

Pitching with AI



AI BEST PRACTICES: PITCHING

AI-generated creative can be extremely valuable: It can help **accelerate ideation, create new visual possibilities, and unlock creative opportunities** that were previously difficult or expensive to achieve.

BUT! AI-generated creative **still needs to follow the same production realities** as any other creative project.

We're increasingly seeing situations where ambitious AI-generated concepts are being pitched to clients before Creative Studio has confirmed whether:

- The idea is technically possible
- It fits within budget
- Timelines are realistic

AI CAN BE USEFUL FOR

- Generating early-stage inspiration
- Helping structure thoughts
- Creating references or jumping-off points

- Accelerating brainstorming

❏ AI SHOULD NOT BE TREATED AS

- A production expert
- A technical feasibility checker
- A platform policy expert
- A budgeting tool
- A replacement for Creative Studio consultation

The Creative Studio official mockup tool is coming soon! Watch this space. ❏

*[*Read our blog post on AI-Gen Creatives here.](#)*

❏ REVENUE RISK

Even with the best intentions, we can accidentally cause more harm than good for our clients. If we have to tell a client that a concept that they loved, it:

- Damages client confidence
- Makes us look disorganised internally
- Positions Creative Studio as “the bad guy”
- Creates unnecessary back-and-forth and delays
- Weakens confidence in our capabilities
- Risks overpromising and underdelivering
- Wastes time for all stakeholders
- Worst case: you lose your pitch, and blame Creative Studio

BEST PRACTICE

- Use AI to **spark thinking**, NOT finalise deliverables
- **Bring ambitious ideas** to Creative Studio EARLY
- **Validate feasibility** before pitching externally
- Ask:
 - Can we actually build this?
 - Does this fit the proposed budget?
 - Does this fit timeline / resource realities?
- Leave room in client pitches for collaborative development instead of specifying executions too early.

Creative Studio is happy to help shape and strengthen ideas early in the process. Strong collaboration before the pitch creates better outcomes for everyone:

- Better client trust

- Smoother production
- Fewer delays
- Stronger work
- A better reputation

[**See a feasibility check example here.*](#)

“ If in doubt, involve Creative Studio early. We’d much rather help shape an idea before it is sold than have to scale it back afterwards. ”

Clients do not differentiate between Sales and Creative Studio. To them, we are one team. If we pitch unrealistic concepts, the whole business loses credibility. Going forward, please treat AI-generated concepts as exploratory inspiration - not as production-ready solutions.

Need more detail? Read the explanations below

A few important points to keep in mind:

INVOLVE CREATIVE STUDIO BEFORE PROMISING AI TO CLIENTS

What may look simple in an AI-generated video can be extremely complex to recreate in a scalable advertising format.

Or, worst case, **the execution you have sold your client might not exist.**

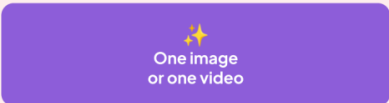
Before committing to an execution, please check feasibility with the Creative Studio team so we don’t end up seeming uncooperative when we have to be the bad guys and say it can’t be done. ”

Why check AI ideas with us first?

AI shows the dream house;
We check it can be technically built, on budget, and on time

✗ AI GIVES THE DREAM HOUSE

One inspiring picture:



No layers No brand rules No specs

Perfect for sparking ideas; it's not a finished, sellable execution – it **should not** be treated as a:

- Production expert
- Technical feasibility checker
- Platform policy expert
- Budgeting tool
- Replacement for Creative Studio consult

✓ A CAMPAIGN NEEDS PLANS

Everything it takes to build:

300x250	970x250	160x600	320x150
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Every language Platform specs

Editable files QA on every asset

Ask:

- Can we actually build this?
- Does this fit the proposed budget?
- Does this fit timeline / resource realities?

Leave room in pitches for development



IF SOLD UNCHECKED

Client falls in love with it
↓
Not technically possible / budget doesn't fit
↓
The idea has to be scaled back
↓
Client confidence takes the hit

🌟 Use AI to spark ideas

Brilliant for inspiration and references

🔍 Check before promising

Ask us if it can be built, and for how much

📁 Assets still needed

Editable files, logos, fonts, brand rules

💰 Budget still applies

Made by AI does not mean free to produce

Bring big AI ideas to us before they are sold

OPEN FILES ARE STILL NECESSARY

If a client wants an AI-generated concept, **we still need the same production assets** as any other project, including:

- Editable PSD / PSB / AI files
- Logos
- Product assets
- Fonts
- Brand guidelines
- Any other relevant source materials

AI outputs alone are rarely sufficient to build a production-ready campaign.

AI DOESN'T KNOW THE CLIENT'S BRAND RULES

AI tools are not familiar with client:

- Brand guidelines
- Legal requirements
- Regulatory restrictions, etc

Generated outputs should always be reviewed rather than assumed to be correct.

AI DOESN'T AUTOMATICALLY MAKE MULTIPLE ASSETS

One AI-generated video is not the same as a complete campaign.

We still need to:

- Build multiple banner sizes
- Create different formats and placements
- Adapt for multiple markets and languages
- Ensure assets can be edited and updated later
- Meet platform specifications

People often think AI generates an entire campaign with one prompt. In reality, **AI usually creates one image or one video**. We still need to:

- Build every required banner size
- Adapt layouts for different aspect ratios
- Replace text for different languages
- Meet each platform's technical specifications
- QA every asset before delivery

ESKIMI CREATIVE STUDIO / CREATIVE QUALITY_AI

Doesn't AI just build the whole campaign?

✗ WHAT AI PROVIDES

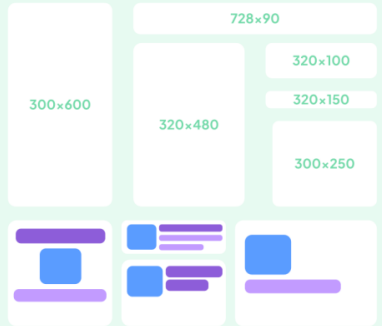
One image or one video:



- Flat image
- One size
- One language
- Not editable

✓ WHAT A CAMPAIGN ACTUALLY NEEDS

Every tile is hand built:



- Platform specs met **per placement**
- **Editable** for later reverts, sizes and localisations / languages
- QA on every single asset, including **embedded tracking and functionality** per banner
- We reposition, resize and export every format at **full quality**

One prompt makes one asset;
A campaign is everything that has to happen after it



"AI MADE IT, SO IT SHOULD BE CHEAP"

The cost isn't just the image - it's the people, software, adaptation, QA and revisions around it

AI speeds up parts of the process; it doesn't remove the production work

🔍 Scope the full set

List sizes, formats and markets up front

🗨️ Check before promising

One line to Creative Studio saves a re-pitch, or an unhappy client

📁 Assets still needed

Editable files, logos, fonts, brand rules

🕒 Budget time for adaptation

The volume drives the time, not the prompt

One prompt is a starting point, not a delivery

AI speeds up parts of the process; it doesn't remove the production work.

BUDGET STILL MATTERS

Another common misconception is that “the AI made it, therefore it should be cheap.”

We still invest in people, software, infrastructure, quality control, revisions, project management, and creative expertise to bring campaigns to life.

Remember that minimum spend requirements are there to ensure production costs are covered by sales margins.

WHY WE CAN'T USE AI TO RECREATE REAL PEOPLE

Using AI to recreate a real person does not remove the need to obtain the appropriate rights and permissions.

There are typically two separate legal considerations:

- **Copyright:** the rights associated with the original photograph or artwork
- **Personality (or publicity) rights:** the rights associated with a person's name, image, likeness, or identity

Generating images of real public figures using AI does not remove the legal or commercial licensing requirements.

COPYRIGHT

When we purchase a stock photograph, we're paying for the copyright licence to use that specific image.

- If we instead generate an AI image, we may avoid licensing the photograph itself, but we're still creating a commercial advertisement featuring the recognisable likeness of real people without permission to do so
- For commercial advertising, this may still require permission from the individual or their authorised representatives

PERSONALITY (OR PUBLICITY) RIGHTS

Many public figures - particularly athletes, actors, musicians, and influencers - have commercial agreements governing how their likeness may be used in advertising.

- These rights exist independently of the copyright in any particular photograph
- Using AI does not automatically bypass them
- Many sponsorship agreements give brands exclusive rights to use an athlete in advertising within certain product categories

AI should not be considered a replacement for obtaining the necessary commercial rights. Using AI-generated images of real individuals in advertising could still expose the campaign

to legal or contractual issues if the advertiser does not have the appropriate rights to use those peoples' likenesses.

For that reason, we cannot assume that "just using AI" is a compliant alternative to licensing photography.

Where a campaign features a recognisable real person, the safest approach is for the **client to provide assets that they have the legal right to use**, such as:

- Officially licensed promotional assets
- Photographs with the appropriate commercial usage rights
- Written confirmation that the required image and publicity rights have been secured

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Why can't we use AI to recreate real people?

✗ RIGHTS TO CONSIDER

AI doesn't clear either of them:

1. Copyright

The rights in the photograph or artwork itself; buying stock imagery buys this licence

2. Personality rights

The rights to a person's name, face and identity

Generating the image dodges the stock licence; it does not dodge the real person

✓ WHAT WE NEED

Client supplied and cleared:

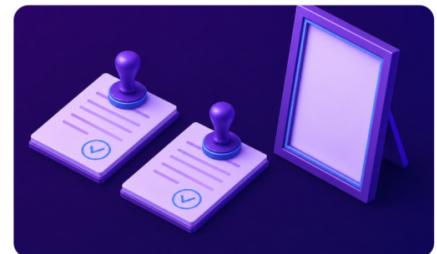
Officially licensed promotional assets

Photography with commercial usage rights

Written confirmation the rights are secured

This protects the client and Eskimi from legal and reputational risk

Skipping the photo does not skip the permission;
A real person's likeness is still owned and licensed



IF CREATIVE RUNS WITHOUT RIGHTS

A recognisable face goes live
↓
A sponsor or agent objects
↓
The campaign is pulled mid flight
↓
Legal exposure for client and Eskimi

 **Confirm who the person is**
Recognisable = rights are needed

 **Celebrities have contracts**
Sponsors often hold category exclusivity

 **AI is not a legal workaround**
Generated does not mean cleared, legal, or ethical

 **Get it in writing**
Confirmation from the client before we build

A real face always needs real permission

This helps protect both the client and Eskimi from potential legal, contractual, and reputational risks.

WHY WE CAN'T USE AI OR 3D TO RECREATE COPYRIGHTED CHARACTERS

Using AI or 3D modelling to recreate well-known fictional characters does not remove the need to obtain the appropriate intellectual property rights.

Many famous characters - such as those from Disney, Pixar, Marvel, DC, Nintendo, Pokémon, Minions, The Simpsons, and other films, TV shows, games, or comics - **are protected by copyright and trademark law**. Even apparel like Nike Air Jordans are extremely restrictive about

this.

Whether the character (or even logo) is:

- AI-generated
- 3D modelled from scratch
- Illustrated
- Animated
- or manually recreated

...the underlying intellectual property still belongs to the rights holder.

Creating "something that looks like" a protected character for commercial advertising may still infringe those rights, even if no existing artwork was copied.

For this reason, AI and 3D modelling **should not be considered a way to bypass licensing requirements.**

If a campaign requires the use of a recognisable fictional character, the client should provide:

- Officially licensed artwork or models
- Written confirmation that they have the necessary commercial rights
- Brand guidelines or usage instructions where applicable

This helps protect both the client and Eskimi from potential legal, contractual, and reputational risks.

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