

Content Creation Studio

GenAI Marketing Platform

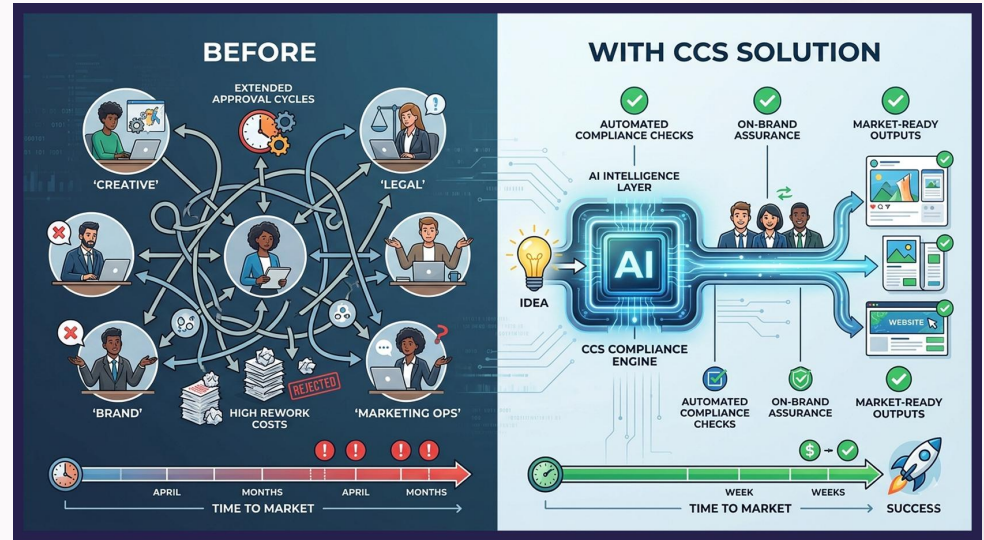
INSPIRE

• PLAN • DESIGN • BUILD • RUN



SPOTLIGHT

Marketing teams in large enterprises lose weeks to approval cycles, brand misalignment, and rework. Creative, Legal, Brand, and Ops teams operate in silos — slowing campaigns, increasing costs, and producing inconsistent output. CCS acts as an AI intelligence layer that converts concepts into compliant, on-brand, and market-ready visuals, videos, and audio — governed at every step.



Brand-aligned output with predefined guidelines



Reduces manual dependency in creative production workflows



Maintains consistency across teams, regions, and channels



Pre-generation review control



Structured content workflows with full audit trail

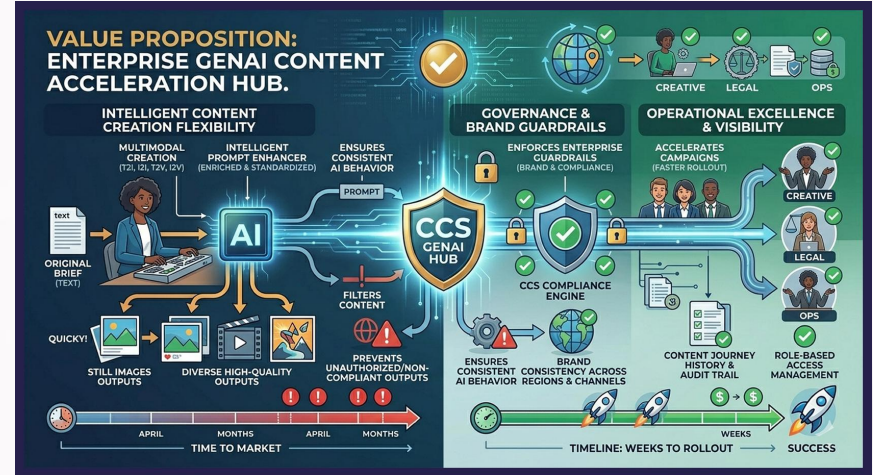


Role-based access with enterprise-grade controls

HOTSPOT

Enterprise content hotspots sit at the intersection of scale, speed, compliance, and consistency.

- Brand alignment challenges across regions & channels
- Rework and revisions increase production cost
- Siloed teams are causing inconsistent output
- Extended approval cycles are delaying rollout
- Limited visibility due to fragmented workflows
- Uncontrolled AI usage risks non-compliant outputs



VALUE PROPOSITION

We deployed a GenAI prompt engineering platform that:



Multi-modal Content Creation

Images, videos, audio, and written scripts from a single governed platform



Intelligent Prompt Engine

Enriches and standardizes prompts with brand context automatically



Brand Guardrails Built-in

Brand guidelines enforced at generation level — not just as a review step



Product Glossary System

Reference images, naming, and context kept consistent across all generations



Full Audit Trail

Every generation logged with history, content writer scripts, and asset versions



Role-Based Access Control

User management with permission tiers for enterprise team structures



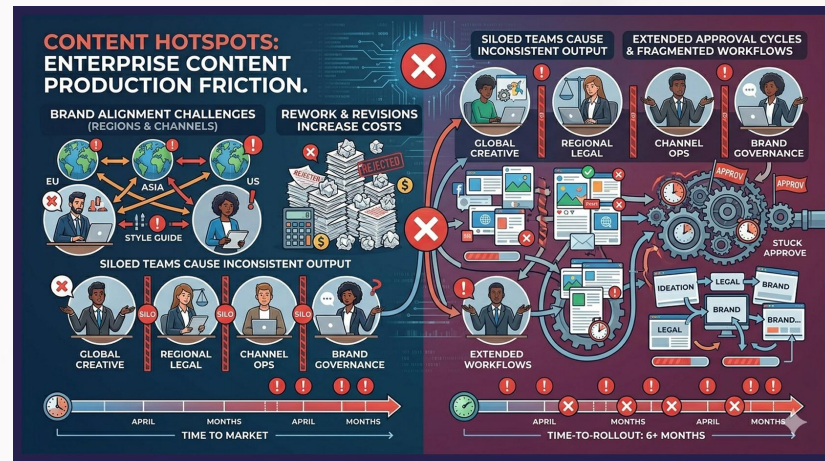
Project-Based Workspace

Campaigns organized into projects with images, videos, audio, and assets together



GenAI Indemnification Protection

Enterprise-safe AI usage



PLATFORM CAPABILITIES

CCS is a complete GenAI content operations platform — from brand setup to final export.

Brand & Governance

- Brand Guideline Configuration
- Product Category Management
- Glossary with Reference Images
- User & Role Management

Content Creation

- AI Image Generation (Text-to-Image, Image-to-Image)
- AI Video Generation (Text-to-Video, Image-to-Video, Interpolation)
- AI Audio Lab (22 Indian Languages)
- AI Content Writer & Script Generator

Creation Controls

- Prompt Enhancer & Preview
- Camera Movement & Interpolation Controls
- Brand-On Toggle per Generation
- Custom Filters & Style Controls

Operations

- Project-Based Asset Management
- Generation History & Audit Trail
- In-App Image & Video Editing
- Multi-format Export & Asset Library

PLATFORM MODULES DEEP DIVE

01

Brand Governance

Automatically pull product information from the Glossary.

02

Product Glossary

Create a centralized source of truth for products and campaigns.

03

Project Workspace

Organize content creation around campaigns, launches, and initiatives.

04

AI Audio Lab

Generate music and audio experiences aligned with campaign objectives.

05

AI Content Writer

Transform ideas into production-ready narratives.

06

Integrated Editing Studio

Refine content without leaving the platform.

ARCHITECTURE

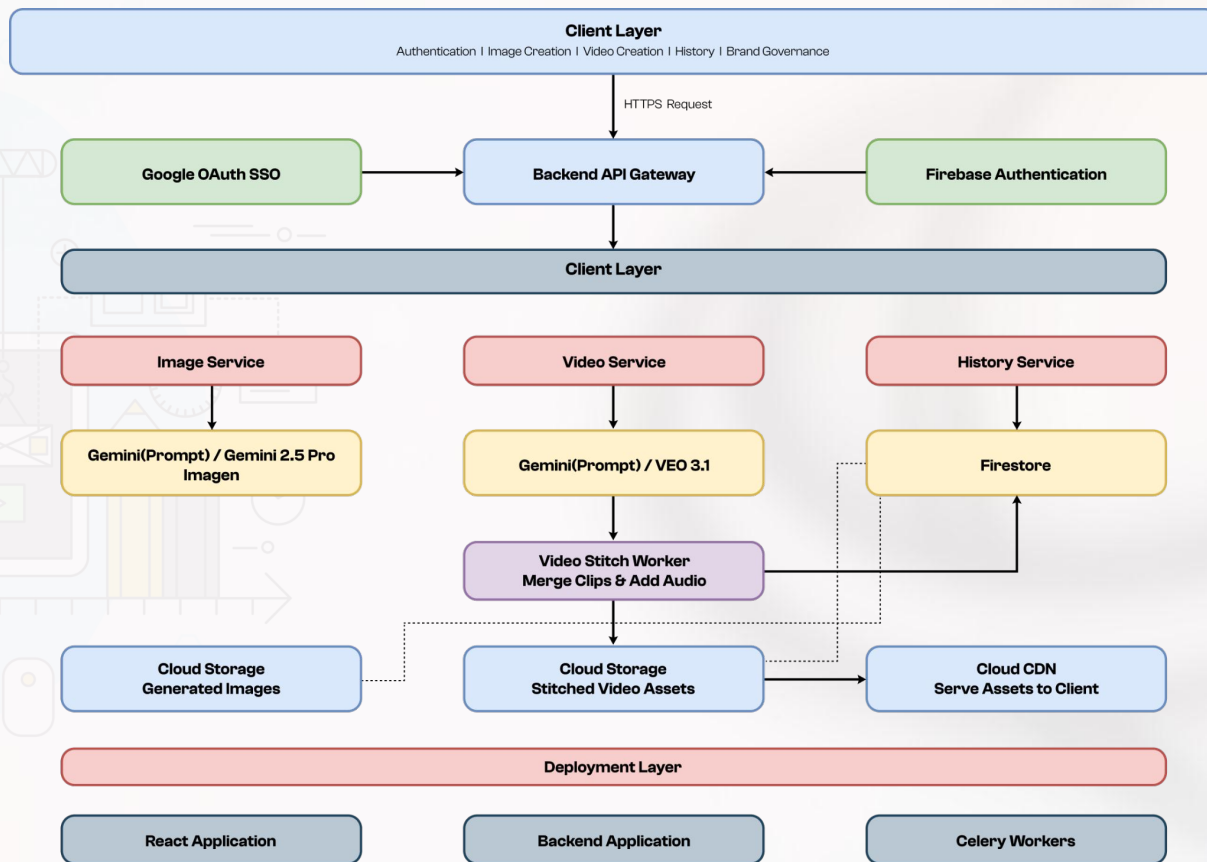


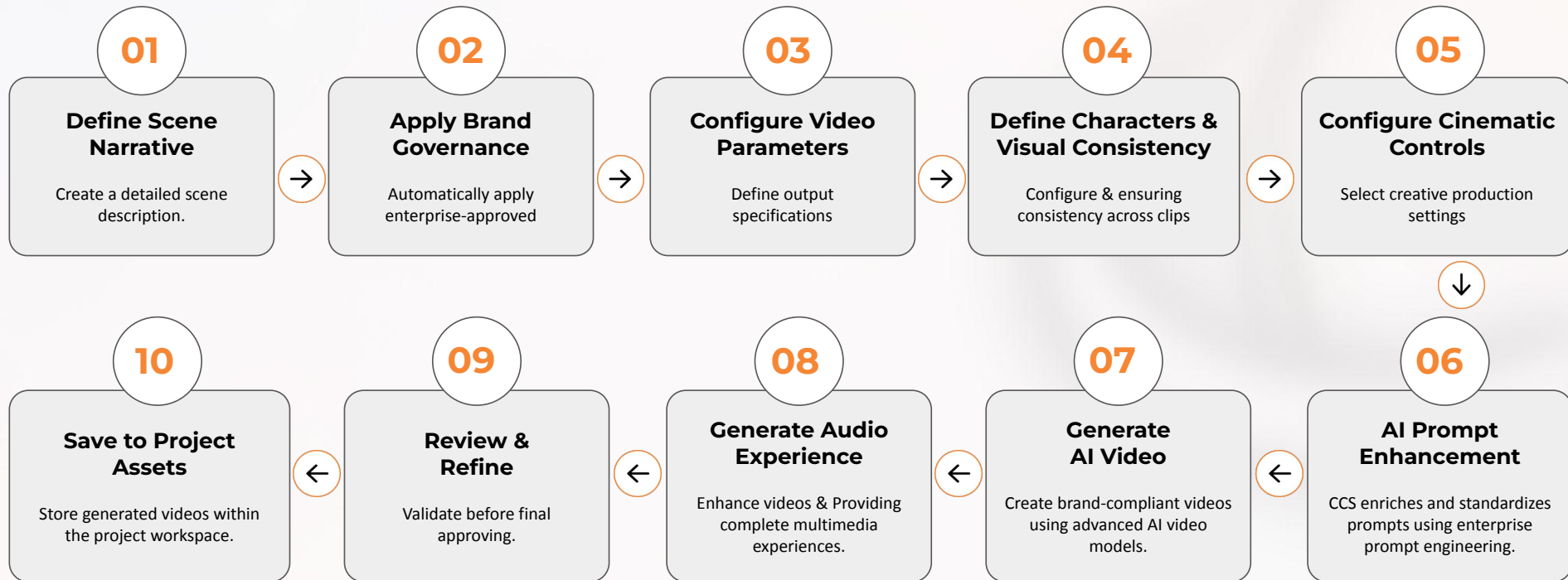
IMAGE CREATION WORKFLOW

Image generation follows a structured workflow to ensure predictable, compliant, on-brand, and market-ready output.



VIDEO CREATION WORKFLOW

Video generation follows a structured workflow to ensure predictable, compliant, on-brand, and market-ready output.



TANGIBLE BENEFITS

The solution improves campaign execution efficiency by providing a governed generation platform that reduces production time, maintains brand consistency, and enables controlled use of GenAI across teams.



**2–3X shorter campaign
planning-to-creation cycle**



**100% brand-compliant outputs —
by design, not review**



**One platform for image, video,
audio, and scripts**



**Consistent product visuals via
Glossary references**



**Reduces dependency on external
agencies and tools**



**Full generation history with
content audit trail**



**Prevents unauthorized or
non-compliant AI outputs**



**Supports 22 Indian languages in
audio generation**

USE CASES

Content creation demands exist across all enterprises and industries, where marketing, branding, and communication teams need to create high-volume, brand-aligned, and market-ready visuals and videos across multiple channels.



Marketing campaign creatives



Product promotion images and videos



Corporate communication creatives



Animation and motion videos



Regional language campaign content at scale



Website and landing page media content



Concept visualization and prototype campaigns



Digital advertising and social media content



AI-generated product audio and sound



Multi-scene video script-to-screen production

THANK YOU

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