Starbucks Ad Creative (Pixar style 3D AD)

Tools Used:

- KlingAI (Image, Video Generation)
- Gemini Imagen 4
- ChatGPT Premium (Prompting, Scripting, and Image Generation),
- KreaAI(Image Generation)
- Microsoft ClipChamp (Video Editing)
- Eleven labs (Sound Effect Generation, Script Voicing)

Final Video Without Captions:
https://drive.google.com/file/d/1WA-rUsqedqTUHiAfQTARVkCDIhn8PfkA/view?usp=sharing

Final Video With Captions:
https://drive.google.com/file/d/1WMcI3NyA2c5UWn9D4YpNt3oBIOYV4eRu/view?usp=sharing

Ideation

I decided to go with a simple yet effective storyline, one that mirrors the everyday moments you witness when you walk into a Starbucks. The goal was to script a narrative that shows why Starbucks is more than just coffee; it's an experience.

The scenes in the ad are divided into eight key parts:

1. A family entering a Starbucks, warmly greeted by a smiling barista at the door.

2. The family explores an engaging menu filled with tempting options, deciding what to order.

3. A glimpse into the vibrant in-store environment, showing different kinds of people enjoying their time.

4. The same family is now seated, happily sipping their drinks and enjoying the moment.

5. A group of students working together on their laptops, focused yet relaxed.

6. A group of friends is laughing and chatting over their favorite drinks.

7. A cheerful barista crafting and serving freshly brewed coffee with genuine passion.

8. The family left, smiling and satisfied a perfect end to their Starbucks visit.

Image Generation

After Ideation, the main part is prompt generation, for which I used ChatGPT. I asked it to give clear instructions on the scene to generate the images. After a few edits and tweaks, these are the final generated prompts through which images were generated.

These prompts describe more of the entire scene rather than the particular to give creative direction to ad images.

1st Scene -

Welcome Moment: Families, friends, and couples walk into Starbucks, greeted by a smiling barista.

Prompt - A warm and cozy Starbucks café entrance in 3D Pixar-style animation. The front view showcases a modern Starbucks storefront with a large, clearly visible logo and name. A family (husband, wife, and child) enters happily from the front, greeted by a smiling barista at the door. Through the glass windows, customers can be seen enjoying their time inside the café, which has warm lighting, wooden textures, and a lively, inviting atmosphere.

2nd Scene -

Menu Spotlight: Animated menu board lights up, showcasing Starbucks' best drinks.

Final Generated Optimized Prompt - A 3D Pixar-style animation of a Starbucks menu board glowing brightly. The board displays Starbucks' best drinks with crisp text and vibrant images. The Starbucks logo and name are prominently visible at the top. A single customer is attentively looking at the menu while a friendly barista stands beside them, ready to take the order. The background features a warm and cozy Starbucks café interior with wooden textures and ambient lighting, creating an inviting atmosphere.

3rd Scene -
Sip & Smile: A family, a group of friends, and a couple enjoying their drinks.

Final Generated Optimized Prompt - A 3D Pixar-style animation of a cozy Starbucks café in HD quality. A family (husband, wife, and child), a group of friends, and a couple sit at different tables, happily sipping their drinks with big, expressive eyes and natural, joyful expressions. The Starbucks logo and branding are visible on cups, walls, and the menu board. Warm lighting and wooden textures enhance the relaxing, inviting ambiance. In the background, customers are seen chatting, laughing, or working on laptops, creating a lively and cheerful café atmosphere.

4th Scene -
Work & Chill – A student on a laptop, sipping coffee, lost in focus

Final Generated Optimized Prompt - A 3D Pixar-style animation of a Starbucks café in HD quality. A group of friends is working together on laptops, sipping coffee, and enjoying the process. They have big, expressive eyes with natural, excited, and relaxed expressions. The Starbucks logo is visible on cups and café walls. Warm lighting and wooden textures create a cozy, productive vibe. Some friends are discussing ideas, while others are typing, making the scene feel lively and fun. Other customers in the background add to the energetic yet chill Starbucks atmosphere..

5th Scene -
Barista Magic – Slow-motion shots of coffee brewing, milk frothing, and latte art.

Final Generated Optimized Prompt - A 3D Pixar-style animation in HD quality, capturing the artistry of a Starbucks barista. Slow-motion shots show rich coffee brewing, creamy milk frothing, and intricate latte art being created. The barista has a happy, focused expression with big, expressive eyes, enjoying the process with a touch of fun. The Starbucks logo is clearly visible on the coffee machine, cups, and counter. Warm lighting and wooden textures enhance the

cozy café ambiance. Steam rises as the coffee is poured, adding a cinematic touch. In the background, friends are working together, laughing, and sipping coffee, creating a relaxed yet exciting atmosphere.

6th Scene -
Fast & Friendly Service – A barista hands a coffee to a happy customer

Final Generated Optimized Prompt - A 3D Pixar-style animation in HD quality showing a cheerful Starbucks barista with big, expressive eyes handing a freshly brewed coffee to a happy, excited customer. The Starbucks logo is clearly visible on the cup, uniform, counter, and menu board. The customer, smiling with delight, eagerly reaches for the coffee. The café has a warm, inviting ambiance with cozy lighting, wooden textures, and a lively crowd. In the background, more customers are engaged—some chatting, others working on laptops, and a few capturing their Starbucks moment on their phones—enhancing the vibrant, social atmosphere.

7th Scene -
Cheers Moment – People clink their cups together with happy faces.

Final Generated Optimized Prompt - A 3D Pixar-style animation in HD quality, capturing a joyful cheers moment at Starbucks. A diverse group of friends, a family, and a couple clink their Starbucks cups together with big smiles, happy, expressive eyes, and cheerful laughter. The Starbucks logo is visible on the cups. The warm café ambiance features cozy lighting, wooden textures, and a lively crowd in the background—some chatting, others working on laptops, all enjoying the moment. Steam rises from the drinks, adding a cinematic touch. The scene radiates fun, excitement, laughter, and a relaxed, chill vibe.

8th Scene -
Thank You Scene – Starbucks staff waves as customers leave, ending with a warm "Thank You" message.
Final Generated Optimized Prompt - A 3D Pixar-style animation in HD quality, capturing the heartfelt "Thank You" moment at Starbucks. A happy family (husband, wife, and child) exits the Starbucks store, gently pushing open the glass door, while a friendly Starbucks employee waves enthusiastically and says

"Thank You" with a bright, welcoming smile. The Starbucks logo and text are crystal clear on the glass doors, illuminated signage, and staff aprons. The café interior glows with warm, ambient lighting and rich wooden textures, with customers inside still sipping their drinks, chatting, and working on laptops, adding to the lively yet cozy atmosphere. The family glances back with joyful expressions, their big, expressive eyes radiating happiness, creating a "wow" moment filled with warmth and appreciation. The entire scene exudes positivity, customer satisfaction, and the signature Starbucks experience.

A total of around 48-50 Images were generated. Links to these images, based on the scenes, are attached below.

Based on the best-looking visuals, which have clarity and clear branding, 8-10 images were chosen to generate AI images.

Gemini image generator, Kling AI were primarily used since the images look more compensation and clear identity of the brand.

Link to all images generated:
https://drive.google.com/drive/folders/1IUUFtDTYtmJ0Gmm7rarp-Ua6xz6FinBq?usp=sharing

Video Generation

Through all the Images generated, the videos were primarily generated using Kling AI.

It uses **DeepSeek** prompting for generating natural moments in the videos.

More important than prompting is Negative prompting, which helps with not getting unwanted/ undesirable features in the video that spoil the rhythm.

Video Generation Negative Prompts

Blurry video, distorted faces, extra hands, weird lighting, unnatural movements.

On mentioning all this, KlingAI avoids these variations in videos.

A Few Prompts used for video generation, apart from auto-generated Prompts from Deepseek.

- Kling AI - smiling faces, excitement, cheers vibes, camera stable
- Kling AI - enjoying coffee, smiling faces, excitement, cheers vibes, camera stable

A total of around 15–20 video clips were generated to bring the concept to life.

These videos were created to reflect each scene from the storyboard, showcasing real-life moments at Starbucks with warmth, clarity, and brand authenticity. Out of all the clips, the 5–6 most visually compelling ones—with clear storytelling, expressive characters, and prominent branding—were selected for the final edit.

Video generation tools like **Kling AI** were primarily used, as it offered a higher level of realism, fluid animation, and sharper visual output aligned with the Starbucks identity.

Link to all video clips generated:

https://drive.google.com/drive/folders/1fMNkGBCefMl0mF819qTALwN65iitWujb?usp=sharing

Editing

First, all the clips based on chronological order, as described in the ideation stage, are put together.

A few clips are added/ trimmed/ discarded based on the flow of the video.

All this is done in the software **Microsoft ClipChamp.**

Scripting

The final video is put in ChatGPT, which we have primarily used for prompting in this project, which is based on the video analysis section by section, and gives us the prompts.

Prompt:

This is my Starbucks 3D Pixar-style animation ad. Now, I need a single narrator to prompt that perfectly matches all the scenes simply and engagingly. You are not doing a good job. I want the perfect sync of words and video frame to frame with transition. Keep that in mind and write the perfect script for this video.

Thanks for your patience! Your video is **37.2 seconds long**, and based on its structure, we'll match the narrator script **scene-by-scene**, **frame-synced** with transitions. Below is a **perfectly-timed, single narrator script** broken into 10 segments (matching your scene transitions at: 0s, 4s, 8s, 12s, 16s, 20s, 24s, 28s, 32s, 36s).

🎙️ **Frame-Perfect Narrator Script (Matching Video Scenes)**

[0s – 4s]
Visual: Exterior view of cozy Starbucks café, family walks in
🎙️ "Step into the warmth of Starbucks, where every day begins with a smile and a sip."

[4s – 8s]
Visual: Glowing menu board, customer choosing, barista ready to help
🎙️ "Our handcrafted favorites shine bright — made just the way you love them."

[8s – 12s]
Visual: Families, couples, and friends at tables enjoying drinks
🎙️ "Whether you're catching up with loved ones or savoring a quiet moment..."

[12s – 16s]
Visual: Group of friends working together on laptops
🎙️ "...our cafés offer the perfect space to create, connect, and unwind."

[16s – 20s]
Visual: Barista brewing, steaming milk, creating latte art
🎙️ "Every cup is a work of art, crafted with care and a little bit of magic."

[20s – 24s]
Visual: Barista hands coffee to a smiling customer
🎙️ "It’s more than coffee — it’s a moment, delivered just for you."

[24s – 28s]
Visual: Cheers moment — family, couple, friends clink cups
🎙️ "Here’s to good friends, great stories, and shared joy in every clink."

[28s – 32s]
Visual: Family exits café, barista waves goodbye
🎙️ "As you head out, your heart full and hands warm..."

[32s – 36s]
Visual: Family looks back smiling, café glows inside
🎙️ "...we're already smiling, ready to welcome you back again."

[36s – 37.2s]
Visual: Final logo frame/fade-out
🎙️ "Starbucks. More than a café — it’s your daily delight."

The entire script part is pasted in **Eleven Labs** to get an audio for the final video. The Narrator for the script is a commonly used American enthusiastic voice that has charm and is inviting to the audience.

Background Voices

I need a sound design script that perfectly matches my voiceover with immersive café sounds, coffee brewing, and customer interactions. It should feel natural and bring the Starbucks experience to life.

ChatGPT prompt: I need a sound design script that perfectly matches my voiceover with immersive café sounds, coffee brewing, and customer interactions, and any other ideas you can think of. It should feel natural and bring the Starbucks experience to life.

🎧 STARBUCKS 3D ANIMATION SOUND DESIGN SCRIPT

[0.0s – 4.0s] – Scene 1: Exterior Café Entrance

🎙️ *“Step into the warmth of Starbucks, where every day begins with a smile and a sip.”*

- **Ambience:** Light city background (birds chirping, subtle street hum).
- **Door SFX:** Gentle bell chime as the door opens.

- **Footsteps:** Crisp but soft steps on pavement and inside café.
- **Barista VO (background):** Soft, welcoming "Good morning!"
- **Transition cue (end of scene):** Light wind chime-style sparkle as the camera pans inside.

[4.0s – 8.0s] – Scene 2: Menu Board & Ordering

🎙️ *“Our handcrafted favorites shine bright — made just the way you love them.”*

- **Ambience:** Café chatter increases slightly (murmurs, soft clinking).
- **Menu SFX:** Subtle digital chime as menu board lights up.
- **Barista VO (background):** “What can I get started for you?”
- **Cup SFX:** Light cup tapping on counter.
- **Espresso machine:** Gentle hiss or steam puff.

[8.0s – 12.0s] – Scene 3: Guests Enjoying Café Moments

🎙️ *“Whether you're catching up with loved ones or savoring a quiet moment...”*

- **Ambience:** Background laughter, spoons clinking on saucers.
- **Child giggle:** One soft, playful laugh.
- **Sipping:** Faint slurp/sip from a ceramic mug.
- **Chair shift:** Light wood creaks as someone settles in.

- **Background:** Jazz guitar note slowly rises.

[12.0s – 16.0s] – Scene 4: Friends Working

🎙️ *"...our cafés offer the perfect space to create, connect, and unwind."*

- **Ambience:** Keyboard taps, soft pen scribble, low typing.
- **Voices:** "Yeah, that's great!" or "Let's try this one!"
- **Mouse click:** Gentle, not mechanical.
- **Coffee machine:** Soft background espresso brew hum.
- **Music:** Faint lo-fi beat layers into existing jazz.

[16.0s – 20.0s] – Scene 5: Barista Latte Art

🎙️ *"Every cup is a work of art, crafted with care and a little bit of magic."*

- **SFX Sequence (tight timing):**
    - Beans grinding (1 sec)
    - Milk frothing (2 sec, airy and textured)
    - Espresso pour (rich, syrupy stream)
    - Latte art swirl (foamy whoosh with shimmer chime)
- **Barista Humming:** Low cheerful hum if space allows.
- **Background crowd:** Dips slightly to focus on the craft.

[20.0s – 24.0s] – Scene 6: Coffee Hand-off

🎙️ *“It’s more than coffee — it’s a moment, delivered just for you.”*

- **SFX:** Cup slide on counter, sleeve crackle.
- **VO (background):** “Here’s your cappuccino!”
- **Customer reaction:** “Thanks so much!” softly.
- **Steam whoosh:** Gentle upward as the cup is handed.
- **Camera flash click:** One person is taking a photo in the background.

[24.0s – 28.0s] – Scene 7: Cheers & Togetherness

🎙️ *“Here’s to good friends, great stories, and shared joy in every clink.”*

- **Main SFX:** Multiple mugs clinking (ceramic and takeaway)
- **Laughter:** Layered group chuckle (realistic and warm)
- **Cheers VO:** “Cheers!” from someone audible.
- **Steam rise:** Quiet hiss + cinematic twinkle overlay.

[28.0s – 32.0s] – Scene 8: Family Leaves Café

🎙️ *“As you head out, your heart full and hands warm...”*

- **Door whoosh:** Smooth open with soft glass tap.

- **Barista VO:** “Thank you! Come again soon!”
- **Child voice:** “That was fun!” faint in the background.
- **Footsteps on pavement again.**
- **Chime return:** Same as entry but fading.

[32.0s – 36.0s] – Scene 9: Final Glance Back

🎙️ *“...we're already smiling, ready to welcome you back again.”*

- **Ambience:** Warm layered jazz, café murmur slowly fading.
- **Footsteps pause. Family turns back.**
- **Subtle sparkle chime builds as the camera zooms on the logo.**

[36.0s – 37.2s] – Final Logo Frame

🎙️ *“Starbucks. More than a café — it’s your daily delight.”*

- **Soundbed:** Soft musical resolve with high chime.
- **Ambience:** Drops into gentle fade-out.

Similar to the previous, Eleven Labs is used for sound effects, and we get a final sound that is placed and edited. There is a layer of playing with the Volume of the sub music/ components that helps with coordination of the ad, script and music.

1. Lovable.dev

What it is

Lovable.dev is an AI-powered full-stack web app builder that creates complete applications from natural language prompts. No code has to be written manually; this tool automatically generates the front-end interface, back-end logic, database structure, and deployment-ready code. All outputs are editable, allowing further customization if required.

How it helps Respawn Media

This tool enables rapid development of internal dashboards, campaign microsites, interactive tools, and lightweight SaaS prototypes. Ideas can be tested and launched quickly without waiting for engineering cycles. It also streamlines the process of building client-facing experiences such as feedback tools, event signups, or media showcases, saving time while maintaining quality.

Creative idea

A campaign-specific “fan interaction hub” can be launched where users vote on trailers, unlock exclusive art, or answer lore-based trivia. This can be built and deployed in a single day using Lovable.dev, with all elements from the UI to user data handling automatically generated.

2. Krea.ai

What it is

Krea.ai is a real-time creative platform for generating and editing AI-powered images and videos. It features live canvas-based editing, allowing images to be drawn, inpainted, styled, animated, and even transformed into motion. Recent updates introduced new AI models like Krea-1 and Flux-Krea, improving photorealism and video output quality significantly.

How it helps Respawn Media

The platform can be used to produce large volumes of high-quality content, including thumbnails, storyboards, motion posters, concept art, and branded visuals at scale. Visual consistency across campaigns is easily maintained, and creative iteration becomes faster. Additionally, it can help reduce reliance on stock photos or lengthy design processes.

Creative idea

Static visuals from a trailer or campaign can be animated with motion blur, glow effects, or speech syncing using Krea. These dynamic assets can be exported as short social videos or teaser GIFs, giving new life to existing content and boosting engagement on platforms like Instagram or TikTok.

3. Higgsfield AI

What it is

Higgsfield AI is a generative video platform that creates short, cinematic video clips featuring realistic human avatars. It includes built-in features such as camera movements (zoom, tilt, crane shots), emotion-driven facial expressions, and voice-to-lip sync animation. The tool supports dynamic presets, enabling quick video production in a mobile-first workflow.

How it helps Respawn Media

This platform enables scalable video content creation without actors, cameras, or editing software. It can be used for social-first campaigns, character introductions, explainers, or UGC-style marketing assets. Brand consistency is easy to maintain by reusing avatars or visual styles across multiple clips.

Creative idea

A “character spotlight” video series can be launched where avatars deliver short lines or narrate backstories in cinematic fashion. Each video can highlight a different game or campaign character, paired with dramatic camera angles and on-brand visuals, building hype through episodic storytelling across social platforms.

Summary Table

Tool	Key Strength	Application for Respawn Media
Lovable.dev	Full-stack AI app creation, no coding needed	Internal tools, microsites, interactive campaign platforms
Krea.ai	Real-time image/video generation and editing	High-quality visual content, animated promos, storyboards
Higgsfield AI	Avatar-led cinematic video creation	Short video series, branded clips, UGC-style campaign videos