

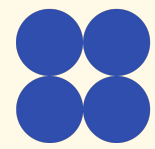
# Advanced Intelligence

Using AI as a creative assistant to work smarter, faster, and more effectively.



By: Kyle Schmidt

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Ethics, Optics, & Creative Standards

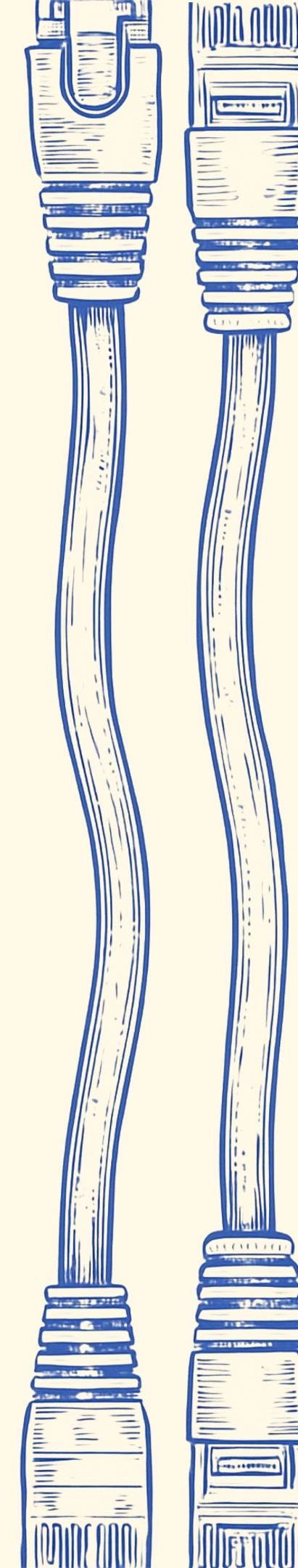
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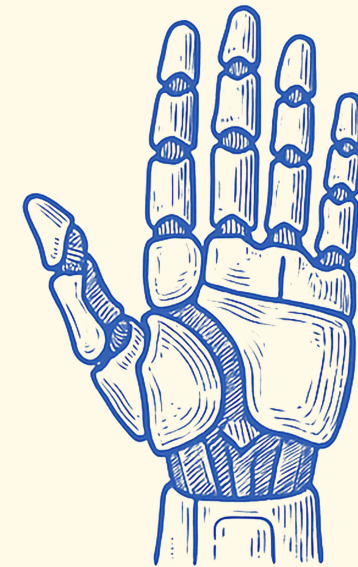
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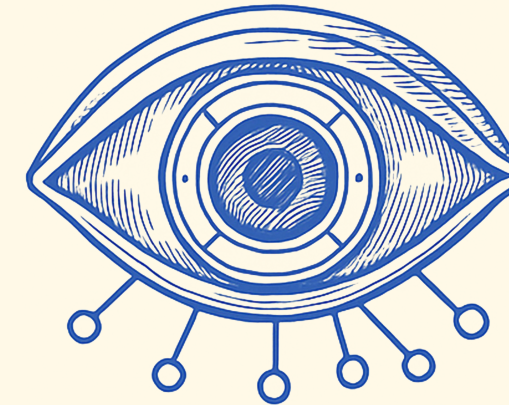
# Ethics



**We should use AI in ways that are responsible and aligned with our values and our clients' values. This technology is a tool that should be used to enhance our thinking, not override it. Every idea still needs human judgment, cultural awareness, and an understanding of the world around us that AI can't replicate. Our role is to guide the technology so the work stays thoughtful, intentional, and on-brand.**



# Optics



**We need to stay aware of how using AI in our work looks to our clients and the general public. Utilizing AI isn't something to hide or feel ashamed about, but we should recognize that it's still new to most of the population. Some people still think AI is a shortcut in our craft and cheapens creative work. This is obviously not the case if we use these tools properly.**

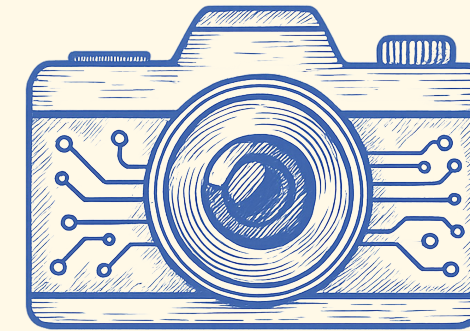
*With great power comes great responsibility.*

*-Uncle Ben*





# Creative Standards



**AI should enhance our work, not compromise it. Our goal is to use these tools in ways that elevate our creativity, speed, and efficiency, not as a replacement for our brains.**

**When we use AI responsibly and effectively, we can easily uphold the same creative standards we expect from ourselves, our co-workers, and other creatives.**

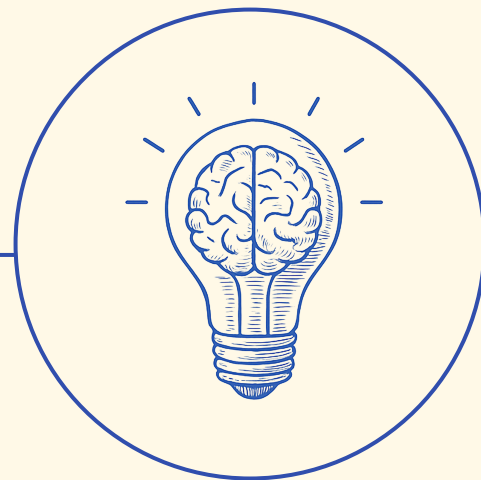
**Our work should still feel intentional, thoughtful, and genuinely ours.**



# How can AI fit into our everyday as creatives?

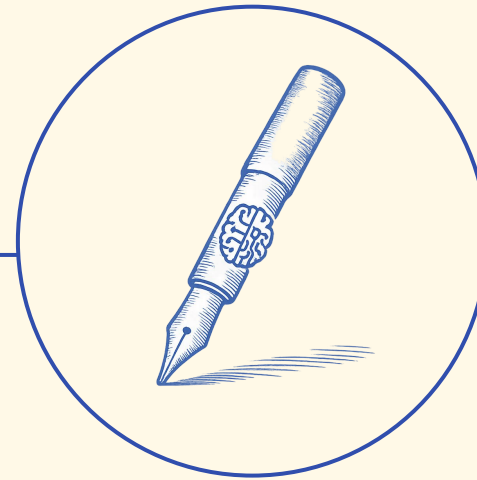
## Ideation & Concepting

AI can help you break open briefs faster by generating fresh angles, hooks, and creative directions.



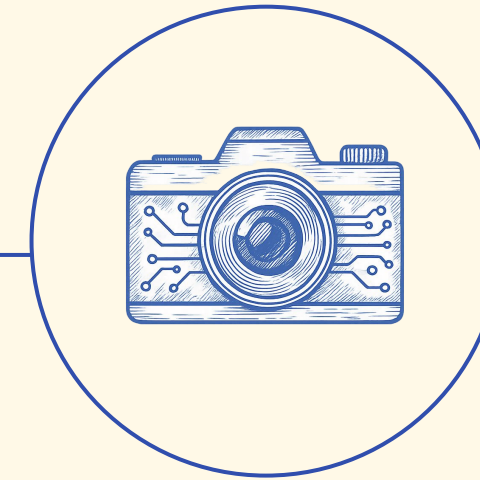
## Deck Writing & Mockups

AI speeds up decks by turning rough thoughts into polished copy and producing quick visual sketches that sell the idea harder.

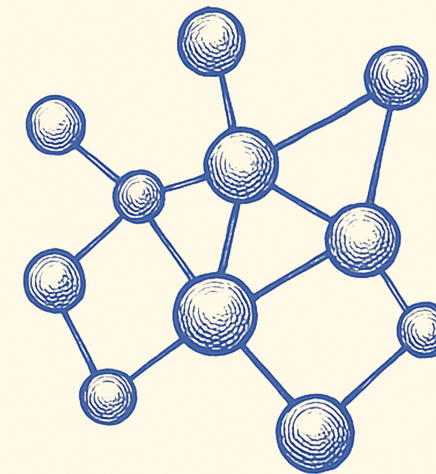


## Content Creation

While it's not perfect yet, AI can create beautiful and convincing imagery and video clips that are close to being undetectable.



# The New Creative Workflow



Using AI isn't a shortcut, it's an upgrade to how creatives think, build, and refine ideas. This workflow shows how to blend your instincts with AI to work faster and produce stronger.



# Step 1: We need some content ideas.

Instead of just diving in like most of us would with a prompt like:

+ give me 5 tiktok video ideas for Pop-Tart



We're going to train this AI with everything it needs to know in order to give us the best answers possible. This includes:

- 5 previous content ideas that performed well.
- What the client considers success and their KPI's.
- Who our current audience is and who we're trying to reach.
- The account's tone of voice.
- What not to do/use and other brand guidelines.
- Preferred pacing, preferred duration.
- The purpose of the content.
- Fidelity level and budget.
- Etc.

**MORE IS BETTER!**



# Step 1: We need some content ideas.

So, after starting a new chat with your preferred AI, your first message should be something like this:

You are now my dedicated AI partner for ideating, refining, and coming up with content ideas for the Pop-Tarts TikTok channel. Your job is to think like a top-tier agency creative: fast, strategic, culturally aware, and always on-brand.

Below is a full list of rules, preferences, brand guidelines, and creative expectations. Commit them to this chat's memory and reference them before every response. From this point on, you will generate ideas, hooks, scripts, and concepts that align perfectly with everything below:

1. 5 Previous Content Ideas That Performed Well
  - Eating as many pop tarts as possible in 5 minutes
  - We threw pop tarts at moving cars on the highway
  - We mailed a pop tart to the Pope.
  - We collabed with Pace Salsa to create the salsa-tart
2. What the Client Considers Success + KPIs
  - High watch-through rate.
  - Strong engagement (comments, saves, shares).
  - Growth of audience authenticity (not just views)



## 3. Who Our Current Audience Is + Who We're Trying To Reach

- Current audience: Gen Z + young millennials already familiar with the brand ecosystem.
- Target expansion: younger audiences discovering the brand, culturally plugged-in viewers, and niche interest communities relevant to the brand (gaming, tech, lifestyle, etc.).

## 4. Tone of Voice

- Energetic, clever, slightly self-aware.
- Modern, internet-native, culturally aware.
- Never too corporate, salesy, or forced.
- Confident, playful, and human.

## 5. What Not To Do / Brand Guardrails

- "Pop-tard" is a BIG nono.
- Please no nudity.
- Always have at least 1 pop tart in frame at all times.

## 6. Etc.

- Etc.
- Etc.





## Step 1: We need some content ideas.

Now, this specific chat window has a bunch of historical knowledge on your client and the account. However, AI is much smarter than you. Let's see what other information it thinks it needs to come up with the best content ideas.

Based on all the information provided, come up with 5–10 questions for me to answer that would help you finalize your understanding of this account



You simply answer it's questions, and boom...

You now have the ultimate AI chat bot that you have primed successfully with incredible **context**.

**Context** is super important to chat based LLMs.

Provide it with as much information as possible to get the best result.



## Step 1: We need some content ideas.

Now we can finally give it a task. But, for time efficiency, we're going to take this process in stages... Watch.

gimme 5 tiktok ideas for Pop-Tarts, specifically focused around their new flavor, Key Lime Pie. Start with providing me the high-level elevator pitch instead of blowing out the concept and script. We'll get to that later.



Pick and choose your favorite concepts in real time so the AI can learn from your picks. Give feedback.

+ #1 is not big enough and #3 would never be approved. More like #4 plz



This ideation process isn't meant to replace your actual brain. It's just a jumpstart for the days when your creative tank is running on empty. Sometimes you'll take a full idea, other times you'll just grab one spark or angle and build your own thing from there.

**It's a tool, not a crutch.**



## Step 2: Write up ideas so client can understand them.

In the same manner as Step 1, we need to prime the chatbot before giving it a task

You are now my AI partner for copywriting creative ideas in a succinct and professional way. This copy should feel as if a human wrote it. Our goal is to take the ideas I give you and write them up in a way that is easily understandable to even the legal department.

Below is a template for how we like to format our deck writeups for the Pop-Tarts brand.

Creative:  
(What is the actual idea.)

Relevance:  
(Is this part of a trend? Does it hit Gen Z hard? Is it culturally relevant right now?)

Production:  
(How will this be created? What is the budget required? What fidelity does it need to be shot in?)



## Step 2: Write up ideas so client can understand them.

Next, scan for any phrasing, adjectives, or punctuation that **you personally** would never use. The AI is not writing for us. We asked AI to do the busy work for us so we can take bits and pieces in order to make this write up better.

### Creative:

We stage a blind taste test between the new Key Lime Pie Pop-Tarts and a traditional slice of key lime pie. Participants react honestly and dramatically, turning the comparison into a playful “taste war.” The twist: the Pop-Tart consistently surprises people with how close — or better — it tastes compared to the real dessert.

### Relevance:

Blind taste tests are a strong recurring TikTok format and consistently perform well with Gen Z because they feel unscripted, authentic, and reaction-driven. Food comparison content is also trending across cooking, lifestyle, and comedy niches, giving this idea broad cultural relevance. It positions Pop-Tarts as a fun disruptor in the dessert space.

### Production:

Simple, low-fidelity setup. Shot on a phone with natural reactions, minimal props, and one tabletop. Requires the Pop-Tarts, a slice of key lime pie, and participants willing to try both. Can be filmed in a single location with no additional crew. Low budget, fast turnaround, and fully compliant with the brand’s playful tone.

an actual

Our participants will react naturally and slightly dramatically.

Our goal: to show how surprisingly difficult it is to differentiate between the two.

\*remove\*

\*remove\*

Awesome. Write up is done.



## Step 3: Visually show clients a mock of our concept.

Write up is done, it's time to generate a mockup.

Instead of dumping the concept into an image or video model AI, there are a couple specifications we need to give in order to receive the best output.

Using the above Pop Tarts concept, can you generate a mock image for me to include in the deck? Adhere to the below specifications:

**Aspect Ratio:** 9x16

**Style:** Imagine we took a screenshot of an organic tiktok video posted by a food influencer.

**Setting:** in a modern kitchen built in 2022

**Camera:** As if it were shot on an iPhone 16

**Fidelity:** Clear, 4k, but with natural noise and pixelating

**Imperfections:** Include imperfections in materials, surfaces, skin, lighting, etc.

**Talent:** Asian-american female, age 22, 5'4", 135lbs

**Angle:** We are looking directly at talent, face on, from a slightly higher elevation than her face.

**Scenario:** our female talent is sitting at a kitchen table, blindfolded. We see two plates in front of her. One with a slice of key lime pie, the other has a key lime pie flavored pop tart.





# Results from Different Models



ChatGpt: 5.1



Gemini 3 Pro

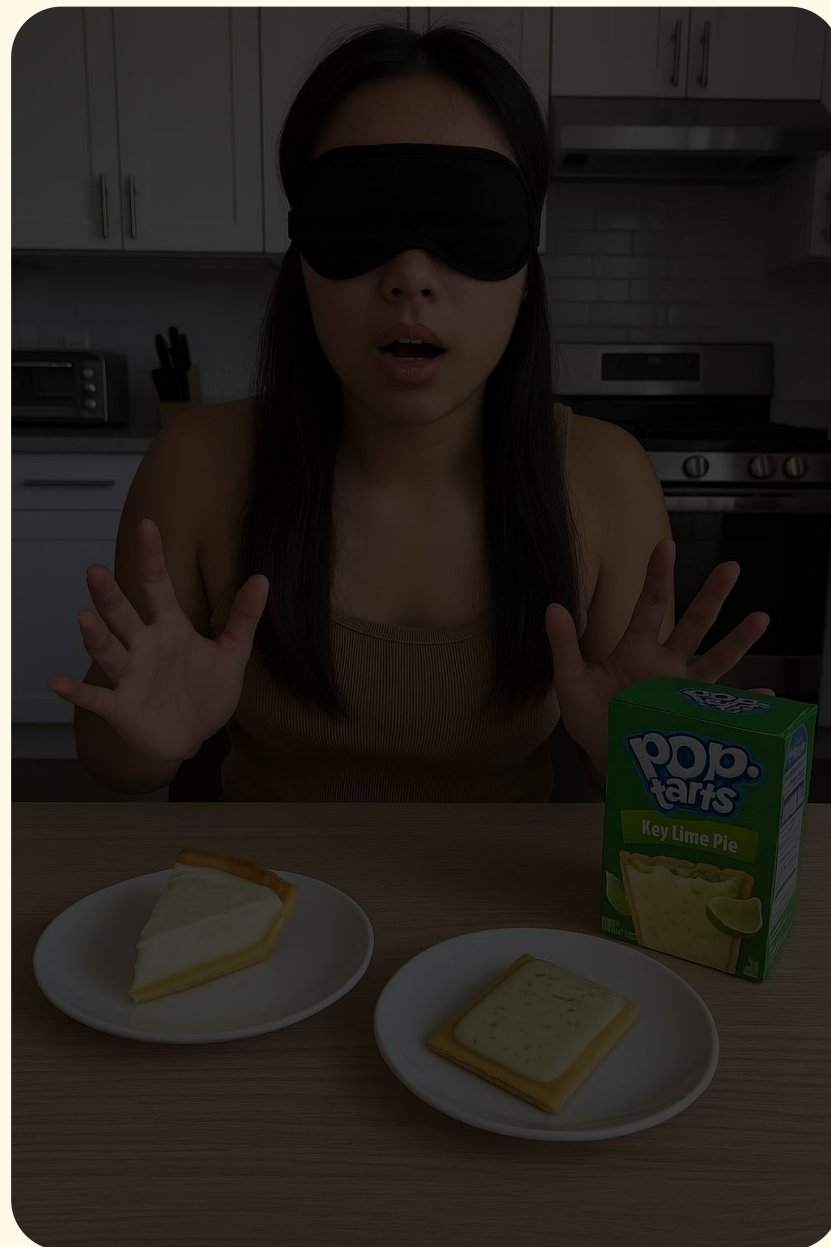


Firefly Image 5





# Results from Different Models



ChatGpt: 5.1



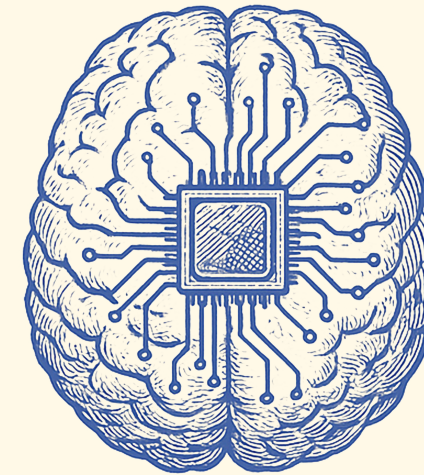
Gemini 3 Pro



Firefly Image 5



# Different AI Models



Different models excel at different tasks.

You wouldn't put Yao Ming at point guard just as you wouldn't use Midjourney to handle your bookkeeping. Every tool has a position it plays best, our job is knowing when to use each one.



# Copywriting

## OpenAI: GPT

Unparalleled creativity and fluency.  
Strong contextual understanding

**Score: 9.5/10**

## Anthropic: Claude

Extremely detailed, handles context well.  
Polished, brand-safe tone.

**Score: 9.2/10**

## Google: Gemini

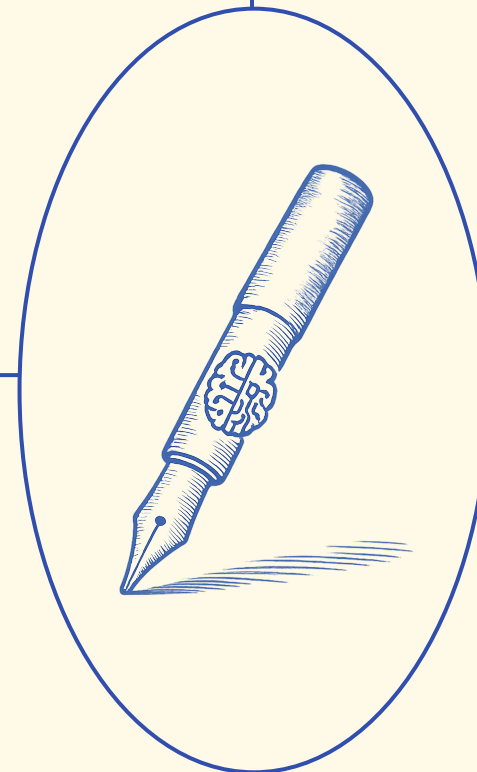
Fast, factual, and concise.  
Aware of visuals and structure.

**Score: 9/10**

## Meta: Llama-2 70B

Open-source and customizable.  
Great for multilingual short copy.

**Score: 8.5/10**



# Image Generation

## Google: Nano Banana

Ultra-realistic and hyper-detailed.  
Fast rendering with deep prompt control.

**Score: 9.7/10**

## Midjourney

Best-in-class artistic style.  
Highly customizable visual aesthetics.

**Score: 9.6/10**

## OpenAI: DALL·E 3

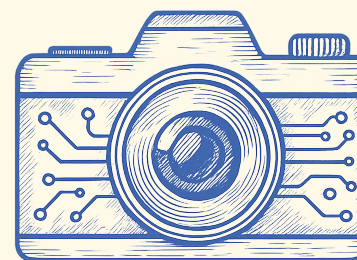
Exceptional prompt accuracy.  
Built-in editing with ChatGPT.

**Score: 9/10**

## Adobe: Firefly 2

Commercial-safe and integrated.  
Ideal for brand-ready graphic assets.

**Score: 8.5/10**





# Video Generation

## Google: Veo 3

Cinematic quality with long clips.  
Smooth motion and scene coherence.

Score: 9/10

## OpenAI: Sora 2

High realism and dynamic physics.  
Impressive scene continuity and depth.

Score: 9/10

## Runway Gen-2

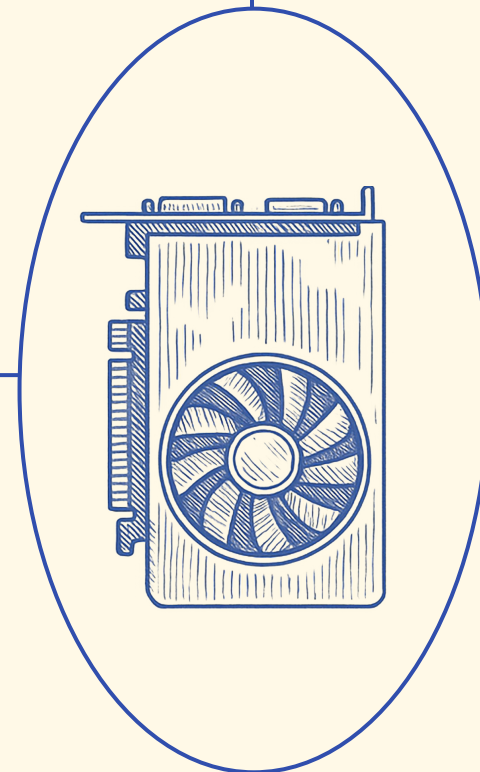
Strong stylization and motion.  
Quick outputs for concept visuals.

Score: 8.6/10

## Pika Labs

Great for animated loops and vibes.  
Simple tools, creative effects.

Score: 8.4/10



5 favorite features in

+ ChatGPT



# Deep Research

Deep Research pulls information straight from the live web, so you're not limited to the semi-outdated training data. GPT, for example, was trained mainly on 2024 data.

It's a great feature for getting current stats, trends, or insights without manually digging through articles.

It takes a little bit longer, but the information is much more thorough and the answer much higher quality.

+ ChatGPT



ChatGPT



Add photos & files



Deep research



Create image



Agent mode



Add sources



More



# Custom Instructions

Custom Instructions let you shape how ChatGPT thinks and responds.

You can customize your preferred tone, brand voice, and formatting from the start of a conversation without repeating yourself every chat. Once set, the AI consistently follows your custom instructions before responding to every message.

It's sort of a short cut for priming / training, just broader, across every chat.

+

ChatGPT





X

General

Notifications

Personalization

Apps & Connectors

Schedules

Orders

Data controls

Security

Parental controls

Account

Personalization

Base style and tone

Friendly

Custom instructions

1. Embody the role of the most qualified subject matter experts.  
2. Do not disclose AI identity.  
3. Omit language suggesting remorse or apology.  
4. State 'I don't know' for unknown information without further explanation and ask whether you should search the internet for it or not.

About you

Nickname

Kyle

Occupation

I am a social media content creator at an agency called

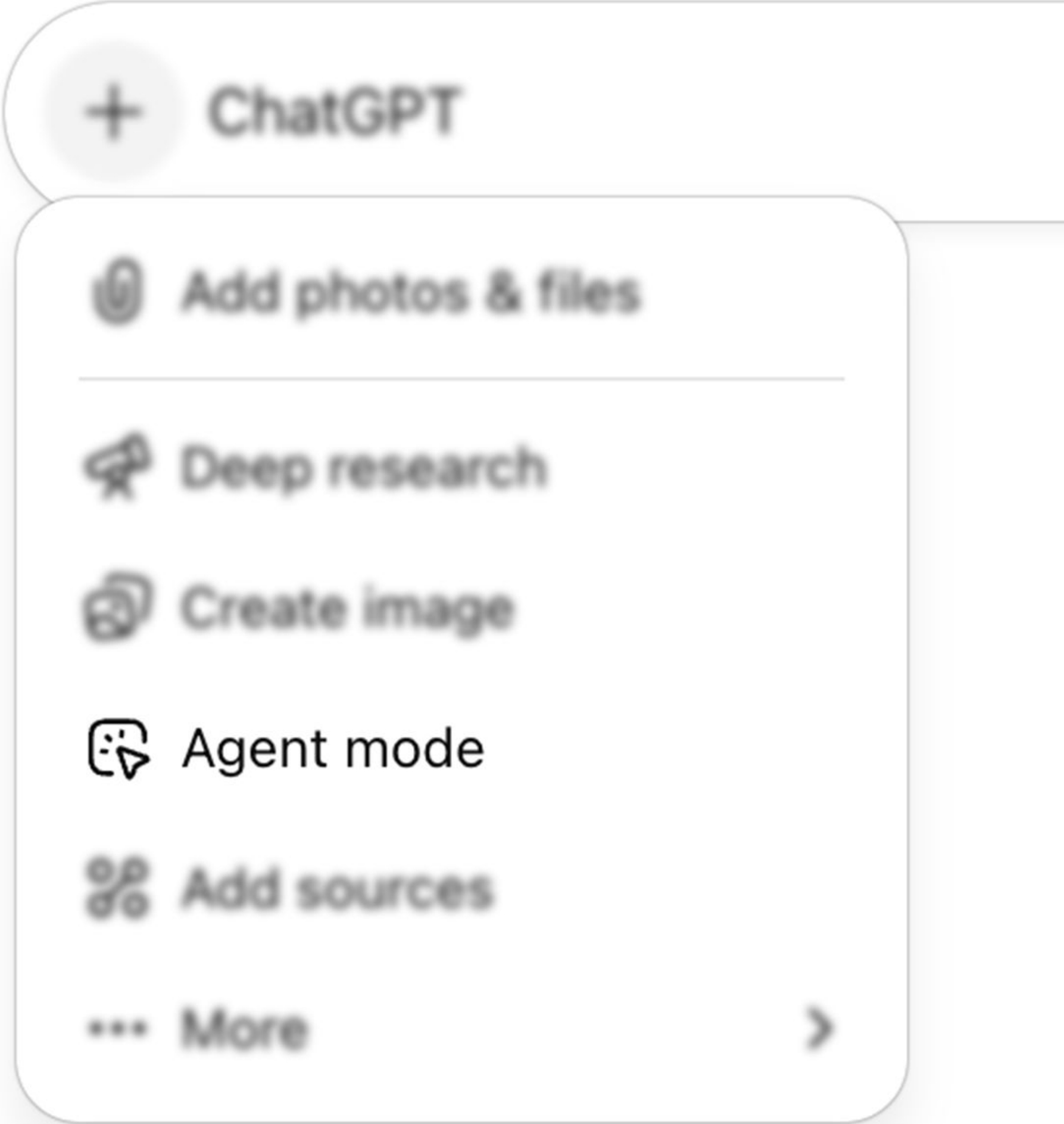
# Agent Mode

Agent Mode lets you task ChatGPT with actual, digital actions.

It can browse the web, buy groceries, send emails, or call other tools on your behalf.

A big limitation these chat models have is that they cannot access certain programs or websites due to hindrances like paywalls and logins.

For example, agent mode can login to your TikTok account, flip through all of the posts on the PopTart tiktok account and give you the engagement data.







# Integrations


ChatGPT connects with a number of other apps and services that make it way more than just a copywriter.


You can integrate it with Google Drive, Sheets, Gmail, Slack, Spotify, Zapier, and Canva. That means you can ask it to summarize a meeting transcript from your Drive, pull insights from a spreadsheet, and even draft / send emails.

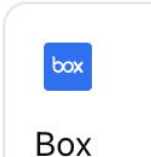

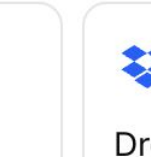


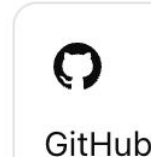

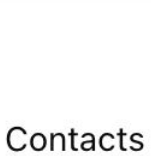
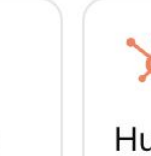


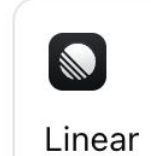
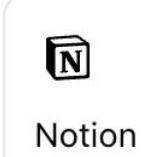

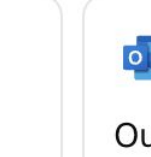

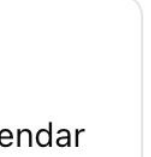
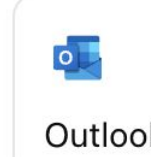
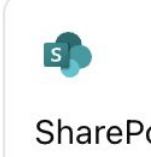
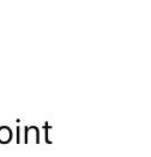



This helps us bridge creative thinking with actual execution.

 Gmail >

 Google Calendar >

 Google Drive >

 Spotify >

 Box	 Dropbox	 GitHub	 AllTrails	 Booking.com	 Canva
 Google Contacts	 HubSpot	 Linear	 Coursera	 Expedia	 Figma
 Notion	 Outlook Calendar	 Outlook Email	 Khan Academy	 Peloton	 Thumbtack
 SharePoint	 Slack	 Teams	 Tripadvisor	 Zillow	

+

ChatGPT

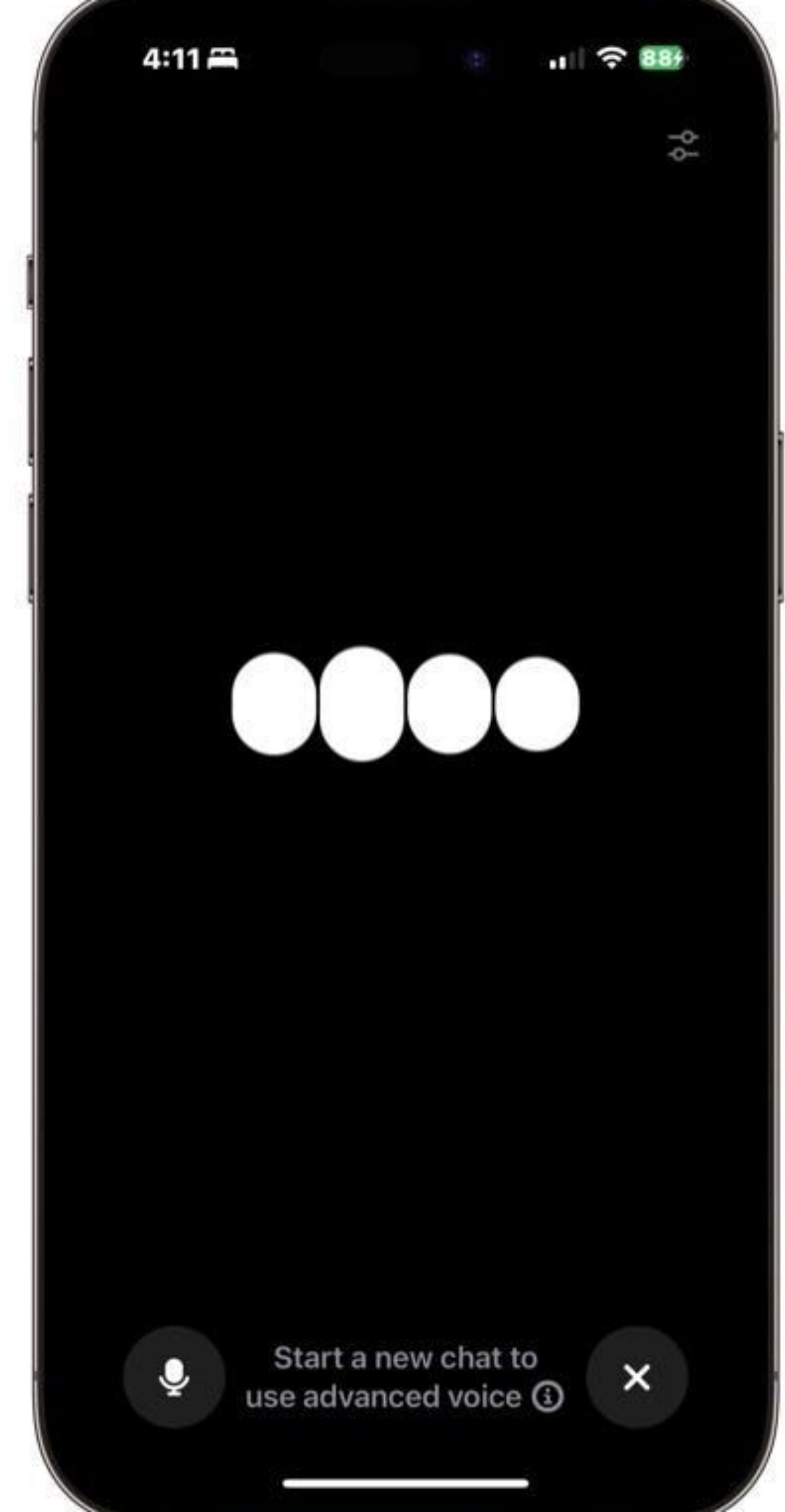




# Voice Mode

Using Voice Mode, you can have a live, back-and-forth conversation that feels very realistic. It responds instantly with natural speech, making it great for thinking out loud, workshopping ideas, or talking through issues.

It feel like talking to a real person more than you'd expect.



# 3 favorite features in

Gemini



Tools

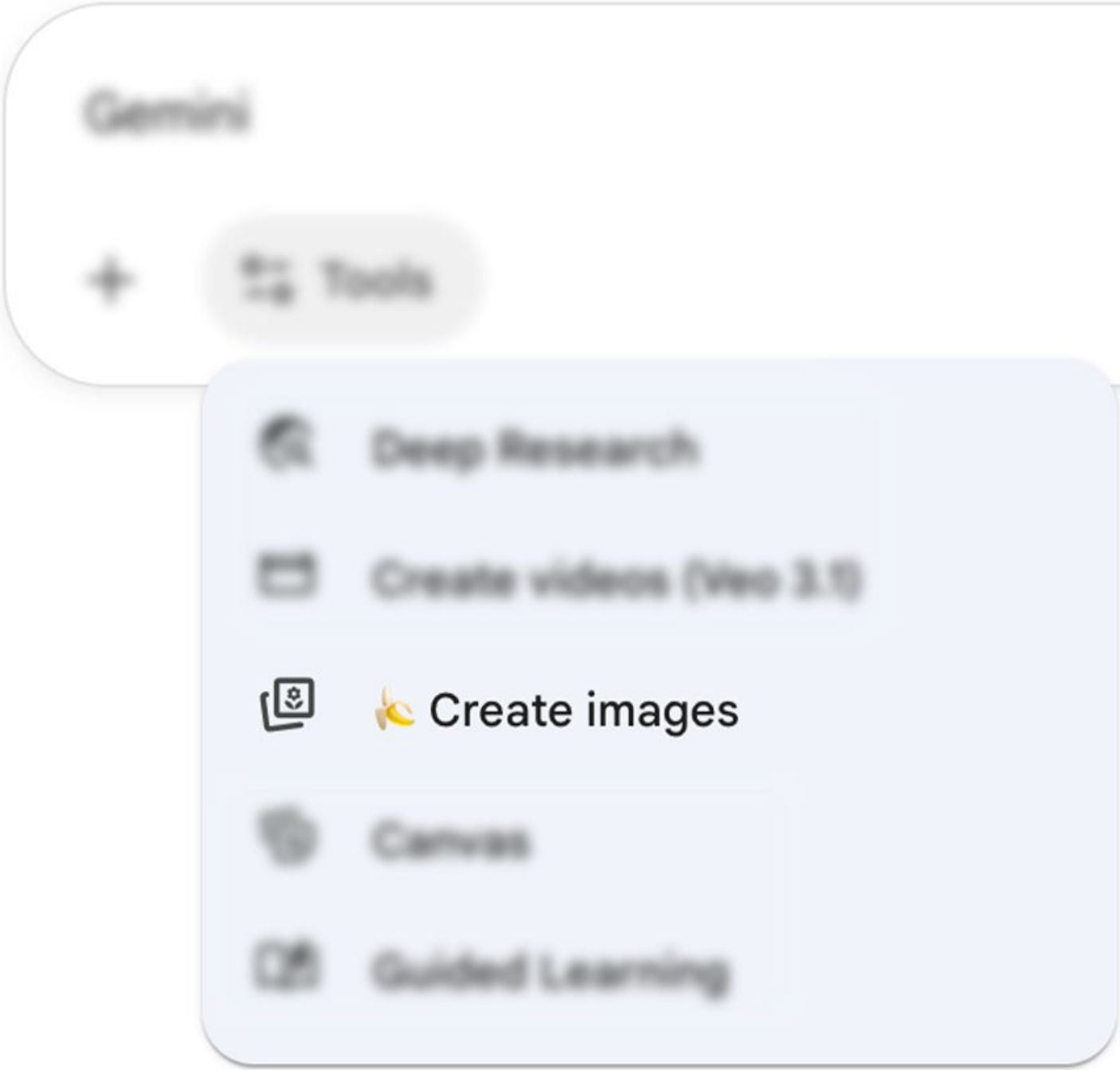
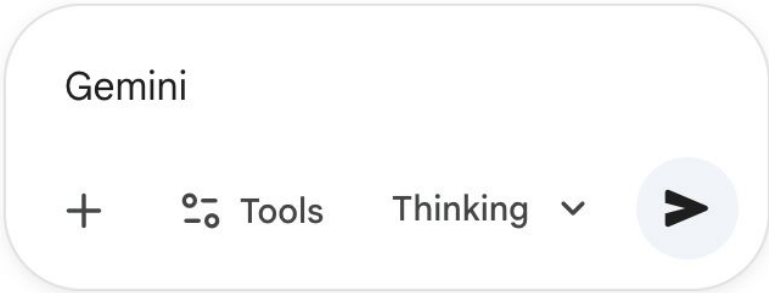
Thinking ▾



# Nano Banana Pro

Nano Banana is incredible for image generation.

It provides hyper-realistic visuals, fast rendering, and even text precision. It's great for creators who want stunning, photoreal content. Everything looks crisp, clean, and ready to use straight out of the 1st prompt.



# Nano Banana Pro

Image Example 1

*Generate a POV image of me holding a Bad Bunny hat in front of my schoolmates. 480p*

Gemini



Tools

Thinking

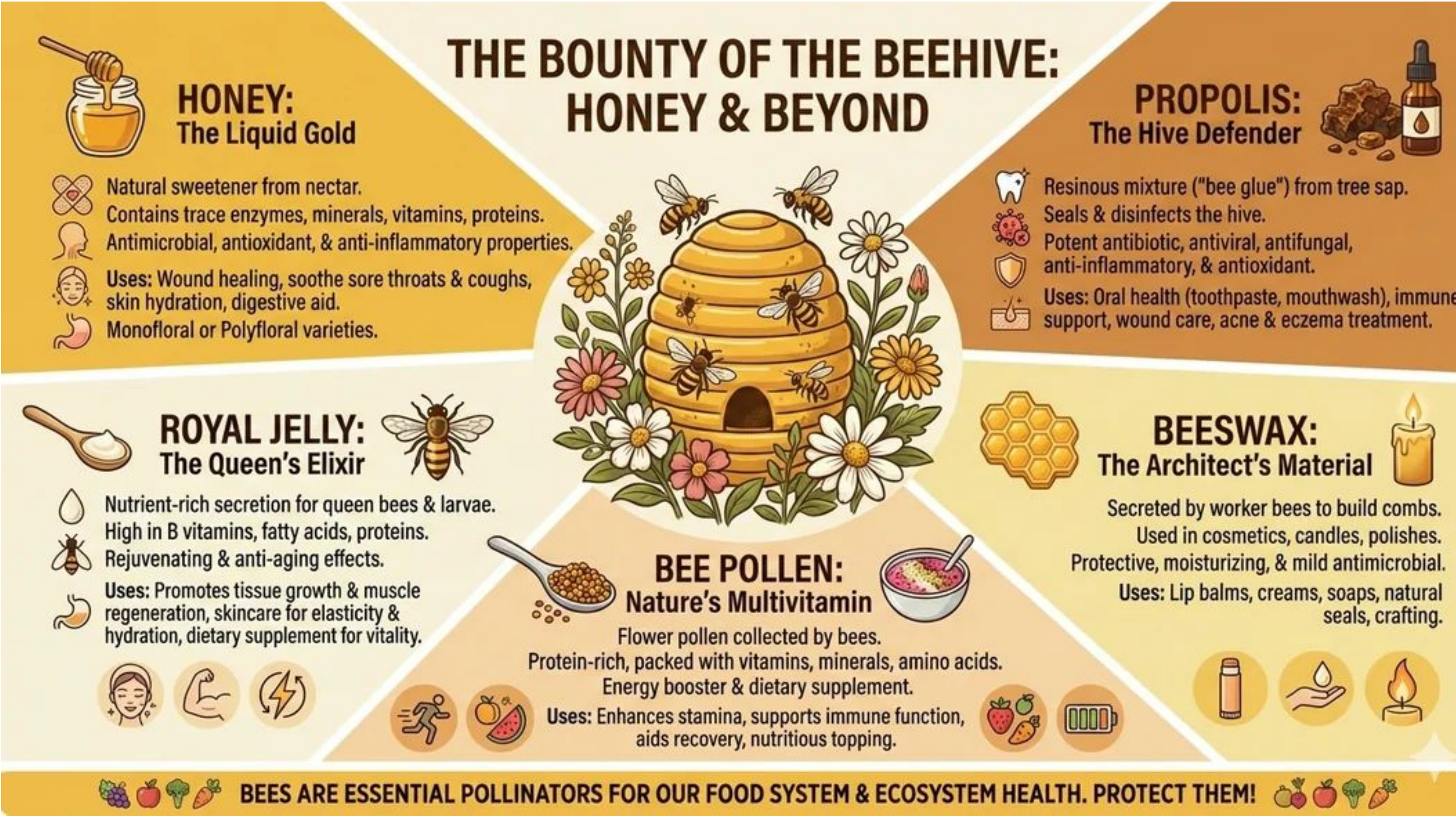




# Nano Banana Pro

Image Example 1

Generate an image of an infographic about honey.



Gemini



Tools

Thinking





# Nano Banana Pro

Image Example 1

*Generate a 4k realistic image of a small monkey playing Skyrim on Xbox in my highschool bedroom.*



Gemini



Tools

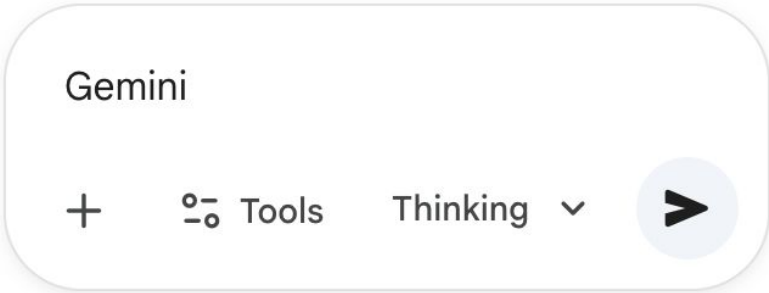
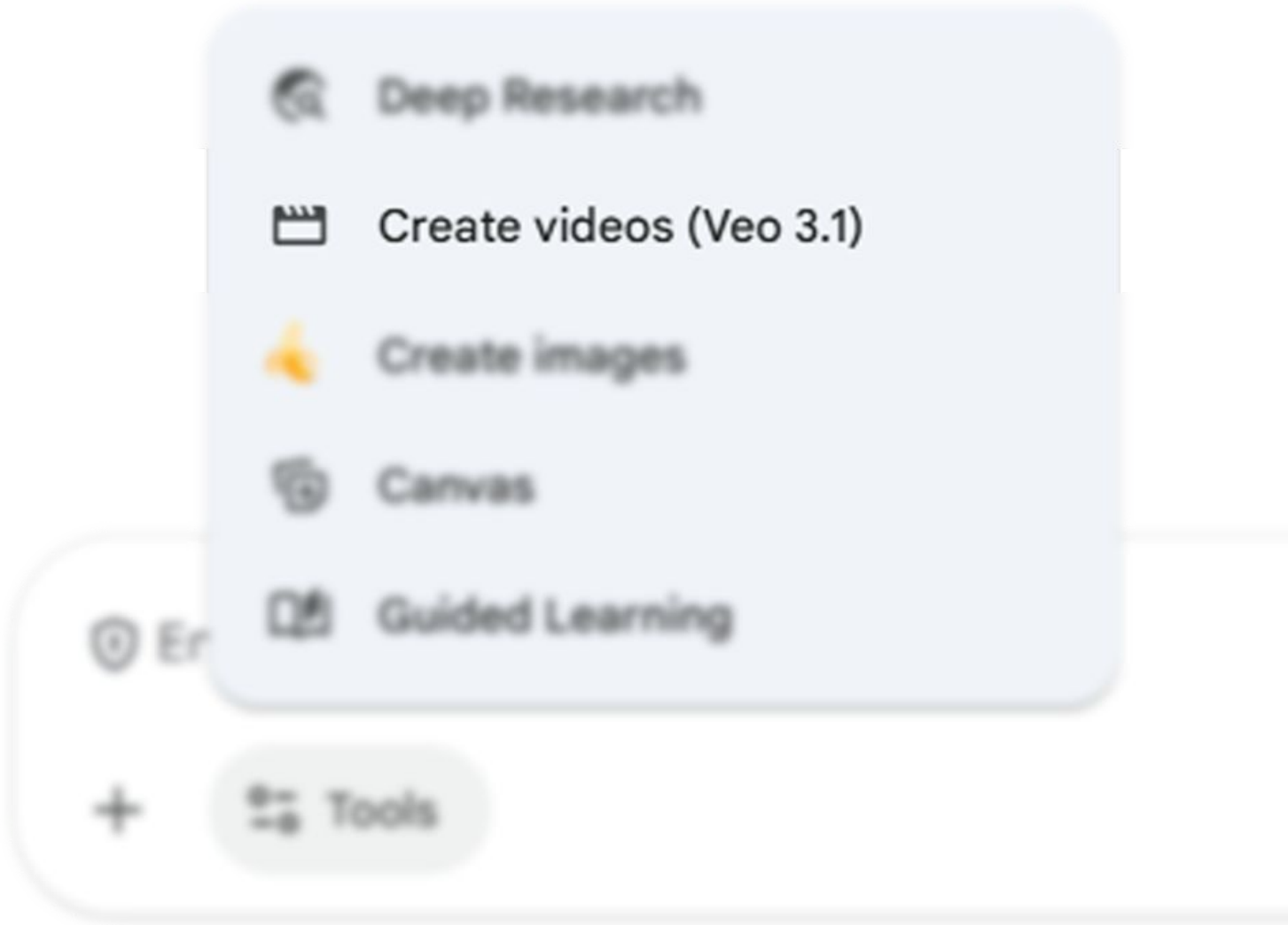
Thinking ▾





# Google Veo 3

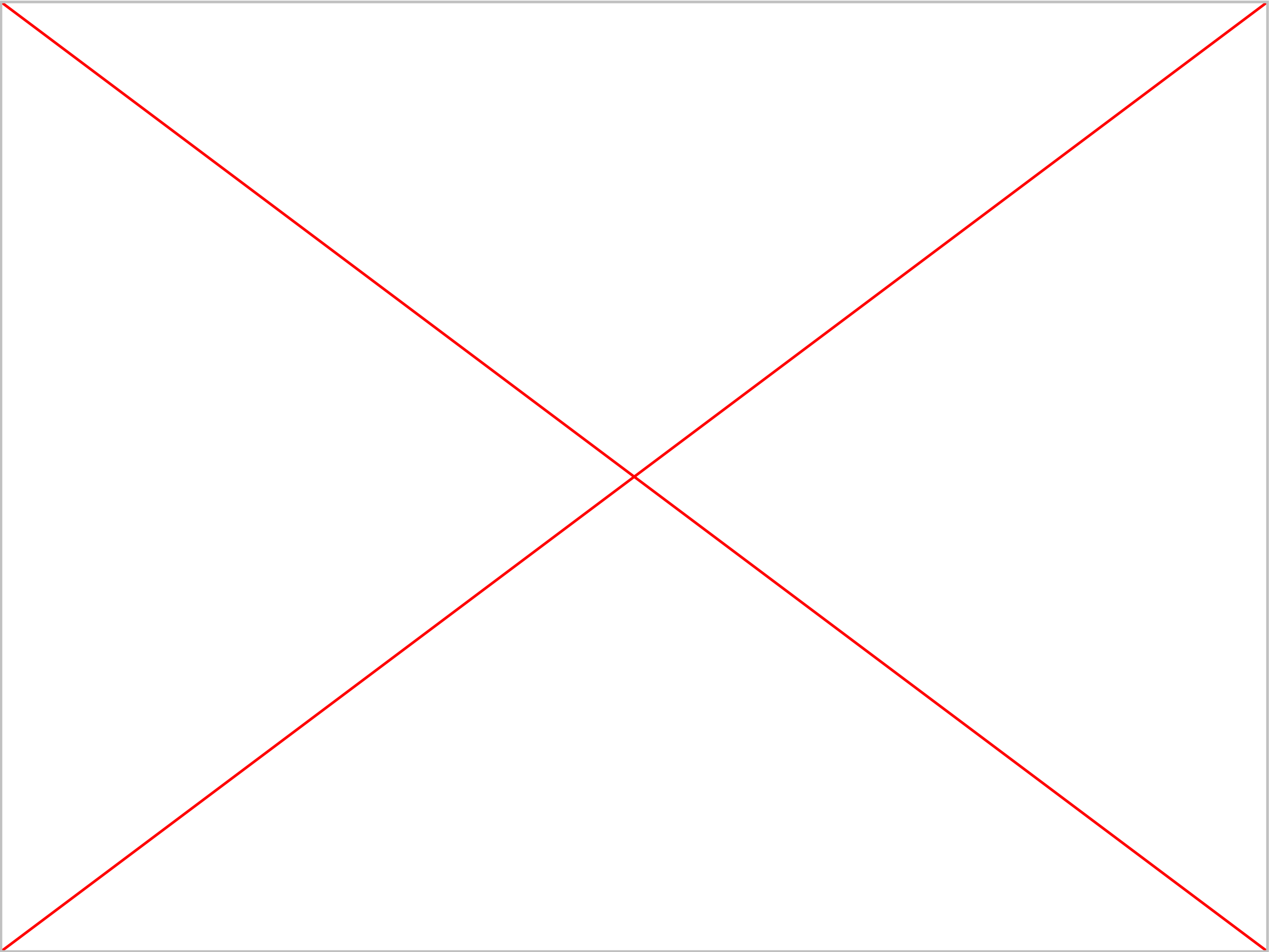
Veo 3 is one of the top 2 most advanced video generation models. It's built for longer, cinematic outputs with smooth motion and 4k visuals. It also supports various styles including realistic, wireframe, animated, infrared, etc.



# Google Veo 3

Video Example

*Generate a clip of a cowboy pouring pace on his hat. He is loving it.*



Gemini



Tools


Thinking



# Google Suite Integrations


Gemini shines when it comes to working across the entire Google ecosystem.


It connects seamlessly through Docs, Sheets, Slides, Gmail, and Drive, pulling info together and helping you work faster. It writes, summarizes, analyzes data, and creates assets without ever breaking your workflow. Everything feels synced, smooth, and instantly usable the moment you start typing.





### Google Workspace


Find, summarize, and get quick info from your content in Gmail, Docs, Drive, and more.


**Gmail**  
@Gmail  
[Learn more](#)

**Google Calendar**  
@Google Calendar  
[Learn more](#)

**Google Docs**  
@Google Docs  
[Learn more](#)


**Google Drive**  
@Google Drive  
[Learn more](#)


**Google Keep**  
@Google Keep  
[Learn more](#)


**Google Tasks**  
@Google Tasks  
[Learn more](#)

Gemini

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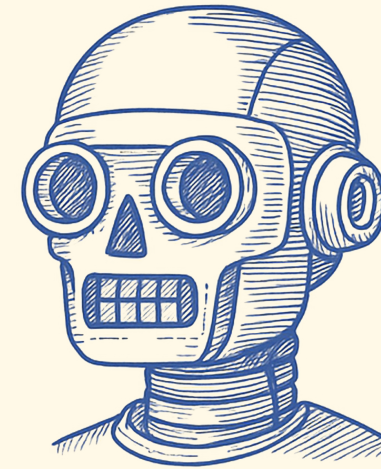
 Tools

Thinking 






# Prompts for Content Creation



**The secret to prompting for content creation is giving the AI exactly what it needs. The clearer your inputs, the less it has to guess, and the stronger your final output turns out.**



# Directing through Prompts

Subject	Location	Camera	Quality	Narrative
<b>Identity</b> Who the person is and their defining traits.	<b>Environment</b> Where the scene takes place and its vibe.	<b>Lens + Settings</b> What is the lens style and camera settings for the shot.	<b>Fidelity</b> Realism level, clarity, and overall image sharpness.	<b>Action</b> What's physically happening in the moment.
<b>Wardrobe</b> What they're wearing and overall styling choices.	<b>Time / Era</b> Year, season, or time of day shown.	<b>Angle + Framing</b> Where the camera sits and how it composes.	<b>Imperfections</b> Texture, flaws, and natural visual inconsistencies.	<b>Interaction</b> How the subject engages with people or objects.
<b>Expression</b> Their emotion, mood, and facial energy.	<b>Set Dressing</b> Props, decor, and objects shaping the space.	<b>Movement</b> How the camera moves or stays still.	<b>Color + Tone</b> Lighting mood and overall color treatment.	<b>Objective</b> The purpose or message behind the content.



# Example Prompt

Generate the following video clip:

**Subject Identity:** Young adult male, mid-20s, light brown skin, average build, short curly hair.

**Subject Wardrobe:** Graphic tee, joggers, socks; casual gaming attire.

**Subject Expression:** Focused, then shocked as he gets pulled in.

**Location Environment:** Modern bedroom gaming setup with LED lights and dual monitors.

**Location Time:** Nighttime, soft ambient glow from RGB lighting.

**Location Set Dressing:** Gaming chair, desk clutter, Xbox Elite controller, headset, Xbox on desk.

**Camera Lens:** 24mm wide lens for immersive, close-proximity perspective.

**Camera Settings:** Shallow depth of field, natural handheld realism

**Camera Angle + Framing:** Three-quarter angle from behind the monitor, framing subject and screen.

**Camera Movement:** Slow push-in at first, then a rapid jolt as he gets sucked in.

**Quality Fidelity:** High realism, smooth motion, crisp textures similar to live-action gameplay ads.



**Quality Imperfections:** Slight LED flicker, natural noise in dark areas, minor motion blur during pull-in.

**Coloring + Tone:** Neon blues and purples, moody nighttime palette, gaming-room aesthetic.

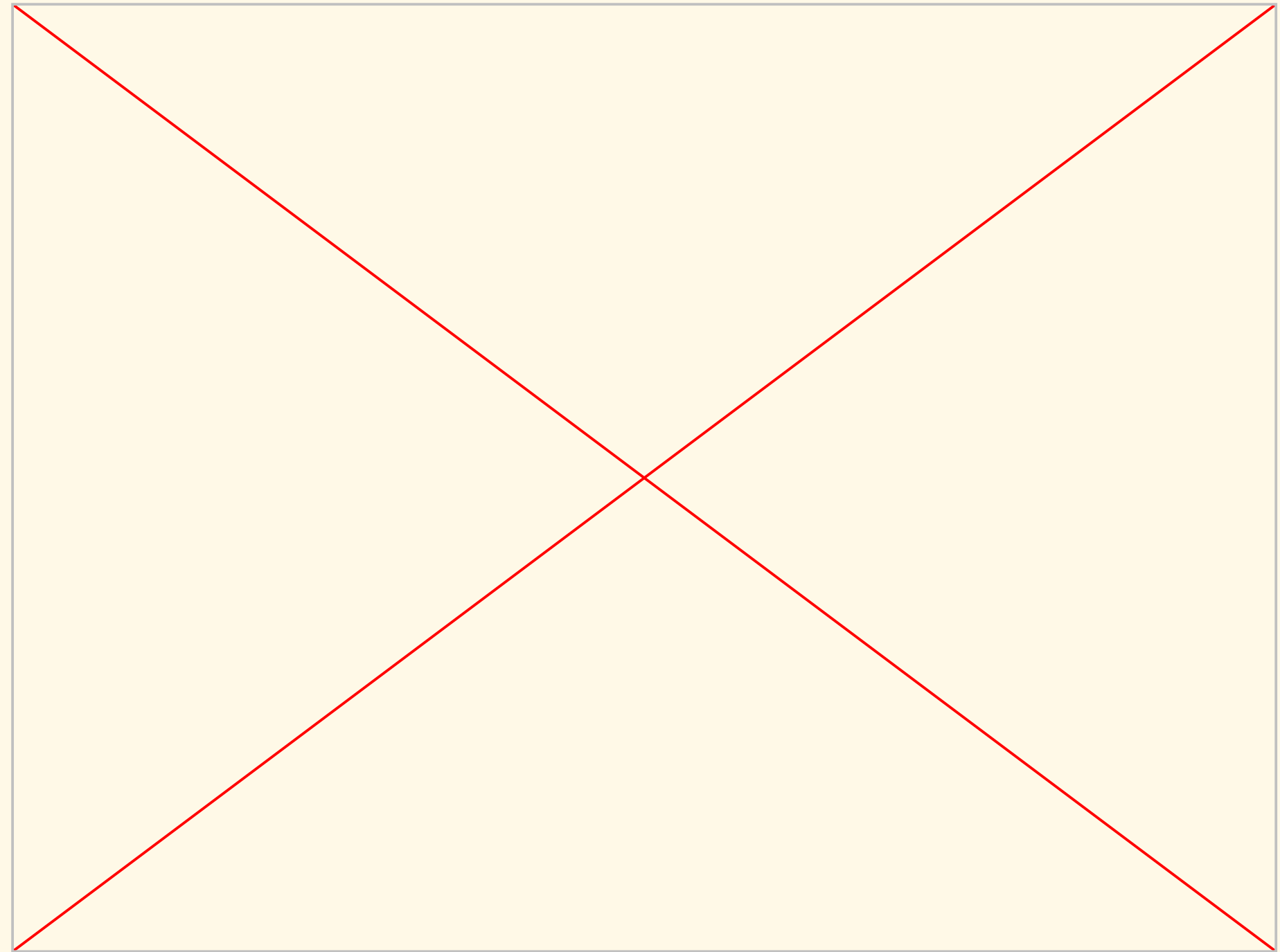
**Narrative Action:** Subject plays GTA 6, screen glitches, a vortex opens, and he gets pulled inside. We see him look around once in the game, confused.

**Narrative Interaction:** He grabs the controller tighter, leans back as he tries to resist as the game world pulls him in.

**Narrative Objective:** Create a dramatic, cinematic transformation from real world to in-game reality. The vortex is Xbox color themed.



## Result: Sora 2





## Result: Gemini Veo 3



Thank You

