

AI FILM / ADVERTISING / CREATIVE DIRECTION

THE PRODUCTION

MORE THAN A PROMPT
AND A CLICK.

process.

Here is the process behind a finished film.

01

PRE-PRODUCTION

Define the story.
Build the references.

02

PRODUCTION

Direct the generation.
Review and refine.

03

POST-PRODUCTION

Shape the edit.
Finish for delivery.

01 / THE APPROACH

*Creative
direction.
Generative craft.*

A finished film takes preparation, creative direction, careful selection and editing. Design by Évoré builds the references, directs each generation and shapes the strongest takes into a coherent result. That work helps maintain consistency across characters, products, locations and voices, reducing avoidable mistakes, repeated generations and wasted budget.

*“The craft sits in the decisions made before,
during and after every generation.”*

CREATIVE POSSIBILITIES / PRODUCTION VALUE

BIGGER IDEAS.

Smaller overheads.

A memorable character. A cinematic setting. A story that makes people stop scrolling. AI-assisted production opens up creative options that could be expensive or impractical to film.

YOUR IDEA STILL NEEDS A CREATIVE EYE

I develop the concept, direct the visuals, select the strongest takes and shape the edit and sound around your business. The technology changes how scenes are made; creative judgement gives them purpose.

THE TECHNOLOGY IS ALREADY CHANGING PRODUCTION

AROUND 90% LOWER COSTS

In its August 2026 results, Zalando reported that its AI-powered SCAYLE STUDIOS reduced fashion-content creation costs by around 90%, serving more than 100 brands.

This is a company-reported result for fashion content, not a disclosed budget comparison for a specific advert or a promise of savings on your project.

THE OPPORTUNITY FOR YOUR BUSINESS

Put more of your budget into the idea and the finished advert, with fewer physical shoot overheads. The visual ambition, production method and deliverables are shaped around your brief.

Source: Zalando Q2 2026 results · 4 August 2026

Click the source to read the report. Accessed 20 October 2026.

STAGE / 01 · PRE-PRODUCTION

BUILD THE WORLD.

Before it moves.

A shared set of creative references gives every shot a clear starting point and helps protect continuity throughout the film.

REF / 01

CREATIVE BRIEF & SHOT PLANNING

Establish the idea, audience, narrative or advertising message, visual tone and intended formats. Break the story into shots, with clear action, framing, camera direction and emotional intent.

REF / 02

CHARACTER SHEETS

Define each character's appearance through consistent reference views, wardrobe and distinguishing details. These become the visual anchors for identity, performance and continuity across scenes.

REF / 03

PROP & PRODUCT SHEETS

Document recurring objects, vehicles and advertised products: shape, colour, materials, proportions and key details. A car should remain the same car in the next shot; a product should remain recognisable throughout.

REF / 04

SCENE & BACKDROP REFERENCES

Establish locations, lighting, atmosphere, palette and the overall camera look. Align backgrounds and visual treatment so individual clips belong to the same world.

READY TO GENERATE

A coherent shot plan, consistent reference assets and a defined visual direction.

STAGE / 02 · PRODUCTION

DIRECT. GENERATE.

Evaluate.

Generation is an active production stage: references, voices and scene instructions must be assembled correctly, then the results judged against the brief.

01 MODEL-SPECIFIC PROMPTING

Translate the creative direction for the selected model. Detailed instructions cover action, framing, camera movement, atmosphere and character emotion. The approach is adapted to the model and shot rather than relying on one universal prompt.

02 REFERENCE & VOICE ALIGNMENT

Attach the appropriate characters, props and scene references to each shot. Match each speaking character to a chosen voice, maintaining vocal identity, tone and delivery across the film. Voice assets are carried through generation or assembled in post as the workflow requires.

03 CONTROLLED ITERATION

Review each take for identity, product accuracy, motion, performance, framing and continuity. Select strong results, diagnose problems and refine the affected shots. Several attempts may be needed before a take is suitable for the edit.

TOOLS SERVE THE CREATIVE DIRECTION

AI video, voice and music production tools are selected to suit the brief.
Generation credits, production platforms and specialist software support the work.

STAGE / 03 · POST-PRODUCTION

SHAPE THE EDIT.

Finish the film.

The edit gives generated material its rhythm, clarity and emotional impact. Picture and sound are shaped together into a cohesive finished piece.

EDIT / 01

EDITORIAL STRUCTURE

Assemble the strongest takes into a clear sequence. Refine timing, pacing, transitions and the relationship between shots, keeping the story or advertising message central.

EDIT / 02

VISUAL CONTINUITY & CLEAN-UP

Review how characters, products, backgrounds and colour treatment connect across the edit. Address distracting inconsistencies; replace or regenerate shots where the underlying result is not strong enough.

EDIT / 03

VOICE, MUSIC & SOUND

Balance dialogue and voiceover with music, ambience and sound effects. Maintain the character's vocal identity and align speech with the picture where needed. Original music production can support a more specific creative direction.

EDIT / 04

FINAL REVIEW & DELIVERY

Check the complete film for visual coherence, audio balance, readable titles and brand or product presentation. Prepare the agreed durations and formats, with project-specific versions where required.

THE RESULT

A finished film or advert shaped by creative direction, selection and editorial judgement at every stage.

PRODUCTION VALUE / COSTS / ITERATION

THE VALUE OF *preparation.*

The cost of a finished film includes the work that makes the selected seconds usable, consistent and effective.

What the production budget supports

Creative development and reference building; model-specific direction and setup; generation credits and tool access; review and regeneration; editing, sound and final delivery. A short finished sequence may represent several generated alternatives.

Iteration is planned into the process

A strong take can arrive quickly, but repeated attempts are often needed. Generation spend varies with the selected tools, shot complexity and number of iterations. Project scope should define deliverables, a generation allowance and revision rounds, with additional changes agreed before further work.

ILLUSTRATIVE EXAMPLE / A RECURRING CAR

01

PREPARE

Fix the vehicle's appearance in a prop sheet. Align the character, setting and camera look.

02

GENERATE

Use those references across shots. Review takes for unwanted changes to the vehicle or scene.

03

EDIT

Select matching takes so the vehicle remains recognisable and the sequence feels continuous.

*Preparation is designed to reduce avoidable errors and wasted generations.
It does not eliminate iteration: creative judgement remains essential.*

PRODUCTION VALUE / PUBLISHED COST CONTEXT

THE COST OF *traditional production.*

Published UK production guides, such as those below, illustrate how budgets vary with the brief, crew, locations, talent and post-production.

POCKET CREATIVES

From £5,000 for a basic TV advert; over £250,000 for high-end production.

TOMORROW'S CREATIVE

£15,000-£50,000+ planning range for broadcast commercials or large-scale campaigns.

HAPPY HOUR PRODUCTIONS

Around £20,000 for a simple 30-second TV commercial, rising substantially for more complex productions.

These are examples from individual companies, not an industry average or like-for-like quotes for your project. Scope and exclusions differ; VAT and extras may apply. Airtime and media spend are separate.

A DIFFERENT PRODUCTION METHOD

AI-assisted production can reduce physical shoot overheads. Your quote reflects the brief, generation credits, production platforms, specialist software, iterations and deliverables. Additional scope is agreed before proceeding.

SOURCES / ACCESSED 20 OCTOBER 2026

[Pocket Creatives - TV advert production costs](#)[Tomorrow's Creative - UK production planning budgets](#)[Happy Hour Productions - Retail advertising FAQ](#)

Click a source title to read the published guidance.

YOUR BRIEF / YOUR ADVERT / NEXT STEPS

LET'S TELL *your story.*

01 / TELL ME ABOUT YOUR BUSINESS

Send your business name, website or social page, what you want to promote and who you want to reach. Share any ideas, examples or preferred style.

02 / SHAPE THE BRIEF

Share your preferred advert length, where it will run, your deadline and budget range. Your logo, brand colours, product photos and any required wording help shape the creative direction.

03 / AGREE THE QUOTE AND DELIVERABLES

Before production, we agree the concept, duration, formats, generation allowance, revision rounds, usage requirements, schedule and payment terms in writing. Extra versions and changes outside the agreed scope are discussed before proceeding.

Deliverables can include vertical, square or landscape video, captions and alternate edits, as agreed in your quote.

READY TO DISCUSS AN IDEA?

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Send a short outline and I can prepare a tailored quote.