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Meta

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Summary data

2 ad versions

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Active

Library ID: 1601315711416017

Started running on 27 Jun 2026

Platforms

EU transparency

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Glow Daily with Isabella

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🔥 Ihr Bauch ist nicht auf die Ernährung zurückzuführen ... sondern auf Cortisol.

Wenn der Stress steigt, weist Cortisol Ihren Körper an, Fett zu speichern, insbesondere im Bauchbereich.

ProCalm hilft, Cortisol auf natürliche Weise zu beruhigen, damit Ihr Körper endlich loslassen kann.

✅ Reduziert Stress und Cortisol...

Active

Library ID: 1080523887649113

Started running on 4 Jul 2026

Platforms

EU transparency

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🔥 Ihr Bauch ist nicht auf die Ernährung zurückzuführen ... sondern auf Cortisol.

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Live Ad Link

<https://www.facebook.com/ads/library/?id=1601315711416017>

This AI animation ad has been running on Meta since June 27th on the "Glow Daily with Isabella" page with 13,500+ EU reach in its **first 10 days** — targeting German females aged 25-44. Two ad versions active and still spending.

Final Video + Pipeline

The Final Video

📺 Animation Singing style 3 versions

An AI-animated song ad built for a UK performance agency promoting ProCalm, a cortisol-reduction supplement in the German DTC market. The concept: an original AI-generated song (Suno v5.5) synced to a comic-book-style animated narrative showing a woman's journey from cortisol frustration to product discovery. Three versions were produced, each with a different hook angle on the same song.

The brief demanded **speed** — the agency wanted to capitalize on this emerging animated song format before competitors caught on. Concept to delivery was under a week. Within 10 days of launch, it became their top-performing animation-style creative.

The Pipeline Breakdown

Image Generation: GPT Image 2

All first frames were generated with precise character reference locking to maintain consistency across the full narrative arc — same woman, same body proportions, same comic-book style, progressive transformation from frustrated to confident across scenes.



Scenes 1: Frustration

First Frame prompt:

@woman_ref standing in her kitchen holding a phone showing a calorie tracking app screen with numbers and pie charts. She wears an oversized white crewneck t-shirt bunched up above her navel, belly exposed. Same fat state as @woman_ref. On the counter beside her: a keto cookbook with a green cover, a plate with a sad tiny portion of food, a digital food scale. Her expression is frustrated, brow furrowed, teeth clenched. Harsh overhead fluorescent kitchen light. Comic book 2D illustrated style.

First Frame Note: The calorie tracking app and keto cookbook are visual context — do NOT render any English text on them.

The cookbook has a plain green cover with food imagery. The phone shows colored circles and numbers only.

Animation Prompt:

She hurls the phone down onto the counter with force — it bounces and slides. She grabs the keto cookbook and slaps it face-down on the counter. Her belly wobbles from the aggressive movements. She throws both hands up in the air. The phone smacking the counter, the book slapping down, her belly flesh wobbling, a sharp frustrated grunt. Whip pan from the phone hitting the counter to her face, then settling on a wide shot of the chaos.



Scenes 2: The Low Point

First Frame prompt:

@woman_ref sitting on the edge of her bed, hunched forward, elbows on knees, head hanging down. She wears an oversized light purple t-shirt bunched up in the back, belly visible from the side angle as it hangs over her waistband. Same fat state as @woman_ref. Black jogger pants. The bedroom is dim, evening light through half-closed curtains, unmade bed behind her. A tissue box on the nightstand. Her hair falls over her face. Comic book 2D illustrated style.

Animation Prompt:

Her shoulders begin to shake with a silent sob. One hand reaches up and wipes under her eye with the back of her wrist. Her belly moves with each shuddering breath. She snuffles and swallows hard. A shuddering inhale, a wet snuffle, the soft creak of the bed frame, distant muffled traffic outside.

Crane slowly up and away from her, pulling back to show her small and alone on the edge of the large bed.



Scenes 3: The Discovery

First Frame prompt:

@woman_ref standing in her kitchen, now with slightly improved posture — shoulders back, chin slightly higher. She wears a clean oversized soft teal crewneck t-shirt bunched up above her navel, belly exposed but 30% leaner than @woman_ref. Black jogger pants. She holds the @sachet in her right hand at chest height, the @bag sits on the kitchen counter beside her at hip height. Her expression is calm, a hint of cautious hope, no smile yet but eyes brighter. The kitchen is now warmer — morning golden light streaming through the window, clean countertops, a glass of water on the counter. Comic book 2D illustrated style.

Animation Prompt:

She looks down at the sachet in her hand, turns it over once examining it. Her other hand reaches out and touches the bag on the counter gently. She brings the sachet closer to her face and studies it. Her belly is still prominent but the posture shift makes her look more composed. The soft rustle of the sachet packet, a gentle tap of fingers on the bag, morning birds faintly outside the window, a calm steady breath. Orbit slowly around her from her right side to center front, revealing both the sachet in hand and bag on counter.



Scenes 4: The Transformation (CTA)

First Frame prompt:

@woman_ref standing center frame in a bright clean white-and-gold kitchen environment, holding the @sachet in her right hand at chest height, the @bag tucked under her left arm. 60% leaner than @woman_ref — flat belly visible where her fitted dark green t-shirt rides up slightly above her jeans waistband, natural and comfortable. Her expression is confident and warm — direct eye contact with camera, genuine smile, eyebrows slightly raised. Her right index finger on the sachet-holding hand extends downward pointing below frame (for the link CTA). Bright golden-hour lighting, sparkling clean environment, the mood is optimistic and warm. Comic book 2D illustrated style.

Animation Prompt:

She lifts the sachet slightly and gives it a small shake, drawing attention to it. Her pointing finger extends more emphatically downward. She nods once at the camera — a single confident affirmative nod. Her belly area stays flat and comfortable. The sachet packet rustling, a confident short exhale, bright warm room ambience. Static locked frame holding her center with the product, no camera movement — the confidence and stillness close the ad.

Music Generation: Suno v5.5

Three original song versions generated with different hook lyrics, all in German. The song drives the emotional arc while the animation illustrates it — no voiceover needed, which eliminates the AI lip-sync challenge entirely.

What Made This Hard

This concept solved two problems simultaneously.

- **First**, an emerging format challenge: animated song ads were gaining traction on Meta but no proven production pipeline existed. The agency needed first-mover speed — concept to three finished variations in under a week.
- **Second**, a character consistency problem across a transformation narrative: the same woman had to be recognizable across four emotionally distinct scenes while her body progressively changed. Each first frame was generated with @woman_ref locking to maintain identity while adjusting body composition, wardrobe, lighting, and posture to match the emotional beat.

The result was a narrative that feels hand-animated but was produced at AI speed — and became their animation-style winner within 10 days.

Portfolio + Contact

Tools & Contact

Pipeline: GPT Image 2 (first frame generation) · Kling 3.0 (image-to-animation) · Suno v5.5 (AI song generation) · Claude (production organization) · Topaz AI (upscaling) · Premiere Pro (final edit and assembly)

Full portfolio: [📺 Ismail AI Creatives Architect Portfolio](#)

Contact: ismail@ismailcreatives.com