

# Branded Asset Generator

## VCCP exists to challenge convention to create value.

As part of our AI enabled challenger methodology, Branded Asset Generator is trained on a brand's guidelines & TOV to create on-brand and high-quality assets.

### What problems can this help with?

- Embracing and leveraging new AI technologies to bring flexibility and speed at scale, while also removing some of the limitations that come with more traditional production habits.
- With the right training, this data gives us the ability to generate assets and photorealistic shots in any environment, lighting, or orientation in seconds, without the need for a physical camera, and associated production setup - this gives on-brand consistency at scale, and pace.
- The Branded Asset Generator can be used for brand characters and mascots, product shots, key visuals or background assets - output is suitable for most channels including web, commerce, social, DRTV, Gaming, AV/VR, DOOH and some print specs.

### What are the benefits of using Brand Asset Generator?

- Cost efficiencies and agility.
- Once set-up, brands will have access to net new assets they didn't already have, with the added benefit of pace and scale in creating the assets.
- If desired, self-serve functionality provides better consistency of asset deployment across your business and external/ internal comms ecosystem.



### Want to know more?

Get in touch with your team if you would like to see a demo of Branded Asset Generator.





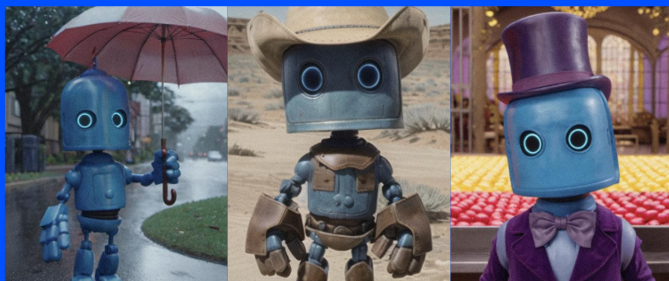
## Case Study

### The Challenge

O2's beloved mascot Bubl had huge creative potential but was limited by high production costs, long turnaround times, and inconsistent use across campaigns.

### The Solution

VCCP built The Bubl Generator: a bespoke, AI-powered image model trained specifically on Bubl. The tool allows creatives to generate high-quality, on-brand images of Bubl instantly through text prompts.



### The Impact

Asset creation costs dropped by

# 97%

Production time shrank from

# 4 days to 4 minutes

