

Gen AI for Luxury Brands

How can AI understand your brand?

Cloudinary

2012

Bootstrapped



Blackstone

2M Developers

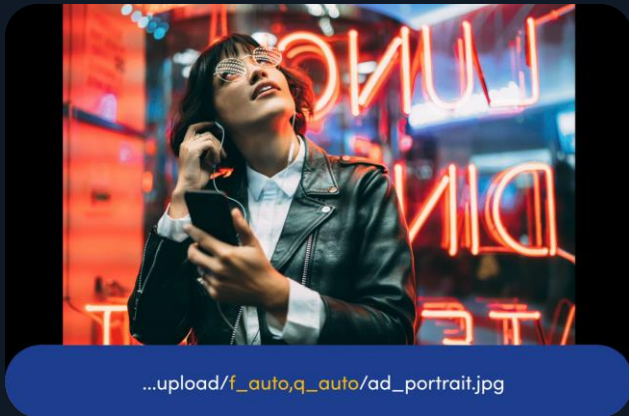
+12K Customers



++\$130M ARR

Image and Video Platform

Enabling engaging brands to deliver visual experiences at scale



14B IMAGES DELIVERED/DAY

34M NEW ASSETS/DAY



Creative Design Process

DESIGN CONCEPT

- Idea generation
- Brainstorm

RESEARCH

- Inspiration
- Research

CONCEPT DEV

- Refine ideas
- Initial wireframes and concepts

PLANNING

- Organize tasks
- Set goals
- Create timeline

DESIGN

- Create initial ideas and prototype

REFLECTION

- Evaluation of project
- Analytics for success

LAUNCH

- Go live with final versions

FINALIZATION

- Finalize designs
- Production of variations for output

REFINEMENT

- Revise based on feedback

FEEDBACK

- Evaluation of work
- Feedback / Critique





No Brand Identity Understanding



V1



V2



V3



V4



V5



V5.1



V5.2

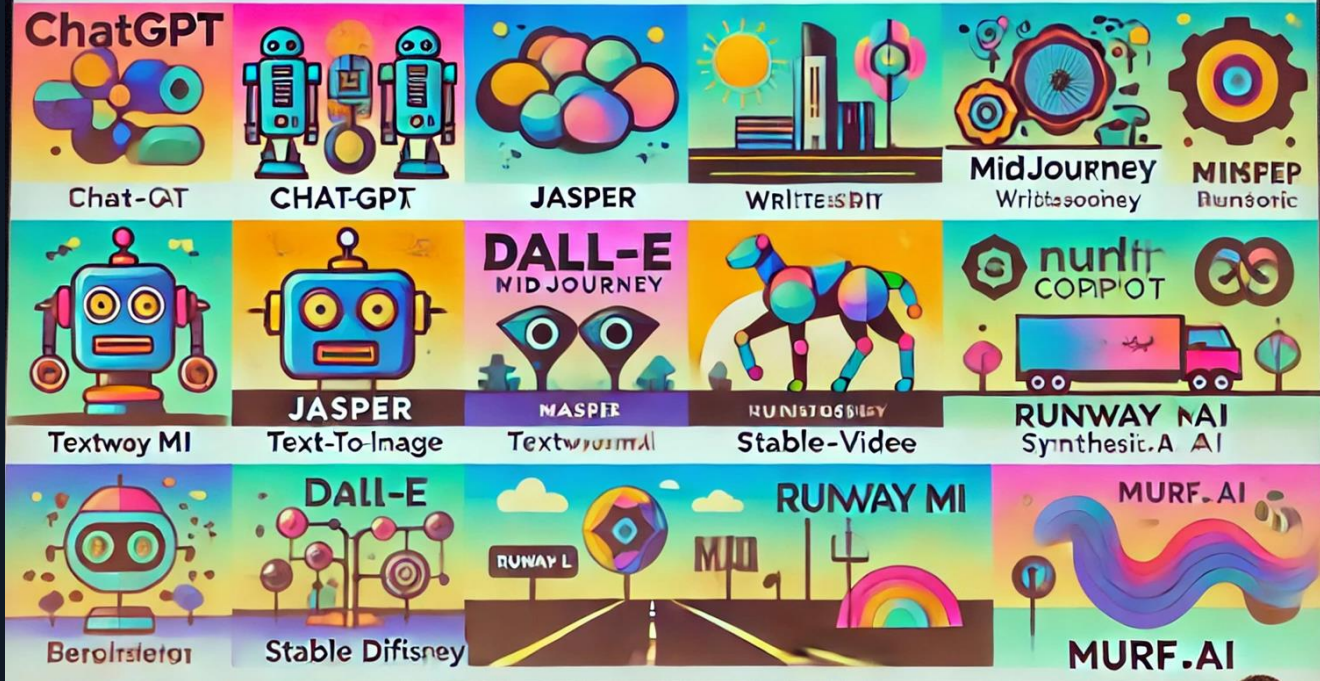


V6

**Images generated on MidJourney by Henrique Centieiro and Bee Lee*

Speed of Innovation

Generative AI Tools



Complex Landscape



Originality



Emotion



Context



Judgement



Intuition

What AI Can't Do (for now)



What is Media Understanding?



Objects, Concepts, and Aesthetics and their relationships are organized into a brand representation that can be accessed by AI tools programmatically

What is Media Understanding?

Creative Design Process with AI

DESIGN CONCEPT

- Idea generation
- Brainstorm

✦ ✦ AI helps generate concepts or variations of ideas

RESEARCH

- Inspiration
- Research

✦ ✦ AI helps generate inspiration and provide research

CONCEPT DEV

- Refine ideas
- Initial wireframes and concepts

✦ ✦ AI helps refine content for specific usage (e.g. ad copy)

PLANNING

- Organize tasks
- Set goals
- Create timeline

DESIGN

- Create initial ideas and prototype

REFLECTION

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FEEDBACK

- Evaluation of work
- Feedback / Critique

✦ ✦ AI creates variations based on defined ruleset

Optimize Media,
Boost Profits

DOWNLOAD NOW

Cloudinary

- ◆ AI analyzes the design, including logos, design elements, and rules

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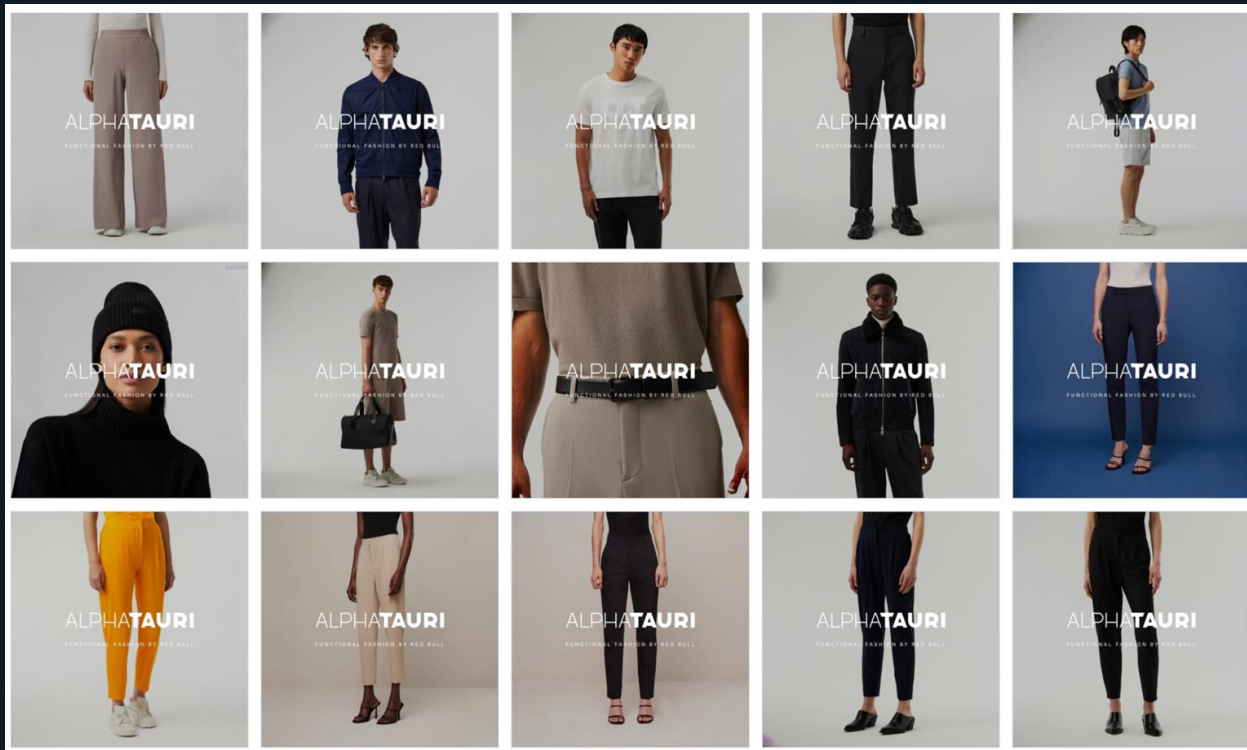
Optimize Media,
Boost Profits

SEE HOW

Cloudinary

- ◆ AI produces an array of sizes and variations based on original design

Content Automation at Scale



Content Enrichment

Original



1:1



4:5



16:9



3:2



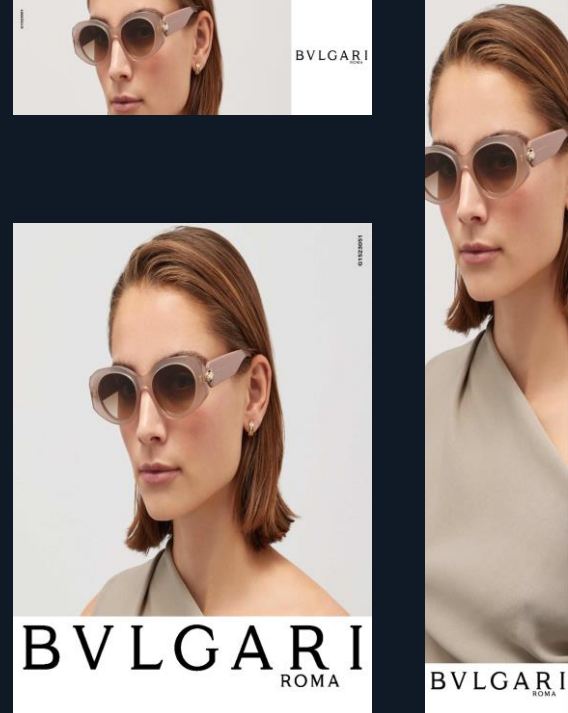
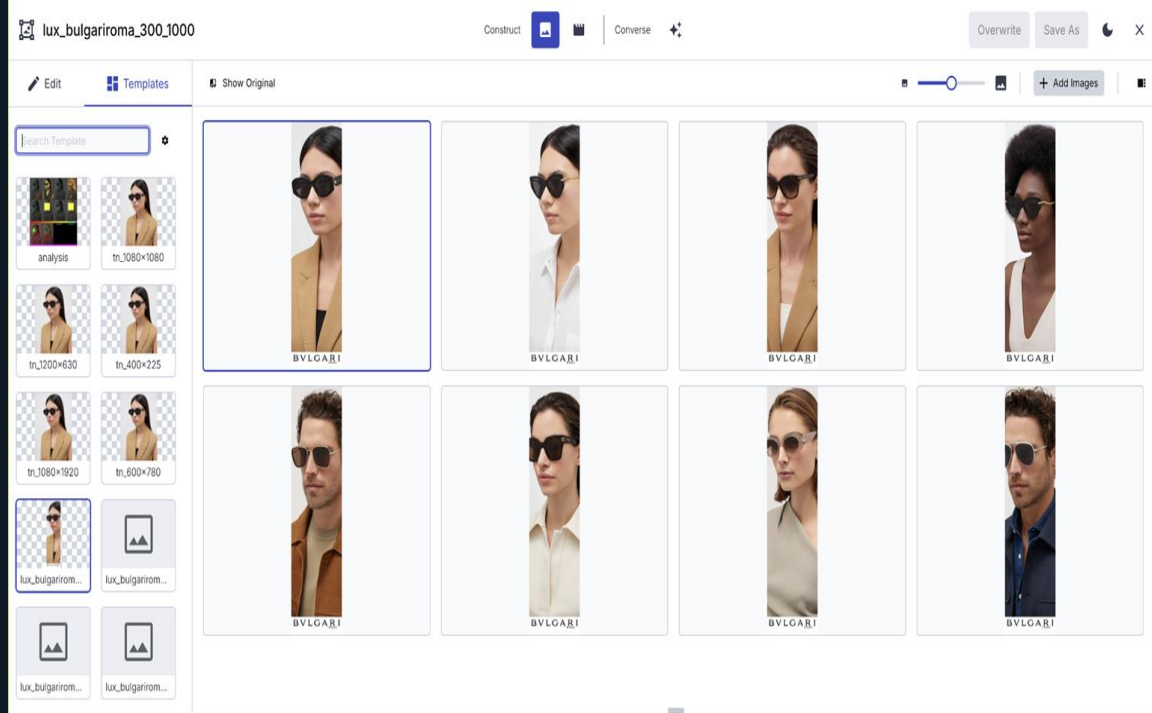
Auto Crop & Generative Fill



Generative Background Replacement

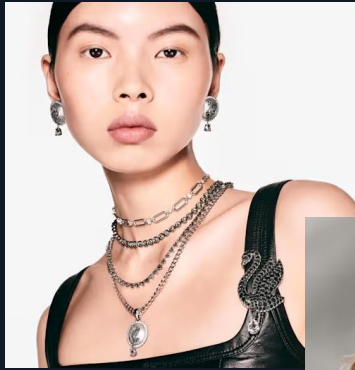


Automated Localisation



Generative Templates for On Brand Creation

Image Quality Analysis



99% confidence



13% confidence

Aesthetic Score for Generated images

Original



9.2 score



5.6 score

Brand Compliance & Content Moderation



Thank you!

