

PLUG-AND-PLAY CONTENT KIT

NATIVE CREATIVE PRODUCTION (REMIX & NET NEW)

More than a format or an asset — AI Ads is a system designed to unlock creative outcomes impossible through conventional production.

WHAT IS THIS KIT?

A creative system that turns AI into your always-on production engine

KEY FACT

10–20 unique Reels-first videos delivered in 10 business days, with optional format adaptations scaling to 120+ total assets.

AI-Ads is a plug-and-play content kit that leverages generative AI to produce Reels-native, high-impact video content — either by transforming existing brand assets (Remix) or creating entirely new content from scratch (Net New).

This is not a single tool or format; it is a scalable creative system designed for continuous, innovative, and efficient production.

The kit removes execution as the bottleneck and turns creativity into a scalable, always-on capability. Every concept is built to scale fast and efficiently while maintaining brand consistency across all outputs.

WHY CHOOSE THIS KIT?

AI Ads removes execution as the bottleneck and turns creativity into a scalable system

SPEED

Cinematic impact without cinematic budgets. Go from concept to final asset in 10 business days with no traditional production overhead.

CONSISTENCY

Scalable creative output with brand consistency. Every asset is generated within your brand framework, ensuring cohesion across campaigns and formats.

CREATIVITY

Stand out in saturated feeds with distinctive creative possibilities unachievable through conventional production. Push visual differentiation by deploying disruptive, attention-grabbing content.

IMPACT

Creative exploration and testing without production limits. Accelerate learning cycles by rapidly iterating content assets, ensuring the creative stays optimized and performance-driven.

TWO MODES

Transform validated assets or create from scratch — both paths deliver at scale



REMIX

Transform existing brand assets into Reels-native and multi-format content. Efficiently scale creative volume from validated concepts without the need for new productions.

Ideal when: You have strong performing assets that need fresh creative variations.



NET NEW

Develop entirely new creative concepts from scratch using generative AI. Unlock distinctive creative possibilities unachievable through conventional production.

Ideal when: You need breakthrough creative that pushes visual boundaries.

HOW IT WORKS

A streamlined 10-day process from brief to AI-generated final delivery

Day 0	Brief Reception	CLIENT	Brief received through the platform
Days 1–3	Technical Script Development	WINCLAP	Script development aligned with creative and execution strategy, based on key brief information, cultural insights, and format best practices
Days 4–5	Client Feedback	CLIENT	Synchronous or asynchronous client feedback on creative direction and scripts
Days 6–8	Final Asset Production	WINCLAP	AI-powered production of all video assets
Day 9	Adjustments	WINCLAP	Adjustments, resizes, and iterations based on feedback

Two Reels-based packages with optional format adaptations to maximize your asset library

PACKAGE A

CORE DELIVERABLES

VIDEOS	10 unique Reels-first videos (≤20s) — 9:16
MODE	Remix OR Net New
TIMELINE	10 business days
TOTAL CORE ASSETS	10 unique assets

OPTIONAL ADD-ON

STATICS	Up to 30 statics (9:16 + 4:5 and/or 1:1)
VIDEO OPTIMIZATIONS	Up to 20 video optimizations (4:5 and/or 1:1)
TOTAL WITH ADD-ON	Up to 60 total assets

PACKAGE B

CORE DELIVERABLES

VIDEOS	20 unique Reels-first videos (≤20s) — 9:16
MODE	Remix OR Net New
TIMELINE	10 business days
TOTAL CORE ASSETS	20 unique assets

OPTIONAL ADD-ON

STATICS	Up to 60 statics (9:16 + 4:5 and/or 1:1)
VIDEO OPTIMIZATIONS	Up to 40 video optimizations (4:5 and/or 1:1)
TOTAL WITH ADD-ON	Up to 120 total assets

What we need from you to guarantee on-time, high-impact delivery

01 DAY-ZERO DECISION MAKER

A designated Point of Contact (POC) with final decision-making power must be assigned from the start to prevent bottlenecks and guarantee timeline compliance.

02 THE 24-HOUR FEEDBACK RULE

Each stage requires a client validation window of maximum 24 hours to maintain sprint momentum. Delays will extend the overall process and risk performance impact.

03 STRATEGIC & ASYNCHRONOUS EFFICIENCY

We utilize a single synchronous session for strategic insights and creative definitions. The rest of the workflow is platform-asynchronous, with direct communication channels fully enabled.

AI-NATIVE SPECIFIC CONSIDERATIONS

AI Brand Compliance

The client must define any specific brand restrictions regarding AI-generated content prior to the strategic pre-work phase.

Markets' Regulatory Alignment

All local government regulations (e.g., restrictions on specific products, monuments, or age-gated content) must be disclosed during the AI-Driven Brief Ingestion. Early alignment prevents late-stage legal friction.

Clients' Assets Ingestion

To ensure high-fidelity AI generation, all brand references, product imagery, and activation materials must be shared before the Creative Process begins.

Important: All AI-Native offerings must be invoiced and paid directly by the Client to Winclap due to Meta's Policy.

Creative Examples

- Product based animations
- Dynamic yet realistic scenarios
- AI to **enhance**



- Impossible outcomes
- 100% AI Generated
- AI to **create**

It's Your World.

Let's build your creative strategy together.