



The Rundown

Build a Marketing Creative Studio in your Pocket

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Session 1 Recap

What you built in Session 1

- A campaign intelligence report including audience insight, competitor gaps and market data.
- A Campaign Guidance Summary: your brief, messaging architecture and initial video ad concept in one reusable document.
- Your first campaign visuals, using a repeatable image prompting formula.

The flow you ran

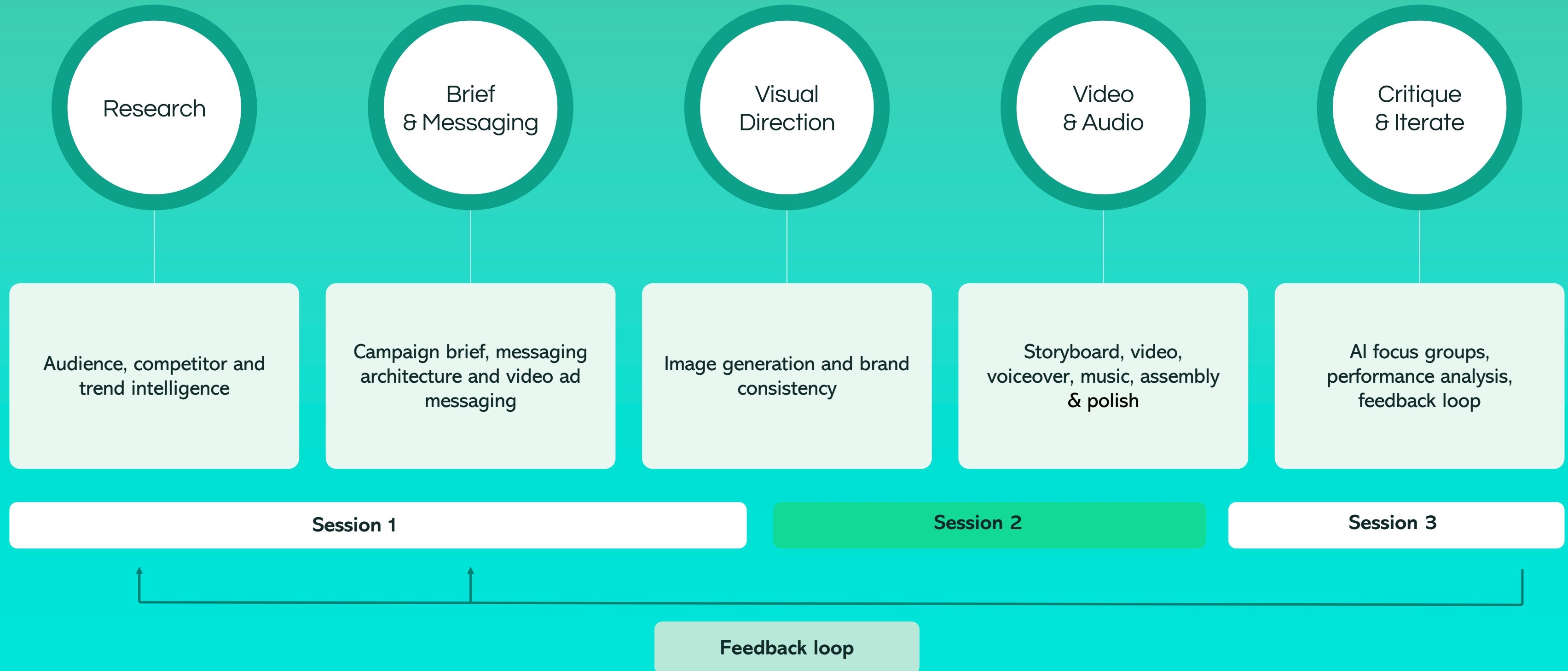


What you should have with you today

- Your Campaign Guidance Summary
The portable brief that feeds every prompt today.
- Your strongest campaign images
Selected from your homework. We will turn them into a short video.

Today we pick up where we left off. Refining your visuals, then building your video.

AI Workflow



Session 2

Video, Audio and Campaign Assembly

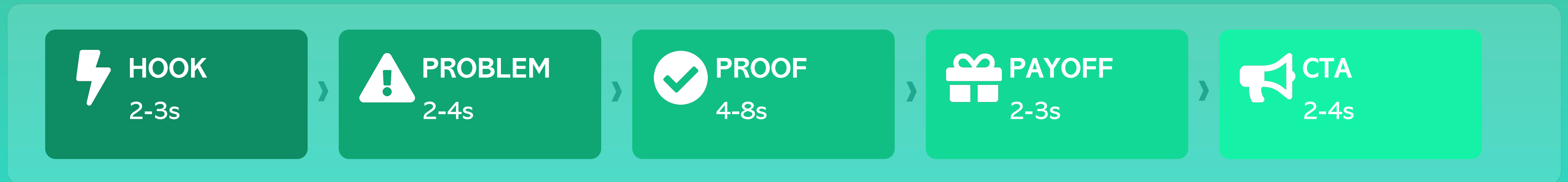


Storyboarding

How to create a narrative arc

Narrative Arc for a Short-Form Ad

Five beats. One clear message. 15 to 20 seconds.



Hook	Stop the scroll. Open with a striking visual, a bold claim, or a question your audience cannot ignore.
Problem	Show the pain. Make the viewer feel the cost of the status quo. Can be combined with the Hook for a stronger open.
Proof	Build trust. Product reveal, social proof, ingredients, product in use. Multiple quick shots work well here.
Payoff	Show the transformation. Not the process, but the outcome. What does life look like on the other side?
CTA	One clear action. Tell the viewer exactly what to do next.

One message per video. If you have two selling points, make two videos. Each visual beat should shift every 2-3 seconds to keep momentum.

The images I generated



The Storyboard Creator

Claude, Opus 4.8

NOTE: Make sure to attach your campaign guidance summary and your images (between 4-10).



I'm creating a short-form video ad (15 to 20 seconds) for *[product, service / brand]*. Find my Campaign Guidance Summary attached. It contains the campaign positioning, audience, messaging, tone of voice and visual direction for this brand.

I've uploaded *[number]* campaign images and I want to produce a *[number]*-shot storyboard, one image per shot. Before mapping anything to the narrative arc, please follow these image rules:

- Catalogue every uploaded image with a stable ID in upload order (Image 01, Image 02, Image 03 and so on).
- For each image, write a short factual description of what is visibly present.
- Do not invent people, settings, ingredients, packaging details, claims, text, props or actions that are not visible in the image.
- Every storyboard shot must reference one image by its ID.
- The shot description must match the visible content of the referenced image.
- If no uploaded image strongly supports a beat, mark it as a gap rather than forcing a fit.

Using the five-beat narrative arc below, please:

1. Produce an image inventory as a table with image ID, visible description, best use and any limitations.
2. Map my images to the beats. Tell me which image fits where and why, and mark the fit as strong, moderate or weak. Identify any gaps where I am missing a strong shot.

3. Produce a shot-by-shot storyboard as a numbered table with timing, beat, image ID, visible image content, shot description, suggested on-screen copy and suggested motion or transition.
4. Before generating the HTML, run a consistency check. For each shot, confirm the image ID matches the visible content described. Correct any mismatch before continuing.

Hook (2 to 3s): Stop the scroll. Open with a striking visual, a bold claim, or a question your audience cannot ignore.
Problem (2 to 4s): Show the pain. Make the viewer feel the cost of the status quo. Can be combined with the Hook for a stronger open.
Proof (4 to 8s): Build trust. Product reveal, social proof, in use, ingredients. Multiple quick shots work well here.
Payoff (2 to 3s): The outcome, not the process. What does life look like on the other side?
CTA (2 to 4s): One clear next action. Tell the viewer exactly what to do next.

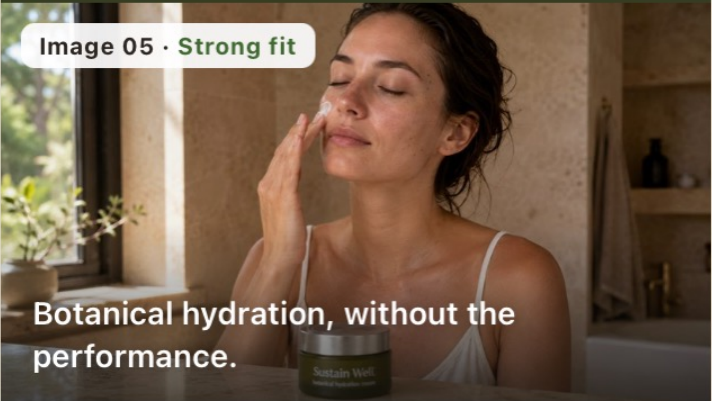
Output the final storyboard as an HTML artefact with each shot displayed as a visual frame, showing the image, image ID, beat label, shot number, timing, visible image content, shot description and suggested on-screen copy. Layout should read left to right like a real storyboard.

The HTML must be a direct rendering of the final storyboard table. Each frame must display the same image that was assigned to that shot in the table, referenced by image ID. Do not reinterpret or reassign images at the HTML stage.

SHOT 06

PAYOFF

Image 05 · Strong fit



Botanical hydration, without the performance.

17.0–22.0s

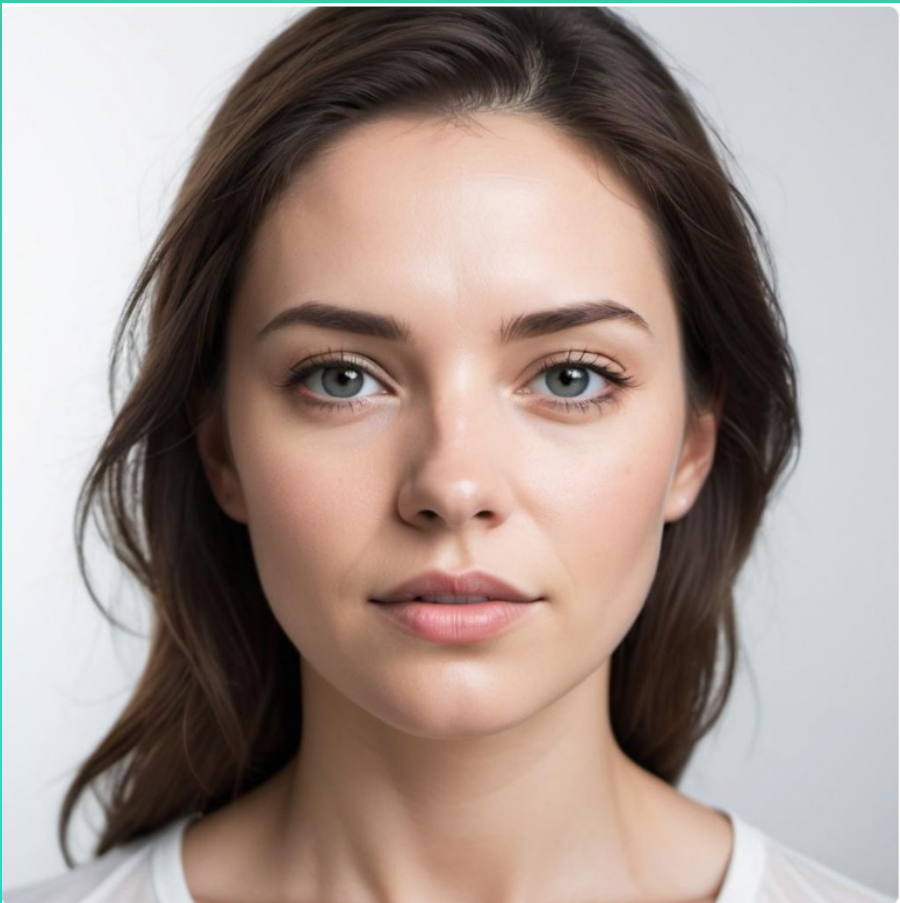
VISIBLE	A woman, eyes closed, pressing cream to her cheek in soft bathroom light. Sustain Well jar on the counter foreground.
SHOT	The outcome: calm, unhurried, comfortable skin. Let the frame breathe.
COPY	"Botanical hydration, without the performance."
MOTION	Slow push-in, hold.

motion Slow push-in, hold.
performance,"



Whilst we are waiting, two tips to
improve your images

Lighting Options



Studio lighting, high key, minimal shadows, clean and crisp, professional portrait style.



Rim lighting on a model, accentuating edges, high contrast, dynamic, energetic, action-packed.



Harsh, direct lighting, high contrast, gritty urban style, street photography, raw, unfiltered.

Lighting Options

Natural Light: Natural daylight, Golden hour, Blue hour, overcast light, window light.

Studio light options: hard key light, high key lighting, low key lighting, top-down soft box light.

Dramatic looks: Rim lighting, split lighting, back lighting, side lighting, down lighting.

Image Editing: Clothing Replacement

Tool: Gemini, Nano Banana



Replace the subject's white wedding dress with a black leather jacket, maintain natural fabric and make sure the garment fits well and preserves natural body proportions and posture, ensure new clothing follows natural light and shadow patterns from original image.



PROMPT FORMULA: [Edit action] [replacement item] [fit + proportions] [fabric behaviour] [lighting continuity] [extras or exclusions].

Video Generation



AI Video Generation Tools

A quick overview

The logo for KlingAI, featuring a stylized circular icon with a knot-like design and the text "KlingAI" in a sans-serif font.The logo for Veo 3.1, featuring a large, colorful "G" icon and the text "Veo 3.1" below it.The logo for Seedance 2.0, featuring a stylized bar chart icon and the text "Seedance 2.0" in a sans-serif font.The logo for MiniMax Hailuo 2.3 Fast, featuring a stylized red and white icon and the text "MiniMax Hailuo 2.3 Fast" in a sans-serif font.The logo for Wan, featuring a stylized purple and white icon and the text "Wan" in a sans-serif font.The logo for Hunyuan Video, featuring a stylized purple and white icon and the text "Hunyuan Video" in a sans-serif font.The logo for runway, featuring a stylized white icon and the text "runway" in a sans-serif font.The logo for Stable Diffusion, featuring a stylized white icon and the text "STABLE DIFFUSION" in a sans-serif font.The logo for Dream Machine LUMA AI, featuring a stylized blue and white icon and the text "Dream MACHINE LUMA AI" in a sans-serif font.

Video Generation Techniques

Camera Shot & Motion

How the camera frames the scene and how it moves. Include shot type (wide, medium, close-up, macro), lens feel, camera movement (pan, push in, orbit, static), speed and stability.

Subject and description

The main focus of your video: who or what appears on screen. Describe key visual traits, appearance details and anything that must stay fixed across the shot.

Action

Describe what the subject does from start to end state. Include motion direction, intensity and any physics constraints (pacing and physics constraints).

Scene Description

The environment where the action takes place. Include background, setting details, weather, time of day and architectural or spatial context.

Lighting, Style, Atmosphere and Brand Elements

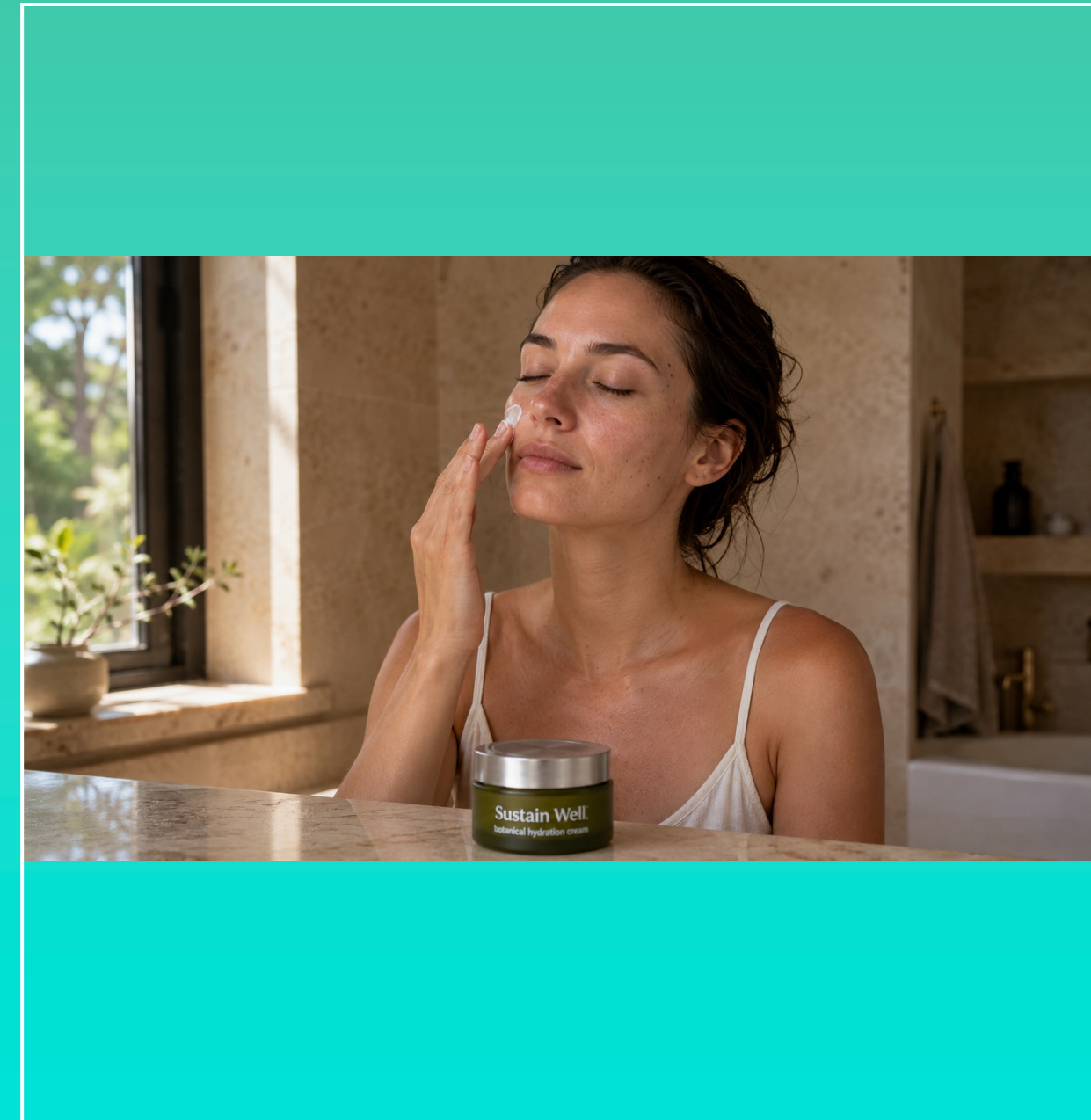
- **Lighting:** The type and quality of light in the scene, including colour grade.
- **Style:** The artistic approach or visual aesthetics (e.g. editorial, cinematic, documentary)
- **Atmosphere:** The overall mood or feeling of the video (e.g. energetic, contemplative or intimate)
- **Branding elements:** Include branding elements that reflect what your product or service stands for.

Example prompting template: [Camera movements] [Subject description] [action] [scene description] [lighting/atmosphere]+
[style]

Video Generation in Action

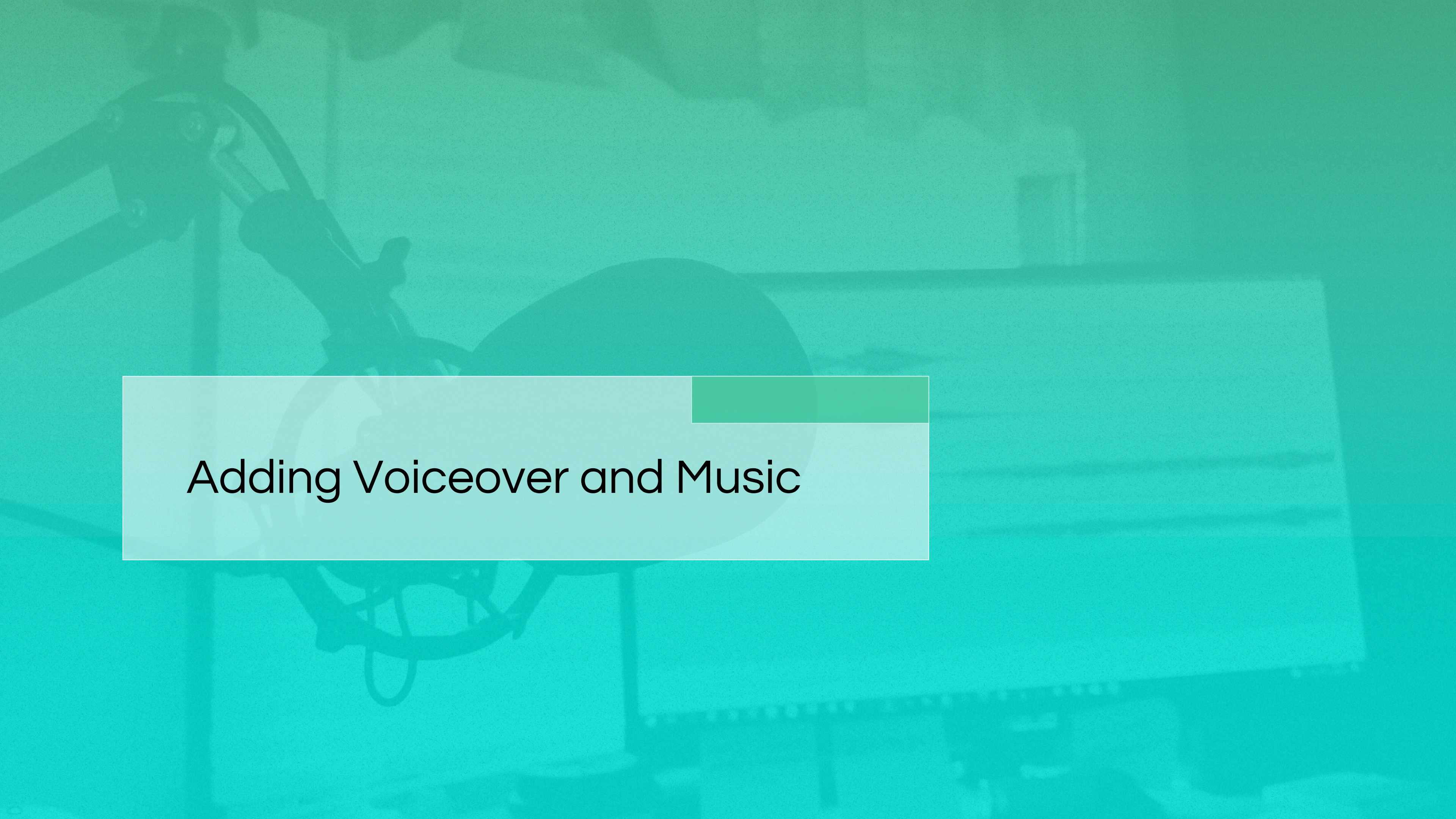


Turn the attached image into a short video clip. The woman maintains her serene expression with eyes softly closed throughout. Her fingertips press gently against her cheek with a slow, barely-perceptible repeated motion of light pressure. A thin, natural layer of white cream remains softly visible on her cheek, it does not disappear and does not build up. Her hand and fingers stay natural with no distortion. The Sustain Well jar on the counter remains completely static. Near-imperceptible leaf movement on the potted plant by the window. Very slow, smooth push-in toward the woman's face. Single continuous forward movement at constant speed. No lateral drift, no tilt, no handheld shake. Keep the following elements in sharp focus throughout: the woman's calm, serene expression with eyes closed, her fingertips against her cheek with cream softly visible beneath them, and the Sustain Well jar in the foreground with the label text "Sustain Well / botanical hydration cream" remaining sharp and legible throughout the push-in. The tone is calm, intimate, restorative. An unhurried skincare moment. This is the outcome, not the process. No performance. No exaggeration. Soft natural window light from the left. Warm, golden, directional. Green foliage visible through the window catching the light. Steady throughout with no flicker or colour temperature shift. Warm travertine bathroom wall, slightly out of focus. Recessed shelf with dark bottles in the deeper plane. Soft natural depth of field. The background stays consistent throughout the push-in, no new elements appearing as the frame tightens. Editorial beauty cinematography. Intimate, cinematic, premium. Natural skin texture preserved with no smoothing or airbrushing. Realistic film-like grain. The shot feels like a quiet, private moment observed rather than performed. Slow, unhurried, meditative. The push-in is gentle enough that the viewer barely notices the camera moving. No acceleration. No easing. The clip breathes. Five seconds that feel like a pause. This video is the payoff shot in a short-form video advert. It shows the calm outcome, not the opening.



PROMPT FORMULA: [Animation action/ motion] [camera movement] [focus elements] [audience + brand tone] [lighting] [background] [visual style] [pacing + smoothness] [purpose or placement].



The background is a teal-colored image showing a person in a recording studio. The person is wearing a dark cap and is positioned in front of a large, professional microphone on a boom arm. To the right, a computer monitor is visible, displaying some graphical information. The overall scene is dimly lit, typical of a studio environment.

Adding Voiceover and Music



The Voiceover Wonder

Tool: Gemini 3.5 Flash



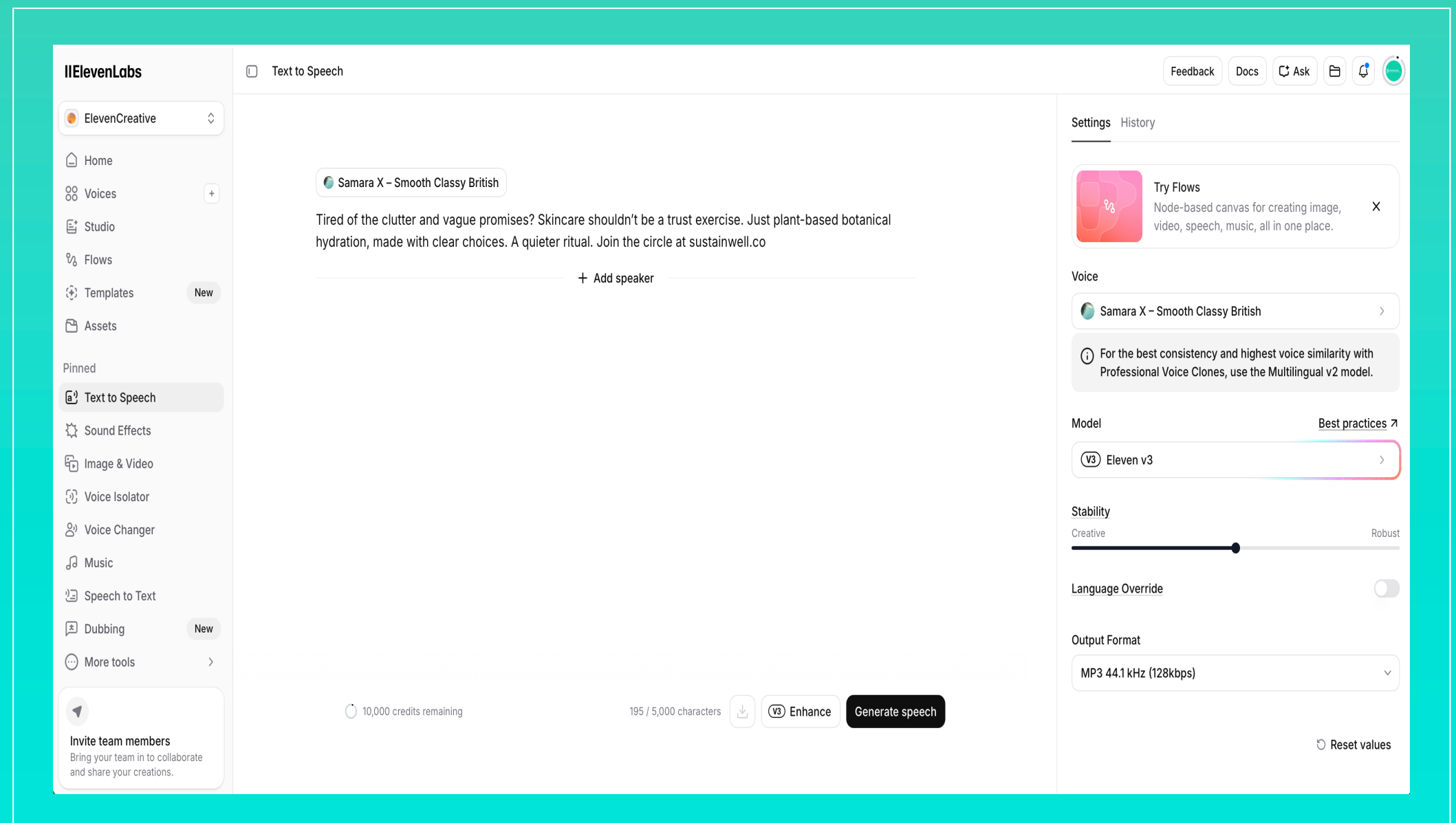
I've created a *[video length in seconds]* video ad, and I need a voiceover script that aligns perfectly with my *[brand's / product's / service's]* tone and messaging as outlined in the attached Campaign Guidance Summary. The voiceover should be engaging, clear, and on-brand, emphasising the key themes mentioned in the Campaign Guidance Summary. Please write a script that flows naturally with the visuals, enhances the emotional impact, and conveys the campaign's message with authenticity and warmth. The CTA at the end should be *[insert your CTA]*.

What you walk away with: A voiceover script mapped to visuals and timings.

Text-to-speech for voiceover generation

Tool: Eleven Labs

- Go to **ElevenLabs**.
(<https://elevenlabs.io/app/sign-up>)
- Select **Text to Speech** > opens speech generation.
- Copy and Paste your script into ElevenLabs.
- Select voice (you can listen to voice examples.)
- > Generate Speech.
- > Download audio file.



Create Background Music Prompt For Suno

Tool: Gemini, 3.5 Flash



I need background music for my short-form video ad. I have attached the video and the Campaign Guidance Summary, providing some background to my ad and project.

Based on the brand tone, the visual pacing and the voiceover, write me a music generation prompt I can paste directly into Suno. The prompt must:

- Describe the instruments, tempo, mood and energy level in music terms
- Match the emotional arc of the ad (how the music should feel at the opening, middle and close)
- Specify the exact duration to match my video
- Not include any meta-instructions like "create a song that..." - just describe the music itself

Give me three options: *[example: one piano-led, one guitar-led, and one ambient/textural]*. I will pick the one that feels closest to my brand / campaign.

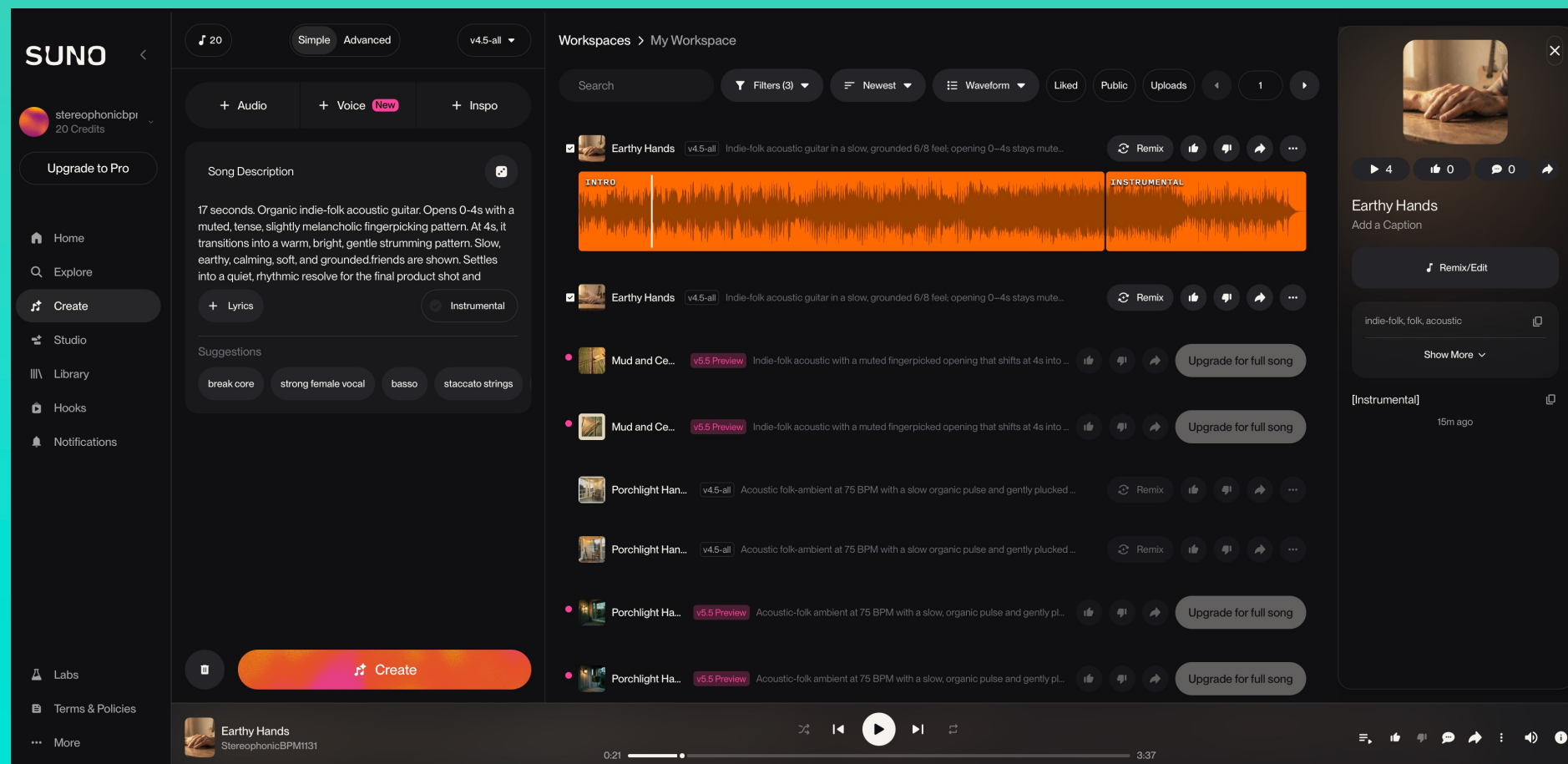
Note: Make sure to attach your video clip and Campaign Guidance Summary.

What you walk away with: Three ready-to-use Suno prompts, each tuned to your brand and pacing, so you can pick the one that fits and generate music in minutes.



Generate Background Music

Tool: Suno

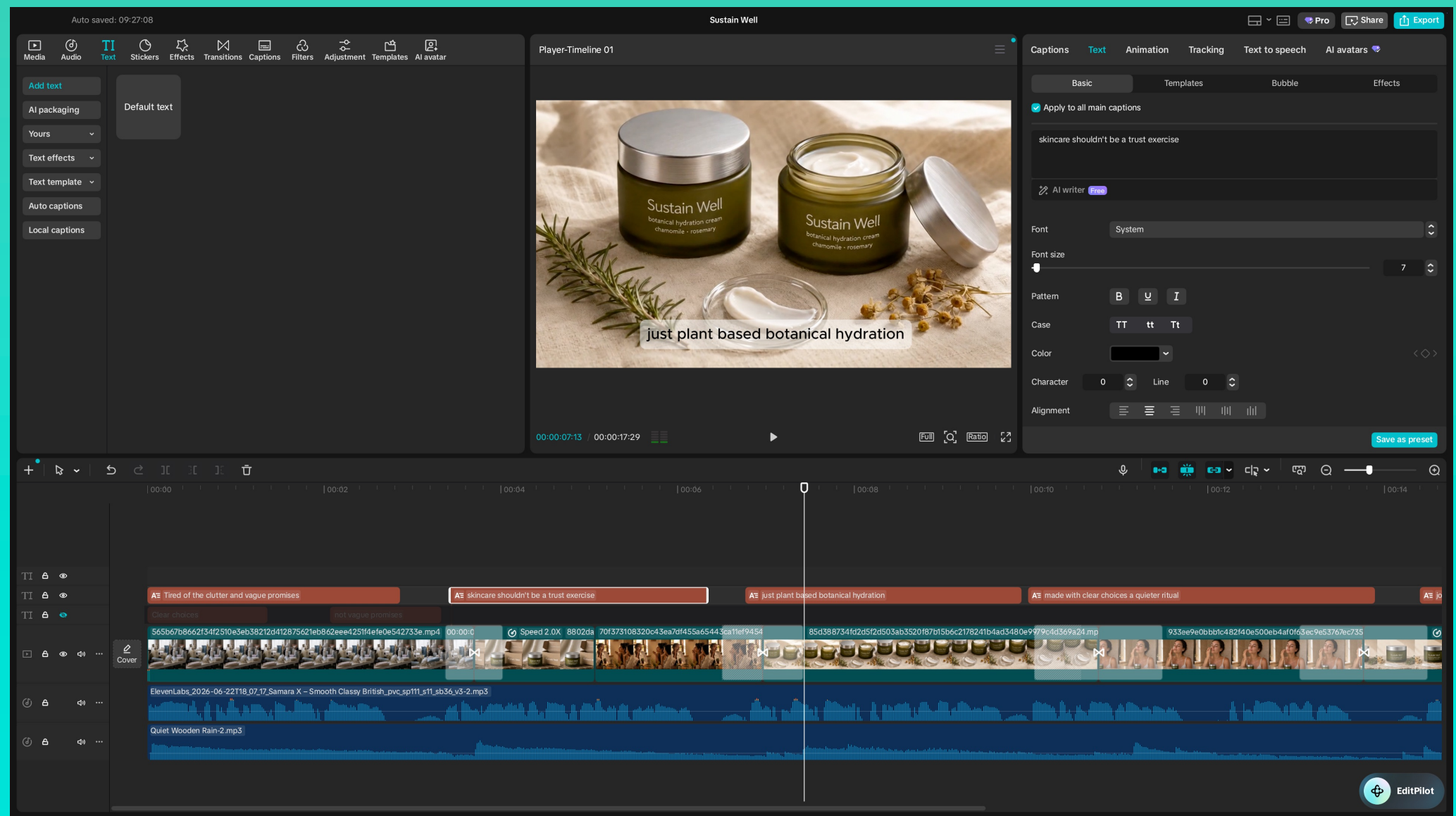


- Go to Suno AI > ‘Create’.
- Copy and paste your prompt.
- Generate your song.
- Listen and improve.
- Download by right clicking on the song and navigate to ‘download’.
- Download as an MP3 file.

Bringing it All Together

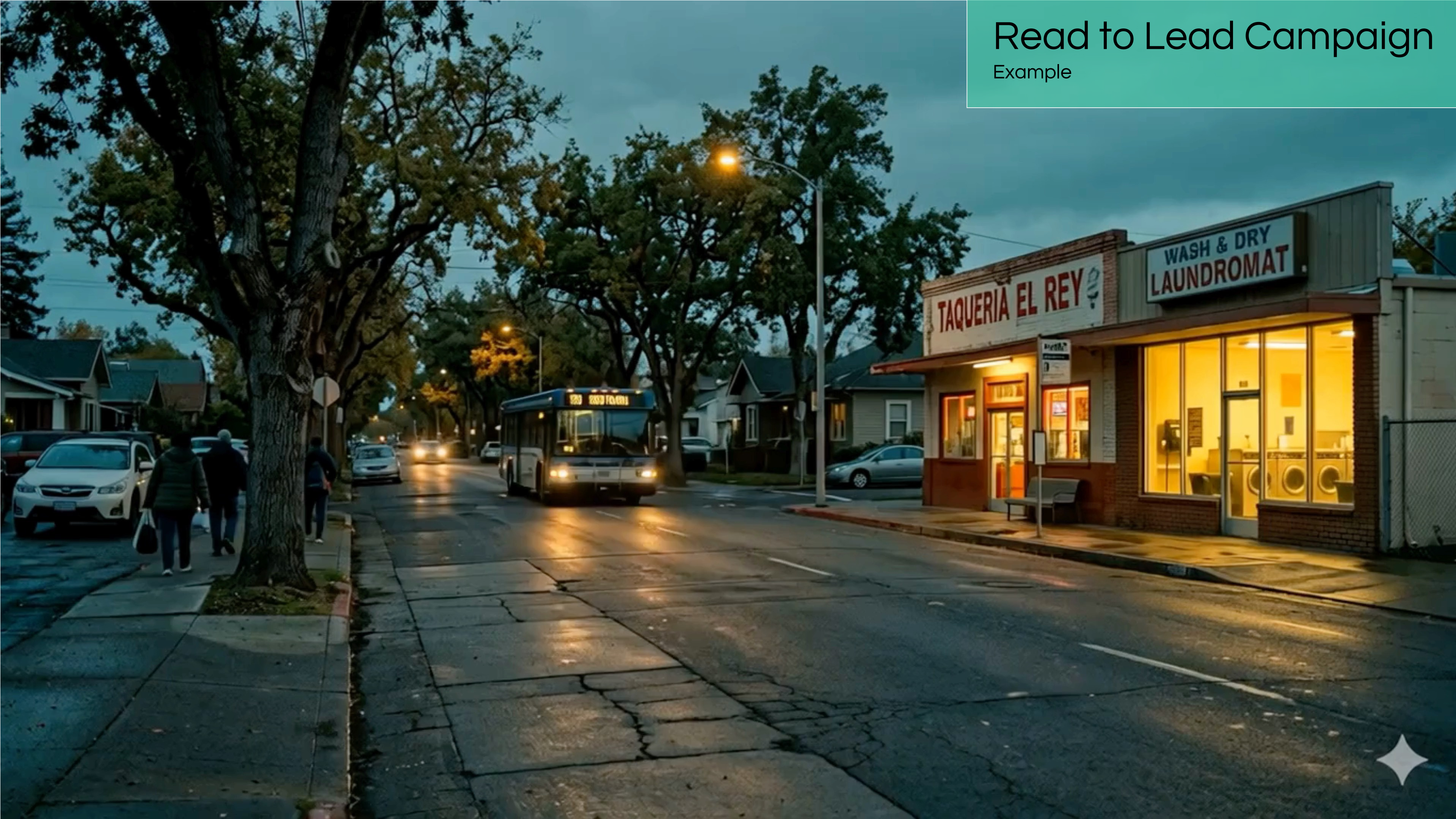
Tool: CapCut

- Video clips added
- Voice over synced
- Background music



Read to Lead Campaign

Example



Session 2 Recap

What you built today

- A shot-by-shot storyboard mapped to the five-beat narrative arc.
- Short video clips animated from your campaign images.
- A voiceover script and audio that flows with your visuals.
- Background music tuned to your brand and pacing.
- A rough cut of your campaign video, assembled in CapCut.

Where this sits in the bigger picture

You now have a working campaign in two sessions. Research and strategy in Session 1. Visuals, video and audio in Session 2.

Session 3 closes the loop, so every campaign you run sharpens the next one.

The workflow you now own

Images to storyboard, storyboard to video clips, clips to voiceover and music, all assembled into one rough cut. The Campaign Guidance Summary stays your anchor from end to end.

Coming up in session 3

We close the loop. We start by polishing your ad, then run it through AI critique including persona testing and scoring against the brief to spot what's working and what isn't. We analyse performance signals, reformat for vertical, and feed everything you learn back into your messaging architecture and your next brief, so the engine improves with every campaign you run.

Homework

Before Session 3

01

Storyboard your video ad

Use the Storyboard Creator prompt with Claude (Opus 4.8 or similar) to create your storyboard. Make sure to upload your Campaign Guidance Summary and your 5 to 7 strongest campaign images.

02

Generate your video clips

Turn each storyboard shot into a short clip using Framia (or your tool of choice). You will need 4 to 7 clips in total. Refer to the image-to-video prompt formulas we covered. Bring your clips into CapCut and export your sequence as an mp4 video file.

03

Create your voiceover and music

Use the Voiceover Wonder prompt and generate your voiceover in ElevenLabs. Then use the Background Music Prompt for Suno to specify the background music and run your favourite music suggestion in Suno to generate your background tune.

04

Assemble your rough cut in CapCut

Lay your clips on the timeline, trim and adjust where needed, add your voiceover and music as separate tracks, and export as an MP4. Watch your ad back two or three times and note what feels off or could be improved. We will polish it together in Session 3.

Optional

05

Take your rough cut and your video ad messaging from Session 1, create a social media ad, share it with three people in your network and bring their reactions to Session 3. For those running paid ads already, try and run the ad and bring the live performance stats to the next session

Access Your Session Resources



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/>

