

Track 2:

Alexander Aude

Head of Video | Brand Movers (DK)

Questioning the Potential of AI: Insights from a Formula 1
Native Advertising Project



Time: 13:45 - 14:15



NATIVE
ADVERTISING
DAYS 24

AI IN REAL LIFE?



THE REASON FOR THIS SESSION:



WHY &
WHAT

THE FORMULA 1 NATIVE PROJECT





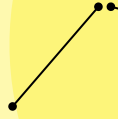
DEVELOPMENT

CONCEPT



QUESTIONNAIRE

BUDGET



PRE- PRODUCTION

LOGISTICS



PRODUCTION

INTERVIEW



B-ROLL



POST- PRODUCTION

EDIT



TRANSLATE &
SUBS



MUSIC



DEVELOPMENT

Documentary Series Concept: "Racing to Glory: The Journey of a Formula 1 Driver"

Episode 1: The Driver's Origin Story

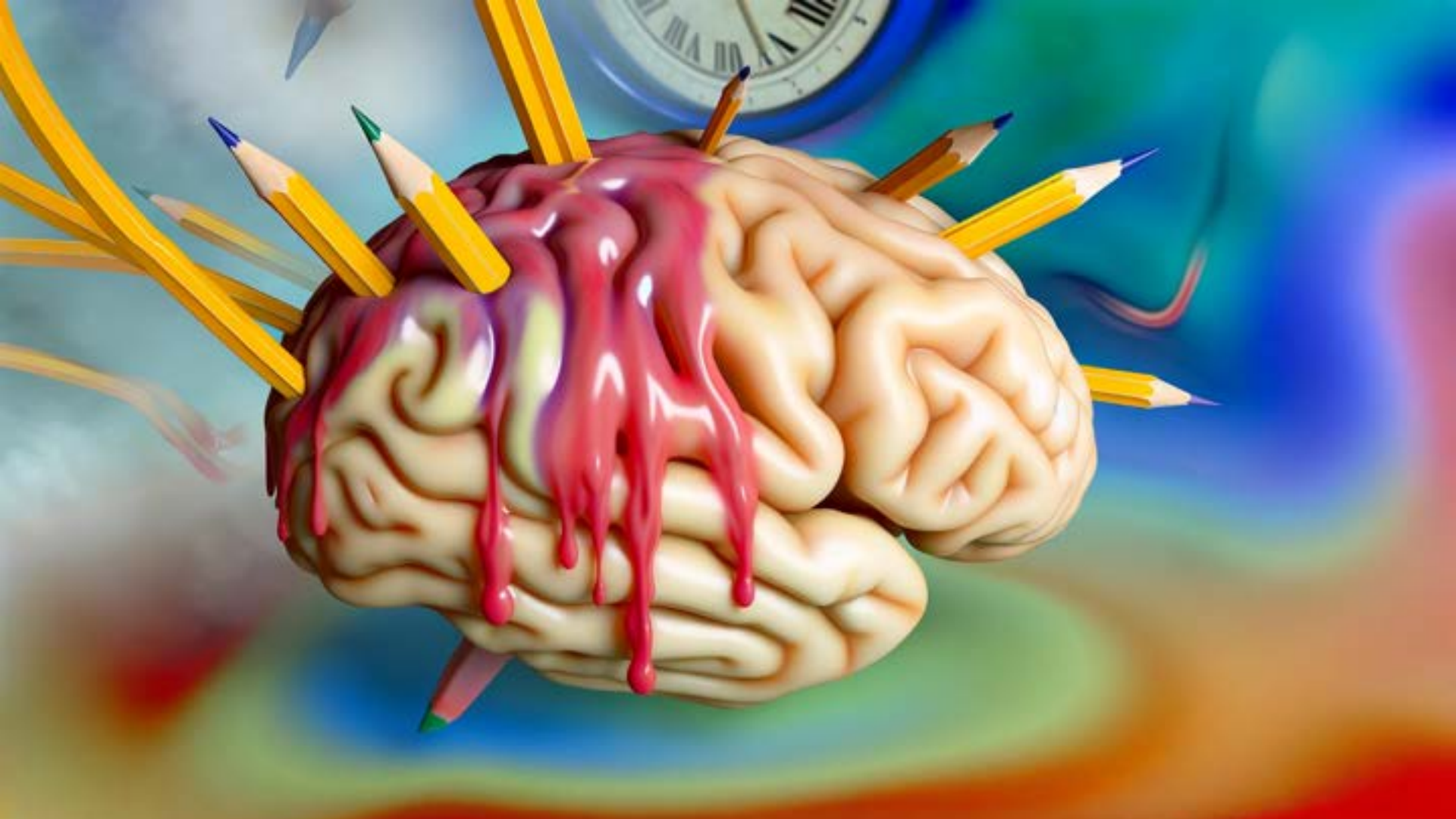
Title: "Born to Race"

Overview:

This episode introduces the protagonist, a Formula 1 driver, exploring his early life, background, and what inspired him to pursue a career in racing. We delve into his childhood, family influences, and the initial spark that ignited his passion for motorsport.

Key Segments:

- Personal interviews with the driver, his family, and mentors.
- Archival footage of his early racing days in karting and junior formulas.
- Insights into his personality, work ethic, and aspirations.



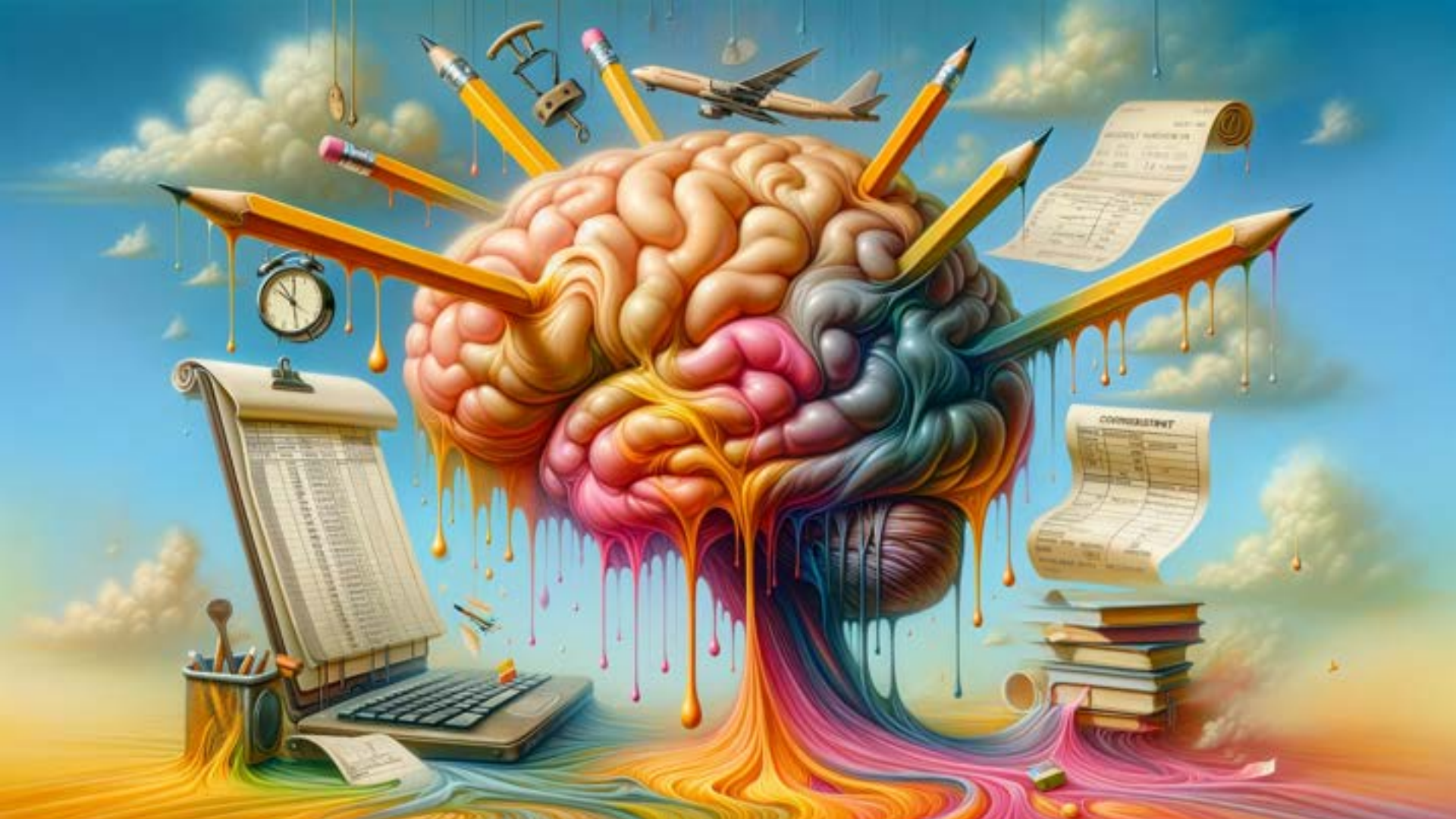
PRE- PRODUCTION

BUDGET

- **200.000 EURO.... Not going to work**

LOGISTICS

- **FLIGHT TICKETS TO BAHRAIN**
- **HOTEL**
- **ORDER EQUIPMENT NEEDED**
- **ACCESS TO RACE**
- **CALL SHEET – when and where**



PRODUCTION







Sora or Veo → What would have happened and what wouldn't have happened!?



SCENE
DATE TAKE TAKE
DENSE DOCC
STORY
SCENE
DUPER

POST- PRODUCTION

Edit.... Not so much

Sound – YES

Translations – YES

PERSPECTIVES

**“BUT ALEXANDER, YOU ARE CHERRY
PICKING!”**





LEARNINGS

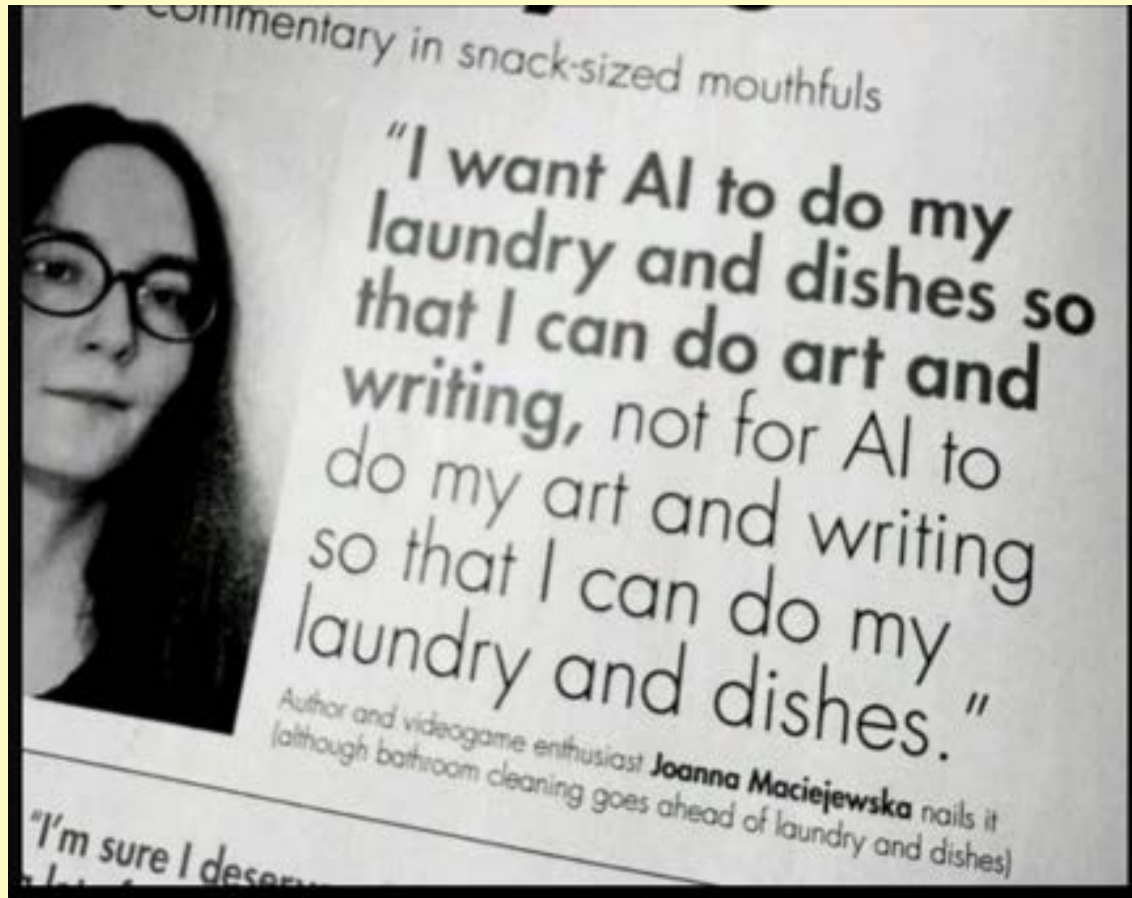


*** Implementation Strategy (WHY, WHAT, WHO)**

*** Be Curious and take baby steps**

*** Remember the process and respect the gaps and the flaws**

*** And psst... REMEMBER THE FUN!**



PROCES TOOLS

DEVELOPMENT

Co-pilot
Chat GPT
Midjourney

PRE-
PRODUCTION

Chat GPT

PRODUCTION

Sora
Veo
In-video

POST-
PRODUCTION

In-video
Chat GPT

STORYTELLING



THANK YOU 😊