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.

Answer: I have decided to create an ad for a cafe chain, 'The Mood Cafe' which specializes in pop culture experience for their customers. Each wall of the cafe will represent a particular TV show. So, each cafe of the chain is dedicated to a popular TV show or movie and the menu is also named with respect to the show.

I'll be creating a vertical video in reels format.

Core Idea: Imagine stepping into a café that changes with your vibe. One moment you're sipping coffee at Central Perk, next you're twirling in Emily's Paris, then with royal Lady Bidgerton.

A woman walks into the cafe. We can see her back. She reached the 'Emily in Paris' wall wearing a long dress. She moves to the 'F.R.I.E.N.D.S' wall and is dressed like Rachel and she keeps moving to various walls and keeps imbibing the essence of the show.

Script: Draft Video Script (30–45 seconds)

> 🎙️ ***[Voiceover – Soft, friendly tone | background: lo-fi or dreamy upbeat music]***
>
> *"What if your coffee could match your mood?"*

🎥 *[Visual: Outside shot of the café – sign says "The Mood Café" in soft pastel. The door opens with a warm transition. The girl enters, seen from behind.]*

"Welcome to The Mood Café – where every corner tells a story."

🎥 *[Visual: Floral Parisian setup – pink tables, Eiffel Tower mural. The girl is journaling peacefully with her latte.]*

"Feeling dreamy? Bonjour, Emily in Paris."

🎥 *[Visual: Friends-style couch – orange, brick walls, yellow frame. The girl clicks selfies wearing Rachel-style outfit.]*

"Feeling nostalgic? Chill at Central Perk."

🎥 *[Visual: Regal Bridgerton-style tea room – vintage chairs, floral china, chandeliers. A girl sips tea with a fan and smirks.]*

"Feeling royal? Your table awaits, Lady Bridgerton."

🎥 *[Visual: Gloomy office cubicle zone with mugs, sticky notes, awkward desk chairs. The same Girl wearing formal clothes gives deadpan camera stare.]*

"Feeling... socially exhausted? Grab a break at The Office."

🎥 *[Final screen: "The Mood Café" logo with tagline: "Brewed by your favourite show. Powered by nostalgia."]*

Tools Used: ChatGPT, Gemini, Flow by Google, Runway, Dall-E

Actual Video: **https://youtu.be/MXcF991Z6wc**

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.

Answer:

The 3 AI tools I'd like to recommend Respawn Media are:

1. **Flow by Google**
    a. **What is it?** - It is a full video creation studio that converts text to video with voiceover, background music and everything, if the prompt tells it to. It can also generate lip sync dialogues. It gives you 2 options of a prompt and you can select it into scenebuilder to make a complete video.
    b. **How can it help Respawn Media?** - It is a great tool to end to end make reels, short ads, without doing any editing or voiceover separately.
    c. **Creative use-case or content idea using that tool** - I've used Flow to create the video ad for the previous question.

2. **Recraft AI**
    a. **What is it?** - It is a great image generation tool which maintains brand consistency across image, typography is great and is capable of exporting in psd file.
    b. **How can it help Respawn Media?** The image I generated via Recraft does need a lot of editing but it gives a great starting point. Respawn can use it for consistent images for brands they work with.
    c. **Creative use-case or content idea using that too**



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3. **Augie**
    a. **What is it?** - It is a great video editor which combines the strengths of canva, chatgpt and capcut in one tool
    b. **How can it help Respawn Media?** - It is great for creating videos for landing pages, longer videos, a narrated video, visual storyboard, and so much more! It can help speed up Respawn media's work.
    c. **Creative use-case or content idea using that tool** - I used this prompt to create a video for a landing page for a business who helps postpartum moms lose weight and gain strength. **Prompt** - 'Create a video for the landing page of my website selling a 2 hour workshop on postpartum moms willing to lose weight and gain strength. The price of the workshop is nominal (Rs 99). The people would get a 5 day diet plan and 45 min workout in the workshop to lose postpartum weight. It will also be highly motivational to take care of themselves so they can take care of their families'. **Link** - https://youtu.be/C0mGJ_7h2h0

Here are some relevant certifications I've done:

https://www.senatorwerunads.com/verify-certificate?serialno=2024/08/1273

AI Mastermind Workshop by Growth School

I can create owm AI bots using ChatGPT (paid)

I am a quick learner and really eager to be updated on the newest AI tools coming in the market and learning the relevant AI tools.

I hope to receive a positive response.

Thank you.

Kriti Raj