



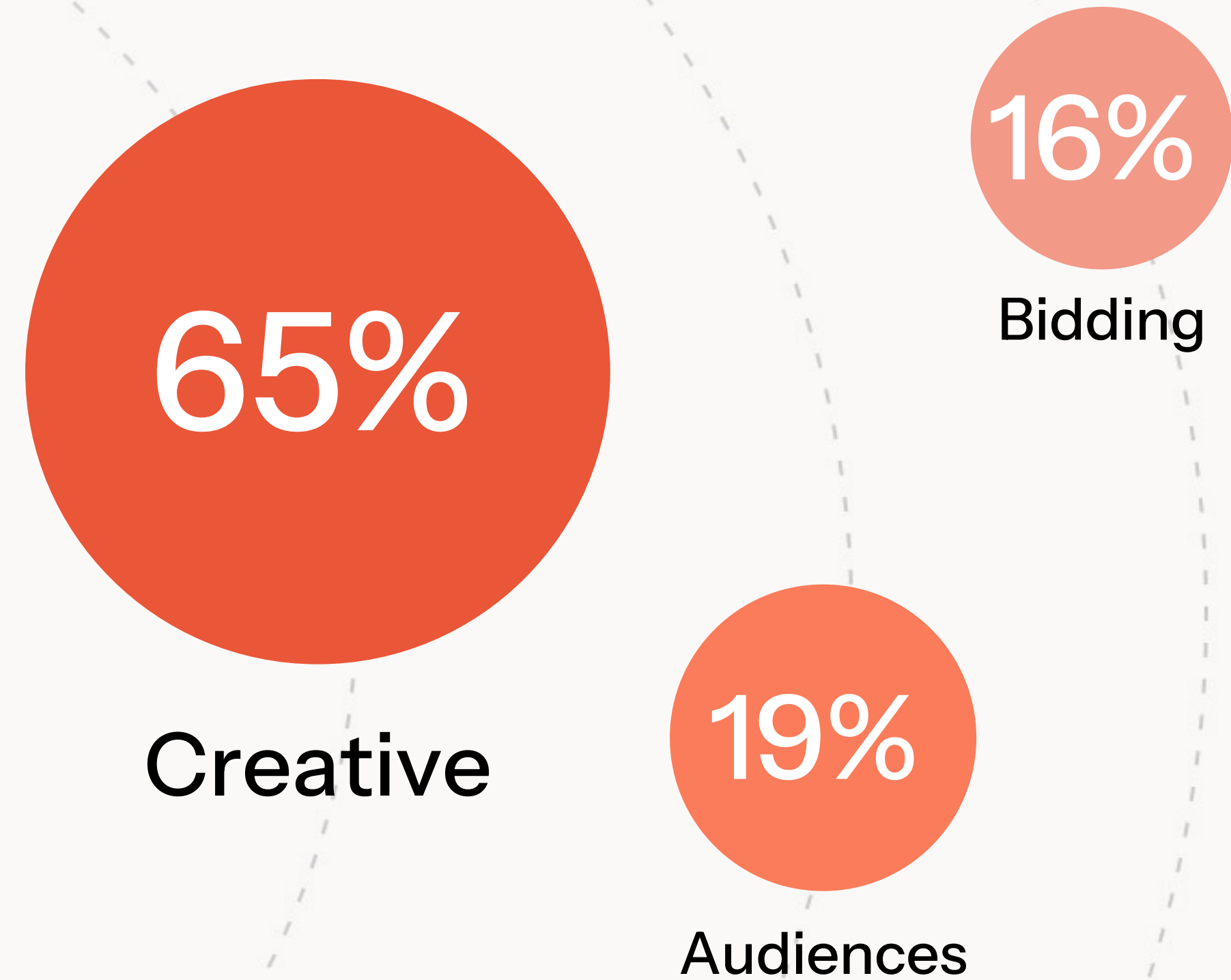
AI Powered CTV Creatives By Starti's AI Studio

FASTER | EASIER | SMARTER

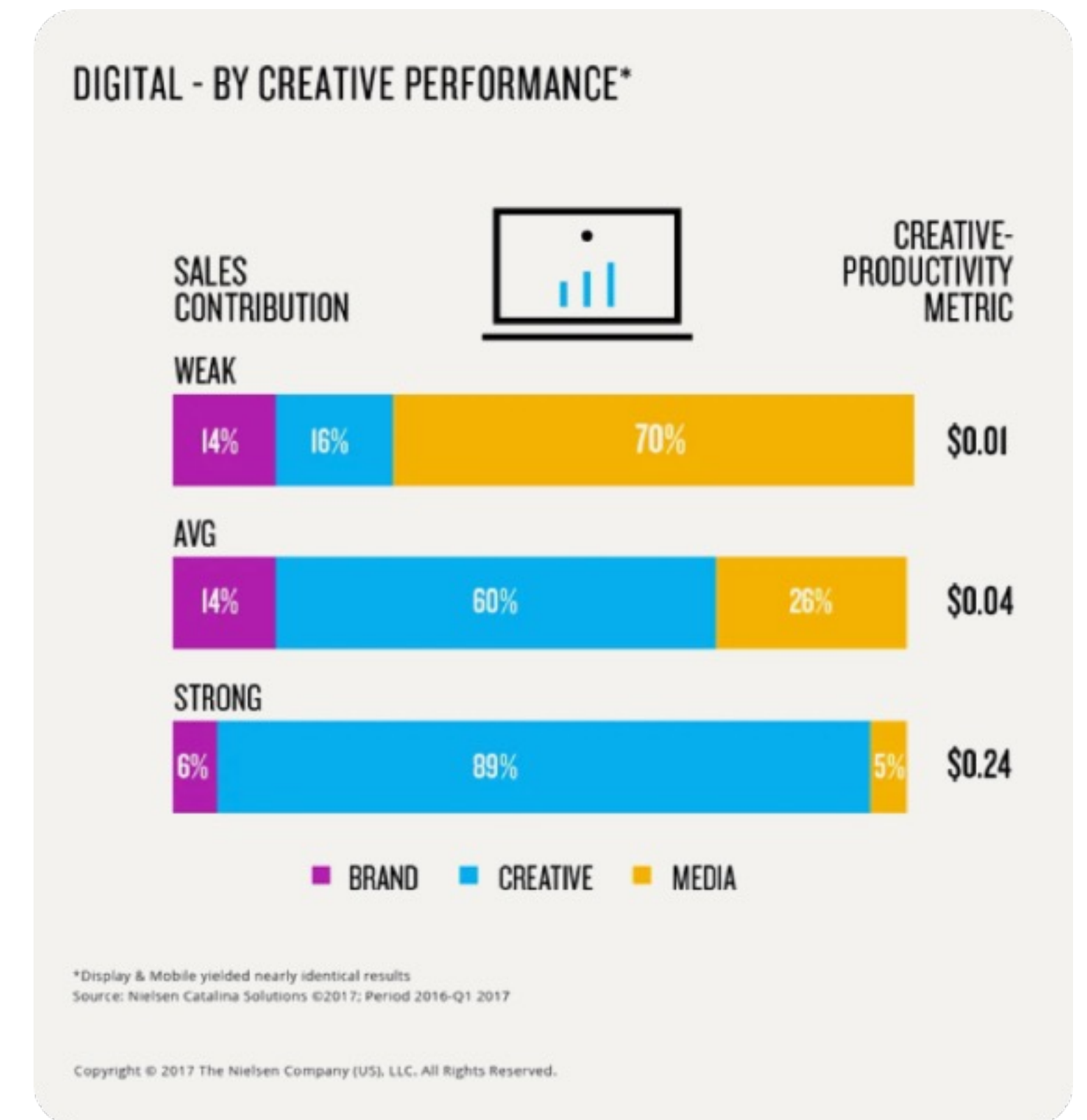
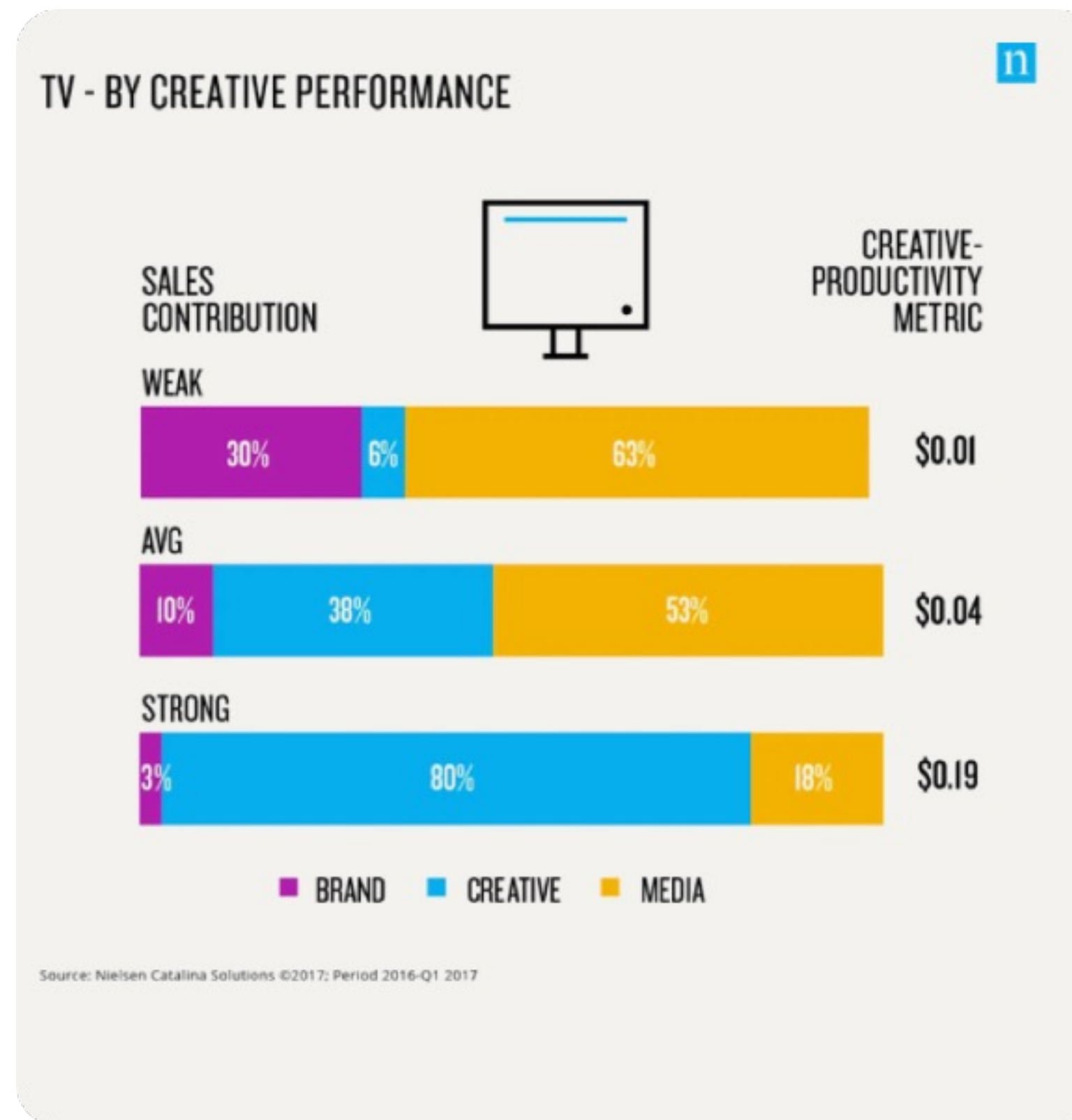
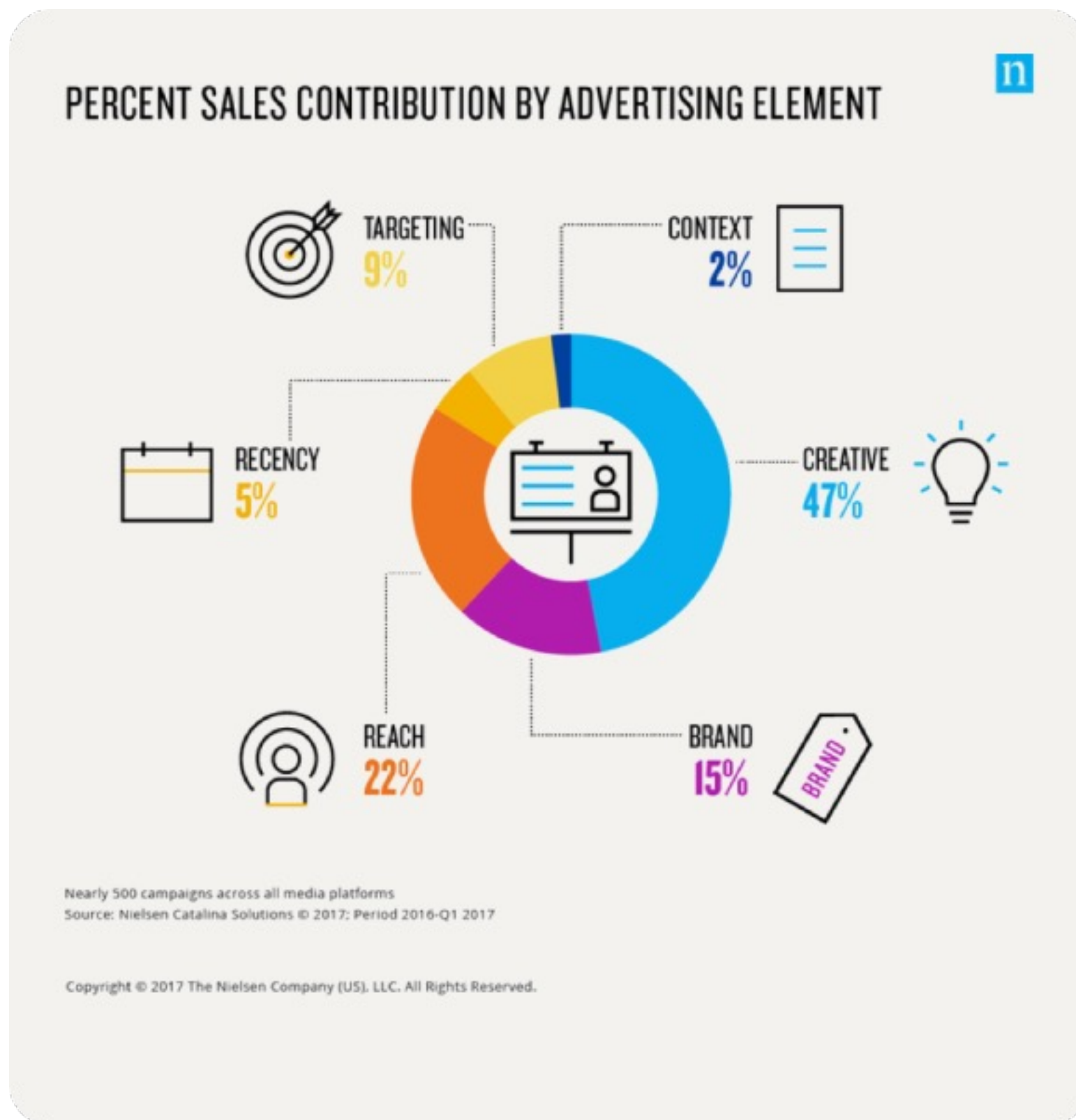
Data showing that creatives is the biggest driver of advertising performance.

“Advertising variable with the highest potential to drive brand growth and business outcomes in the future.”

Forrester 



Importance of creatives



Over 50 in depth interviews with app advertisers
Marketing UA and Creative roles all over the world



Time & Cost



Creative team task load too much to do fast turnarounds.



Back and forth between each steps of design processes.



Legal/Brand compliance checks.



Cost of Human work hours.

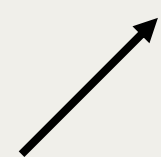


Cost of various in-house creative tools.



Cost of out-sourced creative teams.

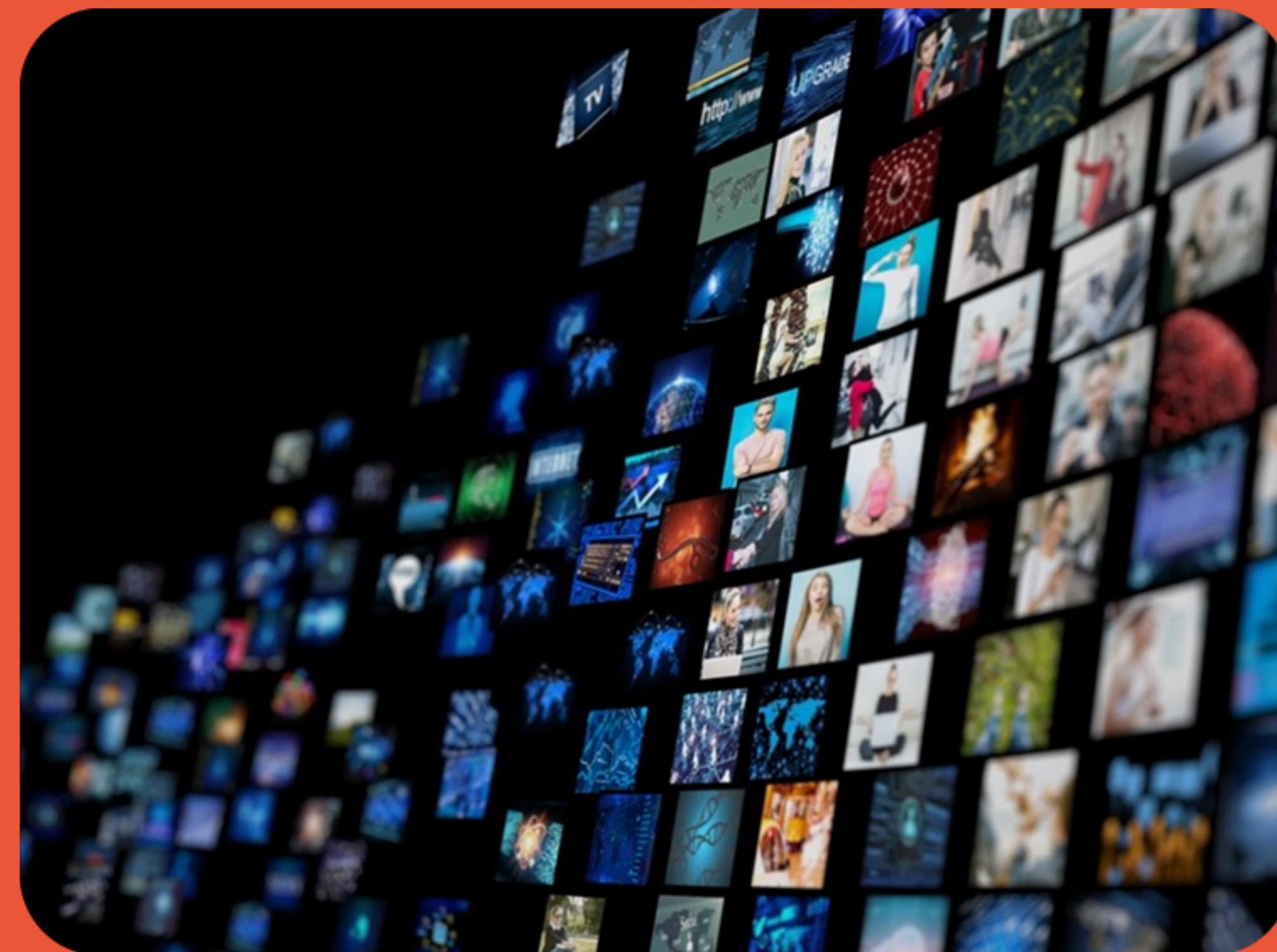
Creative Diversity



Creatives overlap
repeating styles.

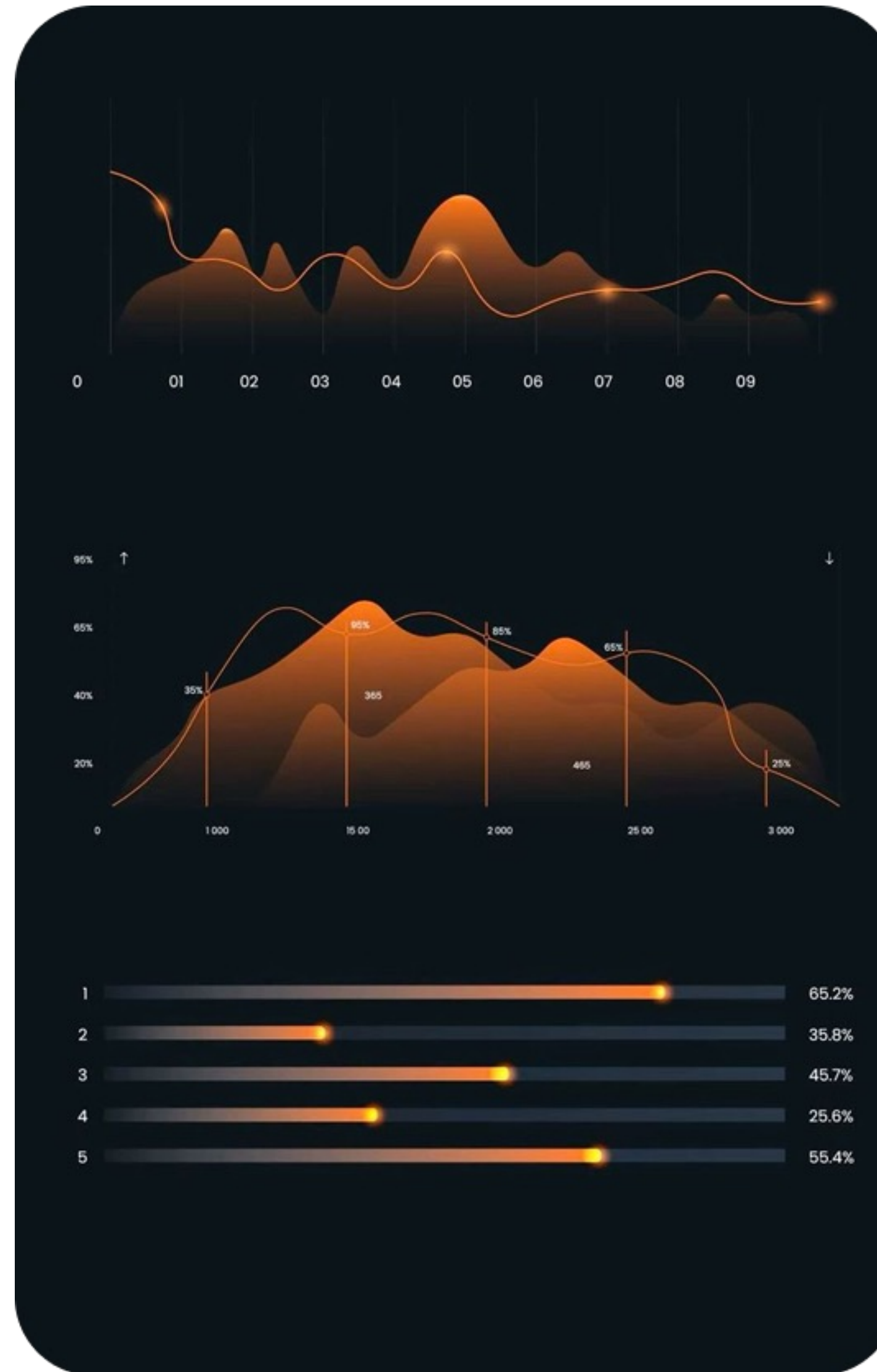


Not enough variations,
localization takes time and
effort.



Too many creatives from before to manage.

Creative Performance



01

Cannot track performance of numerous creatives.

02

Difficult to track all on one platform.

03

New creatives idea not tied to performance.



AI Limitations

01

Hit or Miss, more likely misses.

02

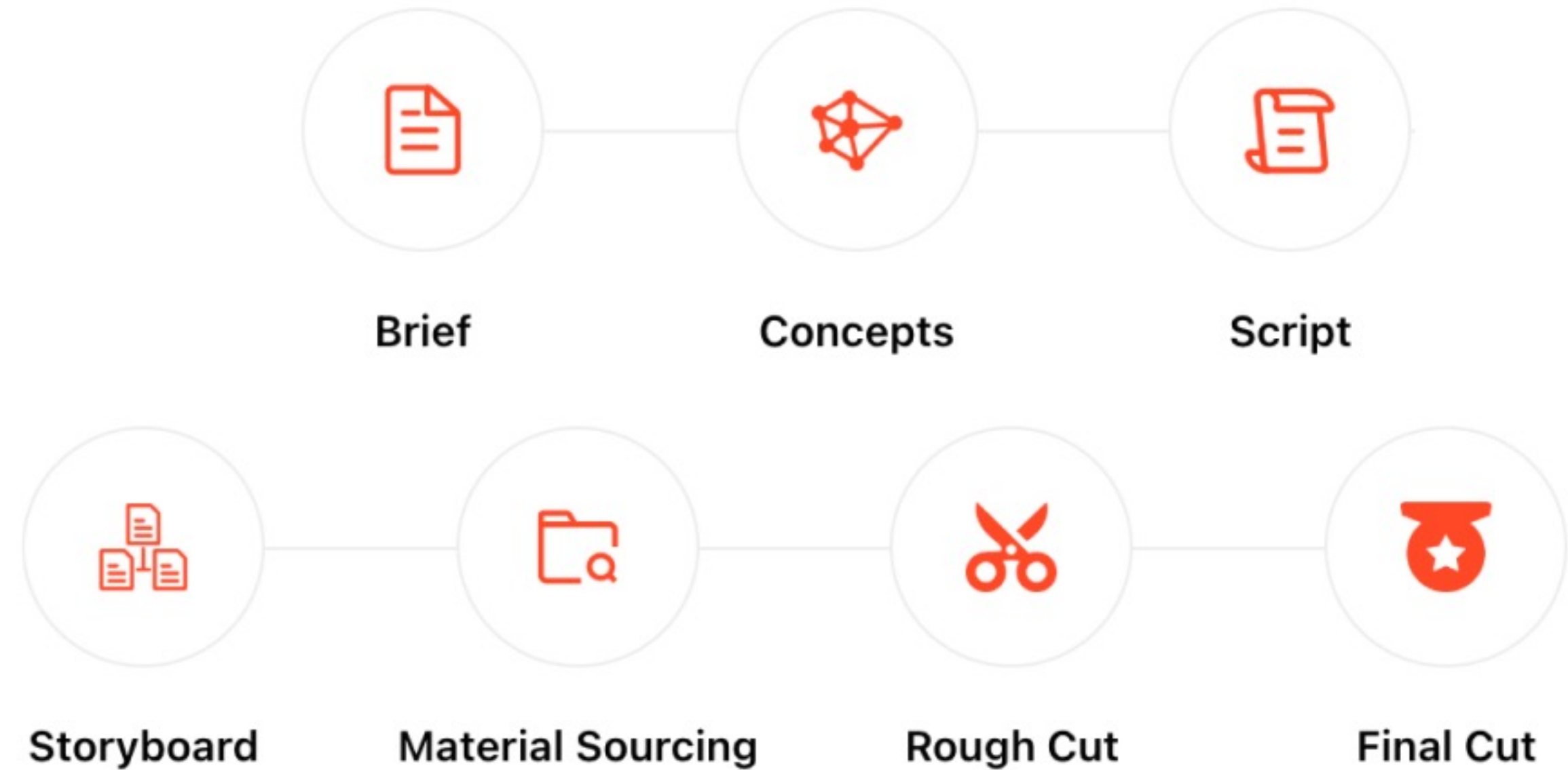
Multiple tools for different functions.

03

Black box processing.

WE HEAR YOU
WE DID THIS

Starti AI Studio



01

Reduces CTV creatives production time by >75% and reduce cost significantly.

02

Analyzes and manages historical creatives to generate relevant performing creatives efficiently.

03

Converses with user intuitively every step of the production process to ensure relevance of delivery.

04

Improves over time by learning from data and utility, making better creatives faster, easier and smarter.


Creative Management Platform | Historical Creative Analysis

Extract brand elements with one click to establish a consistent brand foundation for every project.
Upload assets to help AI better produce high-performing creatives

Add Brand

Providing more information helps AI better understand your brand's style and story for generating video content

Brand Logo *



Color

Add

Font +Add New

Youtube

google Play URL

App Store URL

Facebook

x (Twitter)

Brand Name *

Website *

Brand Introduction *

Pinterest is a visual discovery platform that allows users to explore and share a vast array of ideas across various interests. Whether you're looking for cooking recipes, innovative home decor tips, fashion inspiration, or creative projects, Pinterest provides a personalized experience to help users discover and save content that resonates with them. With the tagline "Get on board," the platform invites users to engage with a rich tapestry of ideas and inspiration, making it easier to plan and visualize their projects and preferences. If you have any questions or need

Starti

Digital Assets Manage and organize your digital media collection

Search: You can search by name, visual content, tags or any other cri **+ Add Assets**

Asset Type

Video Agent

- Brand Space
- Brand Kits
- Assets

Marketing ⓘ

Ad Platform 🔒

Storage

450.87 MB of 1000 GB used

Upgrade

Assets

- video_mz6d28xtac.m... **AI Generated**
- video_y3epxz9n4.mp4 **AI Generated**
- video_wm1bxdq4u.m... **AI Generated**
- video_w92npzd28k.m... **AI Generated**
- video_3a5r8seb4u.mp4 **AI Generated**
- YTDown.com_YouTub... **AI Generated**
The video opens in a mundane ...
- YTDown.com_YouTub... **AI Generated**
The video begins with a man at ...
- YTDown.com_YouTub... **AI Generated**
The video opens in a sunlit cafe...

AI Automatically Analyzes Every Frame | Exact Understanding

● 6 Analysis Dimensions

Subject

Identifies main characters and objects

Shot Type

Analyzes camera angles and distances

Sound Elements

Detects speech, music, and effects

Environment

Recognizes setting and context

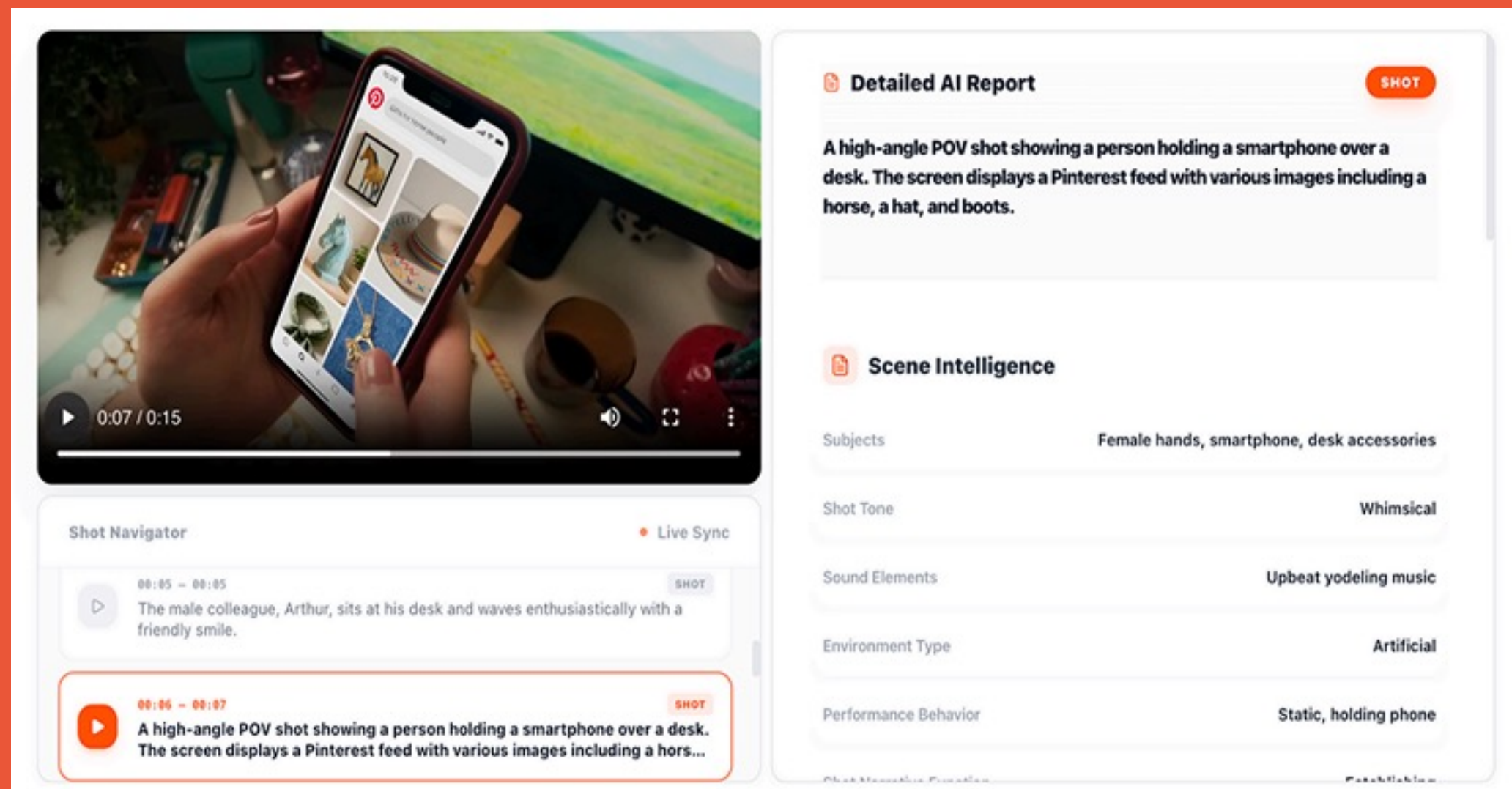
Performance

Evaluates actions and expressions

Narrative Function

Understands storytelling role

Creative Analysis Granularity Down to 0.01s



The screenshot displays a video player interface with a detailed AI analysis report overlaid on the right side. The video frame shows a person's hands holding a smartphone over a desk, with the screen displaying a Pinterest feed. The report includes the following sections:

- Detailed AI Report** (SHOT): A high-angle POV shot showing a person holding a smartphone over a desk. The screen displays a Pinterest feed with various images including a horse, a hat, and boots.
- Scene Intelligence**:
 - Subjects: Female hands, smartphone, desk accessories
 - Shot Tone: Whimsical
 - Sound Elements: Upbeat yodeling music
 - Environment Type: Artificial
 - Performance Behavior: Static, holding phone

Below the video player, a **Shot Navigator** section shows a timeline with two entries:

- 00:05 - 00:05: The male colleague, Arthur, sits at his desk and waves enthusiastically with a friendly smile.
- 00:06 - 00:07 (SHOT): A high-angle POV shot showing a person holding a smartphone over a desk. The screen displays a Pinterest feed with various images including a hors...



Converse with Starti AI Agent:

“Make a 30s video for *a* goal, *b* age, *c* country”



Strategic Brief

Define project goals and strategy

STRATEGIC BRIEF

STRATEGIC DOCUMENT 2026/1/7

CREATIVE BRIEF

PROJECT OVERVIEW

This campaign will create a 30s sizzle reel to highlight the transformative power of Pinterest. The video will feature a series of inspiring "before and after" vignettes, demonstrating how the platform helps users turn ideas into reality.

● STRATEGY & OBJECTIVES

CAMPAIGN OBJECTIVES

Inspire viewers by showcasing the transformative "before and after" impact of using Pinterest for creative projects.

MARKETING STRATEGY

Not specified

KPIS

Not specified

● TARGET AUDIENCE

DEMOGRAPHICS

All ages, genders, and locations.

PSYCHOGRAPHICS

Creative individuals, DIY enthusiasts, home decor lovers, foodies, and anyone looking for inspiration to improve their daily life.

PAIN POINTS

Feeling uninspired, difficulty starting new projects, or not knowing how to execute an idea.

PREFERENCES

Not specified

● EXECUTION GUIDELINES

BRAND GUIDELINES

Not specified

DISTRIBUTION CHANNELS

Not specified

BUDGET CONSTRAINTS

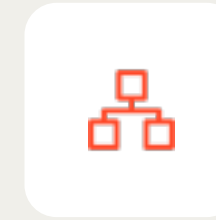
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FORMAT

Video, 16:9

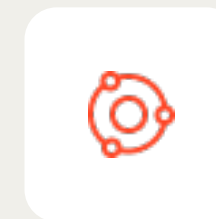
DURATION

30s



Structured Process

Ensures project progress



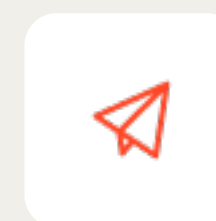
Built-in Collaboration

Real-time version control



Tackle the Black Box Issue

Get full control of the AI in each step of the production



Beginner Friendly

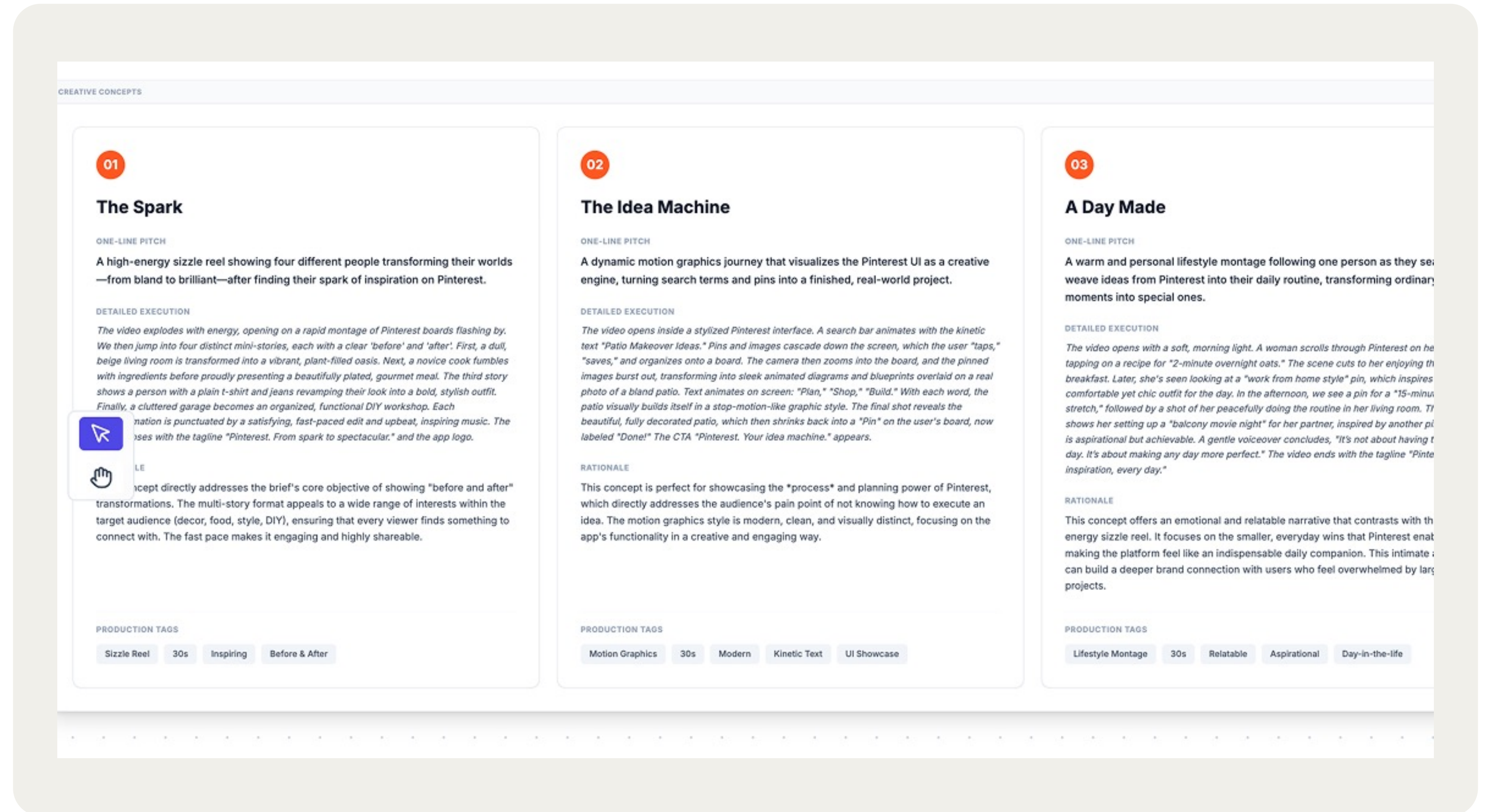
It takes a non-creative designer 10 minutes to create a design, and 45 minutes to create a fine tuning, high-quality, ready to launch video.

Converse with Starti AI Agent: “Idea 1 with 3 people instead”



Ideation

AI generates 3-5 creative concepts



The screenshot displays the 'CREATIVE CONCEPTS' interface with three columns of content:

- 01 The Spark**
 - ONE-LINE PITCH**: A high-energy sizzle reel showing four different people transforming their worlds—from bland to brilliant—after finding their spark of inspiration on Pinterest.
 - DETAILED EXECUTION**: The video explodes with energy, opening on a rapid montage of Pinterest boards flashing by. We then jump into four distinct mini-stories, each with a clear 'before' and 'after'. First, a dull, beige living room is transformed into a vibrant, plant-filled oasis. Next, a novice cook fumbles with ingredients before proudly presenting a beautifully plated, gourmet meal. The third story shows a person with a plain t-shirt and jeans revamping their look into a bold, stylish outfit. Finally, a cluttered garage becomes an organized, functional DIY workshop. Each transformation is punctuated by a satisfying, fast-paced edit and upbeat, inspiring music. The video concludes with the tagline "Pinterest. From spark to spectacular." and the app logo.
 - RATIONALE**: This concept directly addresses the brief's core objective of showing "before and after" transformations. The multi-story format appeals to a wide range of interests within the target audience (decor, food, style, DIY), ensuring that every viewer finds something to connect with. The fast pace makes it engaging and highly shareable.
 - PRODUCTION TAGS**: Sizzle Reel, 30s, Inspiring, Before & After
- 02 The Idea Machine**
 - ONE-LINE PITCH**: A dynamic motion graphics journey that visualizes the Pinterest UI as a creative engine, turning search terms and pins into a finished, real-world project.
 - DETAILED EXECUTION**: The video opens inside a stylized Pinterest interface. A search bar animates with the kinetic text "Patio Makeover Ideas." Pins and images cascade down the screen, which the user "taps," "saves," and organizes onto a board. The camera then zooms into the board, and the pinned images burst out, transforming into sleek animated diagrams and blueprints overlaid on a real photo of a bland patio. Text animates on screen: "Plan," "Shop," "Build." With each word, the patio visually builds itself in a stop-motion-like graphic style. The final shot reveals the beautiful, fully decorated patio, which then shrinks back into a "Pin" on the user's board, now labeled "Done!" The CTA "Pinterest. Your idea machine." appears.
 - RATIONALE**: This concept is perfect for showcasing the "process" and planning power of Pinterest, which directly addresses the audience's pain point of not knowing how to execute an idea. The motion graphics style is modern, clean, and visually distinct, focusing on the app's functionality in a creative and engaging way.
 - PRODUCTION TAGS**: Motion Graphics, 30s, Modern, Kinetic Text, UI Showcase
- 03 A Day Made**
 - ONE-LINE PITCH**: A warm and personal lifestyle montage following one person as they weave ideas from Pinterest into their daily routine, transforming ordinary moments into special ones.
 - DETAILED EXECUTION**: The video opens with a soft, morning light. A woman scrolls through Pinterest on her phone, tapping on a recipe for "2-minute overnight oats." The scene cuts to her enjoying the breakfast. Later, she's seen looking at a "work from home style" pin, which inspires her to change her outfit for the day. In the afternoon, we see a pin for a "15-minute stretch," followed by a shot of her peacefully doing the routine in her living room. It shows her setting up a "balcony movie night" for her partner, inspired by another pin. The video concludes with a gentle voiceover: "It's not about having the perfect day. It's about making any day more perfect." The video ends with the tagline "Pinterest. Inspiration, every day."
 - RATIONALE**: This concept offers an emotional and relatable narrative that contrasts with the high-energy sizzle reel. It focuses on the smaller, everyday wins that Pinterest enables, making the platform feel like an indispensable daily companion. This intimate storytelling can build a deeper brand connection with users who feel overwhelmed by large projects.
 - PRODUCTION TAGS**: Lifestyle Montage, 30s, Relatable, Aspirational, Day-in-the-life

Converse with Starti AI Agent:

“Change pet fish to turtle, make narrator speak longer.”



Scripting

Automatically generate detailed script

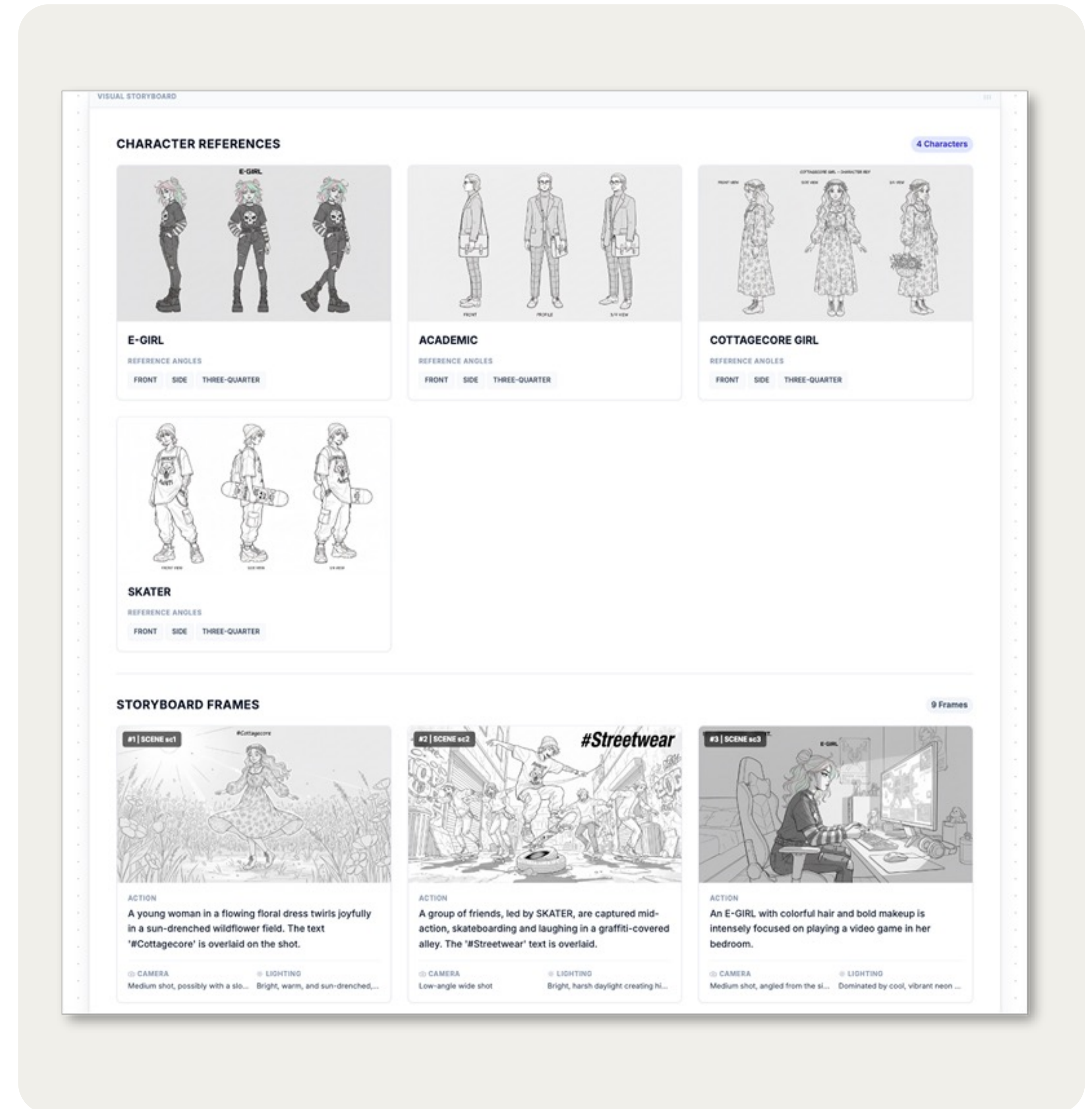


Converse with Starti AI Agent:
“Make E-girl hair short, make academic wear glasses, scene 2 at streetside”



Visual Storyboard

Professional Visual Planning and Character Management



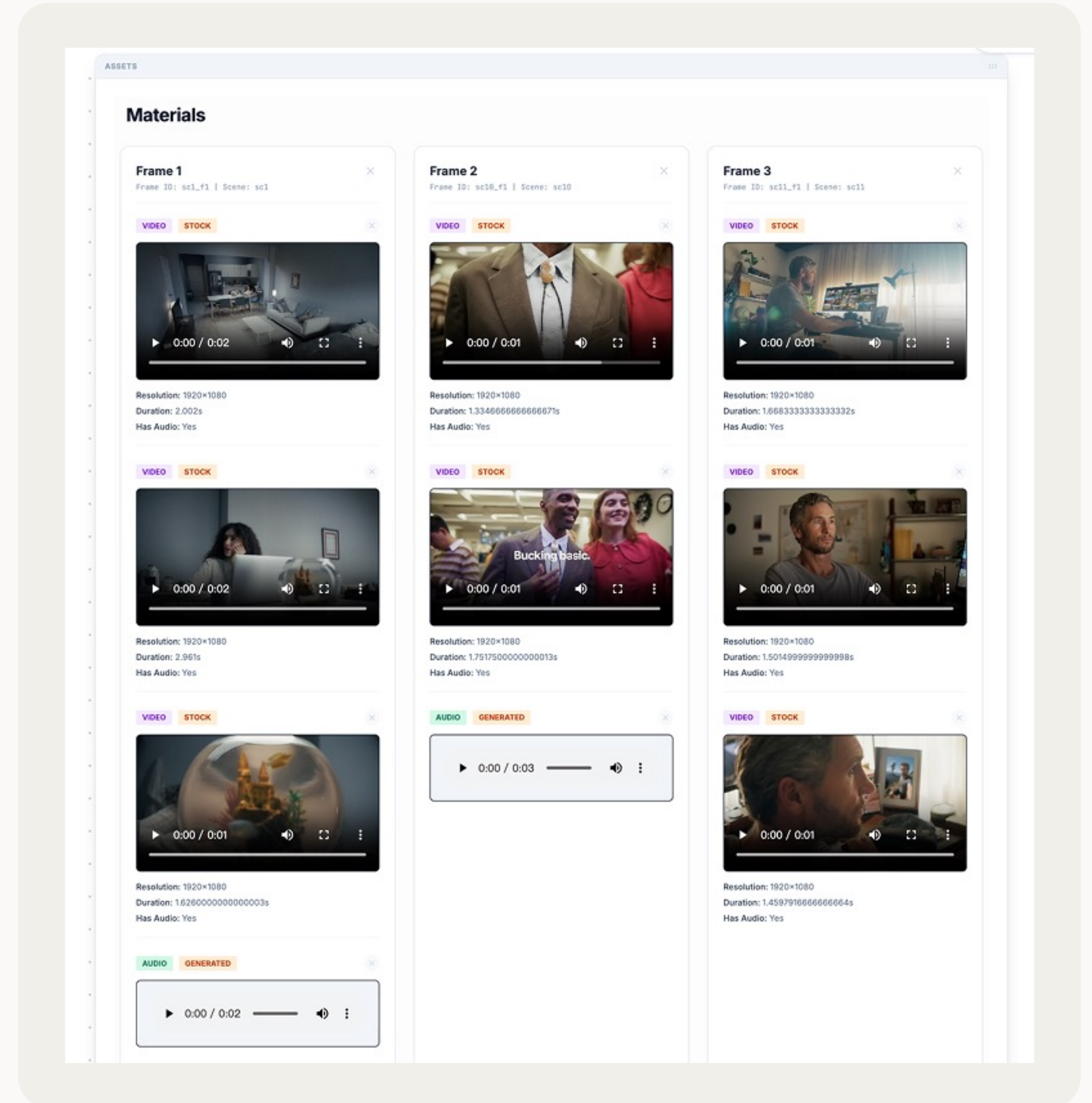
Converse with Starti AI Agent:

“Change frame 1 to indoors, narration shorter for frame 2, more characters in frame 2”



Materials

Collect and organize all assets





Converse with Starti AI Agent: “Intertwine 3 stories, transition on the music beat, CTA end card 3s”



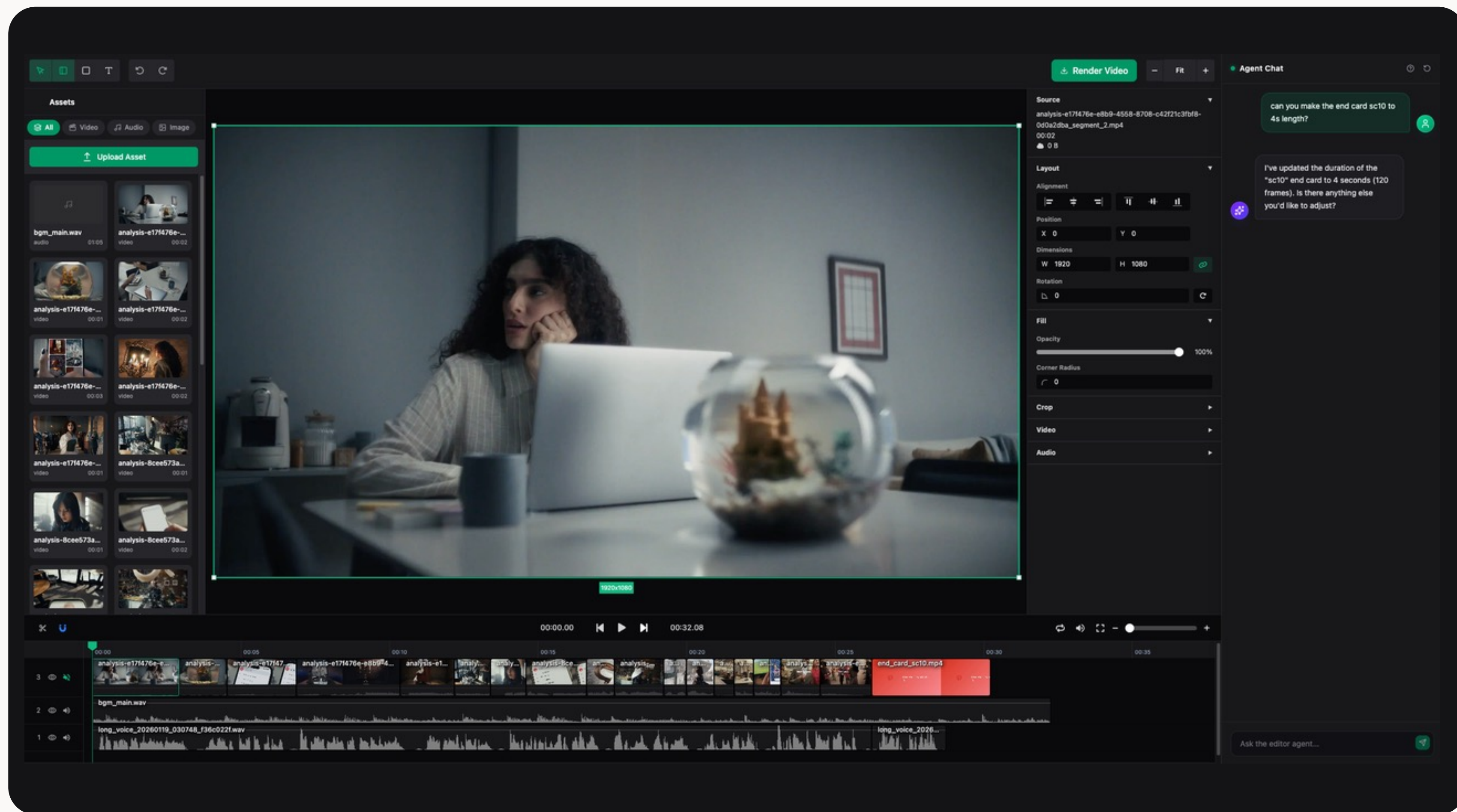
Multi-Track Editing

Unlimited tracks for video, audio, and effects with precision control.



AI Copilot

Smart suggestions for cuts, pacing, and transitions to speed up workflow.



Time Comparison

- Traditional -

Strategy & Brief:

1 Week

Creative Workflow:

1-3 Weeks

Review & Redraft:

+1 Week/version

Compliance Check:

3-5 Days

- Starti AI Studio -

Strategy & Brief:

1 Hour

Creative Workflow:

1 Hour

Review & Redraft:

+1 Hour/version

Compliance Check:

3-5 Days

(Q2 Compliance Checker Upgrade will reduce this process to <1 hour)

TOTAL TIME:

Traditional

3-6 Weeks

Starti AI Studio

 **3-5 Days**

>75% time reduction vs traditional



Cost Comparison

- Traditional -

MOTION GRAPHICS

\$2,000-\$5,000

LIVE SHOOT SIZZLE REEL

\$3,000-\$10,000

TOP-LINE AIGC CREATIVES

\$5,000-\$15,000

- Starti AI Studio -

MOTION GRAPHICS

<\$50

AIGC SIZZLE REEL

<\$75

TOP-LINE AIGC CREATIVES

<\$100

TOTAL COST PER VIDEO(60S):

Traditional

\$2,000-\$15,000

For a single video production

Starti AI Studio

<\$100

>95% cost reduction vs traditional





Why is Starti AI Studio **Faster, Easier, and Smarter**

DIMENSION	TRADITIONAL PRODUCTION	STARTI AI STUDIO
Turnaround Time	3-6 Weeks	✓ 3-5 Days
Cost Structure	High Fixed Costs (\$2k+)	✓ >95% Cost Reduction
Creative Output	1-2 Concepts	✓ 3-5+ AI Concepts
Brand Consistency	Manual Checks	✓ Auto-Enforced Brand Kits
Asset Management	Scattered / Hard Drive	✓ Centralized AI Library
Skill Requirement	Professional Editors	✓ No Professional Skills Needed
Collaboration	Slow Feedback Loops	✓ Real-time Collaboration
Scalability	Linear (More People)	✓ Exponential (Cloud Scale)
Performance	Best guess with experience	✓ Drive with data
Iteration Speed	Days/Weeks	✓ Minutes

Case Study

SHEIN Project Efficiency

SHEIN

Project Scope

Numerous global Christmas campaign videos requiring rapid turnaround for multi-channel distribution.

The Challenge

Traditional production workflow estimated **at 3-6 weeks**, missing critical market timing.



>98%

Cost Reduction

Significantly lower production costs by eliminating agency fees and expensive live shoots.

3-5 Days

Total Turnaround Reduced from 3-6 Weeks



Ready to Transform Your Video Production?

Schedule Demo 

contact@starti.tv

www.starti.ai

