

Respawn Media - AI Generalist Assignment

Hey! We're excited to see how you think and build with AI tools. This short assignment is designed to test your creativity, execution, and your comfort with using different AI platforms.

Q1: 30-Second AI Ad Challenge

You have to create a 30-second ad using AI tools today.

Pick any product, service, or fictional concept (e.g. a luxury chai brand, a dating app for dogs, a crypto exchange, etc.) — and bring it to life using AI.

Your submission should include:

- - The core idea or concept
- - The script or voiceover
- - Tools you'd use for visuals, voice, and editing
- - The actual output (if possible), or sample frames/screenshots/prompts used

Bonus if you can add background music, transitions, or subtitles using AI too.

Q2: Research & Adaptability Task

List 3 new or underrated AI tools (launched in the past 3–6 months) that you think Respawn Media should be using.

For each tool:

- - Explain what it does
- - How it can help us in our content or workflow
- - Share one creative use-case or content idea using that tool

Take your time, but we recommend wrapping this up within 48–72 hours. We're looking for smart thinking, curiosity, and your ability to bring ideas to life through AI.