

## CASE STUDY

# Automated Video Content Engine

A custom brand character and one input in — a finished, on-brand video out. No editing, no production team.

## — THE WORK

I designed a brand mascot with a consistent look and a genuine personality, then built a pipeline that produces finished video automatically. A single prompt triggers script generation in the character's voice, image generation for the visuals, avatar and voice rendering, and publishing, with no manual editing in between.

The hard part is not any single step. It is character consistency across generations, which I solved by treating the personality as a reusable, versioned asset — a defined prompt, a set of voice rules, and a fixed voice ID — rather than re-inventing it each time. That turns content from a per-piece cost into a repeatable pipeline that produces at volume and can be themed for different audiences.

## — TECHNOLOGIES

Gemini Image

S3

Vellum

HeyGen

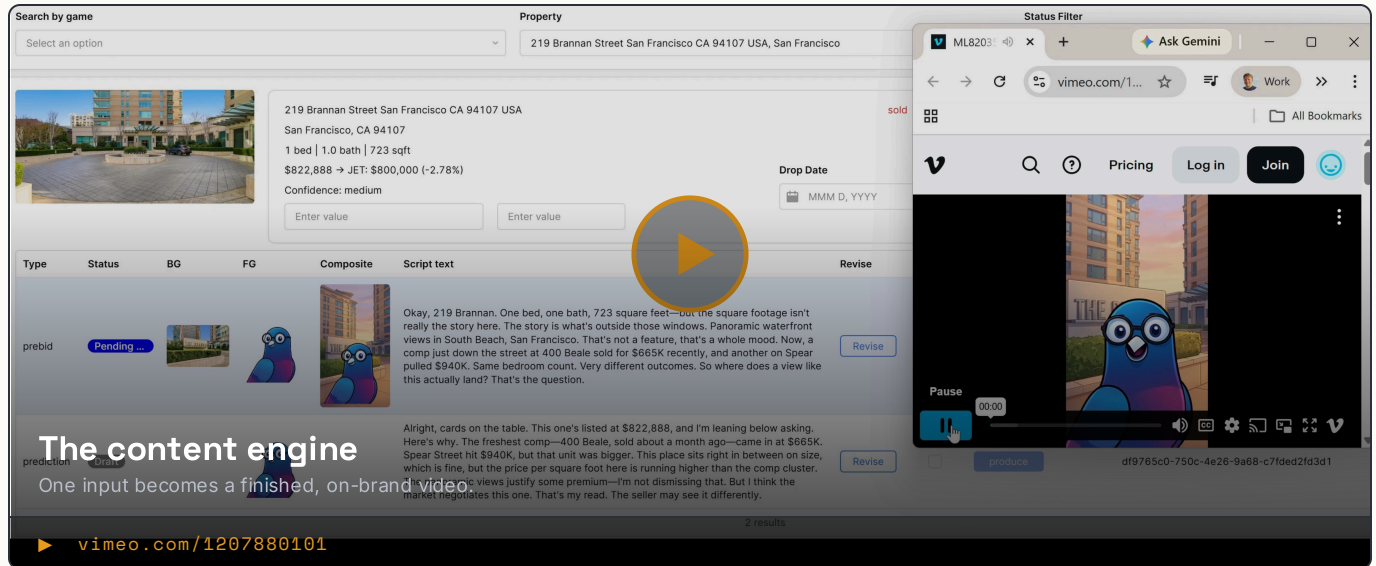
ElevenLabs

Vimeo

## — WHAT I TOOK AWAY

- ✦ Character consistency is the real challenge in generative content. Treat personality as a versioned asset, not a prompt you rewrite each time.
- ✦ Turning content into a pipeline changes the economics. One build replaces a recurring production cost.
- ✦ A well-defined voice and visual identity lets one system serve many campaigns without drifting off-brand.

## SEE IT IN ACTION



Three examples produced by the same engine. Click any to watch.

