



FIG. 01 — GOOGLE GEMINI · WITH W+K NEW YORK

PREVIZ FRAME

A Honda Civic, given the flagship treatment.

GOOGLE GEMINI · WITH W+K NEW YORK

A brand spot for Google Gemini that proves prompt-first production can hold a national-campaign craft bar — when PREVIZ supervises every frame.

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THE CHALLENGE

Make a spot about generative AI, for the company defining generative AI, with an agency that will not accept 'AI look' as an excuse. One user, one car, one prompt — executed with the composition, light, and lens language of a national auto campaign.

THE PREVIZ APPROACH

Generative shotmaking supervised against a traditional director's playbook, inside PREVIZ: cinematic frames blocked and iterated at previz speed, look-dev locked before generation, and the finish run through AIM's conventional editorial and grade pipeline so 'epic' was earned, not implied.

OUTCOMES

BASIS NOTED PER FIGURE

3× MORE CONCEPTS EXPLORED PER REVIEW Qualitative — PREVIZ iteration let multiple directions run as motion in each W+K review cycle.	Hours TO A CLIENT-READY CUT, NOT WEEKS Qualitative — previz-to-generation turnaround on hero sequences.
0 SHOOT DAYS FOR A NATIONAL SPOT Fully generative pipeline — PREVIZ blocked and supervised every frame; no set, no plates, no location unit.	100% FRAMES SUPERVISED Every generative pass reviewed against the director's playbook before finish.

01 /

The hardest client for an AI film

Google knows exactly what generative output looks like when nobody is steering. The assignment — with W+K New York — was to show Gemini turning an ordinary Civic and two cellphone photos into a sun-drenched coastal campaign, and to make that transformation feel like cinema rather than a demo.

02 /

Previz speed, director's discipline

PREVIZ let the team explore several visual directions as motion inside each review cycle — coastline light, hero-car choreography, cut rhythm — then lock one and hold it. Continuity of car, color, and light across every generated shot was enforced at the previz layer, where fixing it costs minutes.

The result moved from locked previz to client-ready cuts in hours rather than weeks, leaving the calendar for what actually earns the word 'epic': grade, sound design, and finish.

03 /

The argument the film makes

The spot argues for a near-future where any object can be given the cinematic treatment it deserves — and quietly demonstrates the pipeline that makes that economically sane. The prompt is the new brief. PREVIZ is what makes the prompt directable.

"The conceit is one prompt. The craft is a hundred supervised decisions per shot — made where they cost minutes, not shoot days."

— AIM · GEMINI PRODUCTION NOTES

Bring PREVIZ to your next production.

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