

Ben Bennett

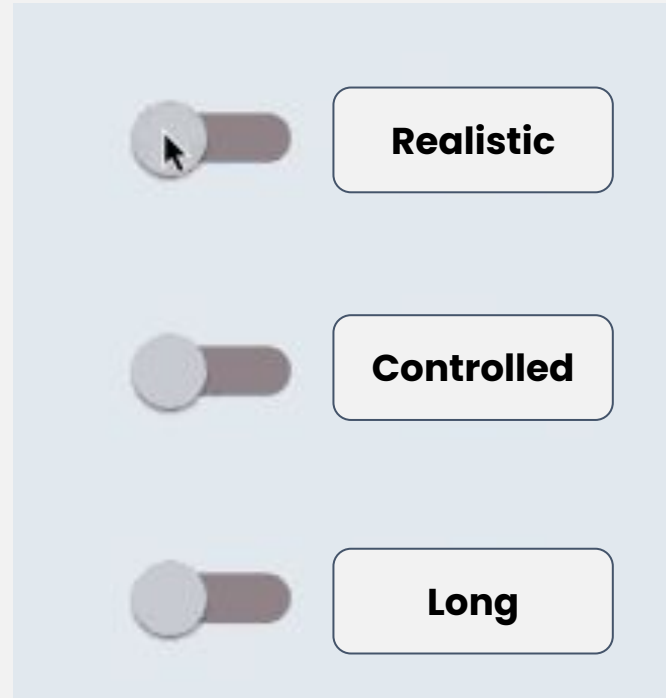
Smart Marketer

What to expect from AI Video

In life, you can only pick two...



With AI video, you can only pick two...



Realistic + Controlled

The pinnacle of AI video

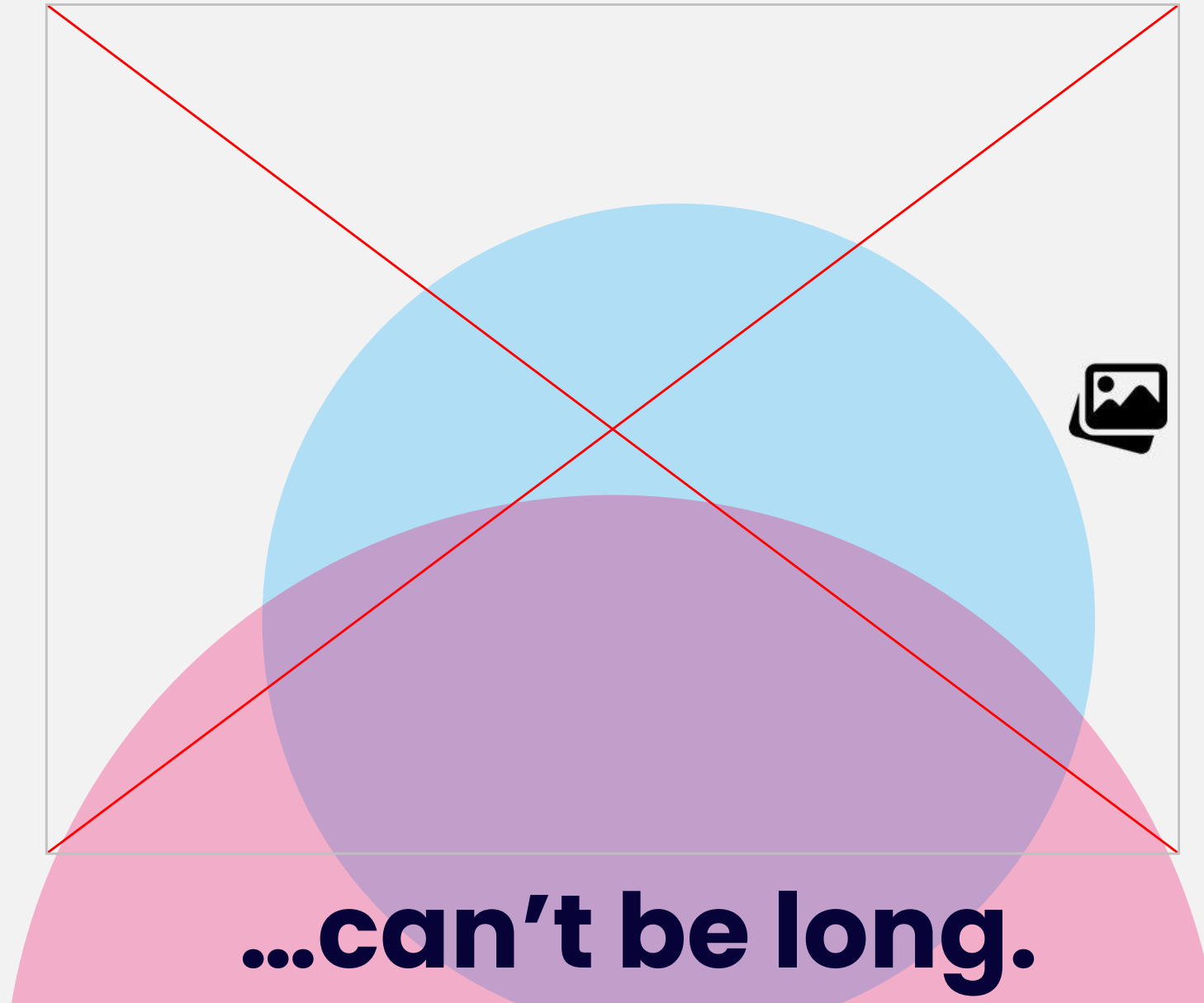
Types of Videos:

- Videos including products
- Realistic UGC
- Accurate scenes/settings
- Results-based before and afters

What you'll need:

- Great reference photos
- Patience

Realistic + Controlled...



Realistic + Long

Great for voice-over content

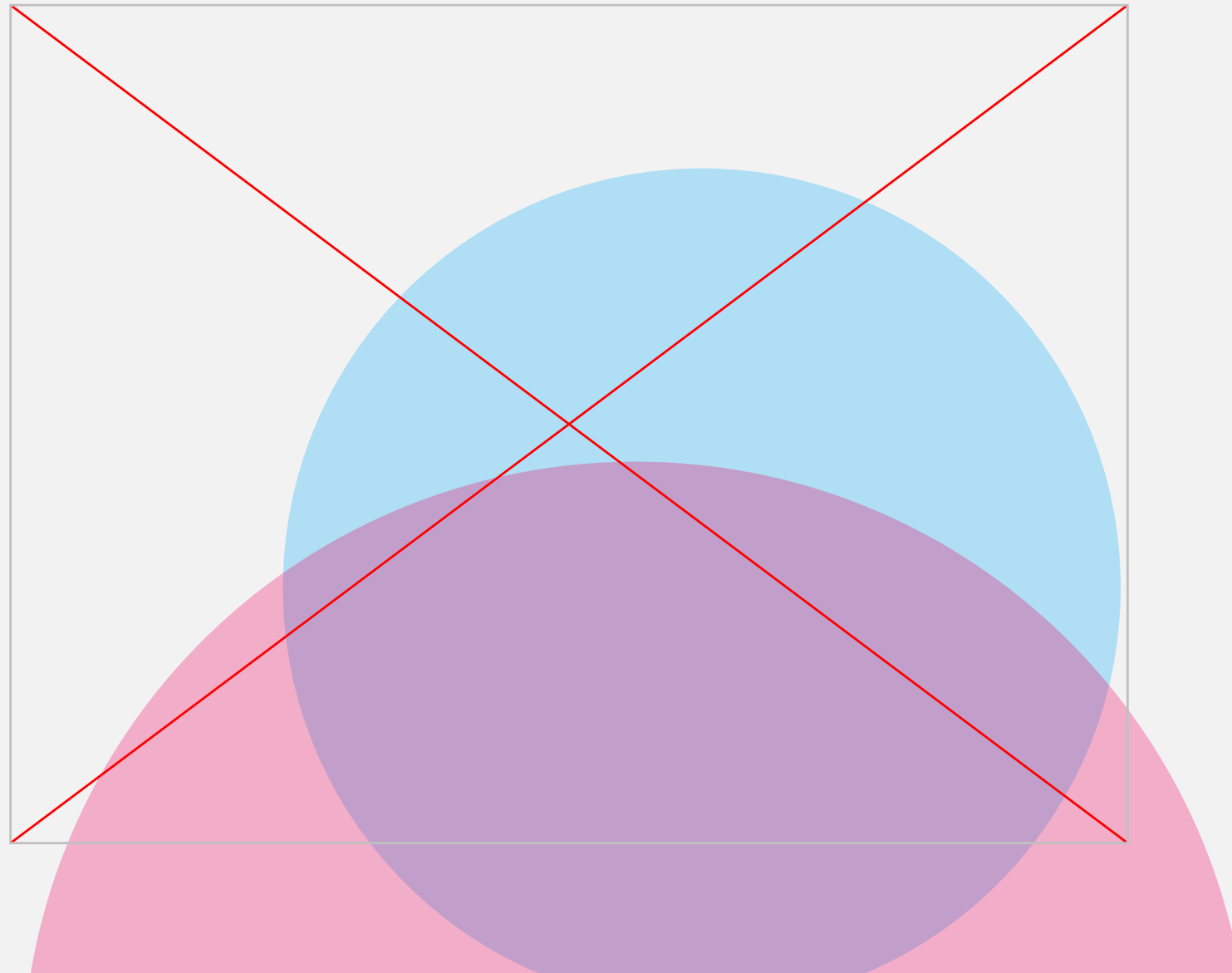
Types of Videos:

- Videos **not** including products (or not upclose)
- UGC b-roll
- Great for **pain point** or **benefit** footage

What you'll need:

- Supplemental B-roll footage that DOES include the product

Realistic + Long



Controlled + Long

Use a “non-realistic” content style to your advantage

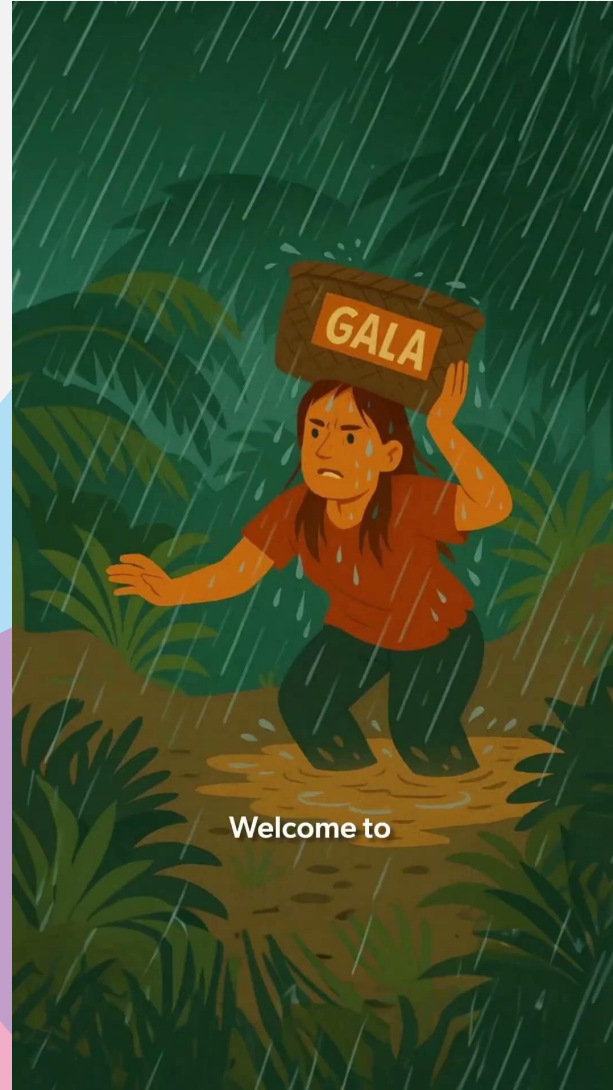
Types of Videos:

- Animations
- Cartoons
- Extreme before and afters
- Graphics

What you'll need:

- Some sort of graphic design ability to put together a branded element
- Lots of creativity

Controlled + Long



Welcome to

To get the most out of AI video...

- Don't expect realistic, controlled, and long videos from AI.
- Invest in your reference image catalog
- Shift your content creation focus to the things AI has a hard time with:
 - Authentic UGC
 - Humans interacting with the product
 - Upclose product shots



Now for the REAL pros :)