Creating a video from a brief (AI)

How to fill in a brief, analyze a website, generate video variants, add prices, contacts, a QR code, voice-over and music, pass the checklist and get an origin document.

If you don't have a ready video, you can create one in the portal: **Creatives → Create creative**. First you fill in a **brief** (creation passport), then video variants are generated.

1. Brief

The brief is saved as a draft from the first character typed — unfinished briefs are listed under "Unfinished creative requests".

Section	What to fill in
Company website	The site address — the Analyze website button suggests the brand, products, audience and tone of voice. The result is only a hint: check it and click Use in brief
Product	Name (mandatory), description, wishes for the ad: what must be in the video, emphasis, restrictions
Target audience	Who exactly will watch the ad — not just age and gender. The more precise the description, the more precise the scene
Call to action	From ready options or your own; appears both as on-screen text and in the voice-over
Duration	Video length in seconds
Contacts	Phone, email, address, website
Prices	Rows of "what — amount — currency"
Product photos	Up to 3 photos — so the product in the video looks like the real one, not an approximation
On-screen placement	Price and contacts at the bottom or top; the QR code automatically goes to the opposite side
QR code	Where it leads and which side of the screen

Prices, contacts and the QR code are overlaid on the finished video exactly as entered — the model doesn't "draw" them, because a wrong price in an ad is a legal problem.

When the brief is ready, click **Mark as ready**.

> **Note:** If you have a portal role and no company is selected, the portal first asks which company the creative is for.

2. Balance and paying for generation

Generation is paid from the company balance. Each run creates several video variants — **all generated variants are charged**, regardless of which one you pick. Top up the balance by card (from 10 UAH) with the **Top up balance** button.

3. Generating variants

1. Click **Generate variants** — generation takes a few minutes.
2. Review the variants and click **Choose this variant** — the portal overlays the price, contacts and QR code and saves the **final video**.
3. Optionally click **Add voice-over and music**.

> **Warning:** Unselected variants are deleted automatically a day after generation — download the videos you need in advance.

Overlays and sound are processed in the browser; if an error occurs, try Chrome or Edge.

4. Compliance and documents

An advisory checklist under the Law of Ukraine "On Advertising" (not legal advice):

Article	What to check
Art. 7–8	Accuracy and truthfulness of facts, prices and claims
Art. 8	Prohibited content: discrimination, subliminal influence, false discounts, state symbols, images of real people without consent
Art. 10	Fairness: the ad doesn't mislead about quality, properties or origin
Art. 20	Advertising for children: no direct calls to buy, dangerous scenes or weapons
Art. 21	Medicines: over-the-counter only, the warning "Self-medication may be harmful to your health"
Art. 32	Language: text and voice-over are taken only from your Ukrainian brief fields — handled automatically

Items relevant to your product (for example, medicines or children) are flagged separately. Confirm the checklist — after that the **Origin document** becomes available: model, prompt, creation date and licence terms for your records.

The **Similar creatives** block shows textual similarity to your other briefs — a guideline, not a copyright check.

5. Using it in a campaign

The final video appears among the advertiser's creatives — pick it in the campaign's "Creative" section: 3. Creative.