

Accelerate Creative Media Content with Gen AI

Google
Cloud
Next 25

Proprietary



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Google Cloud

Agenda



01 Generative media on Vertex AI

02 Top industry use cases

03 Customer Stories

04 Q&A

Generative AI is revolutionizing creative content creation by democratizing the process and expanding its possibilities



What does it take...

Quality is #1

Needs to be scalable

Shifting landscape

Won't deploy if not safe



GenMedia on Vertex AI

1 Full Collection
Of generative media models as a managed service

2 Superb Quality
To help users create content more efficiently

3 Safety at the Core
So that customers can use with confidence



Prompt:

A vibrant and energetic commercial showcasing a group of diverse individuals enjoying the refreshing scent of "Winter Breeze." The commercial features close-ups of people smiling and laughing as they experience the product's invigorating aroma, with a focus on the product's unique bottle design.

Generative Media on Vertex AI



Imagen 3

High quality image
generation and editing



Veo 2

Exceptional video generation, editing and
advanced camera controls



Chirp and Lyria


High quality music
Multi-speaker voices and voice cloning



Gemini - analyze, enhance prompts, create stories

Quality

High Visual Appeal | Low defects | High Prompt Adherence

Photorealistic image of a person with their eyes closed, but their dreams are visualized as a series of interconnected, surreal landscapes floating around their head, creating an ethereal and dreamlike aura.  Cloud AI

Safety

Copyright Indemnity

Data Governance

SynthID Watermark

Configurable Safety Filters

Safety settings

Block potentially harmful outputs with Imagen on Vertex AI's built-in safety filters. These filters are designed with [Google's Responsible AI practices](#) in mind. [Learn more](#)

Person/face generation

Allow (All ages)

If set to "Don't allow", images with people and faces may be blocked

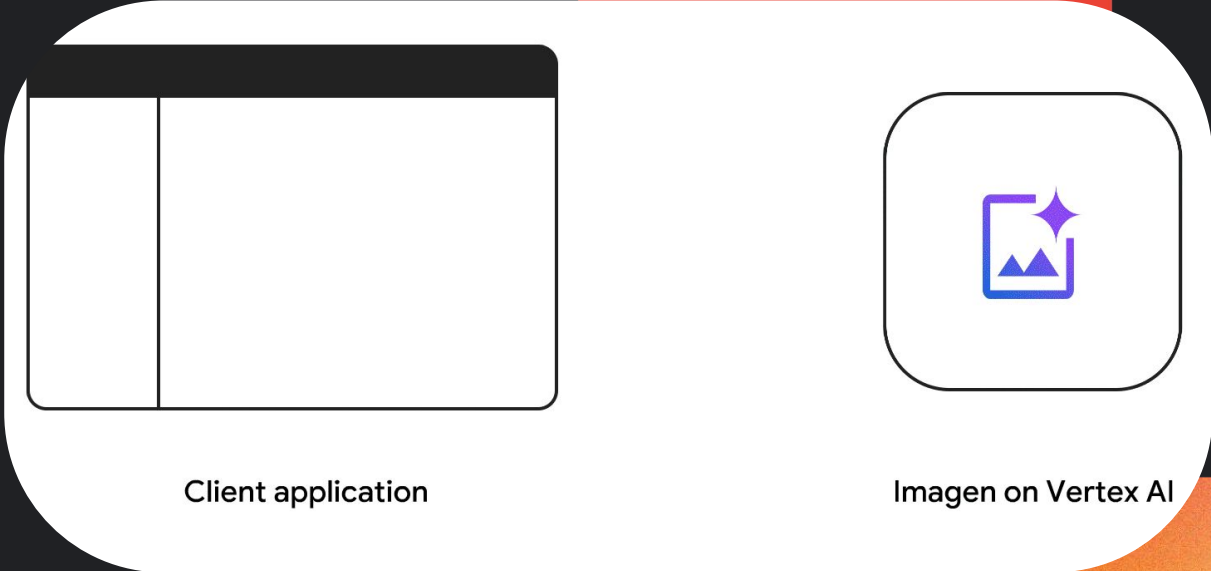
Safety filter threshold

Block some

Adjust the likelihood of receiving a model response that could contain harmful content

SAVE

CLOSE



Veo 2

Text to Video & Image to Video



Enhanced Realism | Wide range of styles | Redefines quality and control

Veo 2

Advanced Camera Controls

Interpolation



Camera Movement Presets



Preview

Veo 2

Video Editing

Video Outpaint



Veo 2

Video Editing

Video Inpaint



Original video



Removed Harness

GA

Imagen 3



Lyria: Text-to-Music

Generate instrumental and sound effects clips in seconds

Effortless music and tone creation

Enhanced to your use-case

Integrated into Vertex AI Studio and API



“Instrumental Pop song with night time vibes, calm”



“Irish folk music with fiddle and bagpipes”



“West coast hip hop in the style of the Bay Area”

Chirp 3

Groundbreaking audio understanding and generation model

HD Voices - GA

Text to speech in 31 languages, 8 speaker options, totalling 248 distinct voices

Instant Custom Voice - GA w/allowlist

Generate realistic custom voices from 10 seconds of audio input

Transcription with Diarization - Preview

Separates and transcribes individual speakers in multi-speaker recordings



Voice Options

A range of voice options are available, each with distinct characteristics:

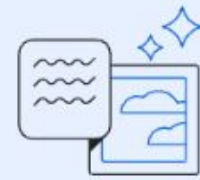
Name	Gender	Demo
Aoede	Female	<div><div>▶ 0:00 / 0:12</div><div></div><div>⋮</div></div>
Puck	Male	<div><div>▶ 0:00 / 0:11</div><div></div><div>⋮</div></div>
Charon	Male	<div><div>▶ 0:00 / 0:11</div><div></div><div>⋮</div></div>
Kore	Female	<div><div>▶ 0:00 / 0:11</div><div></div><div>⋮</div></div>
Fenrir	Male	<div><div>▶ 0:00 / 0:11</div><div></div><div>⋮</div></div>
Leda	Female	<div><div>▶ 0:00 / 0:12</div><div></div><div>⋮</div></div>
Orus	Male	<div><div>▶ 0:00 / 0:11</div><div></div><div>⋮</div></div>

Media Studio

[Documentation](#)

[API Reference](#)

Start with a text prompt



Image



Audio



Music



Video

Start with a media file



Upload

Get inspired



A photorealistic image of a lavender perfume bottle in a still life...



A time-lapse of a futuristic cityscape, where people live and work in giant,...



A powerful image of a female astronaut in a spacesuit, looking out...



The scenery of the mountain top, as far as the eye can see, epic scenery,...



A Pop Art-inspired close-up of a person face, incorporating bold lines...



A photograph of a raccoon wearing a classy top hat.



Samurai stands at sunset in Japan with a massive monster looking down...







A traditional Japanese tea ceremony, emphasizing the serenity and...



Image details

 SynthID detected

AI actions


-  **Inpaint**
Add / remove elements using a mask
-  **Outpaint**
Fit a target device dimensions (mobiles, TV) and fill the empty space
-  **Upscale image**
Export at 2x or 4x the size with improved sharpening
-  **Generate video**
Use this image as the initial keyframe


Settings

Model
Imagen 3


Aspect ratio

 1:1

 9:16

 16:9

 3:4

 4:3

Number of results
 4

[+ Add Reference](#)

Safety

Person generation
Allow (Adults only)

Safety filter threshold
Block few

Advanced options

Model may output inaccurate or offensive imagery that doesn't represent Google's views.
[Report inappropriate content](#)



A close
natural
feel is p

Industry Use Cases

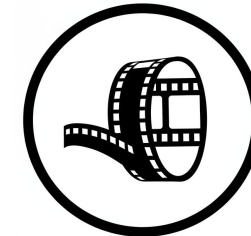
Domains



Image Editing
Apps



Marketing &
Advertising



Video
Storytelling

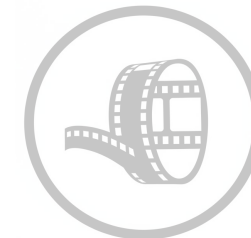
Domains



Image Editing
Apps



Marketing &
Advertising



Video
Storytelling



Remove Objects

with
Imagen 3 Inpainting



Add Objects

with Imagen 3 Inpainting



Change Background

with
Imagen 3 Inpainting



Expand Image

with
Imagen 3 Outpainting



Replace Objects

with
Imagen 3 Inpainting



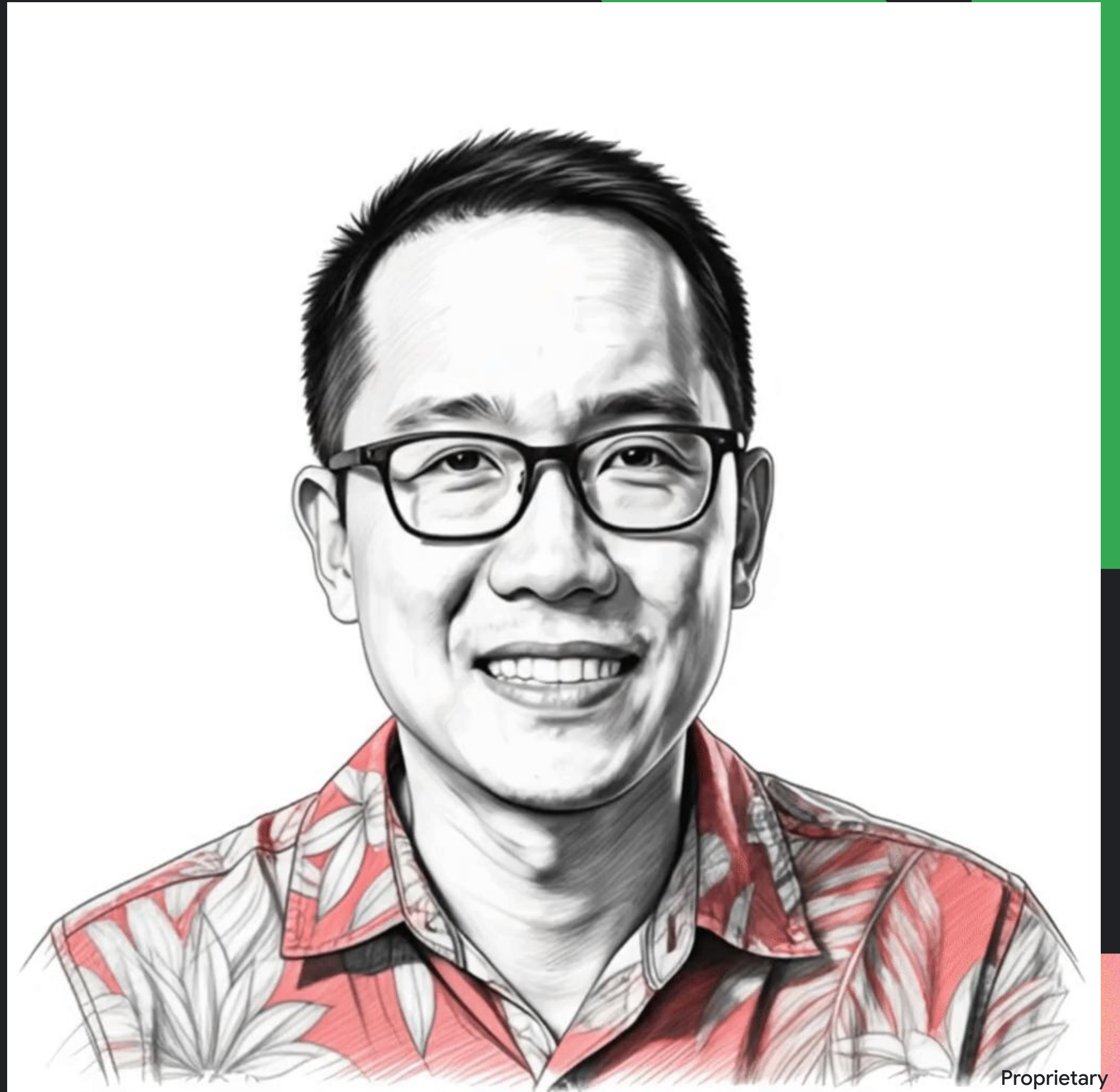
Imagen 3 Customization

Stylization



Veo 2 Image to Video

Animate a photo



Domains



Image Editing
Apps



Marketing &
Advertising



Video
Storytelling

The image presents a serene tropical beach scene, symmetrically framed by two mature palm trees with textured brown trunks and vibrant green, feathery fronds that arch gracefully overhead, casting intricate shadows onto the pristine white sand below. A light-colored, woven hammock is stretched tautly between the two palm trees, its delicate net creating a subtle pattern against the bright sand. The sand itself is finely textured and appears soft, extending towards a tranquil expanse of shallow, turquoise water that gently fades into a deeper, clear blue further out. The horizon line is visible in the upper portion of the frame, meeting a pale, cloudless sky that occupies a significant portion of the upper background. The sunlight is bright and casts defined shadows of the palm fronds and the hammock onto the beach, emphasizing the stillness of the scene. The overall composition is balanced and inviting, conveying a sense of peaceful isolation and idyllic relaxation. The colors are vivid yet soothing, with the stark contrast between the dark palm trunks, the light sand and hammock, and the vibrant turquoise water creating a visually appealing and calming aesthetic.



Text to Image



Text to Image



Text to Image



Text to Image



Background Editing



Background Editing



Background Editing



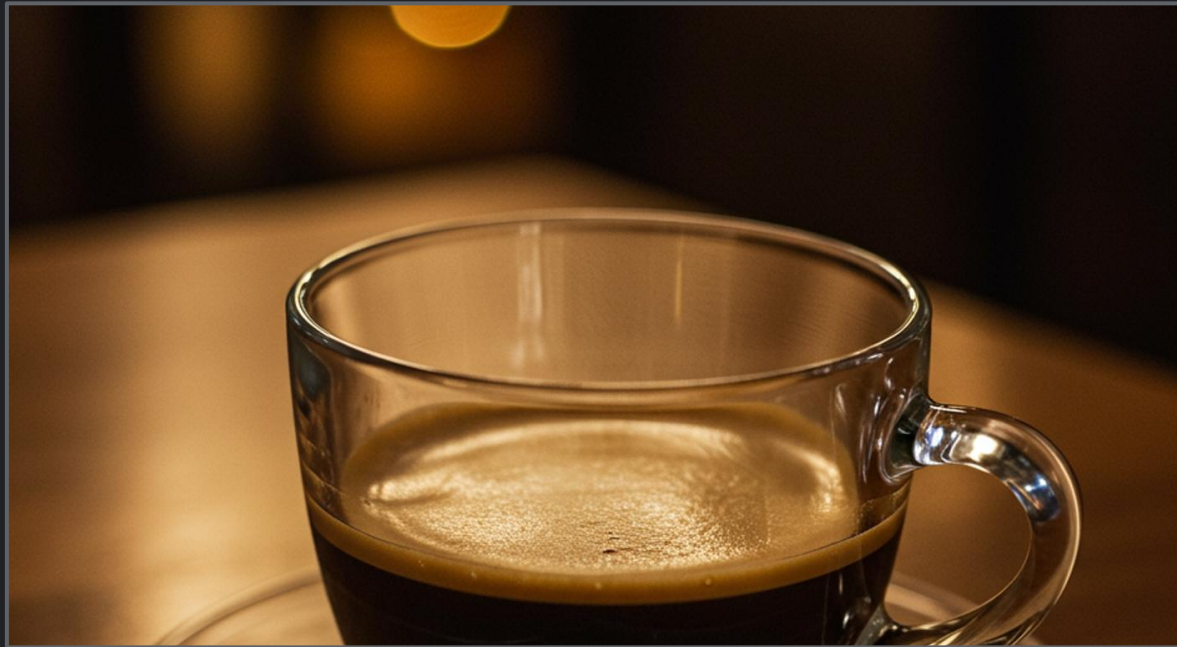
Animated Ads



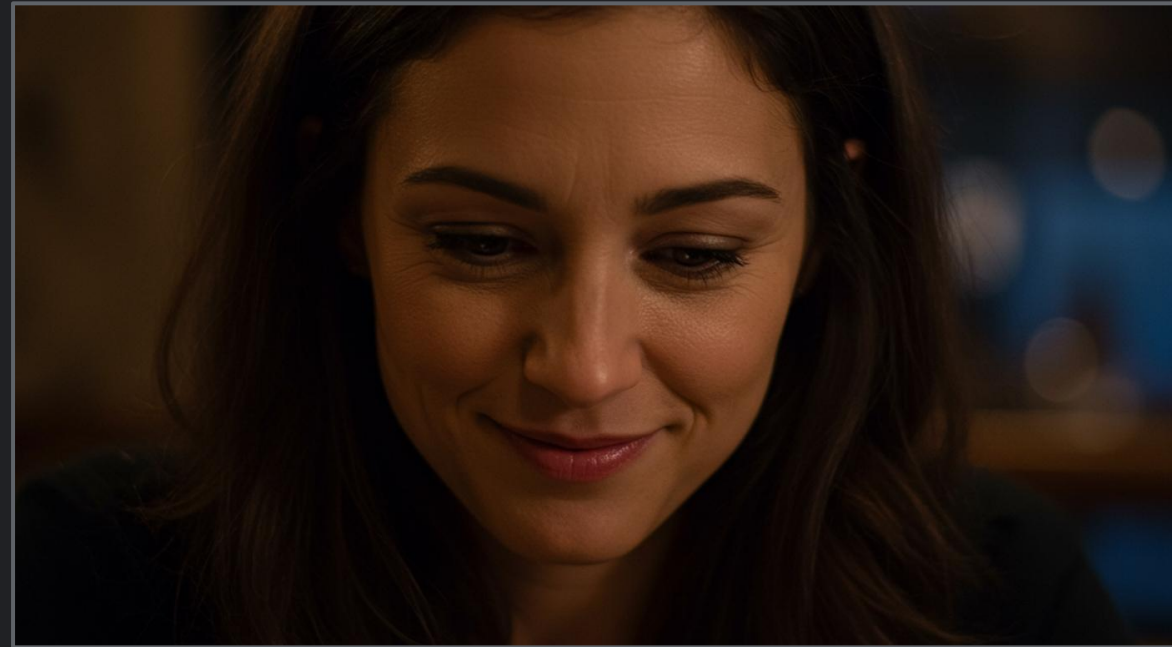
Add Soundtrack



Longer Video Ads



Coffee pours into a glass coffee cup from a french press.



A woman's eyes slightly widen and her smile grows as she watches.



A woman's hand takes the cup and raises it to her lips.



A waiter sways a little bit and raises his eyebrows nervously as he cradles his French press, as he listens to someone else. Camera slowly moves in.



A woman drinks the coffee and smiles.



Camera rotates around the coffee cup. Steam emanates from the cup. Text is preserved.

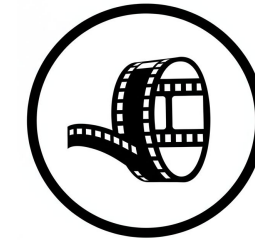
Domains



Image Editing
Apps



Marketing &
Advertising



Video
Storytelling

High Quality AI Generated Video



Workflow

Ideas



a short movie about the
transition from winter to
spring



Gemini

Workflow

Ideas



a short movie about the
transition from winter to
spring

Gemini

Storyboard



Scene 1: Snowy Ground Close-Up
Scene 2: Bare Tree Branches
Scene 3: Snowdrift
...

Workflow

Ideas



a short movie about the
transition from winter to
spring

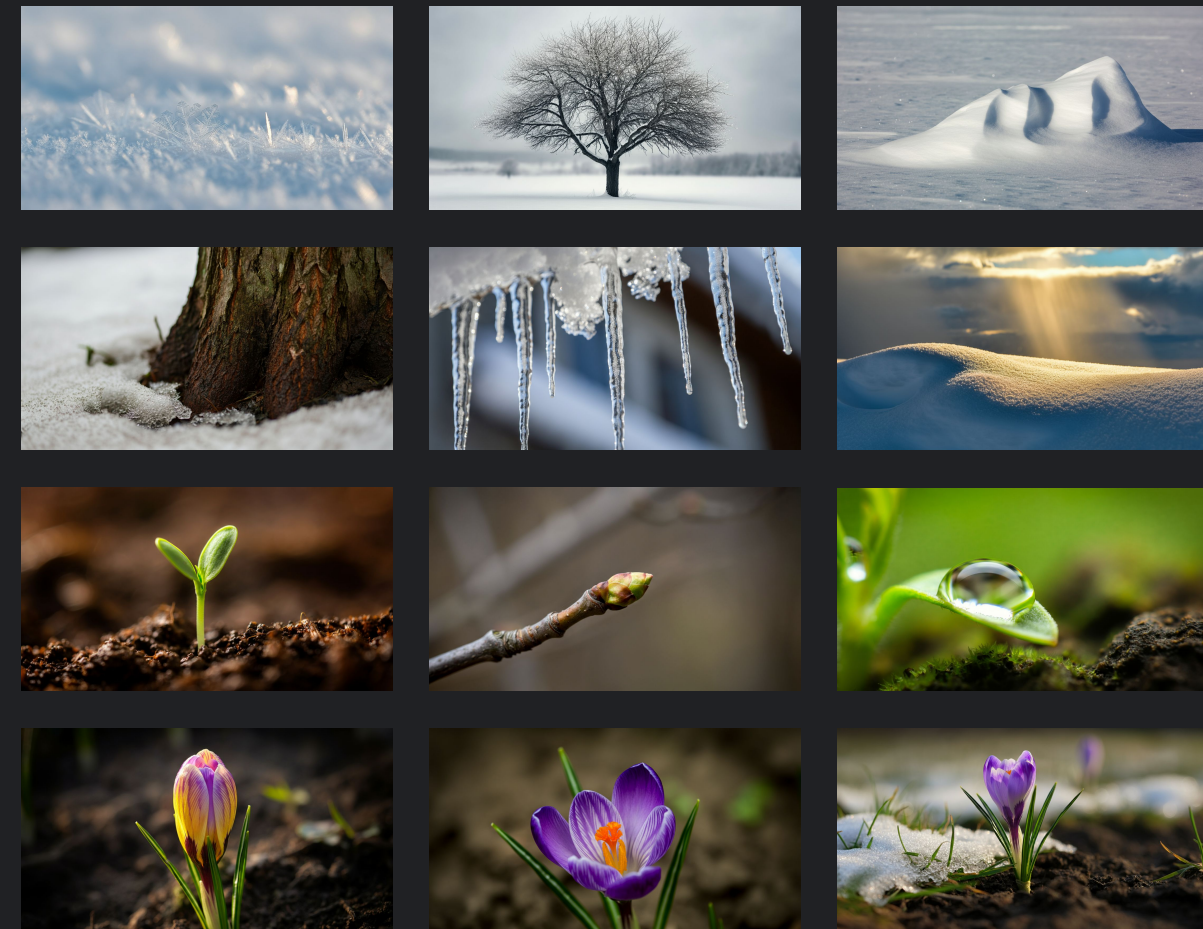


Storyboard

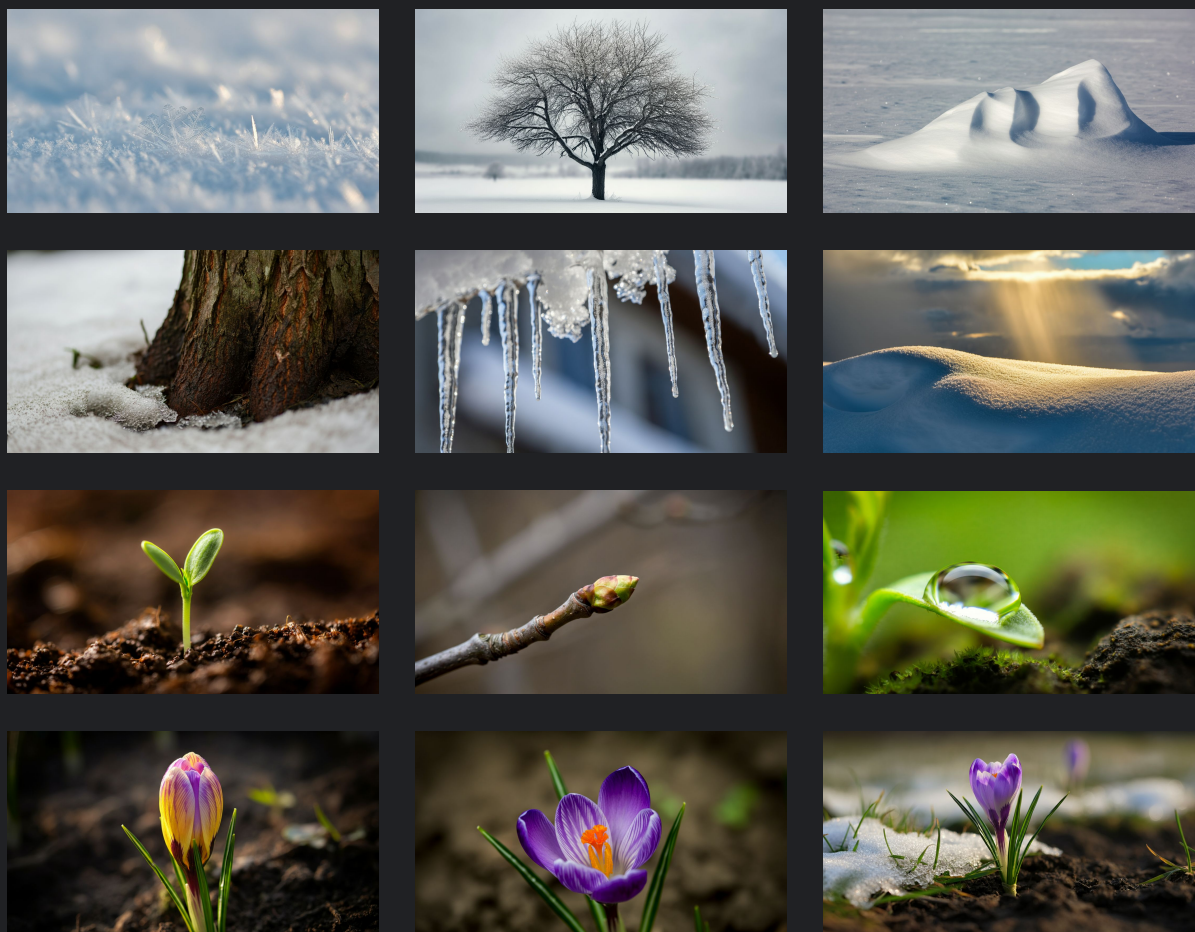
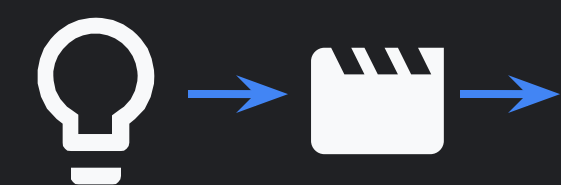


Scene 1: Snowy Ground Close-Up
Scene 2: Bare Tree Branches
Scene 3: Snowdrift
...

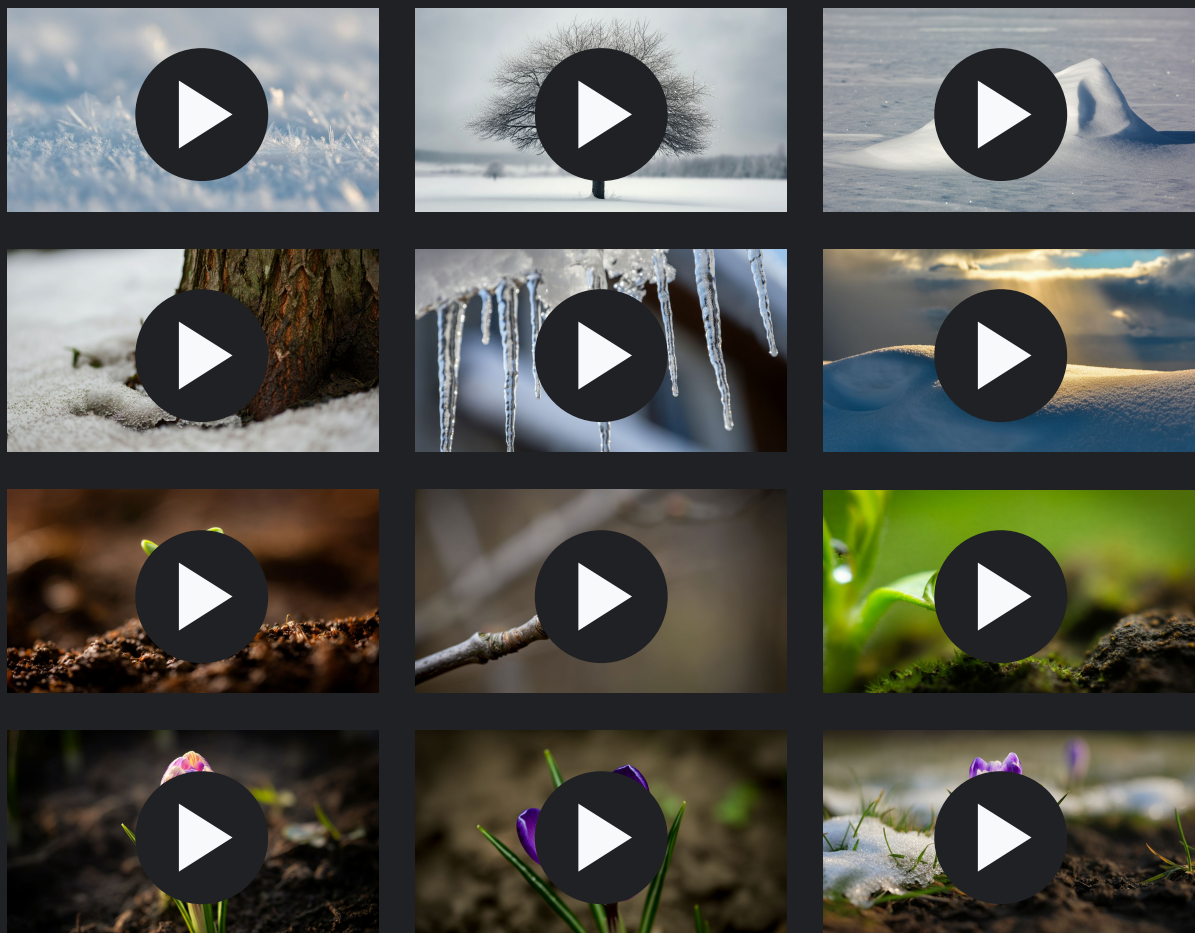
Imagen



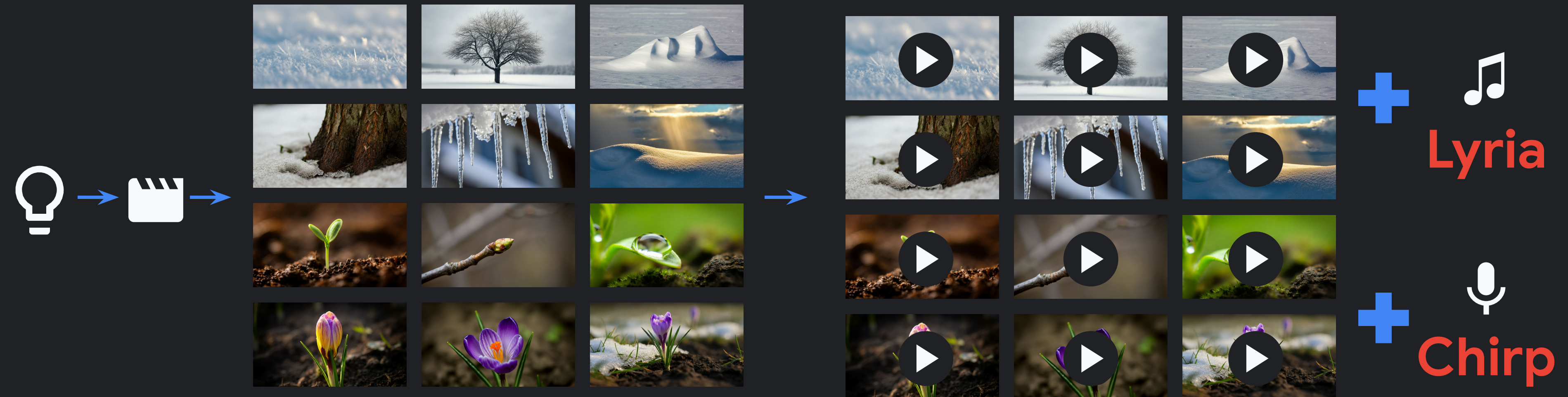
Workflow



Veo



Workflow



Customer Story

Kraft Heinz

TasteMaker Journey



Brief Generation

Gemini

Product details



Intro

Introducing Heinz Honey Ketchup, the perfect balance of sweet and tangy.

Description

Heinz Honey Ketchup is a perfect blend of Heinz's classic, tangy ketchup and the sweetness of real golden honey with a touch of white pepper. This versatile condiment is ideal for dipping, drizzling, and glazing.

Taste appeal

Heinz Honey Ketchup appeals to those who crave both sweet and savory flavors. It builds upon the beloved taste of Heinz ketchup, adding a delightful twist that complements a variety of dishes. This innovative flavor combination reflects Heinz's commitment to quality and innovation, offering consumers a new and exciting way to experience a classic condiment.

Variations

Original Honey

The smooth and sweet honey coats your tastebuds, followed by the

Creative Concepts

Imagen



Creative Refinement

Imagen



Creative Evaluation

Gemini

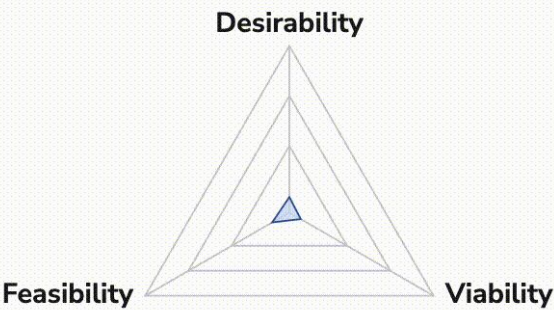
Desirability: 7 | Viability: 6 | Feasibility: 9

Desirability Assessment

The Desirability of Heinz Honey Ketchup is rated as average.

- **Strong:** Appeals to current flavour trends; honey is a popular and growing flavour, aligning with consumer interest in natural sweeteners.
- **Strong:** Offers a novel twist on a classic condiment, potentially attracting consumers seeking new flavour experiences within a familiar brand.
- **Weak:** Market research is needed to fully quantify consumer demand for honey-flavored ketchup and its potential cannibalization of existing Heinz ketchup sales. There may be strong regional appeal.

Viability Assessment



Inclusivity focus: Culture

See review ^

Culture:



- **Cultural and Historical Considerations:** Honey is a prominent element in this image, both in the product name and the honeycomb design. Does the use of honey, a natural product with significant cultural and historical meaning in various societies, resonate positively across different cultural groups? Are there any cultures where the depiction of honey might carry negative connotations or be associated with specific practices that should be considered? Could the prominent use of a honeycomb design evoke unintended associations with bee populations and their decline, which is a growing concern in some cultural communities focused on environmentalism and sustainability? Further investigation into the cultural significance of honey and bees across diverse communities might be beneficial.
- **Imagery and Symbolism:** The image presents what appears to be a classic American diner setting. While aiming for a sense of familiarity and comfort, could this specific imagery inadvertently exclude or marginalize certain cultural groups whose dining experiences and traditions differ? Does the image reflect the diverse reality of dining experiences across various cultural groups, or does it lean towards a potentially nostalgic, but not universally inclusive, representation? Consider whether this classic diner setting aligns with the brand's goal of connecting

Creative Media

Imagen/Veo



TasteMaker Workflow

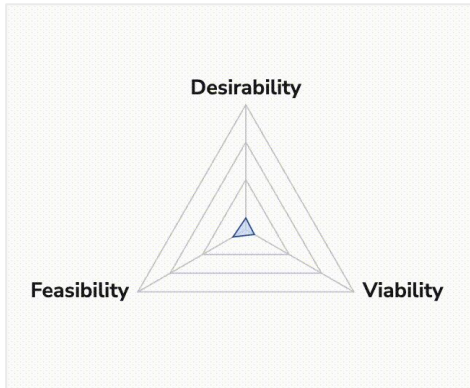
Product Details

Intro

Experience the sweet and savory harmony of Heinz Honey Ketchup.

Description

Introducing Heinz Honey Ketchup - a unique blend of our classic tomato ketchup with the natural sweetness of honey. This versatile condiment is perfect for dipping, grilling, or adding a touch of sweetness to any meal. Available in a convenient squeeze bottle for



Brief
Generation
Gemini

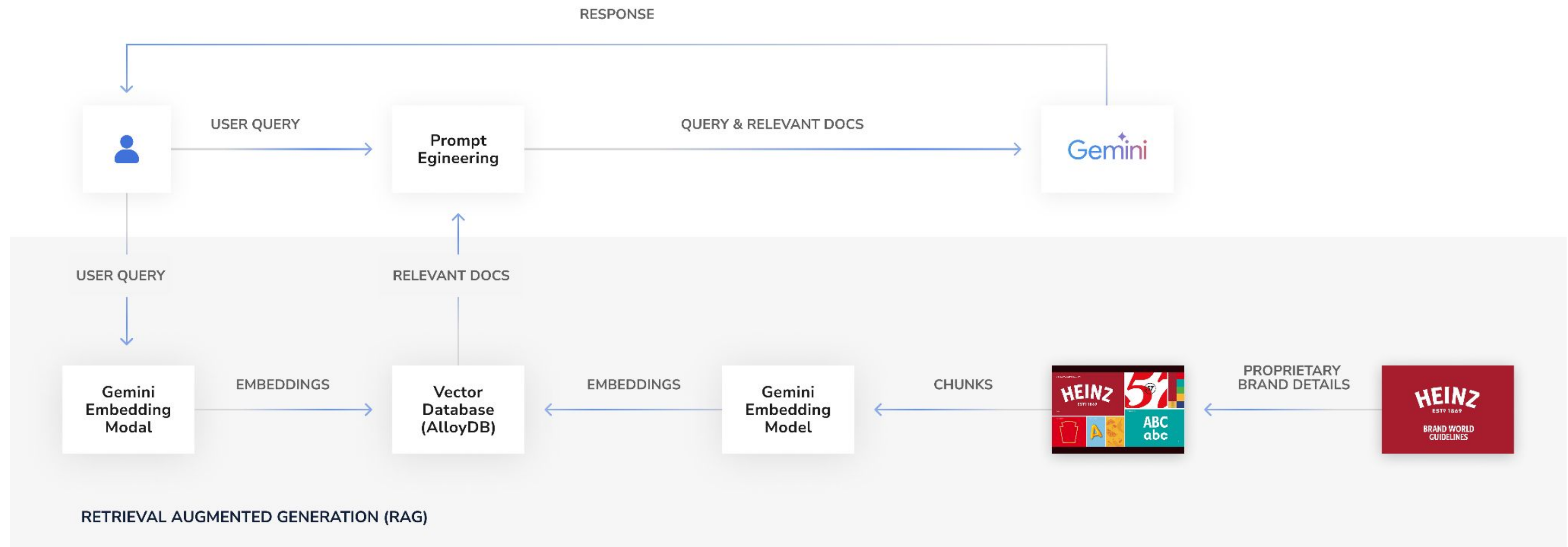
Creative
Concepts
Imagen

Creative
Refinement
Imagen

Creative
Evaluation
Gemini

Creative
Media
Imagen/Veo

Retrieval Augmented Generation Process



TasteMaker's Suite of Apps



Briefs & Concepts

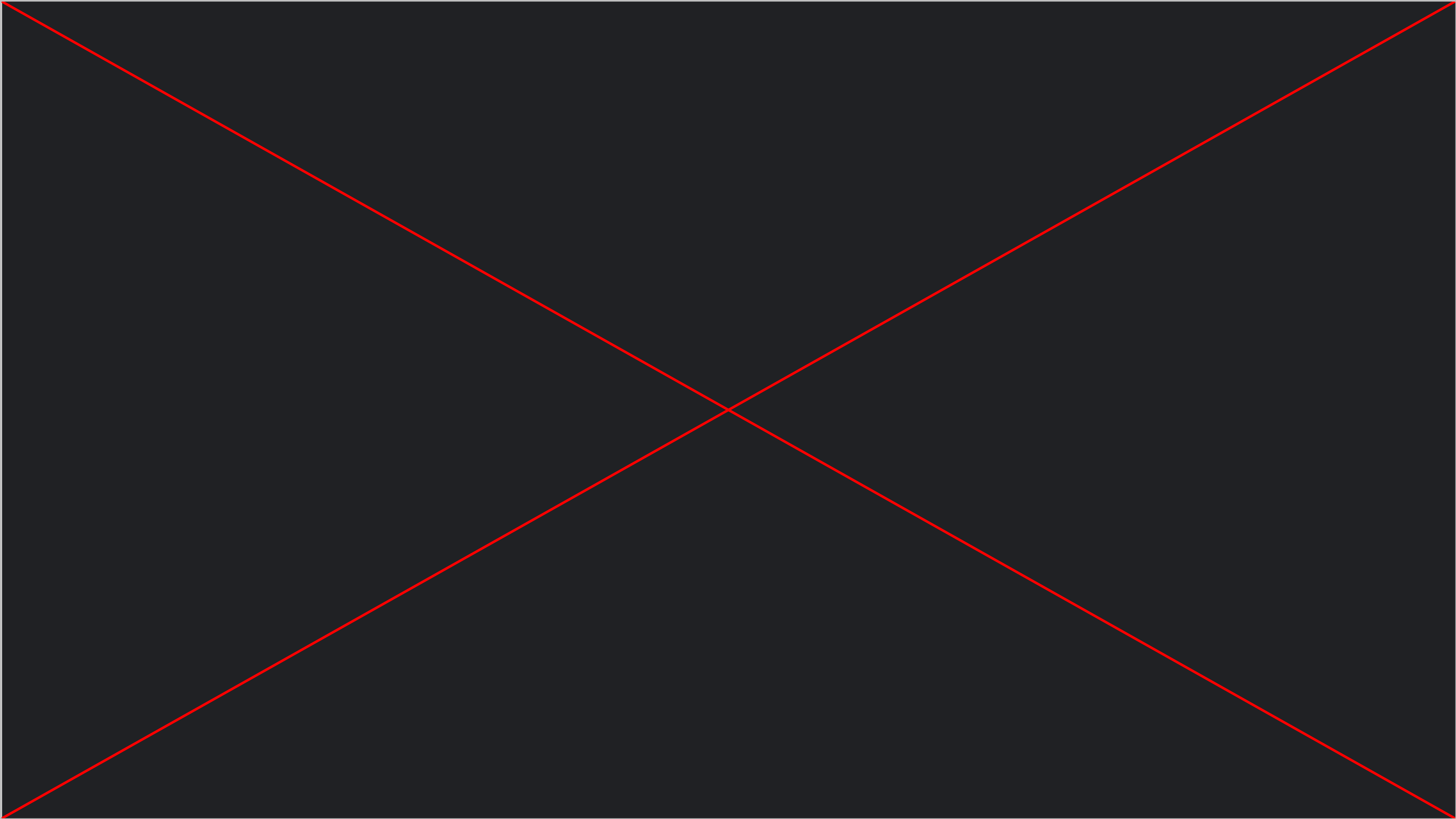
Create complete, on-brand briefs and concepts with a single idea.

Creative Evaluation

Analyze creative in real-time for brand considerations.

Creative & Content

Easily generate channel-ready creative and content.









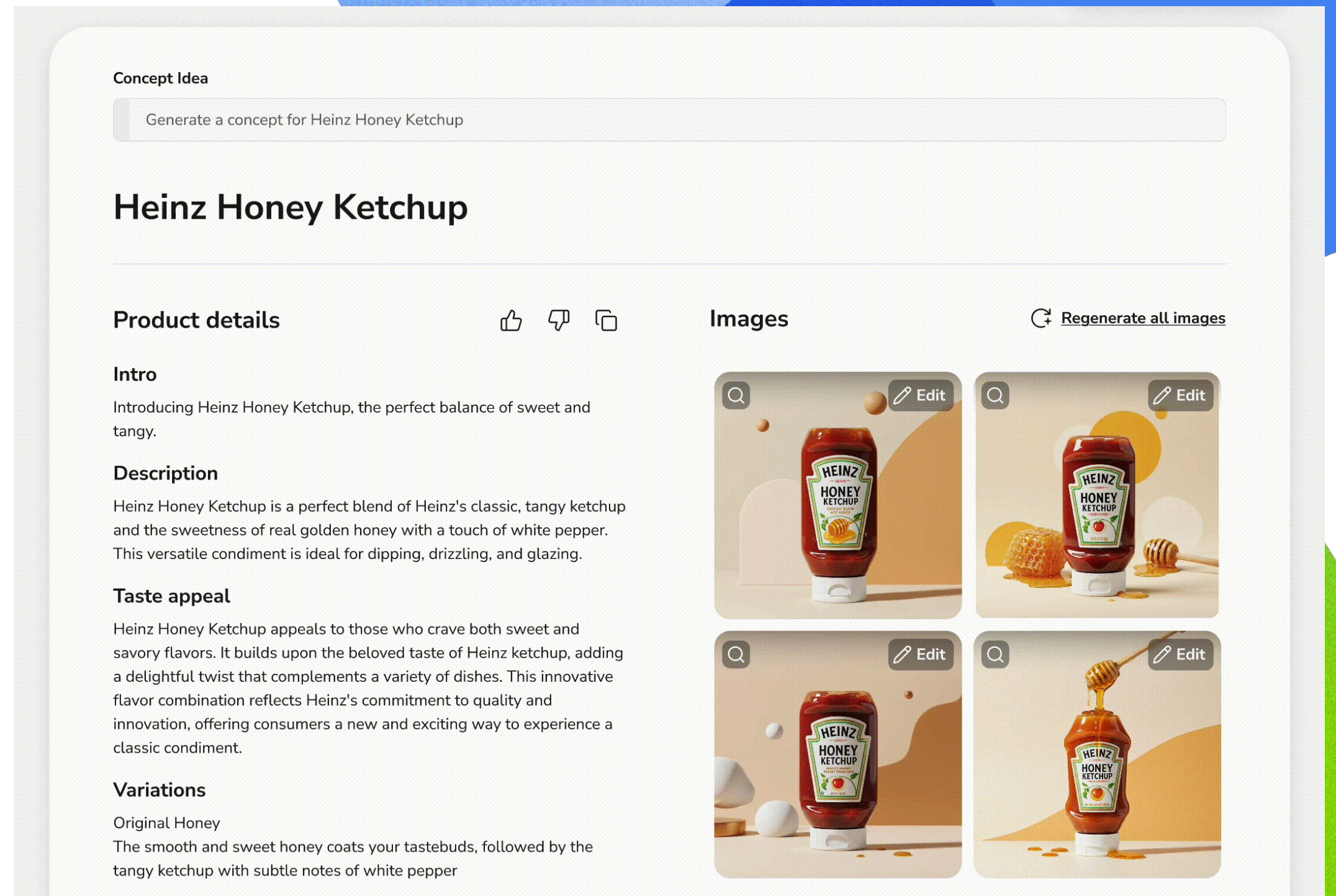
Teams are Saying...

“This tool is like...
AI for dummies”

“Content for DAYS”

“This is transformative and
revolutionary”

“And this is all without
writing a prompt!”





TasteMaker has allowed my team to innovate and refine ideas past what was previously constrained by marketing dollars and capabilities. We now gather richer consumer insights and save thousands of dollars in the process.”

Brand Manager, Kraft Heinz

Marketing at the speed of culture is possible

From 8 weeks to 8 hours

Kraft Heinz has accelerated product innovation and creative time to market.

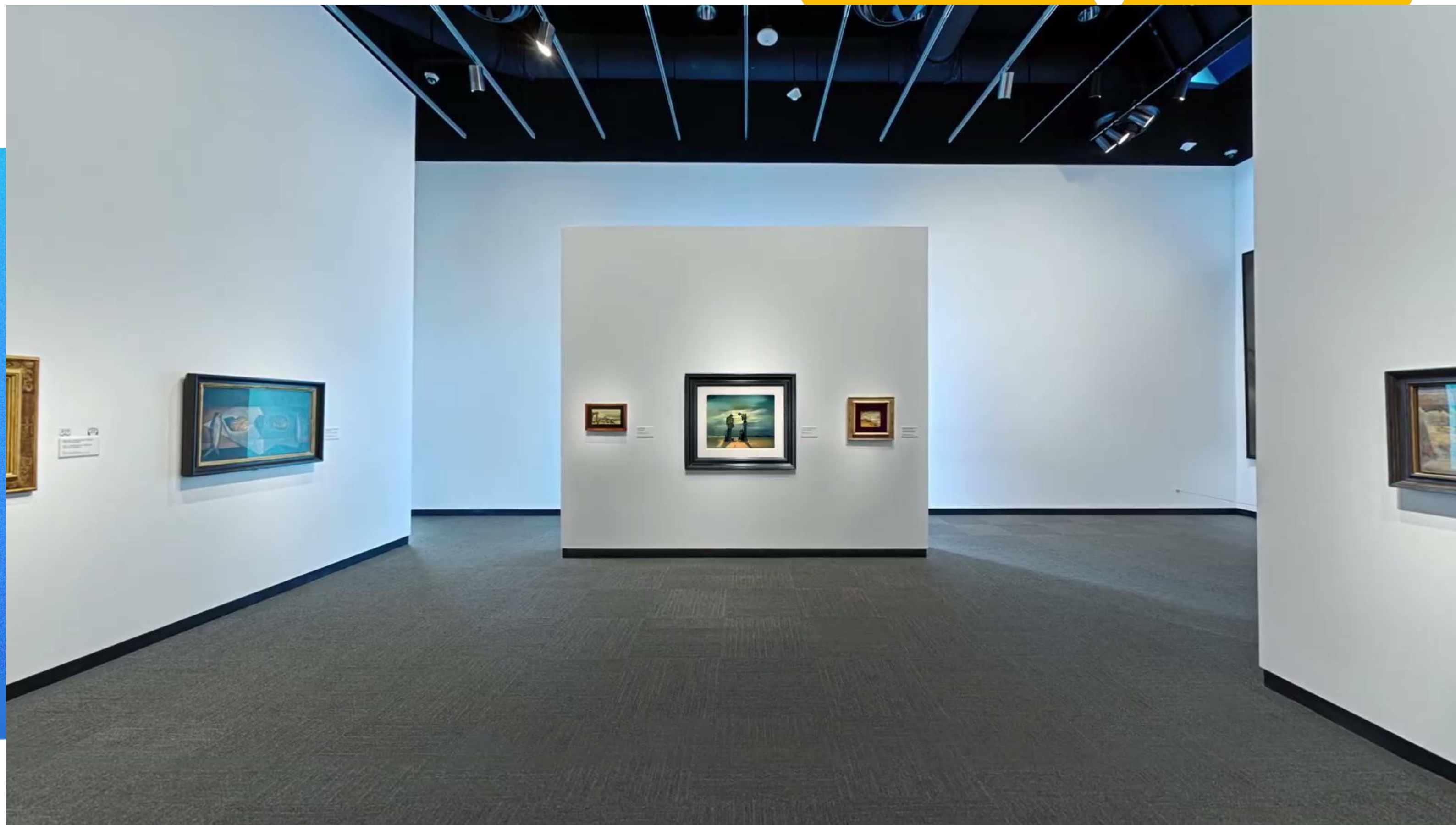
4X faster

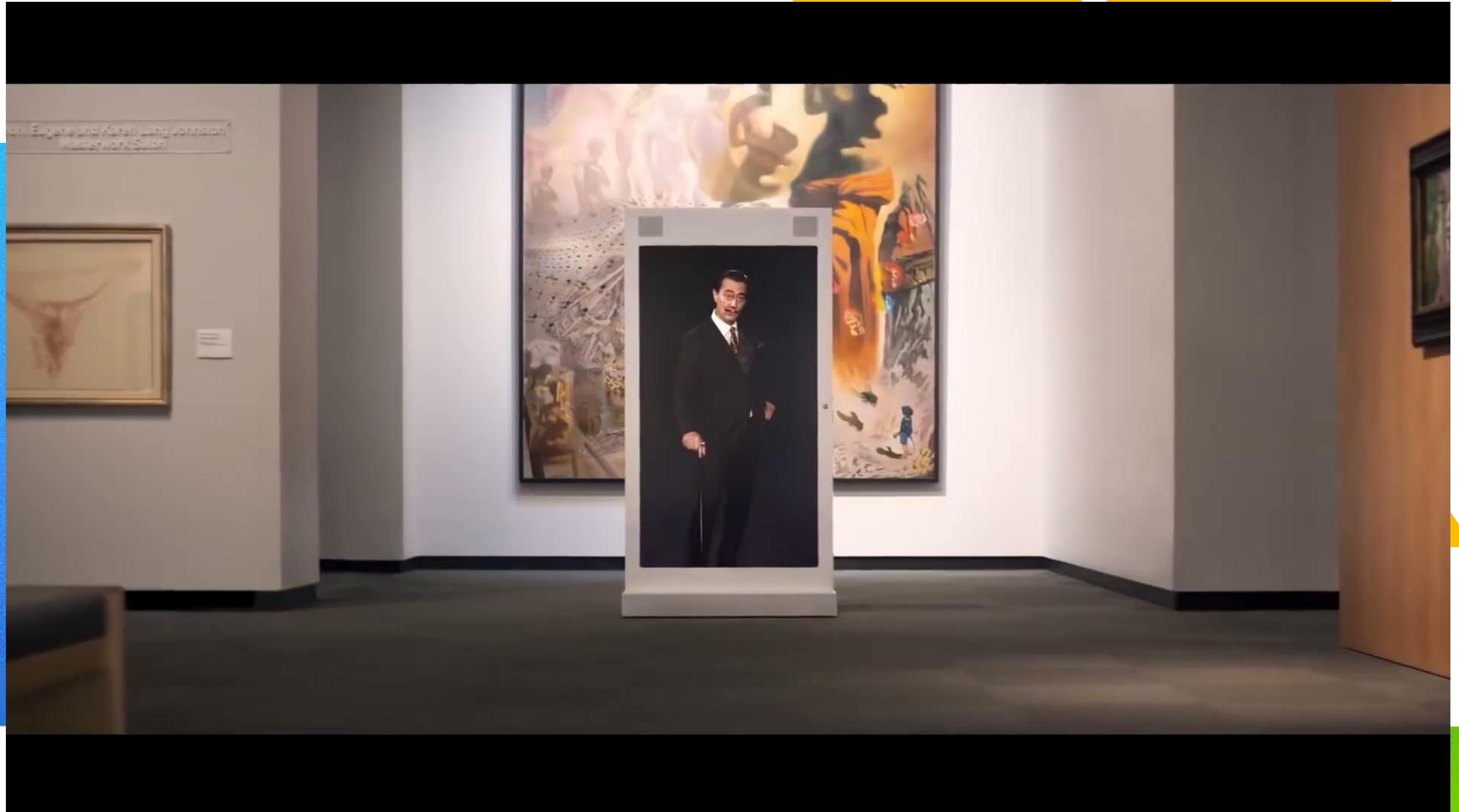
Promptless apps deliver effective results, faster.
While making GenAI accessible, it empowers teams to do more with less.

Customer Story

Dalí Movie

Goodbye Silverstein & Partners



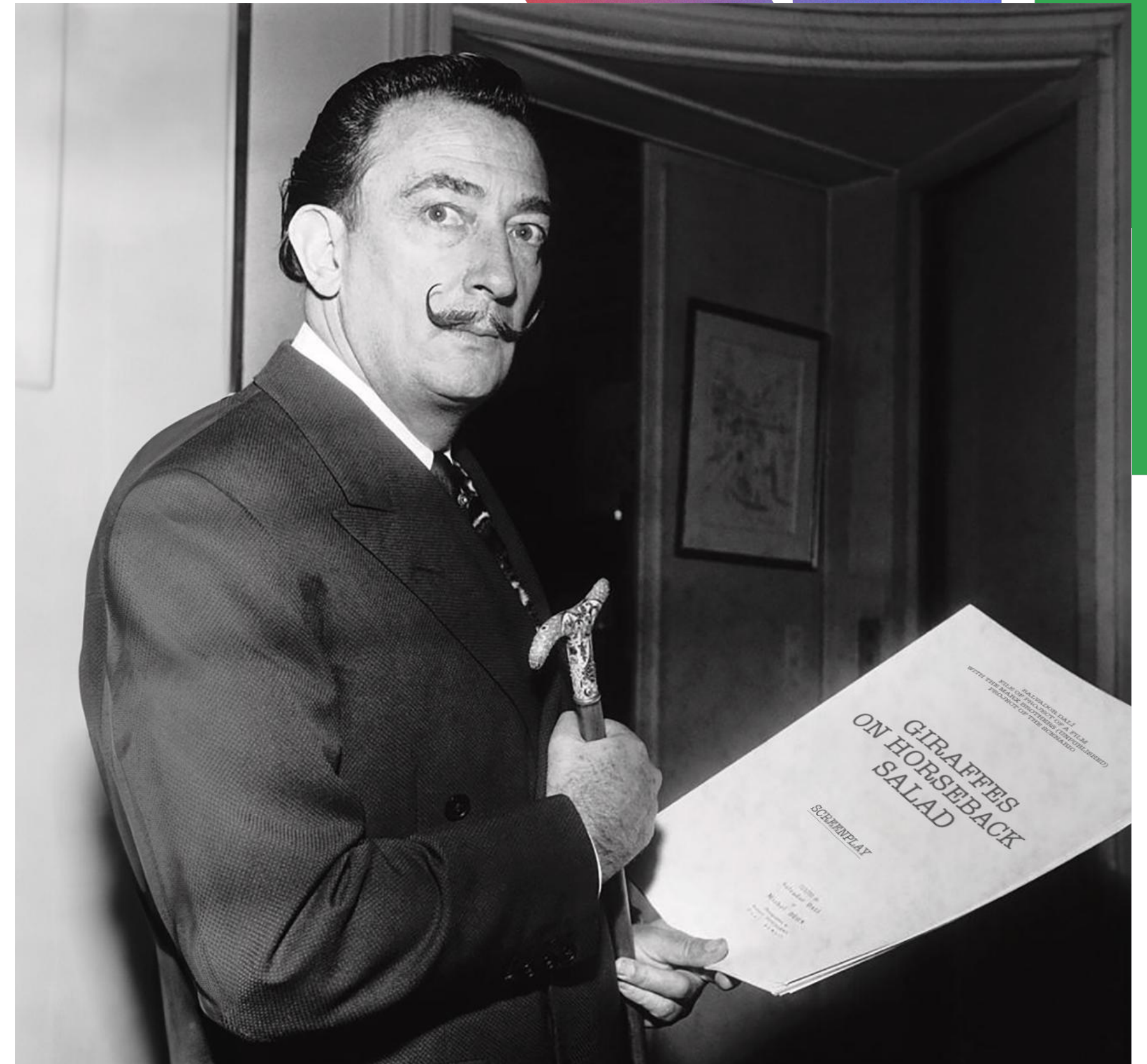


ASK DALÍ

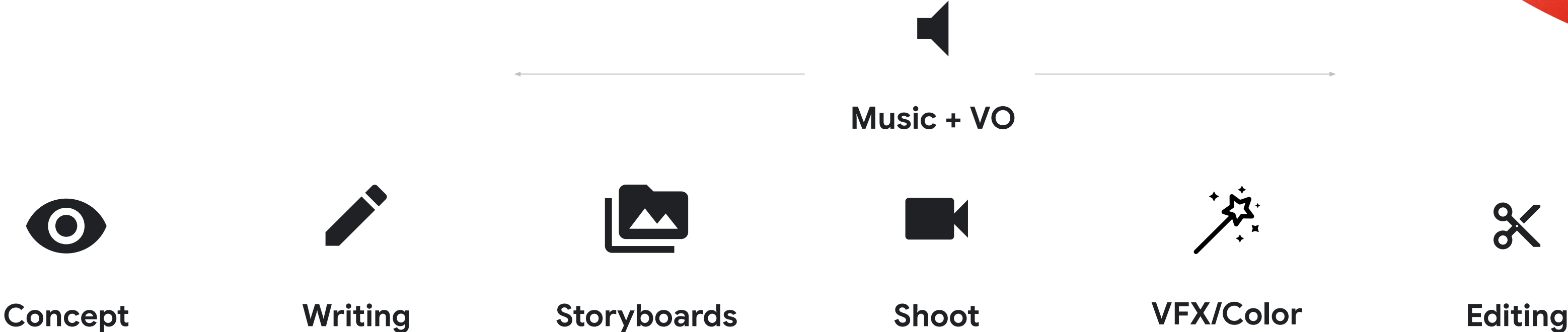


A lost masterpiece

Giraffes on Horseback Salad,
by Salvador Dalí.

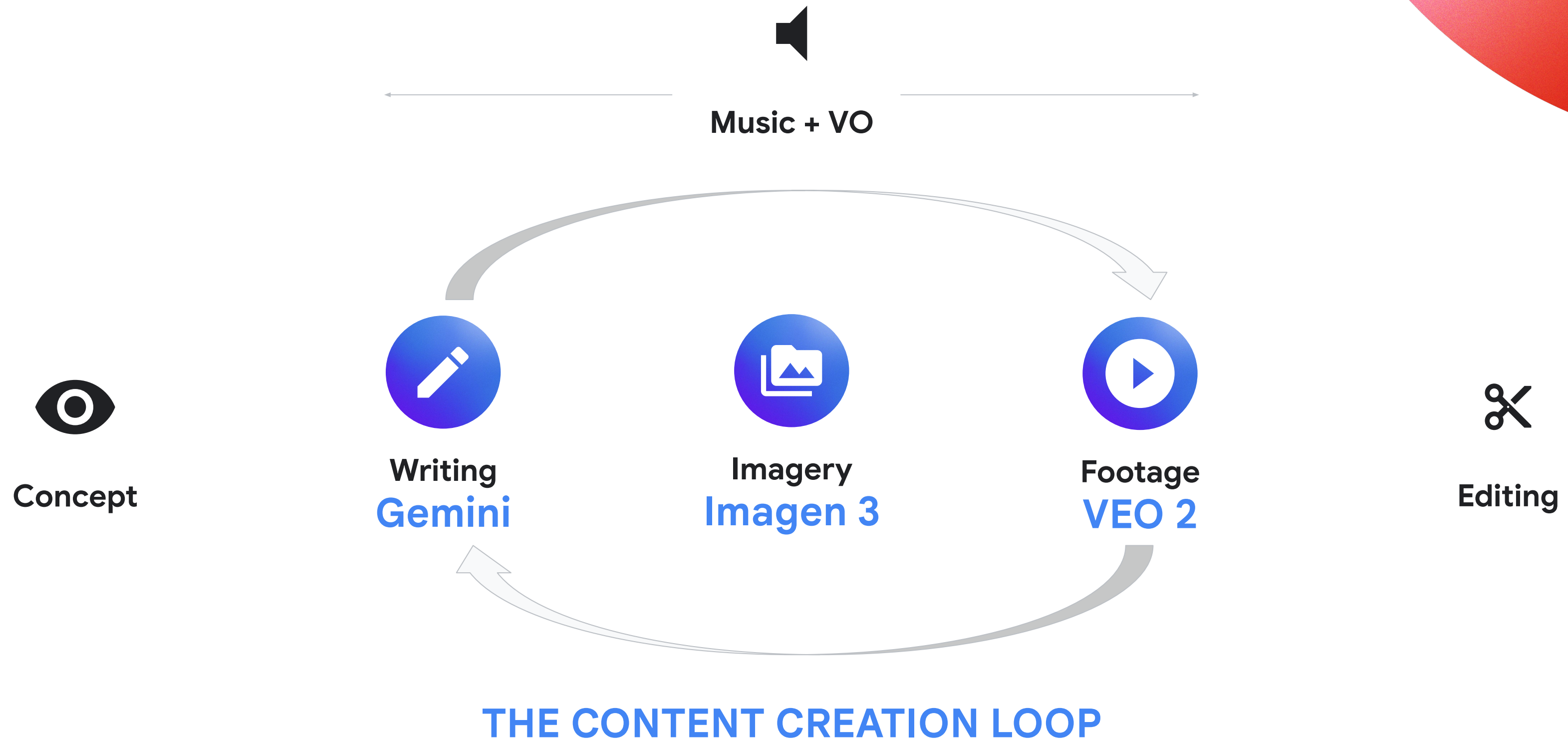


The process



TRADITIONAL FILMMAKING PROCESS

The AI-driven process



The Content Creation Loop



Writing Gemini

Original screenplay:

“A man with a lobster on his head and caressing a swan in the middle of a huge forest of harps.”

Gemini prompt:

A surreal and dreamlike underwater scene. A woman with red hair and a lobster-like crown holds a white swan in her arms. The background features what seems to be underwater harp-like structures, with long, vertical elements that resemble seaweed or coral formations. The lighting is soft and diffused, creating an ethereal and somewhat haunting atmosphere. The color palette is dominated by shades of teal and brown, contributing to the watery ambiance.

The Content Creation Loop



Imagery
Imagen 3



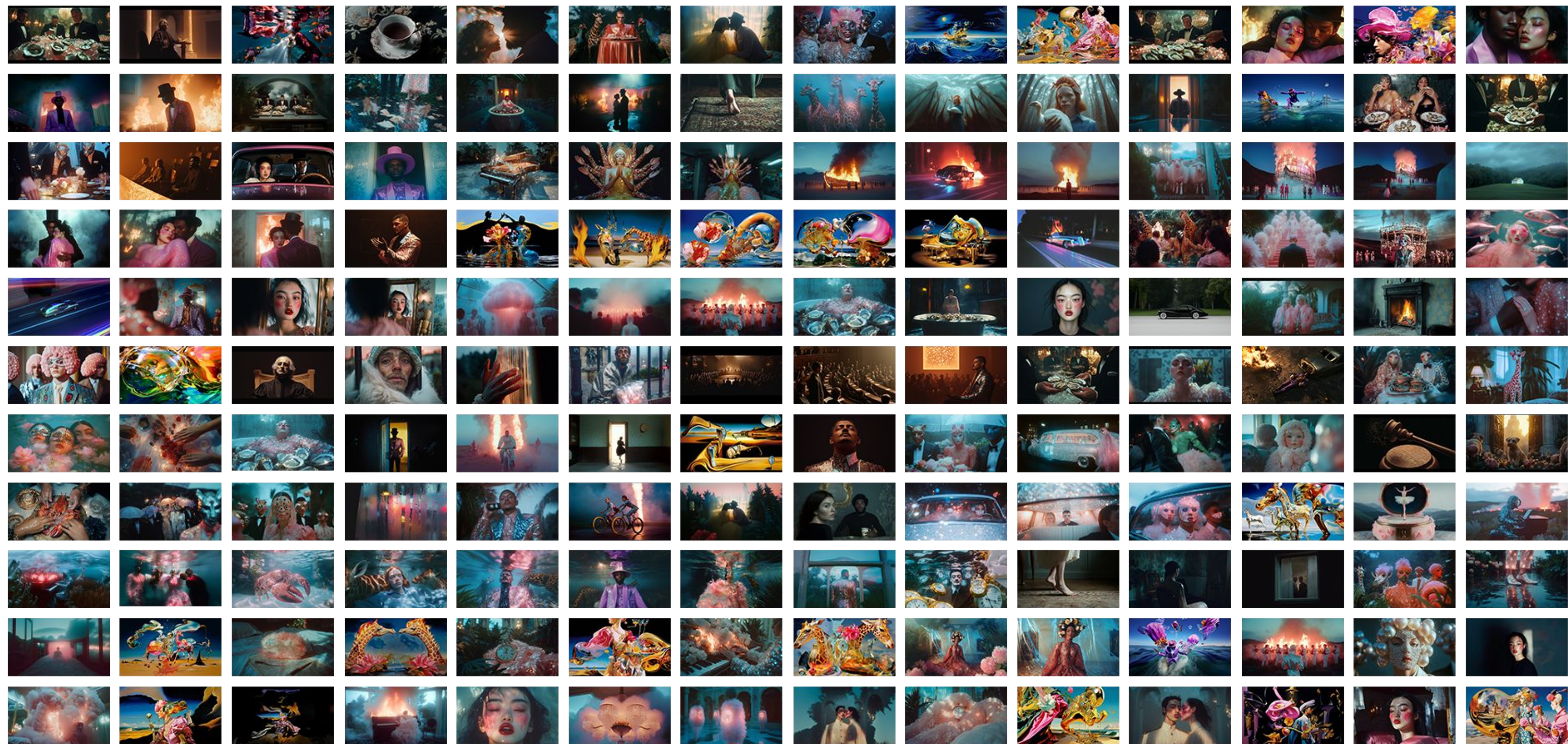
The Content Creation Loop




Footage
VEO 2



TOTAL VIDEOS GENERATED: 198 SCENES



Two giraffes with manes that are flames, facing each other against a dark blue background. A large, blue, oval-shaped ripple is in the center, containing the title text.

GIRAFFES on HORSEBACK SALAD

Inspired by Salvador Dalí's screenplay. Made possible by  Google Cloud





Continue your learning journey!



Generative Media Sessions

CUSLT-103-AI - No lights or camera necessary: AI-driven creativity with Veo and Imagen

BRK2-190- Harnessing the power of Video Generation with Veo 2

BRK2-203 - Accelerate creative media content with gen AI



Join us in in the creative journey!

The background is a dark navy blue. In the top right corner, there are several overlapping geometric shapes: a red-to-orange gradient triangle pointing down-right, a yellow-to-orange gradient triangle pointing down-left, and a green-to-yellow gradient triangle pointing down-left. In the bottom left corner, there is a blue square, a purple-to-blue gradient wavy shape, and an orange-to-red gradient wavy shape. The text "Thank you" is centered in a large, white, sans-serif font.

Thank you

Your feedback is greatly appreciated!



Complete the session
survey in the mobile app