campaign introducing *[my brand/ product/ service]* to this audience.

**Scope:** Research and analyse:

- Audience: motivations, behaviours, pain points, buying triggers, what they trust and what triggers scepticism
- Competitors: key players in *[your category]*, positioning, messaging, creative patterns, gaps
- Trends and culture: what is resonating now, content formats, hooks, shifts in how brands communicate
- Market positioning: category norms, common territories, whitespace for *[brand name]*
- Platform behaviour: what works on *[your platforms]*, hook patterns, content lengths
- Messaging themes: language that converts vs language that backfires, differentiators, tone
- Campaign learnings: what has worked, what has failed, why, with real examples
- Risks and constraints: regulatory considerations, platform policies, trust risks

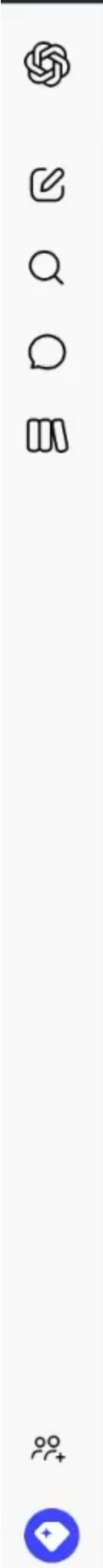
**Method:** Use recent, credible sources. Prioritise real examples. Flag assumptions or weak evidence.

**Output:** Key insights, audience summary, competitor and positioning map, trend signals, platform recommendations, messaging themes and language guidance, risks and constraints.

Be specific, not generic. Cite sources where possible. Use *[British / American / Canadian]* English.

**What you walk away with:** a solid research report you can reuse across every future campaign for this brand.





What's on your mind today?

- Competitor and positioning map
- Trend signals
- Platform recommendations for social media and beyond
- Messaging themes and language guidance
- Risks and constraints

Be specific, not generic. Cite sources where possible. Use British English.

[Deep research](#) Apps Sites

Pro

Suggested Reports

[Compare Language Learning](#) Analyze demand for learning different languages and how it connects to travel, i

# From Research to Brief and Messaging Creation

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# Campaign Brief and Creative Direction

Tool: ChatGPT or Claude

**NOTE:** Attach the research report from Prompt 1 or stay in the same chat.

**Role:** Act as a senior brand strategist and creative director specialising in short-form video advertising.

**Context:** I have completed research on *[brand / product / opportunity space]*. I now need a focused campaign brief, a messaging architecture, and one strong concept for a short-form video ad.

**Task:** Build the following three parts. Be specific and practical. Avoid generic marketing language.

## **PART 1:** Campaign brief

- Primary audience: who they are, biggest pain point, desired outcome, main objection
- Market opportunity: competitor gap, cultural or platform trend to lean into, positioning opportunity
- Core proposition: one clear sentence
- Proof points: 3 to 4 specific, verifiable reasons to believe

## **PART 2:** Messaging architecture

- Messaging pillars: 3 to 4 core messages that support the proposition
- Tone of voice: brand personality in 3 to 5 words, plus 3 example phrases showing what it sounds like in practice
- Words and phrases to use
- Words and phrases to avoid
- Visual direction: mood, colour palette, composition guidance, what to avoid

## **PART 3:** Short-form video ad concept

One strategically relevant, visually strong concept. Include:

- Concept name
- Core idea (one sentence)
- Single message this video must land (one sentence)
- Emotional hook
- Visual style
- Best-fit platform
- Why this concept could work

## **Rules:**

- Do not invent statistics, outcomes, partnerships or testimonials
- Keep sustainability, wellness or performance claims specific and verifiable
- Use [British / Canadian / American English]

If anything important is unclear, ask me one clarifying question before you start.

**What you walk away with:** a focused brief, a messaging architecture, and one strong short-form video ad concept.



# Video Ad Messaging

Tool: ChatGPT or Claude

What to paste: Parts 2 and 3 from Prompt 2 (messaging architecture and concept) or stay in the same chat. Optionally attach your existing brand guide if you have one.

**Role:** Act as a senior copywriter specialising in short-form video advertising. You write words that work on screen and in voiceover.

**Context:** I have a campaign brief, a messaging architecture, and one chosen video ad concept for *[brand/ product / service]*. I now need the messaging foundation for the ad: the words that will carry the message. I am not asking for a shot list, scene-by-scene script, or timings. That comes later.

*[Paste Part 2 (messaging architecture) and Part 3 (video ad concept) from Prompt 2, or continue in the same chat.]*

**Optional:** I have attached my brand guide. Apply its voice and any non-negotiable phrasing.

**Task:** Develop the messaging for this short-form video ad.

## **Deliver:**

1. Hook line: one short, scroll-stopping line that opens the ad
2. Core message: one sentence that captures what this ad must land
3. Supporting message points: 3 to 4 short lines covering proof, differentiation, and the emotional pull
4. Closing CTA line: one clear instruction
5. On-brand phrasings: 3 to 5 short example phrases the voiceover or on-screen text could draw from
6. Quality check: confirm the messaging avoids invented claims, shame or pressure framing, vague green or medical or miracle language, and that it protects audience dignity

## **Rules:**

- Stay focused on messaging only. Do not produce a shot list, scene-by-scene script or timing
- Keep every line short enough to work both on screen and in voiceover
- Use clear, warm and respectful language
- Use *[British / Canadian / American English]*

**What you walk away with:** the words for your ad, in your brand voice, ready to inform every shot, every overlay and every voiceover line in Session 2.



# Campaign Guidance Summary

Tool: ChatGPT or Claude



**Task:** Summarise everything we have built into a reusable Campaign Guidance Summary. I will use this summary for later prompts for image generation, video generation, voiceover scripting and music generation, so it needs to be self-contained.

## Include:

1. Campaign position (one sentence)
2. Primary audience (one or two lines)
3. Core proposition
4. Single message for the video ad
5. Hook, supporting points, and CTA
6. Messaging pillars
7. Tone of voice, with 3 example phrases
8. Words and phrases to use, and words and phrases to avoid
9. Visual direction (mood, palette, composition guidance, what to avoid)
10. Key risks and quality checks

## Rules:

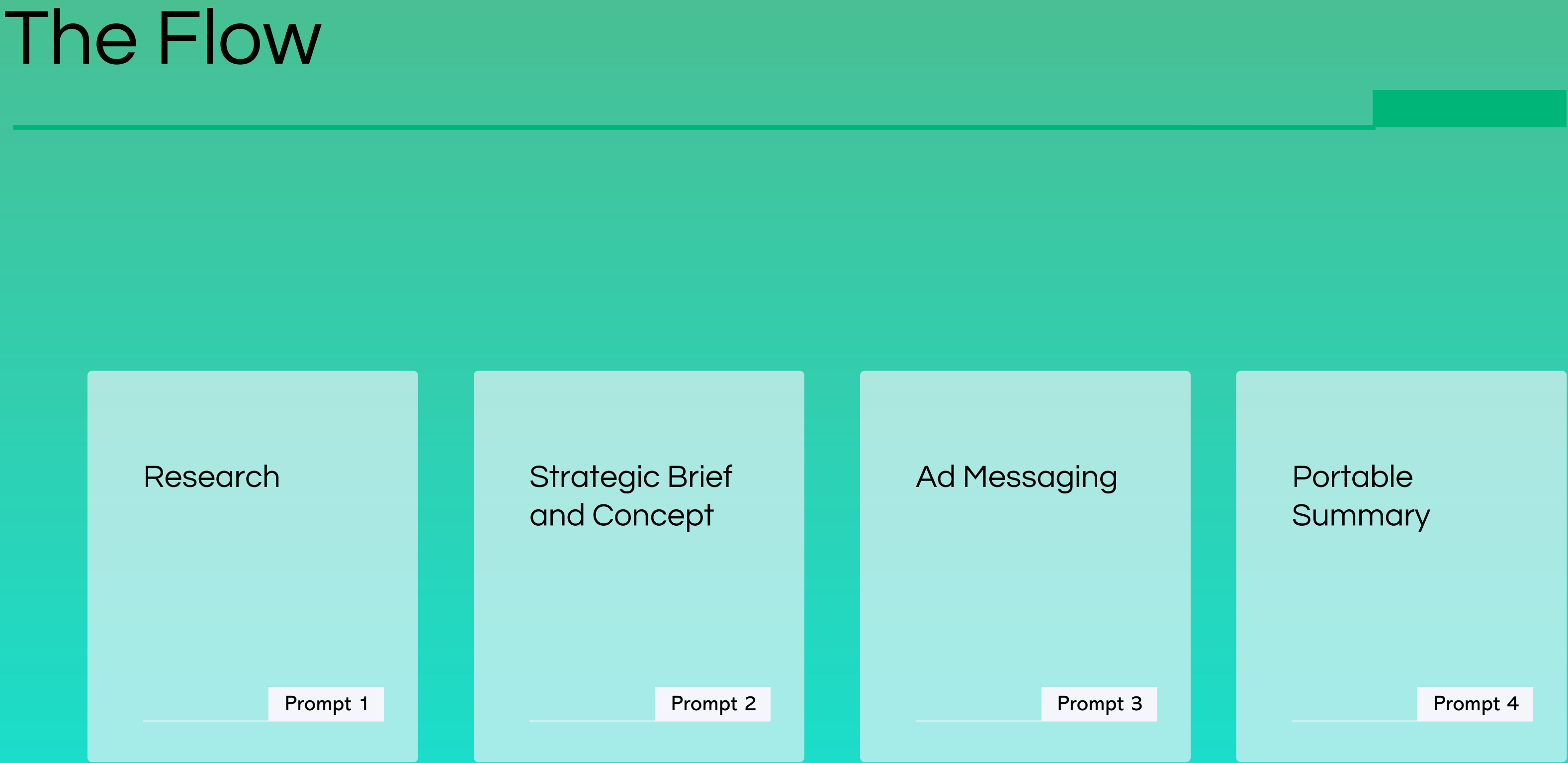
- Keep it concise, specific and practical
- Do not add new ideas
- Do not invent facts, statistics, outcomes, partnerships or programme details
- Use *[British / Canadian / American English]*

**What you walk away with:** a single, portable summary that holds your entire campaign foundation.

# Visual Direction

Image Generation

# The Flow



```
graph LR; A[Research] --> B[Strategic Brief and Concept]; B --> C[Ad Messaging]; C --> D[Portable Summary];
```

Research

Prompt 1

Strategic Brief  
and Concept

Prompt 2

Ad Messaging

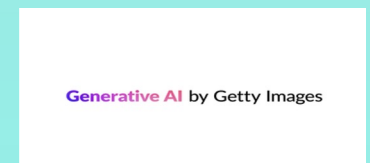
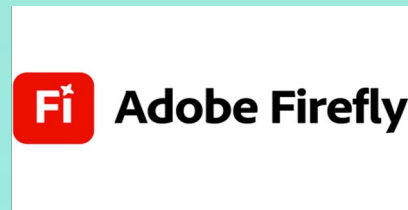
Prompt 3

Portable  
Summary

Prompt 4

# AI Image Generation Tools

Which One for Which Job?



# Text-to Image Prompting Tricks

## PROMPT FORMULA

[Subject / product] [shot + angle] [setting / background] [lighting] [materials + textures] [style] [colour palette] [aspect ratio] [any text to include, spelled clearly] [Exclusions]

## Some tricks

- Be specific: nail your subject, composition, and aspect ratio.
- Spell out text exactly and say where it goes (e.g., "Sustain Well on the label").
- State what to leave out (e.g., "no text overlay", "no cluttered backgrounds").
- Upload a reference image or mood board to lock brand consistency.
- Generate, then refine.
- Pick the model to match the job (Fast vs Thinking).

## Some shots and angles

- Close-up / Macro Photography
- Eye-level
- Top Down / High-Level View
- Three-quarter angle
- Wide environmental shot
- Low angle shot

# Image Generation: Camera Shots and Angles

CLOSE UP



EXAMPLE: Commercial photography of a skincare product called 'Sustain Well', close-up shot, pastel neon background, 32k UHD, triadic colour grading. Aspect ratio 16:9.

MACRO



EXAMPLE: Macro product photography, skincare product in a bottle with black lid, strain of soft natural colours (product colours are: muted tones like olive green, soft beige and soft cream), make sure 'Sustain Well' is written on the product, show droplets of water and raw ingredients (leaves and similar), studio lighting white background. The aspect ratio should be 16:9.

TOP-DOWN



EXAMPLE: Skincare product that symbolises a lifestyle where skincare and sustainability are seamlessly integrated. Colours: Muted tones like sand beige, deep brown, and soft cream. The visual style should be candid and natural. The logo made from the name 'Sustain Well' and a simple drawn leaf is shown in slightly angled top-down view. The photo was taken with a professional camera using soft warm lighting, without a flash. Aspect ratio 16:9.

# Generating Visuals

Tool: ChatGPT Images or Gemini, Nano Banana



A high contrast, natural light product photograph showing a Sustain Well skincare cream beside fresh botanicals (chamomile, rosemary, herbs). Close-up shot with a clean cream background. Serene, understated, editorial feel. True to life styling, no artificial gloss.

Focus on textures: visible plant fibres, soft cream swirl, tiny water droplets. Minimal composition, central focus, high clarity, calm palette with olive and beige undertones. No clutter, no patterns, no synthetic props. The label should read "Sustain Well" with "Chamomile & Rosemary" and "50ml" beneath. Use a 1:1 aspect ratio.

# But What if Your Product Isn't Physical?



## PROMPT FORMULA

[Subject] [shot + angle] [setting and background] [lighting and mood] [composition] [visual style] [aspect ratio] [any text to include, spelled clearly] [What to avoid, *optional*].



A warm, cinematic documentary-style photograph of a welcoming evening adult literacy class in Sacramento. Wide environmental shot, eye-level perspective. A modest community learning room with a shared wooden table in the centre, open notebooks, pens and a few mugs placed naturally. In the foreground, one empty chair is pulled out slightly, with a clean workbook and pen resting on it, suggesting welcome and belonging.

In the softly blurred background, adults of varied ages and backgrounds sit together reading and writing quietly. One volunteer sits beside a learner, supporting them collaboratively rather than standing over them. Warm amber interior light fills the room, contrasted with cool teal-grey evening light and rain visible through the windows.

Natural grain, available light, candid and unposed, respectful and adult-centred. The mood is dignified, quiet, hopeful and human, not sentimental or staged. No visible personal information, no red pen marks, no childlike classroom imagery, no people looking at camera. 16:9 landscape format.



# Bring your Campaign to Life

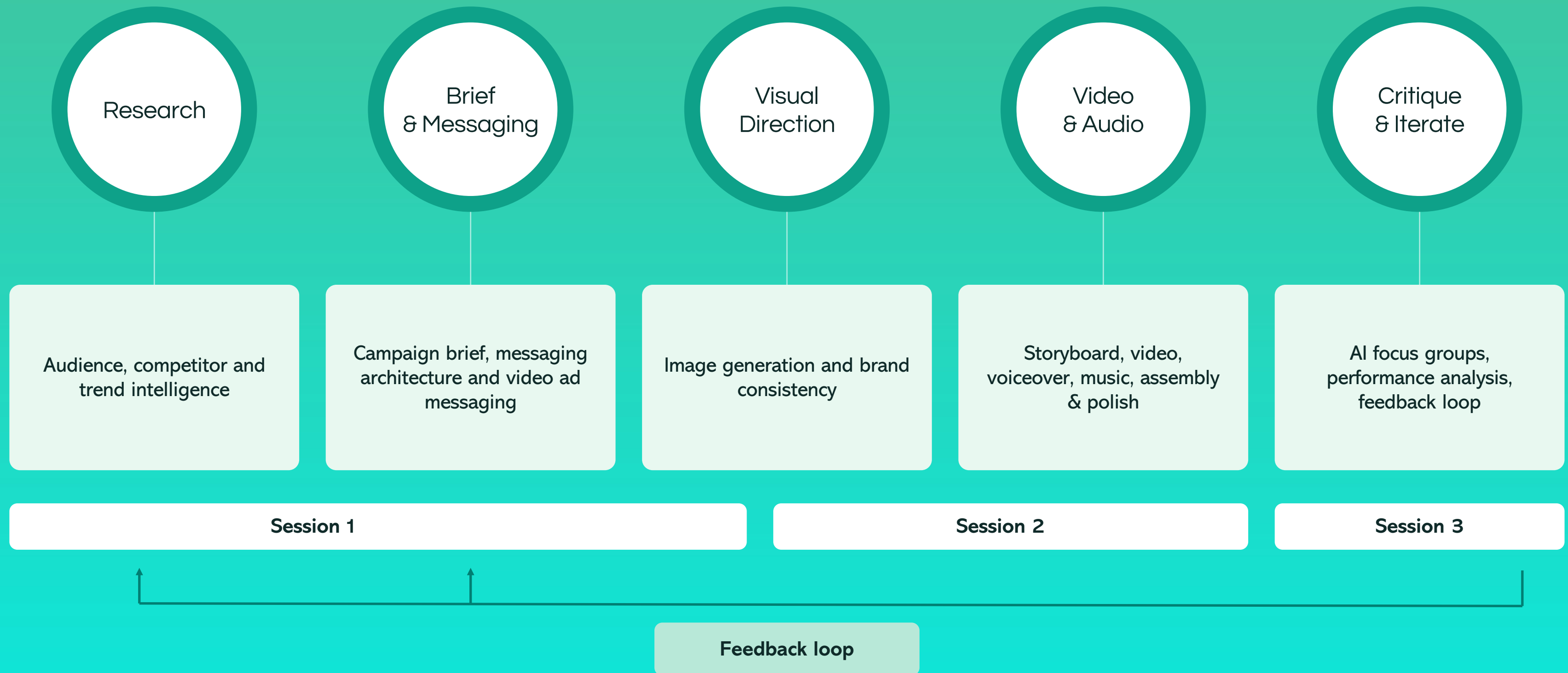
Tool: ChatGPT Images or Gemini, Nano Banana

**EXAMPLE:** Three people of different skin tones applying Sustain Well skincare cream together in a sunlit garden, medium shot at eye level. Warm golden-hour side lighting, soft and intimate. Relaxed, candid body language, natural unretouched skin and texture. The product (earthy olive green and sand beige packaging, "Sustain Well" on the label) sits on a wooden surface between them. Calm, warm, editorial lifestyle feel. Muted earth-tone palette. No studio lighting, no posed expressions, no flawless retouching. 16:9 aspect ratio.

# A Few More Examples



# AI Workflow



# Access Your Session Resources

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Scan the QR code or use the link below to access the prompt sheet and session deck.

<https://genfutures.co.uk/build-a-marketing-creative-studio-in-your-pocket-course-materials/>



# Homework

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## Before Session 2

01

Run the four-prompt flow

Campaign Intelligence Engine, Campaign Brief and Creative Direction, Video Ad Messaging and Campaign Guidance Summary.

02

Generate 7 to 10 campaign images

Use the text-to-image formula and visual direction from your Campaign Guidance Summary. Try different shots and angles.

03

Select your strongest 4 to 6 images

Choose images that feel coherent as one campaign and showcase different visual benefits of your product or service.

04

Bring the Campaign Guidance Summary

You will need it into Session 2 prompts for storyboarding, voiceover and music direction.

# Session 1 Recap

## What you built today

- A campaign intelligence report grounded in real audience insight, competitor gaps and market data.
- A campaign brief, messaging architecture and one strong video ad concept for your brand.
- The messaging foundation for your ad: hook, core message, supporting points and CTA, in your brand voice.
- A reusable Campaign Guidance Summary that feeds every prompt from here on.
- Your first campaign visuals, using a repeatable image prompting formula.

## The workflow you now own

- Research → Strategic brief and concept → Ad messaging → Portable summary → Image generation
- Each step feeds the next. The Campaign Guidance Summary is the bridge between your strategy and every creative asset you produce.

## What to bring to Session 2

Your Campaign Guidance Summary, plus your 4 to 6 strongest campaign images. We'll turn them into video.

## Coming up in Session 2

Storyboarding, image-to-video generation, voiceover, music and assembly. You will leave with a working short campaign video.



Q&A