

The background features a dark blue gradient with large, overlapping, semi-transparent shapes in shades of purple, pink, and orange, creating a dynamic, abstract design.

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ADM301

GENERATIVE AI ADVERTISING USE CASES

Generative AI use cases for advertising and marketing

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Agenda

- 01 Introduction
- 02 Use case introduction
- 03 Architecture blueprint
- 04 Use case whiteboarding
- 05 Wrap-up

Introduction



Your speakers today



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Broadest selection of foundation models



Amazon Bedrock



Amazon SageMaker
JumpStart

amazon

AI21labs

ANTHROPIC

Meta AI

AI21labs

stability.ai



co:here

Lightn

alex

cohere

Meta

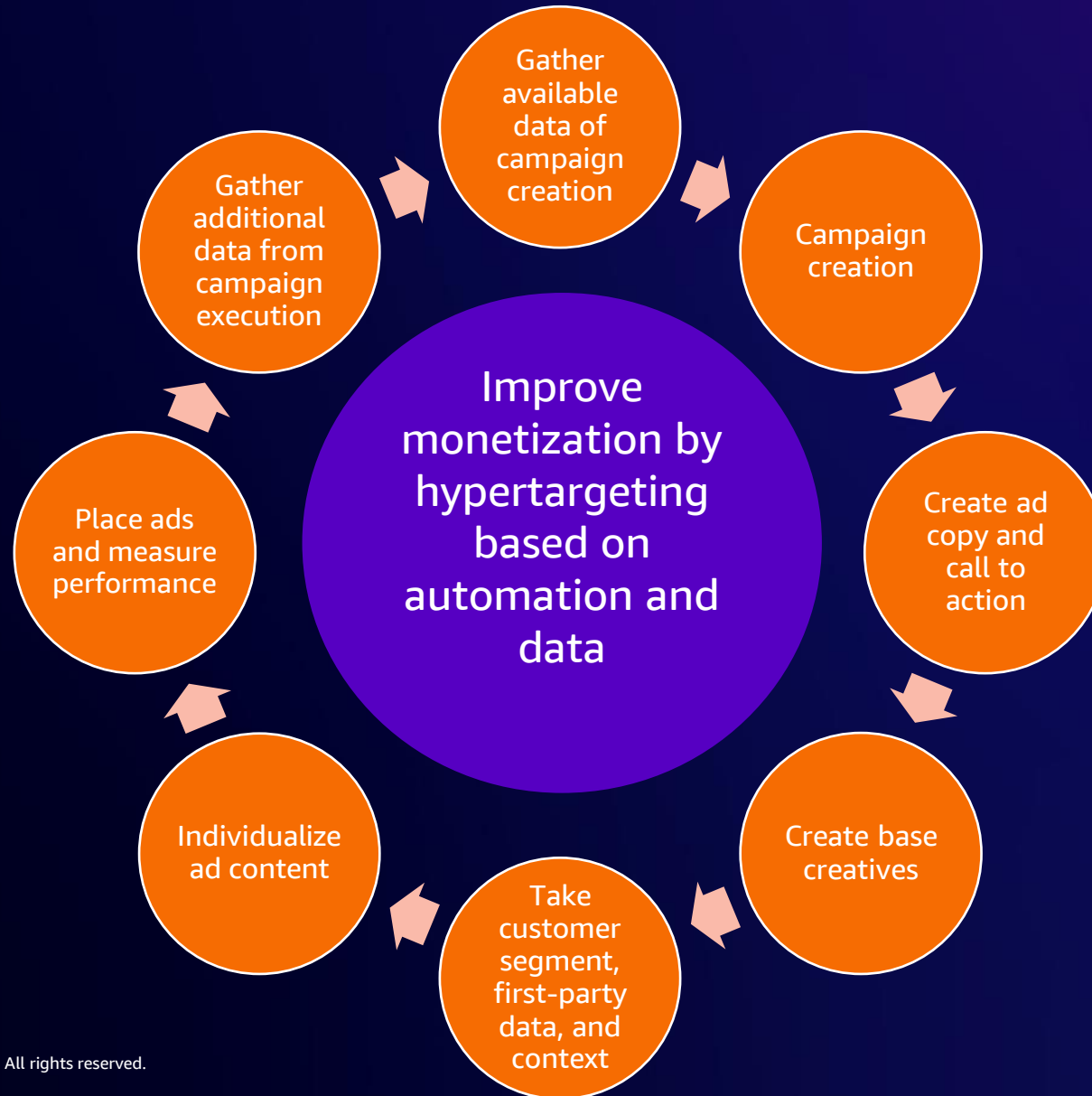
stability.ai



Use case introduction



Generative AI flywheel for advertisement



Use cases to apply generative AI



Short demo – Creative creation

Have a look into your pre-selected prompts and modify them if you like. Once you're satisfied, you can continue to create the images.


Specialized image prompt

Convertible


► **Additional settings**

Generate the creatives from templates

Base image



Specialized image



Dive deeper with our advertising and marketing experts at the AWS for Industries Pavilion at The Venetian Expo



Generate Creative Content

Welcome to the Generative AI Advertising Demo!

In this use case you can generate your own base creative for an advertising campaign. We provide some example input for a campaign, but you can modify it to your own needs. Additionally we show you how you can tailor the creation of creatives to specific target segments, e.g. audiences of specific gender, nationality. This allows you to use tailored advertisement creatives for your identified target audiences.

Let's personalize Ad banners for your targeted audience

Below you can select templates for both the base image prompt as well as the specialized image prompt. Once you have selected templates you can still modify them below.

Choose an Ad campaign product

Choose a prompt for your base image

Audience for targeted Ads

Below you can choose your audience based on aggregated information

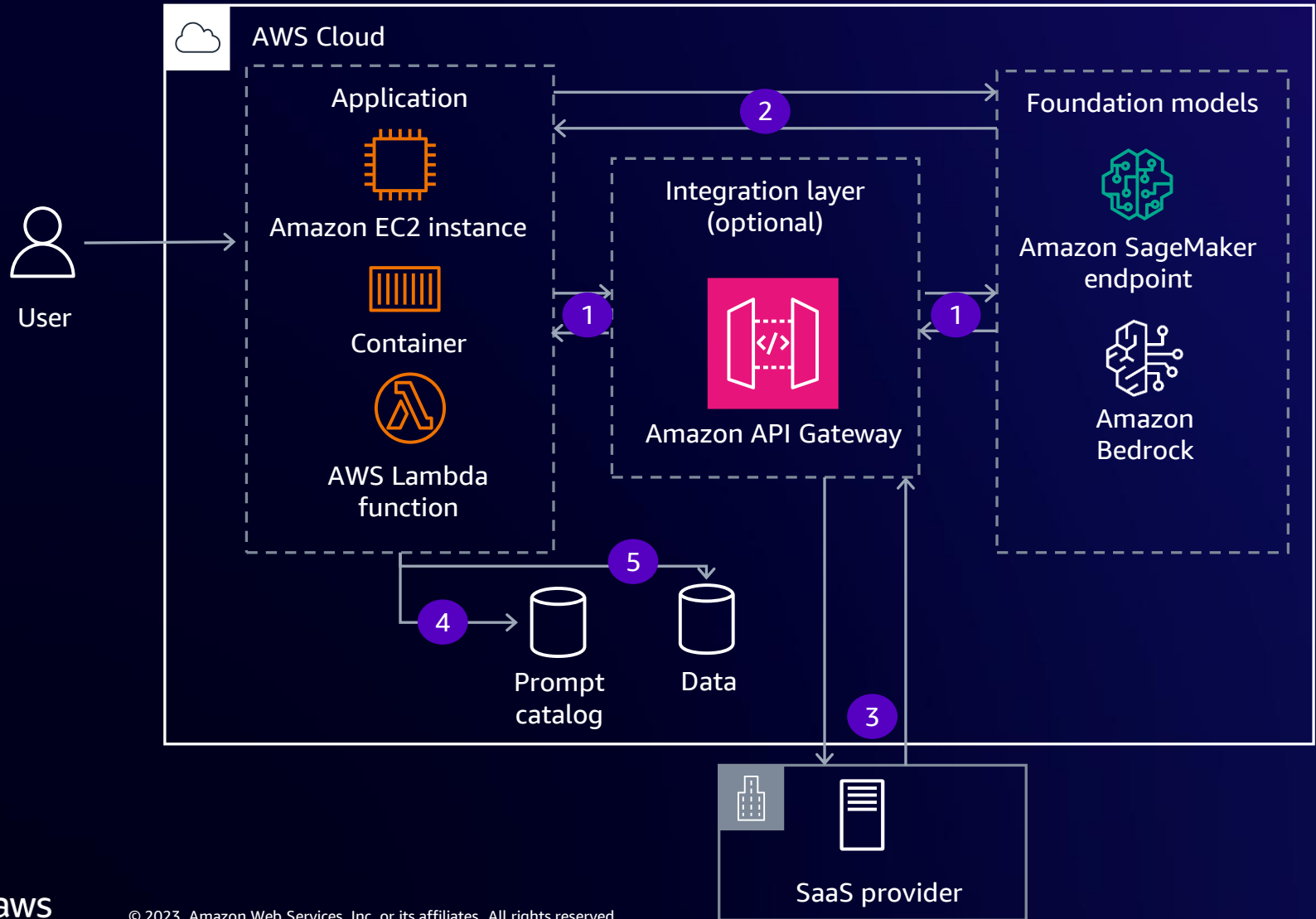
Select your audience

Based on your audience and product selection, here is the suggested prompt for the base image:

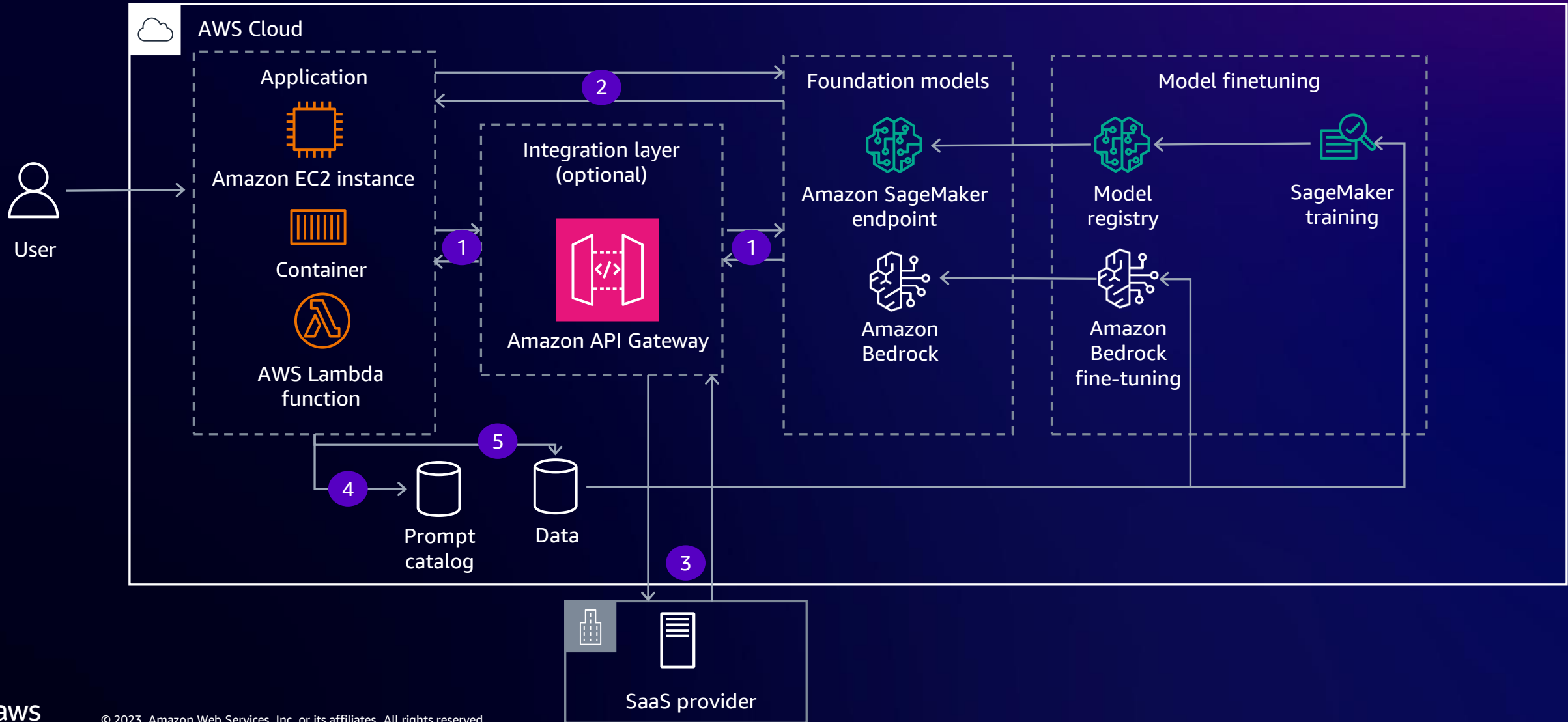
Architecture blueprint



Generative AI application blueprint

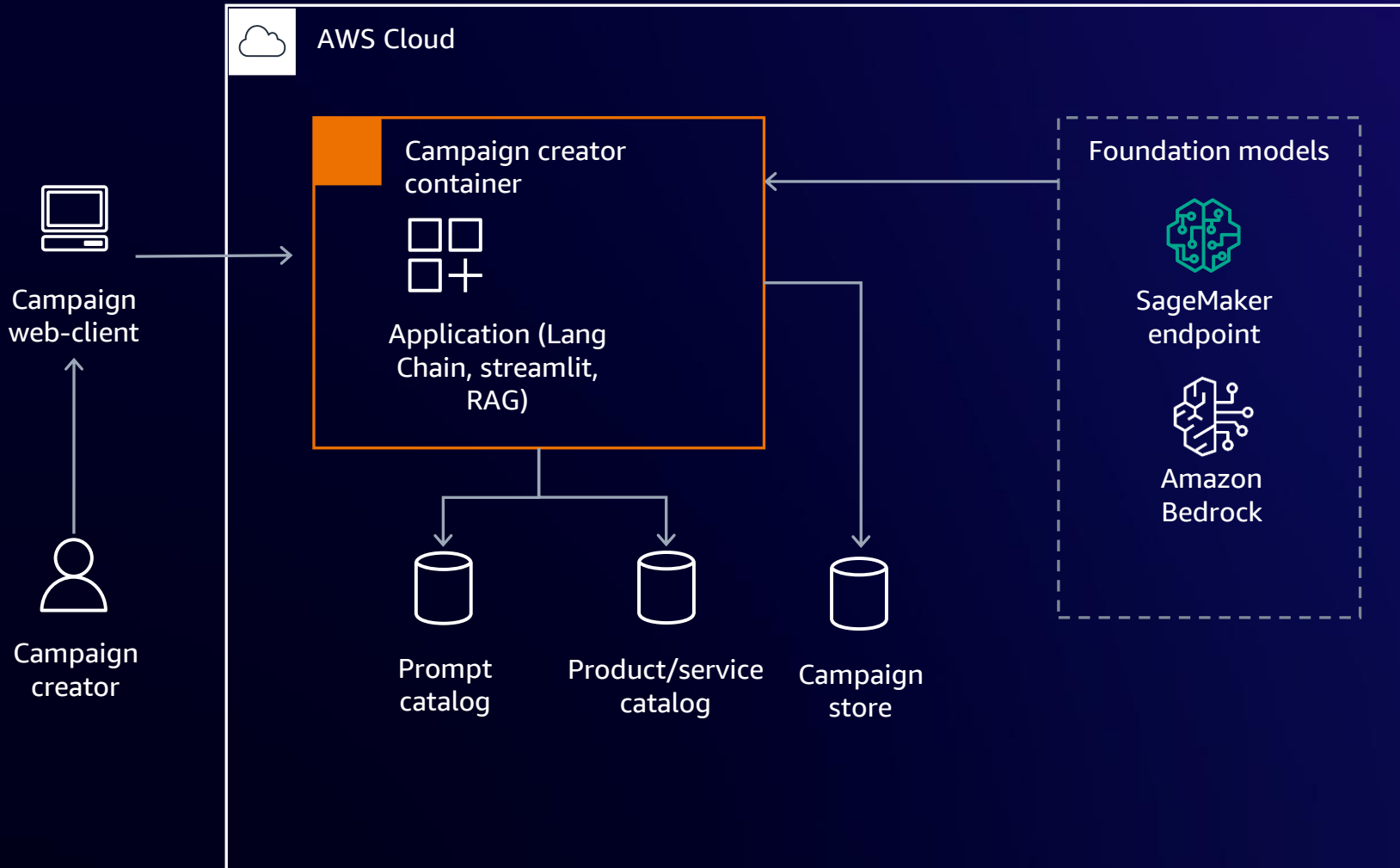


Generative AI application blueprint



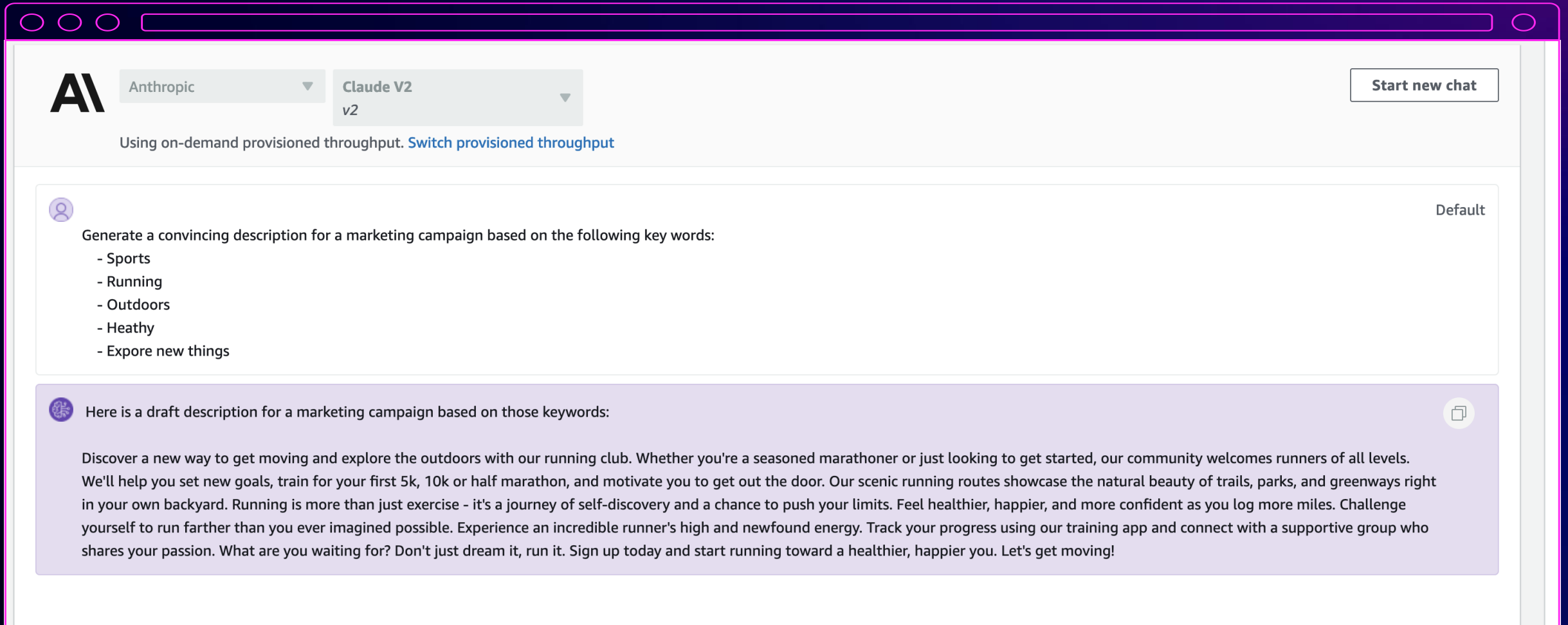
Use case whiteboarding

Use case: Campaign creation/slogan creation



1. Use product data
2. Source prompt from catalog
3. Generate campaign
4. Generate slogan

Use case: Campaign ideation/slogan creation



The screenshot shows the AWS AI chat interface. At the top left is the 'AI' logo. To its right are two dropdown menus: the first is set to 'Anthropic' and the second to 'Claude V2 v2'. A 'Start new chat' button is in the top right corner. Below the header, a message from the user is displayed in a white box with a user icon on the left and the word 'Default' on the right. The user's message asks for a marketing campaign description based on the keywords: Sports, Running, Outdoors, Healthy, and Explore new things. Below this, a response from the AI is shown in a light purple box with an AI icon on the left and a copy icon on the right. The AI response provides a detailed draft description for a running club.

AI

Anthropic

Claude V2 v2

Start new chat

Using on-demand provisioned throughput. [Switch provisioned throughput](#)

Default

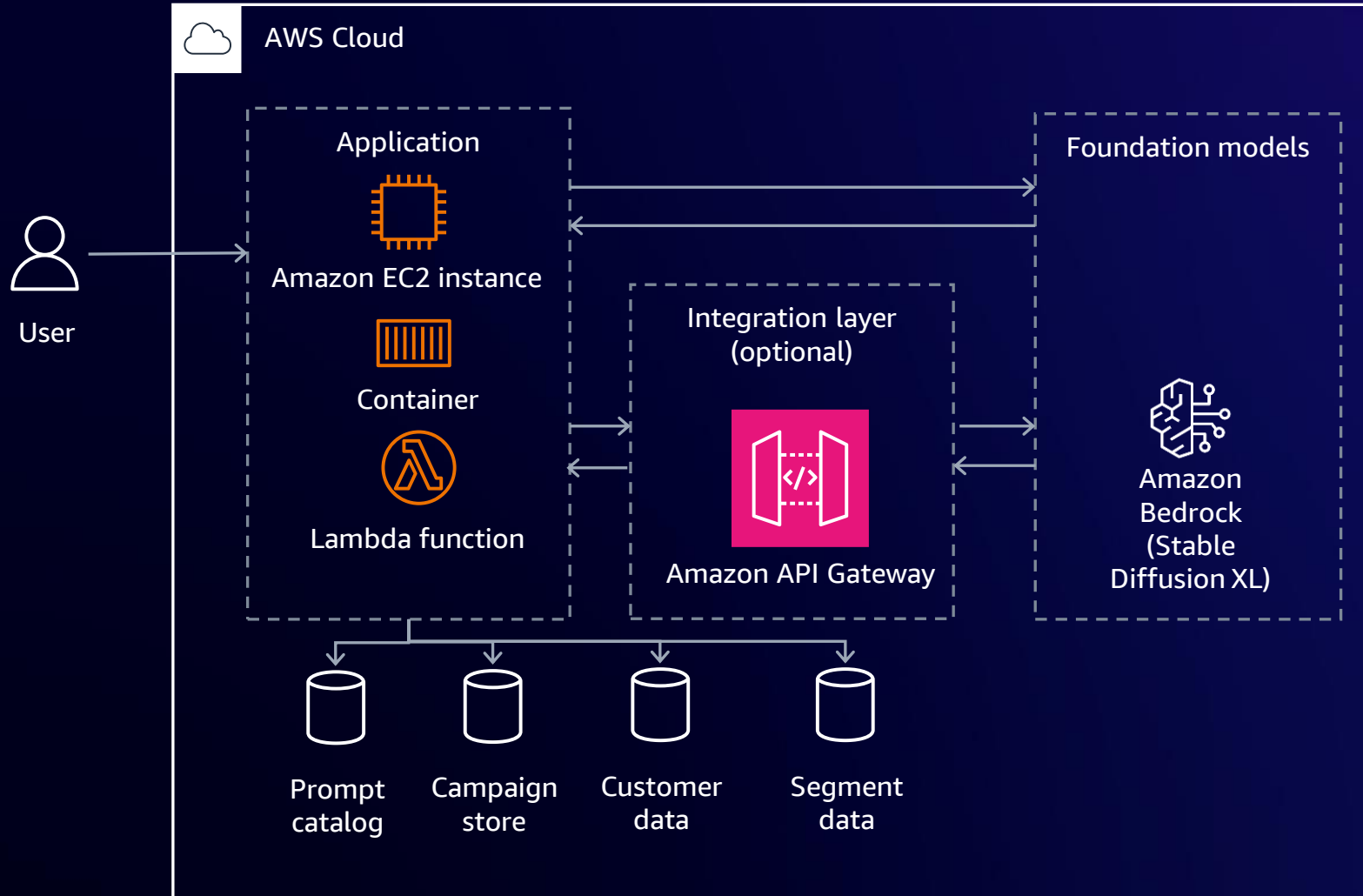
Generate a convincing description for a marketing campaign based on the following key words:

- Sports
- Running
- Outdoors
- Healthy
- Explore new things

Here is a draft description for a marketing campaign based on those keywords:

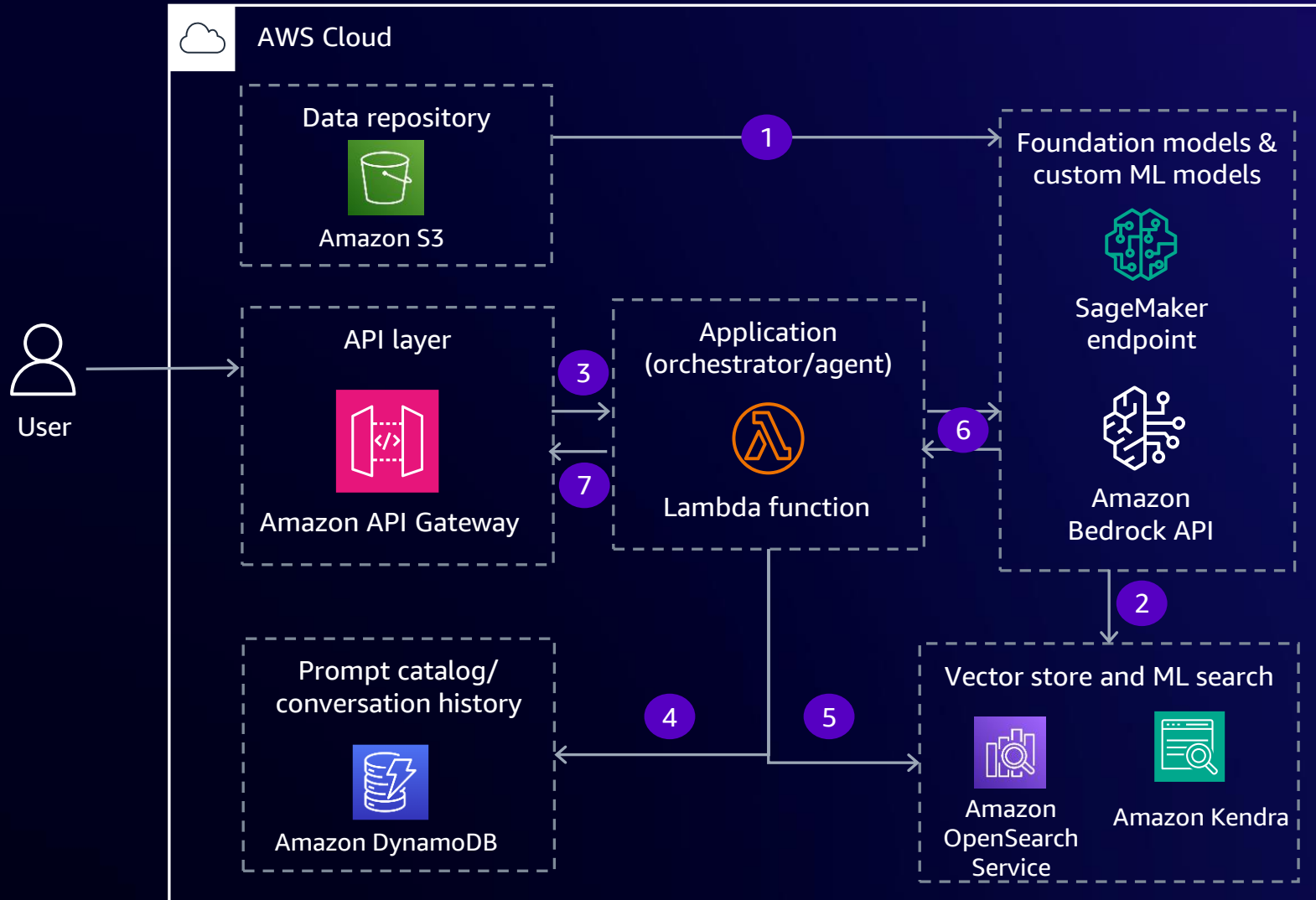
Discover a new way to get moving and explore the outdoors with our running club. Whether you're a seasoned marathoner or just looking to get started, our community welcomes runners of all levels. We'll help you set new goals, train for your first 5k, 10k or half marathon, and motivate you to get out the door. Our scenic running routes showcase the natural beauty of trails, parks, and greenways right in your own backyard. Running is more than just exercise - it's a journey of self-discovery and a chance to push your limits. Feel healthier, happier, and more confident as you log more miles. Challenge yourself to run farther than you ever imagined possible. Experience an incredible runner's high and newfound energy. Track your progress using our training app and connect with a supportive group who shares your passion. What are you waiting for? Don't just dream it, run it. Sign up today and start running toward a healthier, happier you. Let's get moving!

Use case: Creative creation



- Use campaign data
- Source prompt from catalog
- Generate standard creatives
- source customer data or customer segment data and refine prompt
- Generate targeted creatives

Use case: Social media content creation



Use SageMaker for

- Post valuation ML model

Use Amazon SageMaker JumpStart models for

- Sentiment analysis
- Embeddings
- Enriching data (classification, named entity recognition)

Use Amazon Bedrock for

- Embedding models
- LLMs and generating social media posts (text + image)

Use Amazon Kendra/OpenSearch Service for

- Vector storage and RAG

Use DynamoDB for

- Prompt catalogue

Wrap-up



Key takeaways

- Broadest selection of foundation models on AWS
- Generative AI provides the ability to improve monetization
- There are a number of use cases for generative AI
- Architecture blueprint for generative AI on AWS
- Techniques to apply generative AI
- Concrete design for creative creation and social media content creation

And now – Go build!



Workshop: Building with Amazon Bedrock

Get started with Amazon Bedrock



Guidance for Creating Dynamic Content with Brand Intelligence on AWS

Dive deeper into building a solution



Guidance for contextual intelligence for advertising on AWS

Dive deeper into building a solution



AWS for Industries: Marketing and advertising blog

Learn more about marketing and advertising at AWS

Thank you!



Please complete the session survey in the mobile app

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