

This document outlines the standard operating procedure for generating hyper-realistic AI influencer content, from initial character conception to final video synthesis. This workflow ensures a consistent, high-end aesthetic across all campaign assets.

Phase 1: Character Conception & Base Identity

- **Reference Gathering:** Source 3-5 reference images from Pinterest or targeted mood boards. Focus on finding diverse facial structures that fit the desired persona.
- **Original Character Synthesis:** Input the reference faces into Gemini with a prompt designed to merge the features into a unique, non-existent persona.
 - *Example Prompt:* "Analyze these reference faces. Synthesize a completely original, photorealistic human face that combines their distinct features. The output must be hyper-realistic, maintaining a sharp minimalist aesthetic with natural skin texture and professional studio lighting."
- **Base Asset Creation:** Generate and save the "Base Identity" package. Create multiple angles to ensure consistency in future generations:
 - Front-facing portrait
 - Profile view (left and right)
 - Detailed face proportions chart

Phase 2: Product Integration

Once the base character is locked, the next step involves seamlessly integrating brand products into the scene while maintaining the integrity of the original face.

- **The Setup:** Upload the Base Identity images and the product image to Gemini.
- **The Execution:** Prompt the model to blend the product naturally into the character's environment or wardrobe, strictly adhering to the base face structure.
- **Pro Upgrade:** Once the initial image is generated, click the three-dot menu and select **"Redo with Pro"** to utilize Nano Banana Pro. This ensures the highest level of hyper-realism and lighting accuracy for the composite image.

Phase 3: Video Generation & Animation (Veo)

With the static product composite prepared, import the image asset into Veo to generate an 8-second cinematic clip featuring native voice-over or direct-to-camera speech.

Recommended Veo Prompts

- **Direct-to-Camera (Engaging):** "Animate the subject speaking directly to the camera. Use subtle micro-expressions, occasional eye contact breaks, and natural lip-syncing."

The camera should have a slow, high-end push-in effect, maintaining a shallow depth of field to keep the product in sharp focus."

- **Cinematic B-Roll (Nike-Style Aesthetic):** "Generate an 8-second dynamic tracking shot. The AI influencer turns their head sharply towards the camera while showcasing the product. Utilize dramatic, high-contrast studio lighting with a cinematic color grade. Motion should be smooth, kinetic, and highly polished."
- **Lifestyle Voice-Over (Minimalist Context):** "Subject is looking slightly off-camera, interacting thoughtfully with the product. Smooth motion with natural breathing. Lighting is soft, complementing a sharp minimalist aesthetic with a clean, uncluttered background. Perfect for overlaying a voice-over."