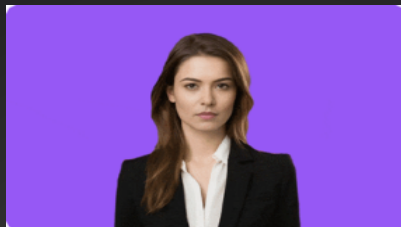


AI SESSION





A **IA** não é mais
um experimento
É uma fábrica de ideias,
imagens na velocidade
da cultura



IA é a nossa espinha dorsal do **crescimento** e a nossa fronteira de **inovação**

INVESTIMENTO

10+ anos

avanços no FAIR
(Fundamental AI Research)

\$100B+

em CapEx, principalmente
para apoiar o crescimento
da IA na empresa

TECNOLOGIA

LLAMA

10X

crescimento desde 2023,
a principal família de modelos
de código aberto

META AI

500M+

usuários ativos mensais,
a caminho de se tornar o
assistente de IA mais utilizado

CONEXÃO

3.2B+

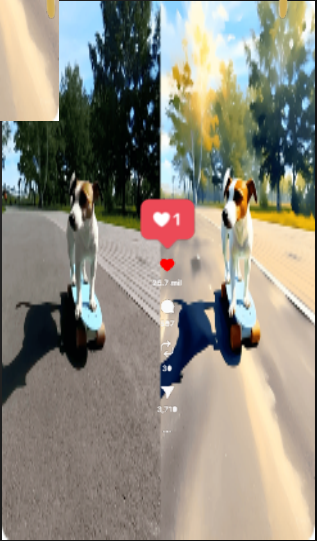
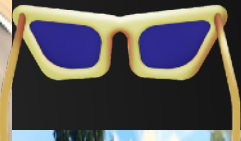
pessoas usam nossos
aplicativos todos os dias

\$3.71 ROAS

para cada real investido
em anúncios com a Meta

Mas a **IA** sozinha
não é suficiente:
ela precisa de julgamento,
intenção e na narrativa

A soma de IA + Criatividade humana = O maior upgrade



AI AGENTS



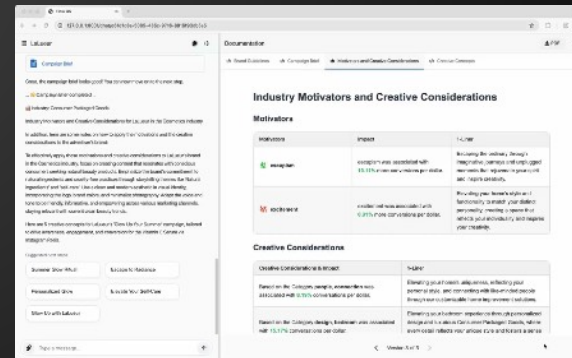
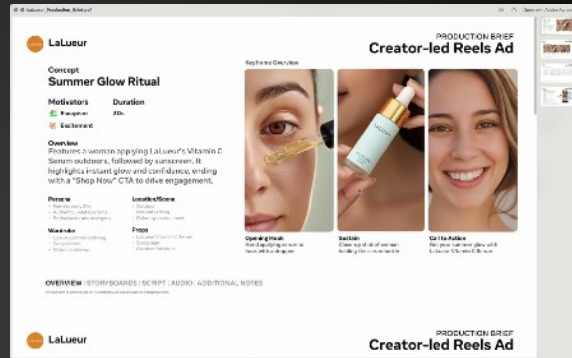
Desenvolvido com Llama

Creative Shop da Meta está testando uma solução de IA, assistente de fluxo de trabalho de campanha Meta AI, que utiliza insights de desempenho criativo proprietários combinados com fluxos de trabalho de IA desenvolvidos pela Creative Shop

O acesso antecipado a **fluxos de trabalho** de IA exclusivos inclui:

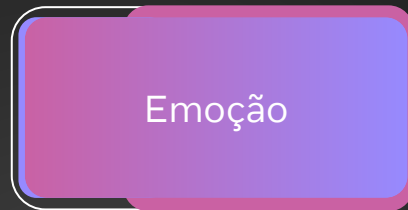
Ideias para Reels de criadores: fluxo de trabalho agênico para criar briefings de produção de Reels personalizados para criadores

Insights do setor: utilize insights do setor acionáveis para tendências criativas, com base na análise multimodal de anúncios LLM nas plataformas da Meta

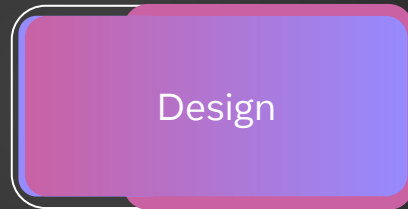


Creative Shop AI Agent para Illumination

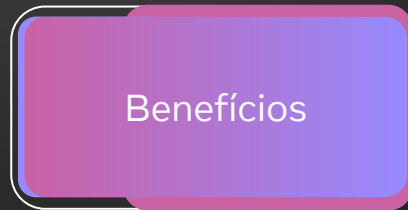
Traz as maiores
tendências de resultado
lendo semanticamente
campanhas que se
relacionam com
a marca e o vertical.



Emção



Design



Benefícios

Diversificar formato criativos

Posicionamento de Advantage+

Fadiga criativa

Expansão de imagem

Multi-texto

Retoque visual

Música de Reels

Reels verticais

Alta qualidade de resolução do IG

Entendemos os elementos 'criativos' de anúncios

Impulsionando o valor para o usuário e as taxas de ação com insights de campanha

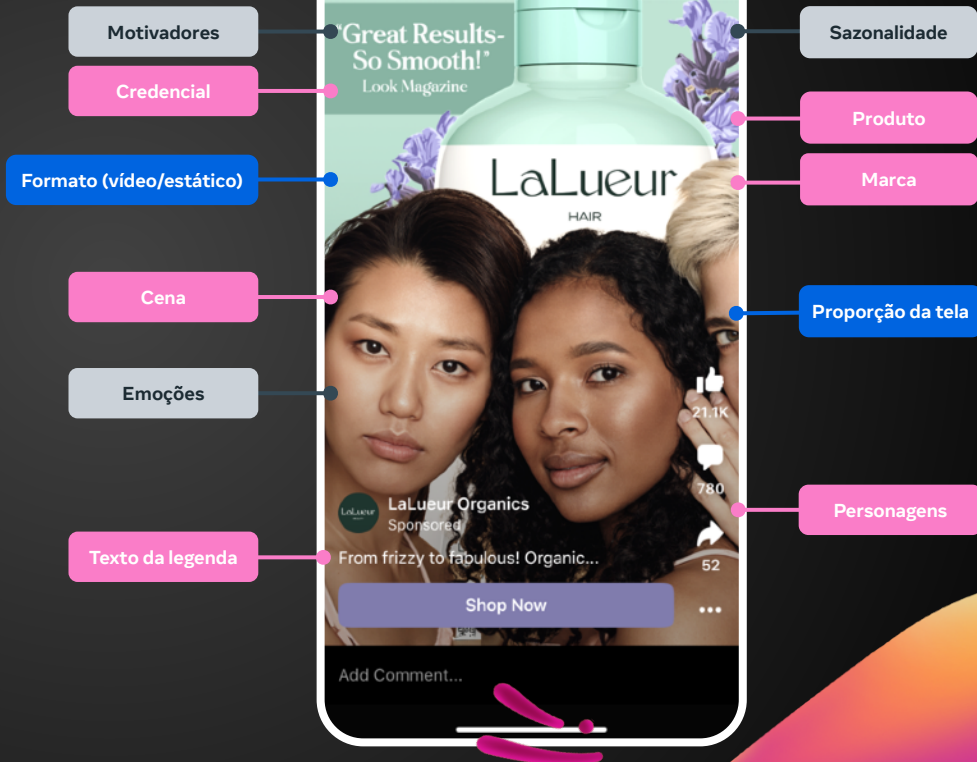
Recursos mecânicos



Recursos visuais/texto



Recursos temáticos



Artificial Focus Groups

Hook Builder

Creat

Reels Ideas

Creative Trends

Sound Creat

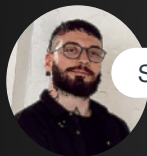
Opportunity Tracker

Video Hook Trends

Video



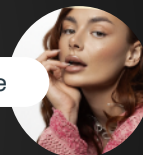
Exclusivity



Surrealism

LaLueur

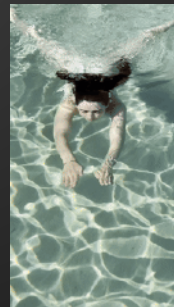
Reveal the GLOW that
lives within us



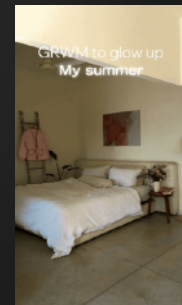
Self-Love



obsessions



Cherished Memories



GLOW UP to glow up
My summer



EXAMPLE OUTPUT

End-to-end solution to connect your brand with the world of artificial intelligence.

Based on a briefing, we will bring insights with CrIA, an AI specialist consultancy.

Co-creation with AI creators and production of Reels and assets for creative diversification, involving AI throughout the entire process.

SESSÃO 1 - ONLINE INSIGHTS BASED ON THE BRIEFING

INSIGHTS (CS Assistant)



CONSULTORIA: (crIA + Paulo Aguiar)



OUTPUT: FINAL MESSAGE + CREATORS TERRITORIES



SESSÃO 2 - ONLINE/PRESENTIAL CO-CREATION WORKSHOP WITH CREATORS



HOOKS + MOTIVATORS (Creative Agents)



AI CREATOR
+LOI/ SPARK (PRODUCTION)
+ CLIENT
+ AGENCIES
+ META (CS, SALES)

PRODUÇÃO DE REELS + BRANDED ASSETS



1 ORIGINAL REELS with Partnership Ads (until 30sec)



6 BRANDED ADS (9:16 and 4:5)

2 VIDEO 15 SEC
2 VIDEO 6 SEC
2 STATIC

AI TOOLS



Uma curadoria exclusiva de creators de AI, que fazem parte de uma comunidade liderada por Paulo Aguiar. Cada marca poderá escolher 1 creator que irá participar da co-criação

INPUT:



@conradodalgallo



@biancagaruti



@jepharaujo



@mario____

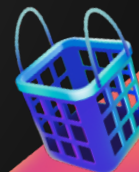


@pauloaguiar

OUTPUT:

Creator Curatorship

Choose 1



Nosso Especialista *CR_IA (Paulo Aguiar)*

Paulo Aguiar é um creator **especialista em AI** e atualmente é uma **referência global** em produção de conteúdos imersivos.

Sua consultoria chamada **crIA**, é especializada em narrativas de Inteligência Artificial, além de conectar talentos que exploram AI com as marcas.





REELS VILLA

AI SQUAD



CS AI Agents



Reels ideas

Create creator-led briefs

Insights

Concepts

Hooks

Scripts

Storyboards

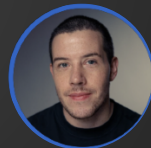
AI Squad



@conradodalgallo



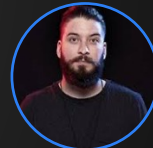
@biancagaruti



@jepharaujo



@mario___



@pauloaguiar

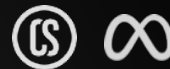
Generate Hooks

Generate Reels



Launch PA

REELS
VILLA



The PROCESS

INPUT:



Request insights on brand's Industry →

LaLueur

Campaign Brief

Great, the campaign brief looks good! You can now move on to the next step.

Campaign Brief completed...

Industry: Consumer Packaged Goods

Industry Motivators and Creative Considerations for LaLueur in the Cosmetics Industry

In addition, here are some notes on how to apply the motivators and the creative considerations to the advertiser's brand:

To effectively apply these motivators and creative considerations to LaLueur's brand in the Cosmetics Industry, focus on creating content that resonates with conscious consumers seeking natural beauty products. Emphasize the brand's commitment to natural ingredients and cruelty-free practices through storytelling themes like 'Natural Ingredients' and 'Self-Care'. Use a clean and modern aesthetic in visual identity, incorporating the logo, brand colors, and minimalist photography. Adapt the voice and tone to be friendly, informative, and empowering across various marketing channels, staying relevant with current clean beauty trends.

Here are 5 creative concepts for LaLueur's 'Glow Up Your Summer' campaign, tailored to drive awareness, engagement, and conversion for the Vitamin C Serum via Instagram Reels:

Suggested next steps:

- Summer Glow Ritual
- Escape to Radiance
- Personalized Glow
- Elevate Your Self-Care
- Glow Up with LaLueur

Type a message...

Documentation

Brand Guidelines Campaign Brief Motivators and Creative Considerations Creative Concepts

Industry Motivators and Creative Considerations

Motivators

Motivators	Impact	1-Liner
escapism	escapism was associated with 10.11% more conversions per dollar.	Escaping the ordinary through imaginative journeys and unplugged moments that rejuvenate your spirit and inspire creativity.
excitement	excitement was associated with 8.91% more conversions per dollar.	Elevating your home's style and functionality to match your distinct personality, creating a space that reflects your individuality and inspires your creativity.

Creative Considerations

Creative Considerations & Impact	1-Liner
Based on the Category people , connection was associated with 8.19% conversations per dollar.	Elevating your home's uniqueness, reflecting your personal style, and connecting with like-minded people through our customizable home improvement solutions.
Based on the Category design , bedroom was associated with 18.17% conversations per dollar.	Elevating your bedroom experience through personalized design and luxurious Consumer Packaged Goods, where every detail reflects your unique style and fosters a sense

Version 3 of 3

OUTPUT:

Creative Considerations

Motivators

CR_IA (Paulo Aguiar)

INPUT:

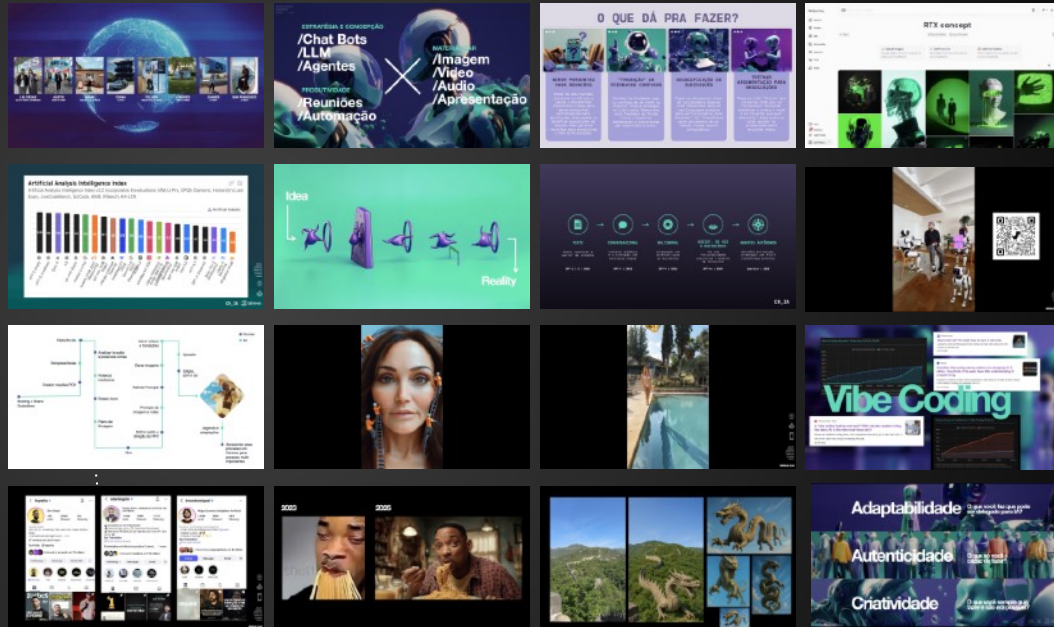
/Visão geral das possibilidades
criativas com IA generativa

/Benchmark do segmento

/Oportunidades

/AI Trends

/Insights para os creators

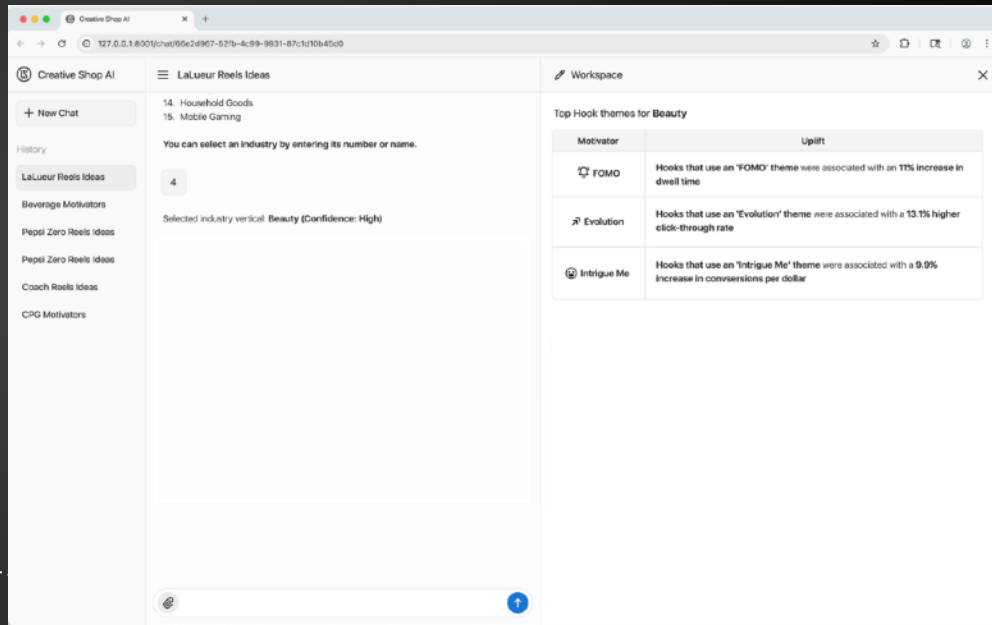


OUTPUT: Deep Dive AI Universe

Territories

01

INPUT:





Reels Villa example

Paulo
@paulofaguiar



1 (30s)



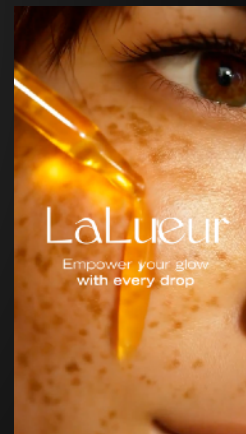
2 X (15s)



2X (6s)



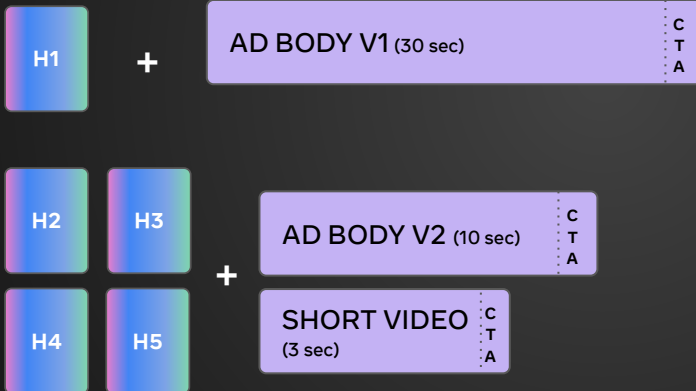
Static 1



Static 2

VIDEO ADS

5 HOOKS (5 sec)



1X

AI Creator

STATIC



MASTER ASSETS

3
VIDEO ADS
EDITS

2
STATIC AD

X2
RATIOS

Reels:
9:16

Feed:
4:5 / 1:1

13
Assets

+ RAW MATERIALS
FOR EXTRA EDITS

EDITING FLEXIBILITY

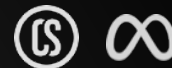
1 ORIGINAL REELS
(until 30sec | 9:16)

6 BRANDED ADS (9:16, 4:5)

2 VIDEO 15 SEC
2 VIDEO 6 SEC
2 STATIC (1:1)



FULL SOLUTION



AI SQUAD

REELS
VILLA

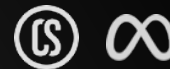
	Week 1	Week 2	Week 3	Week 4	Week 5
	1	2	3	4	5
SESSION 0 KICKOFF	SESSION 1 Deepdive	AI CREATORS CURADORIA	SESSION 2 Co-Create	PRODUCTION	FINAL ASSETS
After the Deal, the client fill a briefing template + kickoff meeting to explain the process.	1,5 hour session Deep dive on the brand challenges, the consultancy will bring a methodology with the community insights.	The MPB will curate creators related with the territories defined and the consultancy approves.	3 hour session During the session, we will engage in active listening with the creators and co-create the script for the assets based on the brand challenges.	Creators will produce the assets. Then, the MBP will finalize the ads. CONSULTANCY validate the scripts and content through evaluative criteria and providing feedbacks.	Final adjustments + approvals.
	Deliverables: Client briefing + Define the message + Creators Squad	Deliverables Creators Deals +	Deliverables Reels Ideas + Assets.	Deliverables Reels Ideas + Assets.	Deliverables Reels Ideas + Assets
	Responsible: CONSULTANCY + Production MBP	Responsible Creators MBP + CONSULTANCY	Responsible Creators MBP + CONSULTANCY	Responsible Creators MBP + CONSULTANCY	Responsible Creators MBP + CONSULTANCY





What's there

for Brands



Partnership Ads with AI Creators

Creative Diversification

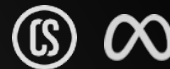
Smart Production

Reels Language

AI Team Curator

High Reach

AI Expertise for your Brand



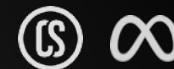
Measurement

STUDY
t



Multicell Reels Language MPA

(with incentive)



MEASUREMENT

Hypothesis:

Adding 'CULTURE SESSIONS' Campaigns as part of the business as usual, we got better performance in terms of Brand and Conversions KPIs

Ideal candidate:

Advertisers who are planning to adopt the CULTURE sessions campaigns as part of the business as usual, and this BAU also focus on CULTURE audience

Test Structure:

2 Cell per study- (Brand Lift and / or Conversion Lift)
BLS Question Suggestion: Upper and Mid Funnel questions related to the campaign

Test Parameters:

Minimum 4 weeks running; Recommend meeting Brand Lift [High Quality Study Guidelines](#)

10% holdout (for CLS define via PowerCalc)

Add the description on the test name: MPAWRLB_
(MPA Funding)

Cell1: BAU

BAU creatives Campaign

Ad Campaign 1: BAU Creatives
(100% of cell investment)

Control

Advantage+ Placements or Manual Placements (using 6+ placements, including Reels (IG and FB))

Cell2: TEST

BAU + Reels language creatives Campaign

Ad Campaign 1: CULTURE Campaign
(50% of cell investment)

Ad Campaign 2: BAU Campaign
(50% of cell investment)

Control

Advantage+ Placements or Manual Placements (using 6+ placements, including Reels (IG and FB))



Nested Reels Language

MEASUREMENT

Hypothesis:

Reels language creatives (CUTURE focused Assets) will drive synergic Branding results with BAU and lift results on top of BAU

Ideal candidate:

Advertisers who do not use Reels style creatives (for CUTURE Audiece) and want to incorporate them to their BAU strategy.

Test Structure:

Brand Lift Nested study
(Conversion Lift is optional)

Test Parameters:

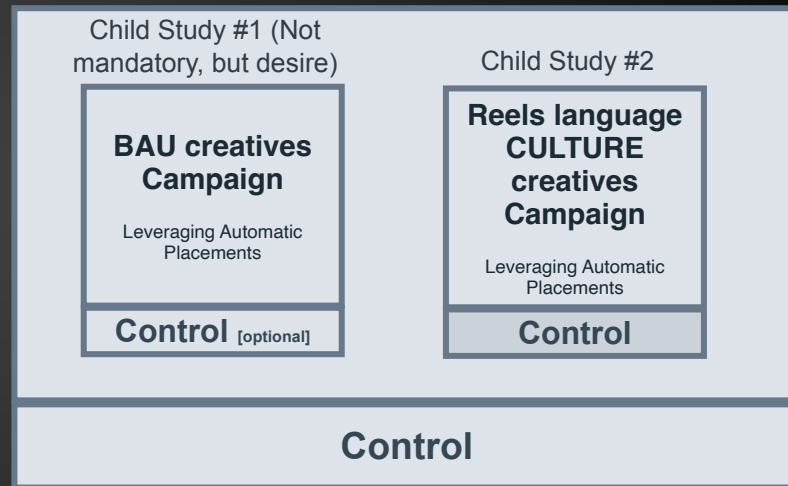
Minimum 4 weeks running; Recommend meeting Brand Lift [High Quality Study Guidelines](#)

10% holdout (for CLS define via PowerCalc)

Child studies campaign must run within the Parent study dates

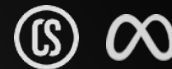
The reels language campaign (child 2) should have at least 30% of the total investment

Parent-Level Study @ Account Level





TIMELINE



OUT
06.10 A 20.10

PITCHING



OUT/NOV
20.10 A 21.11

SESSÕES WORKSHOP



22/10
(online, à tarde)

23/10
(online)

04/11

06/11

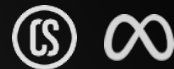
07/11

19/11

NOV/DEZ
22.11 A 20.12

ASSETS PRONTOS





To create is human



AI info



AI info



**REELS
VILLA**