

**O U T S K I L L**  
G E N E R A T I V E A I  
M A S T E R M I N D

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# Image & Video Generation with AI

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**H A N D S - O N W O R K B O O K**

Build a Spec Ad for Coca-Cola — From Concept to Final Cut

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Tools: [ChatGPT / Claude](#) · [Krea.AI](#) · [ElevenLabs](#) · [Suno](#) · [CapCut / Canva](#)

# What You'll Build

In this workbook, you'll go from zero to a polished spec ad for Coca-Cola — using nothing but AI tools. No professional cameras. No stock footage. No expensive software licenses. Just your creativity and the right prompts.

By the end, you'll have a complete video ad built with AI-generated images, AI-animated video clips, AI voiceover, and AI-generated music — all stitched together into a final cut.

## Your AI Toolkit

| TOOL                    | URL   | PURPOSE                                  |
|-------------------------|---|--|
| <b>ChatGPT / Claude</b> | <a href="https://claude.ai">claude.ai</a>         | Brainstorming, scripting, prompt writing |
| <b>Krea.AI</b>          | <a href="https://krea.ai">krea.ai</a>             | AI image generation & image-to-video     |
| <b>ElevenLabs</b>       | <a href="https://elevenlabs.io">elevenlabs.io</a> | AI voiceover & narration                 |
| <b>Suno</b>             | <a href="https://suno.com">suno.com</a>           | AI music & song generation               |
| <b>CapCut</b>           | <a href="https://capcut.com">capcut.com</a>       | Video editing & assembly                 |
| <b>Canva</b>            | <a href="https://canva.com">canva.com</a>         | Alternative video editor                 |

### Pro Tip

You can substitute any of these tools with equivalents. The workflow and prompts matter more than the specific platform. Runway, Midjourney, Udio, or Final Cut Pro all work in this pipeline.

# Phase 1: Brainstorm & Script

Every great ad starts with a concept. In this phase, you'll use an LLM (ChatGPT or Claude) to brainstorm creative directions, develop a concept, and write a shot-by-shot script that you'll later bring to life with AI visuals.

## 1.1 Define the Brief

Before prompting, get clear on the brief. For our Coca-Cola spec ad, here's what we're working with:

- ▶ Brand: Coca-Cola
- ▶ Ad Length: 30-45 seconds
- ▶ Tone: Warm, nostalgic, uplifting — classic Coke energy
- ▶ Target Audience: 18-35 year olds, global
- ▶ Key Message: Coca-Cola brings people together in everyday moments
- ▶ Format: Vertical (9:16) for social media, or Horizontal (16:9) for YouTube/TV

### Prompt 1 — Creative Brief Generation

*You are a senior creative director at a top advertising agency. I want to create a spec ad for Coca-Cola. The ad should be 30-45 seconds long, feel warm and nostalgic, and target 18-35 year olds globally. The core message is that Coca-Cola brings people together in everyday moments. Generate 5 unique creative concepts for this ad. For each concept, provide: • A concept title • A one-line logline • The emotional arc (beginning → middle → end) • The visual style and colour palette • Why it would resonate with the target audience*

## 1.2 Develop the Chosen Concept

Once the AI gives you 5 concepts, pick the one that excites you most. Now go deeper.

### Prompt 2 — Concept Deep Dive

*I'm going with Concept [X]: "[Title]". Now develop this concept into a full creative brief. Include: 1. Expanded narrative description (3-4 paragraphs) 2. Mood board direction — describe the visual aesthetic in detail (lighting, colour grading, textures, composition style) 3. Music/audio direction — what should the soundtrack feel like? 4. Typography suggestions for any on-screen text 5. The final tagline and how it appears on screen*

## 1.3 Write the Shot-by-Shot Script

This is the most critical step. You need a detailed shot list that you'll use to generate individual images with Krea.AI. Each shot description becomes an image generation prompt.

### Prompt 3 — Shot-by-Shot Script

*Now write a detailed shot-by-shot script for this 30–45 second Coca-Cola ad. For each shot, provide:*

- Shot number (e.g., Shot 1, Shot 2...)
- Duration (in seconds)
- Camera angle & movement (e.g., close-up, wide shot, slow pan, tracking shot)
- Detailed visual description — describe exactly what appears in the frame, including environment, lighting, colours, subjects, props, and atmosphere. Be extremely specific — these descriptions will be used as AI image generation prompts.
- Action — what's happening in the shot
- Audio — what plays during this shot (music cue, sound effect, voiceover line)
- Text overlay (if any)

*Include 8–12 shots total. Make the visual descriptions vivid enough to use as image generation prompts directly.*

### Why This Matters

The quality of your shot descriptions directly determines the quality of your AI-generated images. Be specific about lighting direction, time of day, colour temperature, facial expressions, clothing, and camera distance. Vague prompts = generic images.

## 1.4 Generate the Voiceover Script

If your ad has narration, write the voiceover script separately. This will be used in ElevenLabs later.

### Prompt 4 — Voiceover Script

*Write a voiceover script for this Coca-Cola ad. The narration should:*

- Be warm, conversational, and feel like a friend talking
- Be exactly 25–35 seconds when read at a natural pace
- Not mention the brand name until the final line
- Build emotionally from quiet observation to joyful connection
- End with the tagline

*Also indicate the ideal voice characteristics — gender, age range, accent, tone, and pacing.*

# Phase 2: Image Generation with Krea.AI

Now you'll turn your shot list into stunning AI-generated images. Each shot description from Phase 1 becomes a Krea.AI prompt. The key is consistency — your images need to look like they belong in the same ad.

## 2.1 Set Up Your Krea.AI Workspace

1. Go to [krea.ai](https://krea.ai) and sign up or log in
2. Navigate to the image generation tool
3. Choose a model that suits photorealistic or cinematic outputs
4. Set your aspect ratio to match your ad format (16:9 for landscape, 9:16 for vertical)

### Consistency Hack

Before generating individual shots, establish a style anchor. Generate one hero image that nails the look you want, then reference its style in every subsequent prompt. Use consistent terms for lighting, colour grade, and atmosphere across all prompts.

## 2.2 Craft Your Image Prompts

Transform each shot description from your script into a Krea.AI-optimised prompt. Here are example prompts for a sample Coca-Cola ad:

### Shot 1 — Opening: Golden Hour Cityscape

*Cinematic wide shot of a bustling city street at golden hour. Warm amber sunlight streaming between buildings, creating long shadows. People walking casually, soft bokeh in background. Shot on 35mm film, Kodak Portra 400 colour grading. Warm tones, slight lens flare. Ultra-realistic, 8K quality, commercial advertising photography.*

### Shot 2 — The Vending Machine

*Close-up cinematic shot of a classic red Coca-Cola vending machine glowing warmly on a city sidewalk at dusk. Condensation droplets visible on the glass. Warm neon reflections. Shot on anamorphic lens, shallow depth of field, film grain. Commercial advertising aesthetic, ultra-realistic.*

### **Shot 3 — Hand Reaching for a Bottle**

*Extreme close-up of a young person's hand reaching for an ice-cold glass Coca-Cola bottle. Condensation on the bottle catching golden hour light. Ice crystals visible. Shallow depth of field, macro lens detail. Warm cinematic colour grading, commercial product photography, ultra-realistic.*

### **Shot 4 — Friends Sharing**

*Medium shot of two friends sitting on a park bench at sunset, laughing and sharing Coca-Cola bottles. Warm golden backlight creating rim lighting on their hair. Natural, candid moment. Shot on 85mm lens, f/1.4, beautiful bokeh. Warm tones, film grain, commercial lifestyle photography.*

### **Shot 5 — The Pour**

*Slow-motion style extreme close-up of Coca-Cola being poured into a glass with ice. Bubbles rising, caramel liquid catching light. Crystal clear ice cubes. Dark background with single warm key light. Product photography, ultra-high detail, 8K macro, commercial advertising quality.*

### **Shot 6 — Group Celebration**

*Wide cinematic shot of a diverse group of young friends clinking Coca-Cola bottles together at a rooftop gathering during blue hour. City skyline in soft focus behind them. Fairy lights strung overhead. Warm and cool tones mixing. Joyful expressions, candid energy. Shot on 24mm wide angle, commercial advertising photography.*

### **Shot 7 — Product Hero Shot**

*Iconic product shot of a Coca-Cola glass bottle standing on a wet surface, droplets scattered around it. Deep red label. Backlit with warm golden rim light against a dark background. Studio lighting with single dramatic key light. Magazine-quality product photography, ultra-realistic, 8K detail.*

### **Shot 8 — Closing: Logo & Tagline**


*Clean, minimal dark background with a single Coca-Cola bottle silhouetted against a warm golden glow. Space below for text overlay. Cinematic colour grading, film grain. Elegant, simple, iconic. Commercial end-card aesthetic.*

## **2.3 Refine & Iterate**

Your first generation won't be perfect. Here's how to refine:

- ▶ **Regenerate:** If the composition is off, regenerate with small prompt tweaks
- ▶ **Upscale:** Use Krea's upscaler to enhance resolution on your best outputs
- ▶ **Vary:** Generate 3-4 variations of each shot and pick the best one

- ▶ Edit: Use Krea's editing tools to adjust colours, crop, or refine details
- ▶ Consistency: If one image breaks the visual style, add more specific style descriptors to match the others

 **Prompt Engineering Tip**

Add these modifiers to improve quality: "commercial advertising photography", "shot on 35mm film", "Kodak Portra colour grading", "ultra-realistic", "8K", "shallow depth of field". Remove anything that produces inconsistent results.

# Phase 3: Image to Video with Krea.AI

Now the magic happens — you'll animate your static images into video clips. Krea.AI's image-to-video feature adds motion, camera movement, and life to your generated stills.

## 3.1 Prepare Your Images

1. Download all your finalised images from Phase 2
2. Organise them in order (Shot 1, Shot 2, etc.)
3. Ensure all images are the same aspect ratio
4. Note the desired camera movement for each shot from your script

## 3.2 Generate Video Clips

For each image, use Krea's image-to-video feature. Upload the image, then describe the motion you want.

### **Video Prompt — Shot 1 (Cityscape)**

*Slow cinematic pan from left to right. People walking in the background with natural movement. Subtle light flicker from golden hour sun. Gentle ambient motion. 4 seconds.*

### **Video Prompt — Shot 2 (Vending Machine)**

*Slow push-in toward the vending machine. Subtle flickering glow from the machine's light. A person walks past in the foreground, slightly out of focus. 3 seconds.*

### **Video Prompt — Shot 3 (Hand Reaching)**

*Hand slowly reaches toward the bottle and grasps it. Condensation droplets slowly dripping. Smooth, deliberate motion. 3 seconds.*

### **Video Prompt — Shot 4 (Friends)**

*Subtle natural movement — friends laughing, hair moving slightly in breeze. Camera holds steady. Warm, alive, natural micro-movements. 4 seconds.*

### **Video Prompt — Shot 5 (The Pour)**

*Coca-Cola liquid pouring into the glass in slow motion. Bubbles rising. Ice shifting. Dynamic fluid motion. Camera static, product in motion. 3 seconds.*

#### **Video Prompt — Shot 6 (Group Celebration)**

*Bottles clinking together with slight movement. Friends cheering, subtle camera zoom out. Fairy lights twinkling. Joyful energy with natural body movement. 4 seconds.*

#### **Video Prompt — Shot 7 (Product Hero)**

*Slow 360-degree rotation of the bottle. Condensation droplets catching light. Dramatic, elegant product showcase motion. 4 seconds.*

#### **Video Prompt — Shot 8 (Closing)**

*Gentle fade from bottle silhouette. Camera slowly pulls back. Minimal, elegant motion. Space for text overlay to fade in. 3 seconds.*

#### **Quality Check**

Watch each generated clip 3-4 times. Look for artifacts, unnatural movement, or visual glitches. Regenerate any clips that don't meet the standard. It's better to regenerate now than try to fix in editing.

# Phase 4: Audio — Voiceover & Music

## 4.1 Generate Voiceover with ElevenLabs

Head to [elevenlabs.io](https://elevenlabs.io) and use the voiceover script from Phase 1 to generate a professional narration.

1. Go to ElevenLabs ([elevenlabs.io](https://elevenlabs.io)) and open the Text-to-Speech tool
2. Browse the voice library — choose a voice that matches your brief (warm, conversational, 25-35 age range)
3. Paste your voiceover script from Prompt 4
4. Adjust settings: stability ~60%, clarity ~75%, style exaggeration ~30%
5. Generate and download the audio file as MP3
6. Generate 2-3 takes and pick the one with the best emotional delivery

### ElevenLabs Voice Settings Guide

*For a warm Coca-Cola ad narration:*

- **Voice:** Choose a warm, friendly voice (male or female) — avoid anything robotic or overly polished
- **Stability:** 55-65% — allows natural variation without being unstable
- **Clarity + Similarity:** 70-80% — keeps the voice clear without being sterile
- **Style Exaggeration:** 20-40% — adds emotional expression
- **Speed:** Slightly slower than default for a reflective, warm tone

## 4.2 Generate Music with Suno

Head to [suno.com](https://suno.com) to create a custom background track for your ad. Suno generates full songs from text descriptions.

### Prompt 5 — Background Music

*Create a 45-second instrumental track for a Coca-Cola commercial. The music should:*

- Start soft and gentle — acoustic guitar or piano
- Build gradually with warm strings and light percussion
- Feel nostalgic, uplifting, and hopeful
- Reach an emotional peak around the 30-second mark
- End on a warm, resolved note
- Style: indie folk meets cinematic score
- No vocals, instrumental only
- Tempo: 90-110 BPM

### Music Licensing Note

This is a spec ad (not for commercial broadcast), so AI-generated music works perfectly. For real client work, always clarify licensing terms on the platform you use. Suno's paid plans include commercial licensing.

## 4.3 Sound Effects (Optional)

For extra polish, layer in subtle sound effects — the fizz of a bottle opening, ice clinking in a glass, ambient city sounds. You can find free sound effects on sites like freesound.org, or generate them with ElevenLabs' Sound Effects tool.

### Prompt 6 — Sound Effects (ElevenLabs)

*Generate the following individual sound effects for a commercial: 1. A glass Coca-Cola bottle cap being popped open — crisp and satisfying 2. Carbonated liquid being poured over ice — fizzy, bubbly 3. Glass bottles clinking together — celebratory 4. Ambient city soundscape at golden hour — distant traffic, birds, soft chatter*

# Phase 5: Edit & Assemble the Final Ad

With all assets ready — video clips, voiceover, music, and sound effects — it's time to stitch everything together into a polished final ad. Use any video editing tool you're comfortable with.

## Recommended Editing Tools

| CapCut  | Canva  | Instagram Reels                             | Final Cut Pro                                 |
|---|--|---|---|
| Free. Best for short-form social. Desktop & mobile. | Free tier. Drag & drop. Great for beginners. | Free. Quick edits for Reels/Stories format. | Pro-level. macOS only. Full timeline control. |

### 5.1 Assembly Timeline

Follow this order to build your timeline in any editor:

1. Import all video clips in shot order onto the main video track
2. Trim each clip to the duration specified in your shot list (3-4 seconds each)
3. Add cross-dissolve transitions between clips (0.5-1 second)
4. Import the background music onto an audio track and align it to start from Shot 1
5. Import the voiceover onto a separate audio track, time it to match the visuals
6. Layer in sound effects at key moments (bottle opening, pour, clink)
7. Add text overlays — the tagline on the final shot
8. Add the Coca-Cola logo on the end card
9. Apply a final colour grade across all clips for consistency
10. Export at highest quality (1080p minimum, 4K if possible)

### 5.2 Audio Mixing Guide

Getting the audio balance right is critical. Here are recommended levels:

- ▶ Background Music: -18dB to -12dB (sits underneath, never competes with voice)
- ▶ Voiceover: -6dB to -3dB (clear and dominant)

- ▶ Sound Effects: -15dB to -10dB (subtle accents, not distracting)
- ▶ Music Swell: Bring music up to -8dB during purely visual moments (no VO)
- ▶ Final Tagline: Drop music slightly, let the VO land clean

## 5.3 Colour Grading Tips

- ▶ Apply a warm colour grade across all clips — slightly orange/amber shadows, warm highlights
- ▶ Reduce saturation by 10–15% for a cinematic feel
- ▶ Add subtle film grain for texture
- ▶ Increase contrast slightly to make the Coca-Cola red pop
- ▶ Keep skin tones natural — don't over-stylise

# Phase 6: Final Checklist & Export

Before you export, run through this quality checklist:

|                          |  |
|--------------------------|--|
| <input type="checkbox"/> | All clips are trimmed to the correct duration from the shot list   |
| <input type="checkbox"/> | Transitions are smooth and consistent (cross-dissolve recommended) |
| <input type="checkbox"/> | Voiceover is synced to the correct visual moments                  |
| <input type="checkbox"/> | Music builds and peaks at the right emotional moment               |
| <input type="checkbox"/> | Sound effects are subtle and enhance (not distract)                |
| <input type="checkbox"/> | Text/logo overlays are clean, properly positioned, and readable    |
| <input type="checkbox"/> | Colour grading is consistent across all shots                      |
| <input type="checkbox"/> | No AI artifacts or visual glitches in any clip                     |
| <input type="checkbox"/> | Audio levels are balanced (VO clear, music underneath)             |
| <input type="checkbox"/> | Final export is at least 1080p, correct aspect ratio               |

## Export Settings

- ▶ Format: MP4 (H.264 codec)
- ▶ Resolution: 1920×1080 (16:9) or 1080×1920 (9:16)
- ▶ Frame Rate: 24fps for cinematic feel, 30fps for social
- ▶ Bitrate: 10–20 Mbps for high quality
- ▶ Audio: AAC, 48kHz, stereo

# Bonus: Practice Exercises

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Now that you've built a Coke spec ad, apply the same workflow to other brands and scenarios. Here are practice briefs to sharpen your skills:

## Exercise 1: Nike — "Morning Run"

Create a 30-second spec ad for Nike focused on the discipline of early morning running. Emphasise grit, solitude, and the personal victory of showing up. Dark, moody lighting transitioning to golden sunrise. Use the same 6-phase workflow.

## Exercise 2: Apple — "Shot on iPhone"

Create a 15-second product showcase for the latest iPhone camera. Focus on macro photography capabilities. Show extreme close-ups of nature (dewdrops, insects, flower petals) transitioning to the phone itself. Minimalist, clean aesthetic.

## Exercise 3: Airbnb — "Belong Anywhere"

Create a 45-second spec ad showcasing unique Airbnb stays around the world. Travel montage style — treehouses, beach huts, city lofts, mountain cabins. Warm, aspirational, diverse. Focus on the feeling of discovery.

## Exercise 4: Your Own Brand

Apply this entire workflow to a product or service you're building, a client's brand, or your personal brand. This is where the real learning happens — taking the framework and making it yours.

# You're Ready to Create

You now have a complete, repeatable system for producing professional-quality video ads using nothing but AI tools. The same workflow applies to any brand, any product, any story you want to tell.

The tools will keep evolving. New models will generate better images, smoother video, more natural voices. But the framework stays the same:

- ▶ Brief → Brainstorm with AI
- ▶ Script → Shot-by-shot with AI
- ▶ Visuals → Generate images, then animate to video
- ▶ Audio → Voice + Music + SFX with AI
- ▶ Edit → Assemble, grade, and export

**Keep Building. Keep Creating.**

*Upskill Your Team; Upscale Your Business*

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