

● STARTING SOON



Google Ads Creative Mastery

The AI-Powered Edge



October 2025

Your Google Team



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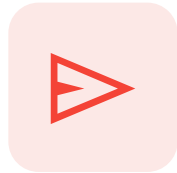
Global Product Lead
Google Ads Creatives



Matz

EMEA Product Lead
YouTube Ads Creatives

Before we **start**



Submit your Questions

We'll get to as many of your questions as we can.



Share your Feedback

After we wrap, use the feedback form on the screen to let us know how we did.



Register for upcoming events



Agenda

01

The Power of Creative

5 min

02

Drive Asset Variety

5 min

03

The Creative Process

10 min

04

Creative Product Spotlight

25 min

05

Q&A

15 min

01

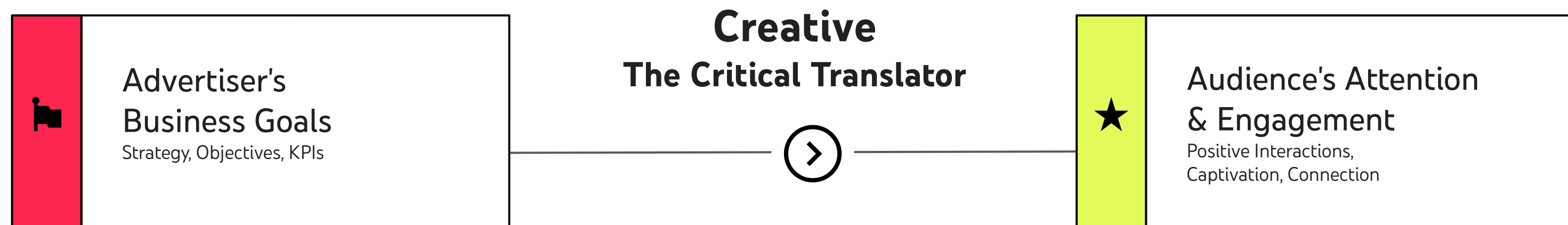
The Power of Creative. And why it matters.



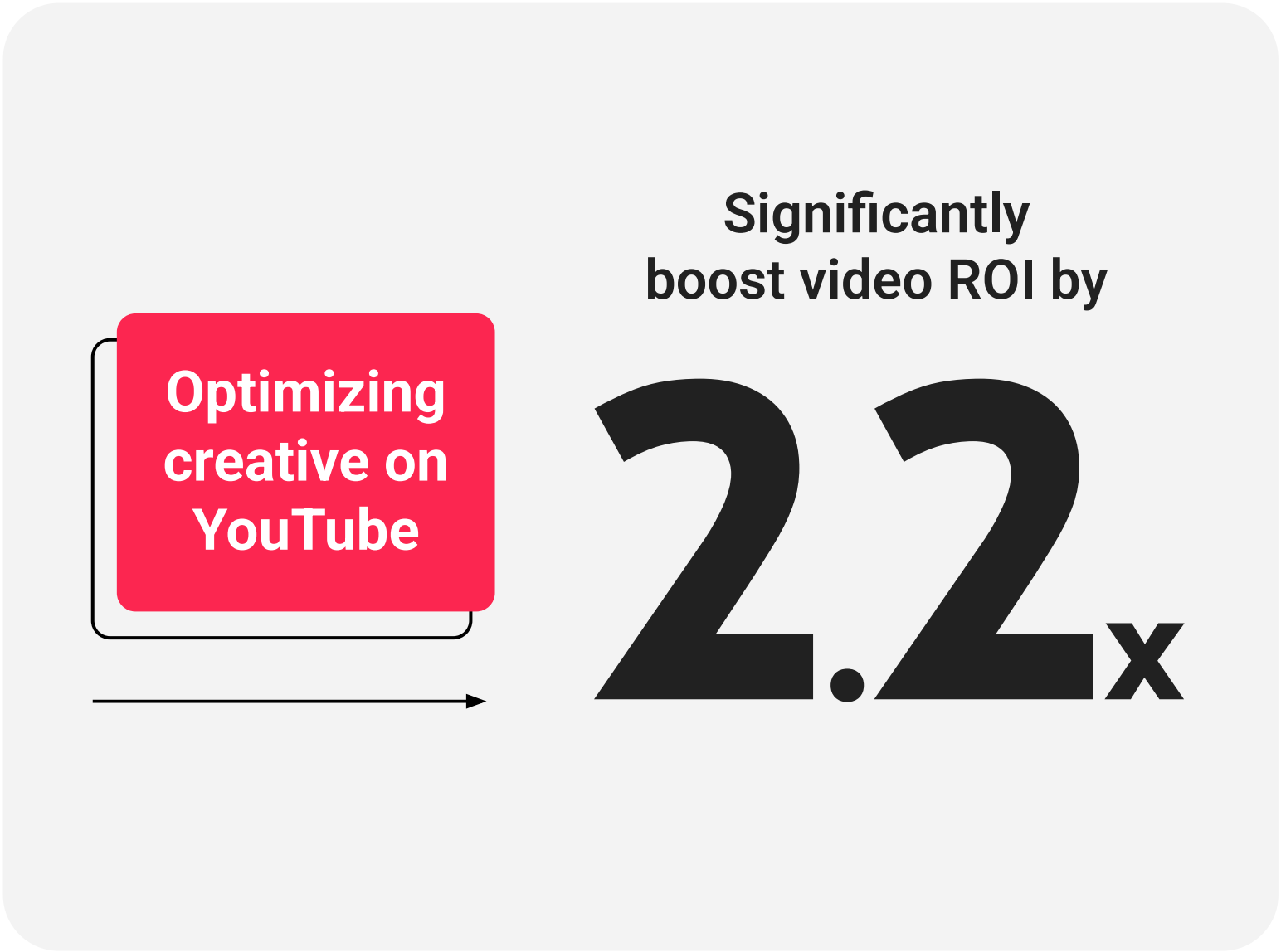
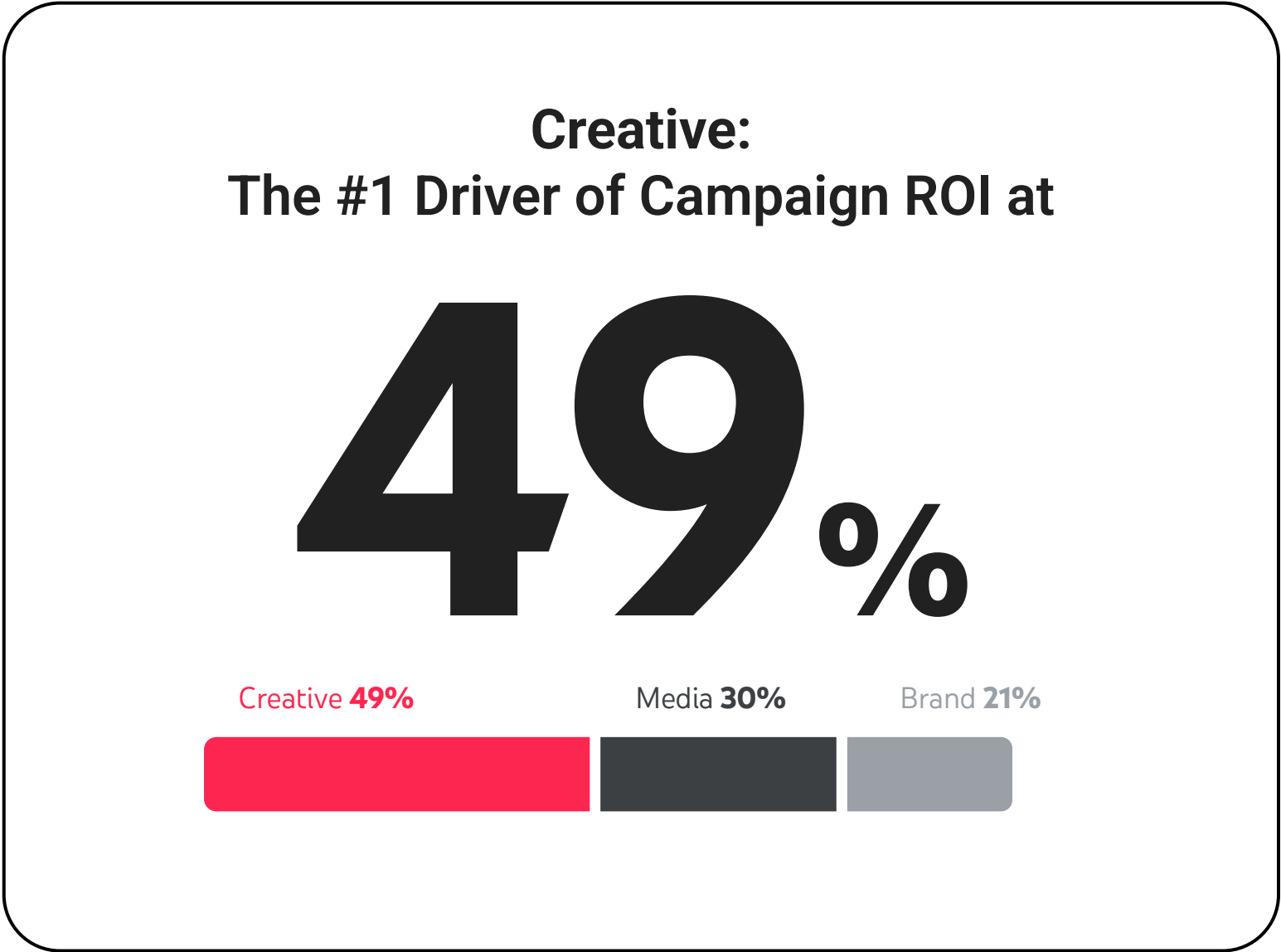
Media gets your ads seen.
Creative makes them matter.
And when ads matter, everyone wins.

And that's why we bring you tools and proven insights
to maximize your impact and foster growth.

Creative is a **critical translator** –
from business goals to audience attention, it strategically expresses your
brand, message, and objectives.



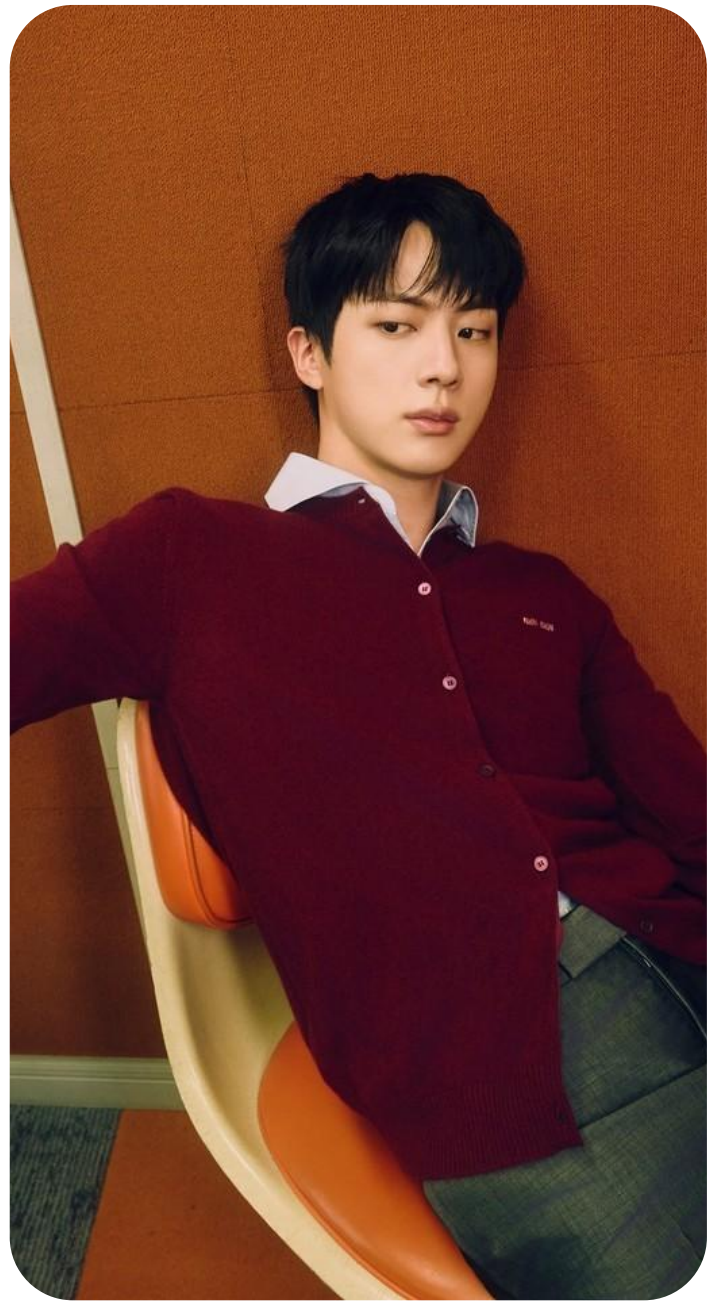
Optimizing creative drives higher ROI.



(a) A [Nielsen Catalina Solutions study](#) claims that creative is the highest contributor (49%) to campaign ROI. (b) [Ekimetrics](#) conducted an independent study revealing that 60% of YouTube's sales contribution is attributable to creative features and that enhancing these features and transitioning from "poor" to "optimal" creative can significantly boost ROI by up to 2.2 times.

02

**Drive Assets
Variety. Make
Better Ads.**



Core Principles for Campaign Effectiveness

01

Asset Variety

Ensure maximum coverage across all screens and placements.

02

Make Better Ads

High-quality ads that are relevant and engaging for viewers.

Drive Asset Variety: Use this guide to create the optimal mix of assets for each campaign type.

Video Reach Campaign

Maximize reach to get your message seen by as many unique people as possible.

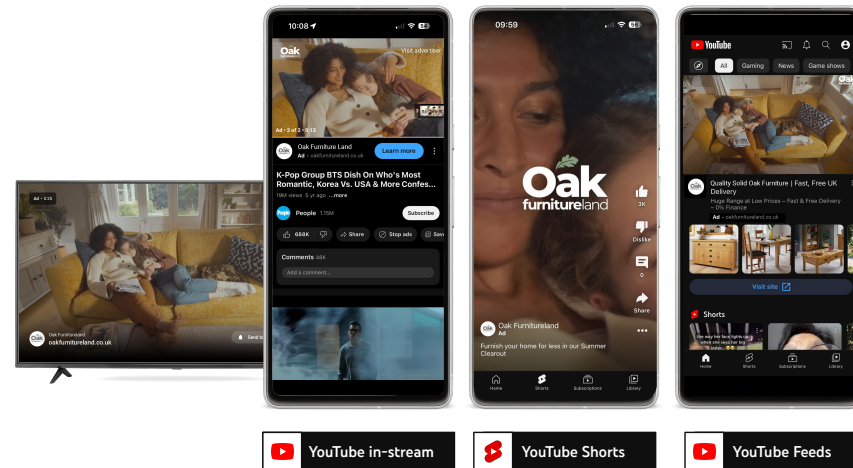
Video View Campaign

Drive Consideration by fostering deeper connection and interest with your brand.

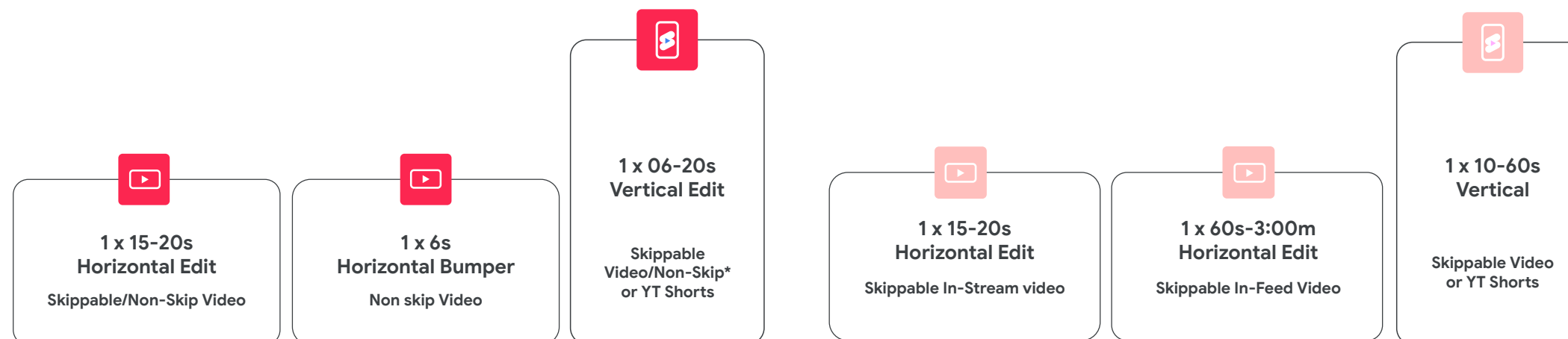
Demand Gen

Create and convert demand by capturing audience attention across YouTube & Google's most visual surfaces.

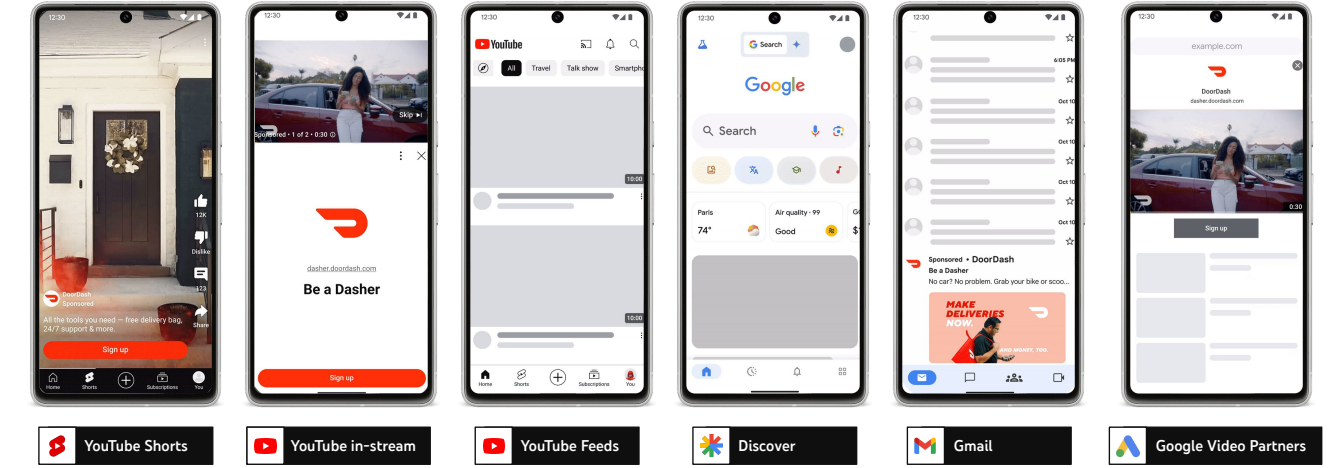
FORMATS



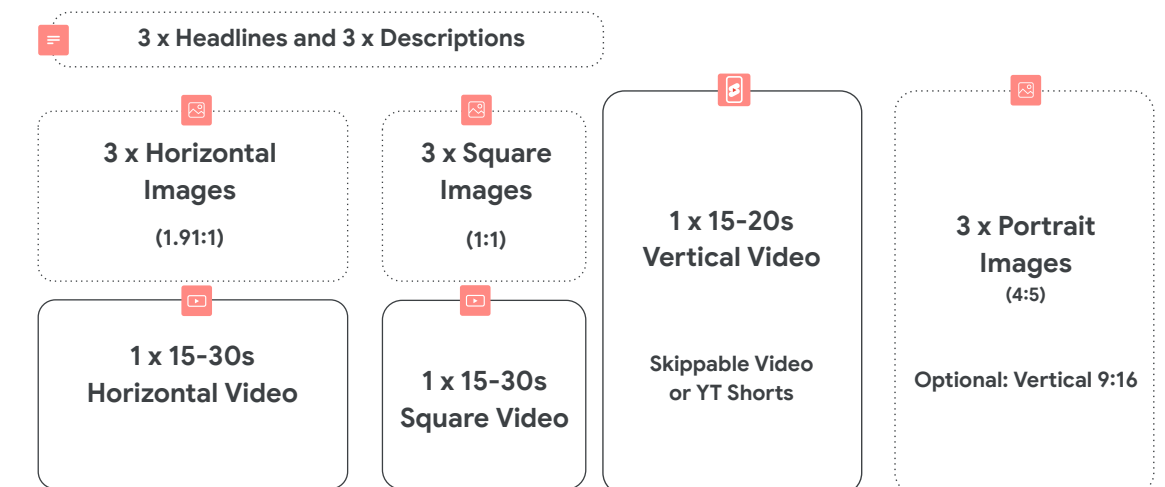
RECOMMENDED ASSETS



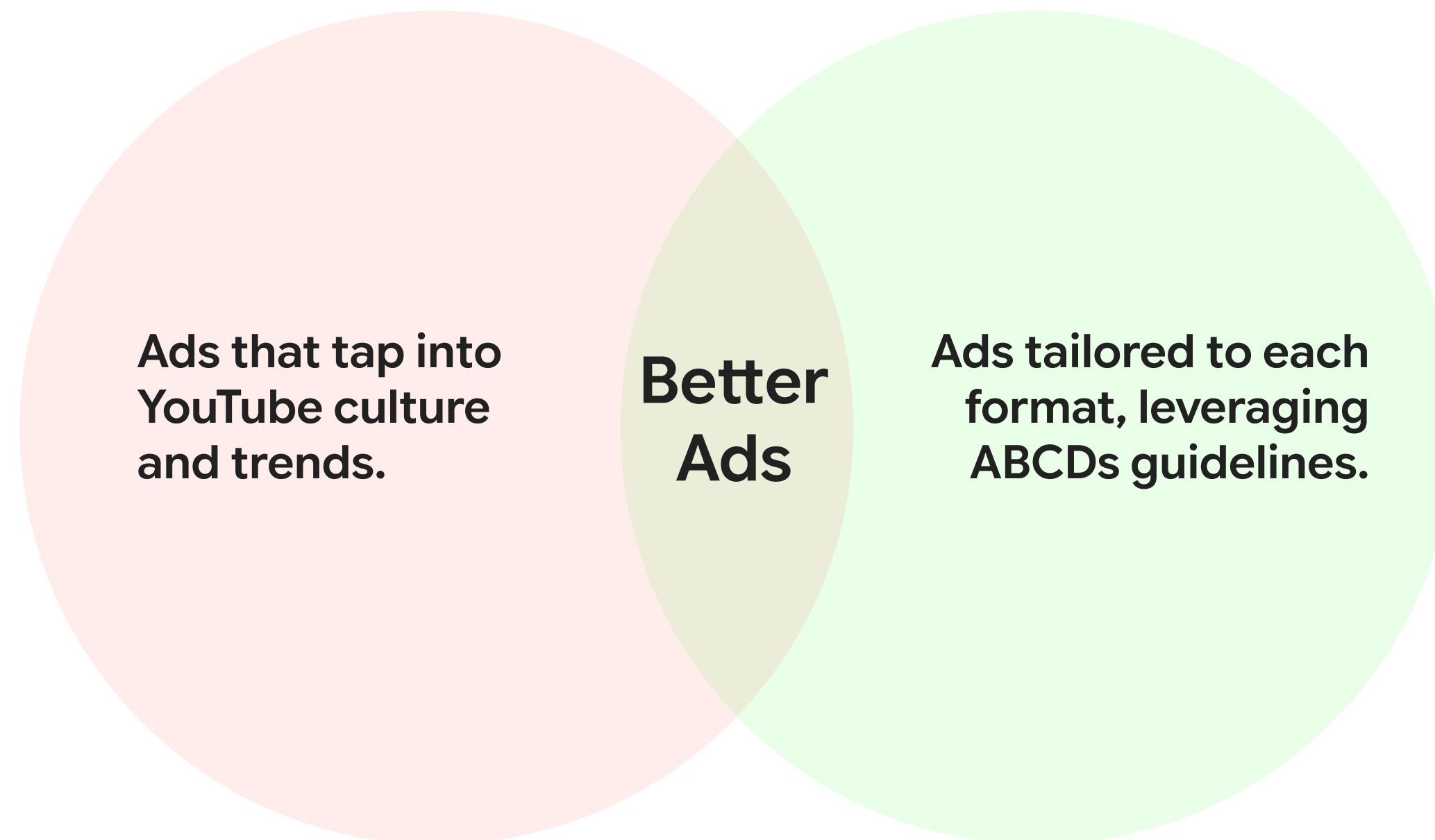
FORMATS



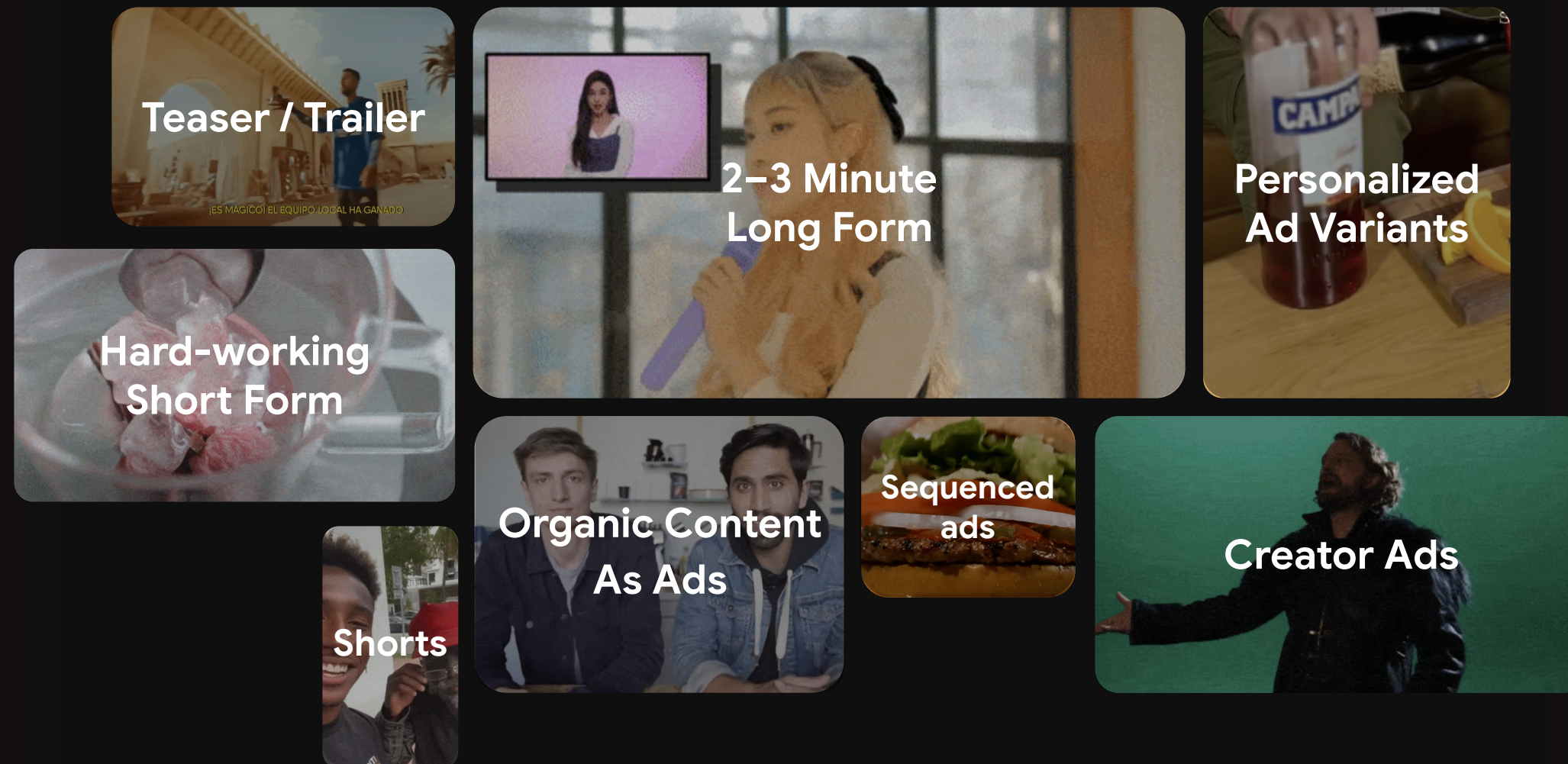
RECOMMENDED ASSETS



Make Better Ads: Deliver high-quality, relevant, and engaging ads built for YouTube.



The creative possibilities have never been more exciting

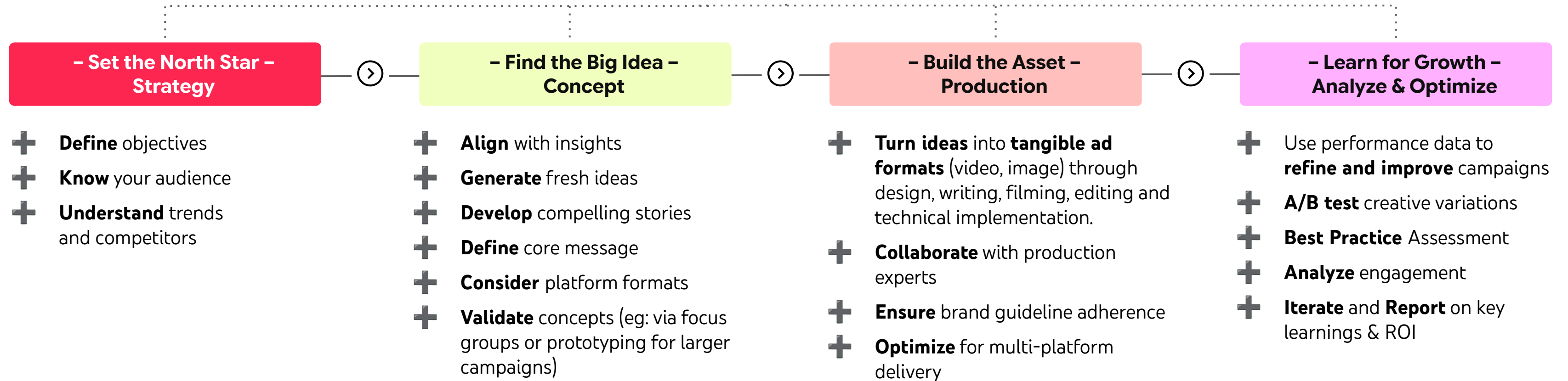


AIM FOR A CREATIVE ECOSYSTEM

03

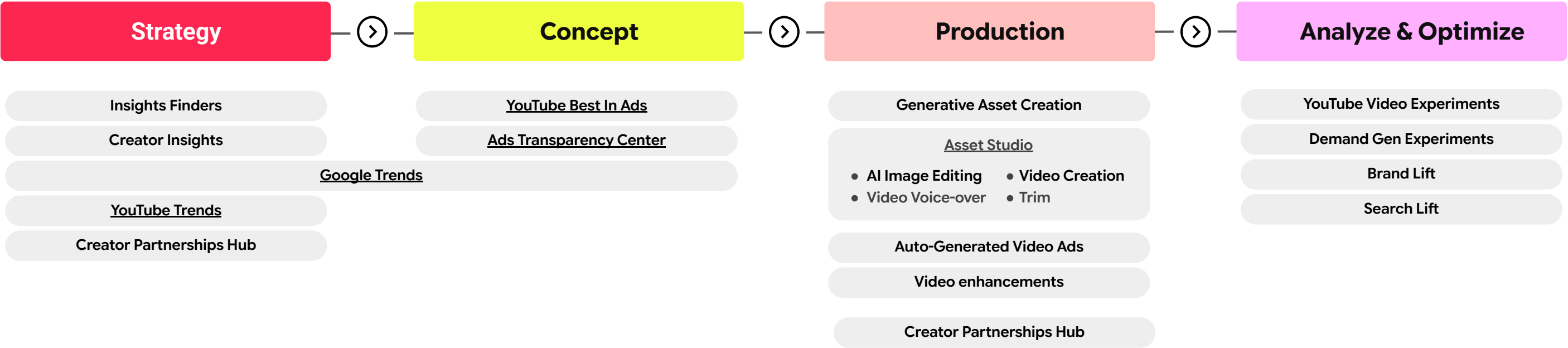
The Creative Process: How Google Helps.

The Creative Process



Google Creative Products:

Helping You at Every Stage of Your Creative Journey



How GenAI powers our creative production suite.

Powered by DeepMind GenAI models | Fine-tuned for advertising use cases



High quality image generation and editing.

Generative Asset Creation

AI Image Editing



Exceptional video generation, editing and advanced camera controls.

Video enhancements



- Lyria - high quality music
- Multi-speaker voices and voice cloning (coming soon)

Video Voice-over

Video Ads Dubbing

Auto-Generated Video Ads

Advertiser GenAI Access Guide

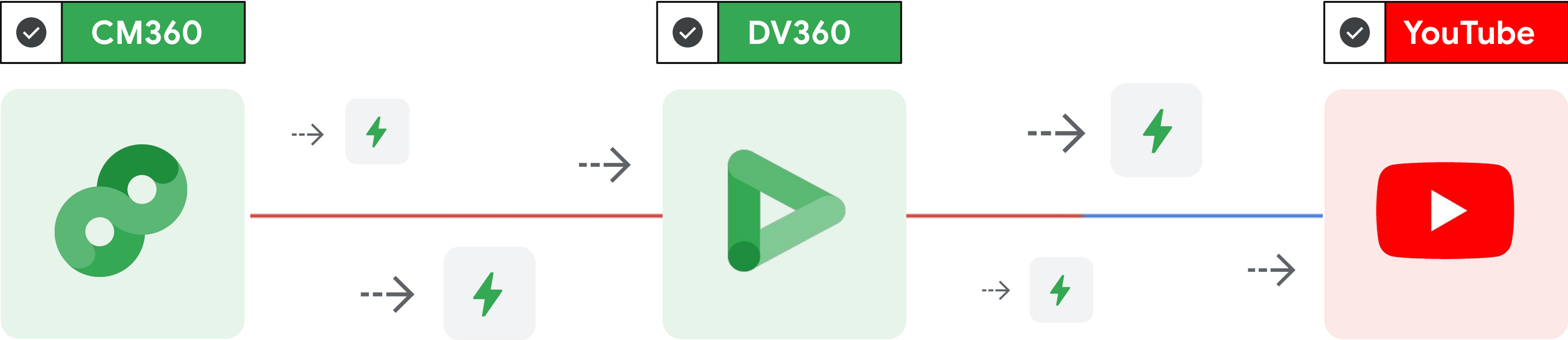
Criteria	Google AI Subscription*			Google Cloud Platform	3P Creative Partners	Google Ads
	Veo & Imagen in Gemini	Whisk	Flow	Image, Video and Audio GenAI models in Vertex AI	Image, Video and Audio models via 3P	Image, Video and Audio GenAI solutions
Who is it for and when to use it?	Independent creatives, small teams and production houses who are interested in experimenting and prototyping with these GenAI applications. <i>*This subscription would require post-production for a finished ad and there are limits on monthly asset generation.</i>			Advertisers and agencies who are ready to integrate this GenAI models into their internal creative workflows	Advertisers looking for a scalable way to use these models in their development process but don't have the capabilities or desire to do it in-house	Advertisers looking for ready to use GenAI ads solutions and are open to authoring assets in Google Ads
Primary Function	High-quality AI video and image generation from text or images.	Visual-first AI image generation and short-form animation.	A comprehensive AI filmmaking tool for building cinematic narratives.	An enterprise-grade platform for building and deploying custom AI apps.	Specialized vendors providing comprehensive AI creative services integration	An advertiser's first-party platform to deploy ads-ready creatives.
Key Use Cases	• Generate professional-quality image and video assets with synchronized audio. • Create product testimonials, demonstrations or brand stories.	• Quickly generate marketing visuals and branded content. • Produce short, animated video loops from static images for social media.	• Craft cinematic scenes and stories with consistent characters and objects. • Build cohesive, multi-shot narratives for storytelling.	• Integrate AI into existing ad tech stacks. • Automate the production of thousands of personalized video ads. • Build custom AI tools for visual content generation. • Maintain data privacy and security with enterprise-level controls.	• Integrate AI into existing ad tech stacks. • Automate the production of thousands of personalized video ads. • Build custom AI tools for visual content generation. • Maintain data privacy and security with enterprise-level controls.	• Generate AI images (Imagen) • Future integrations to come that will feature safeguards in place to ensure ad-friendly video creation (Veo)
Input Method	Primarily uses detailed text prompts, but also supports image-to-video generation.	Primarily uses visual prompts (subject, scene, style images) instead of detailed text prompts.	Uses natural language prompts to describe shots and manage a library of "ingredients."	Programmatic access via API calls (Python, JavaScript, etc.), allowing for integration with other systems.	Programmatic access via API calls (Python, JavaScript, etc.), allowing for integration with other systems.	Text to Image. Image to Video and Text to Video coming soon
Billing	Monthly Google AI Plan*	Monthly Google AI Plan*	Monthly Google AI Plan*	Based on consumption	Based on service needs	Free

04

Creative Product Spotlight

Quick GMP API Update

Powering seamless activation on YouTube



Leverage 1 video creative across publishers and platforms



Upload

Upload directly to CM360
centrally swap assets



Activate

Leverage the same video asset
across inventory types



Measure

Track asset level performance
across YouTube & other platforms

What to expect with the new **GMP YouTube workflow**



Timing: Expected Q4 2025



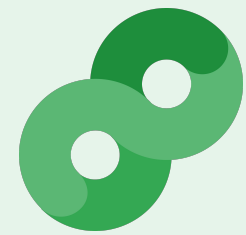
Availability: Closed beta

More information on how to apply to come



Benefits:

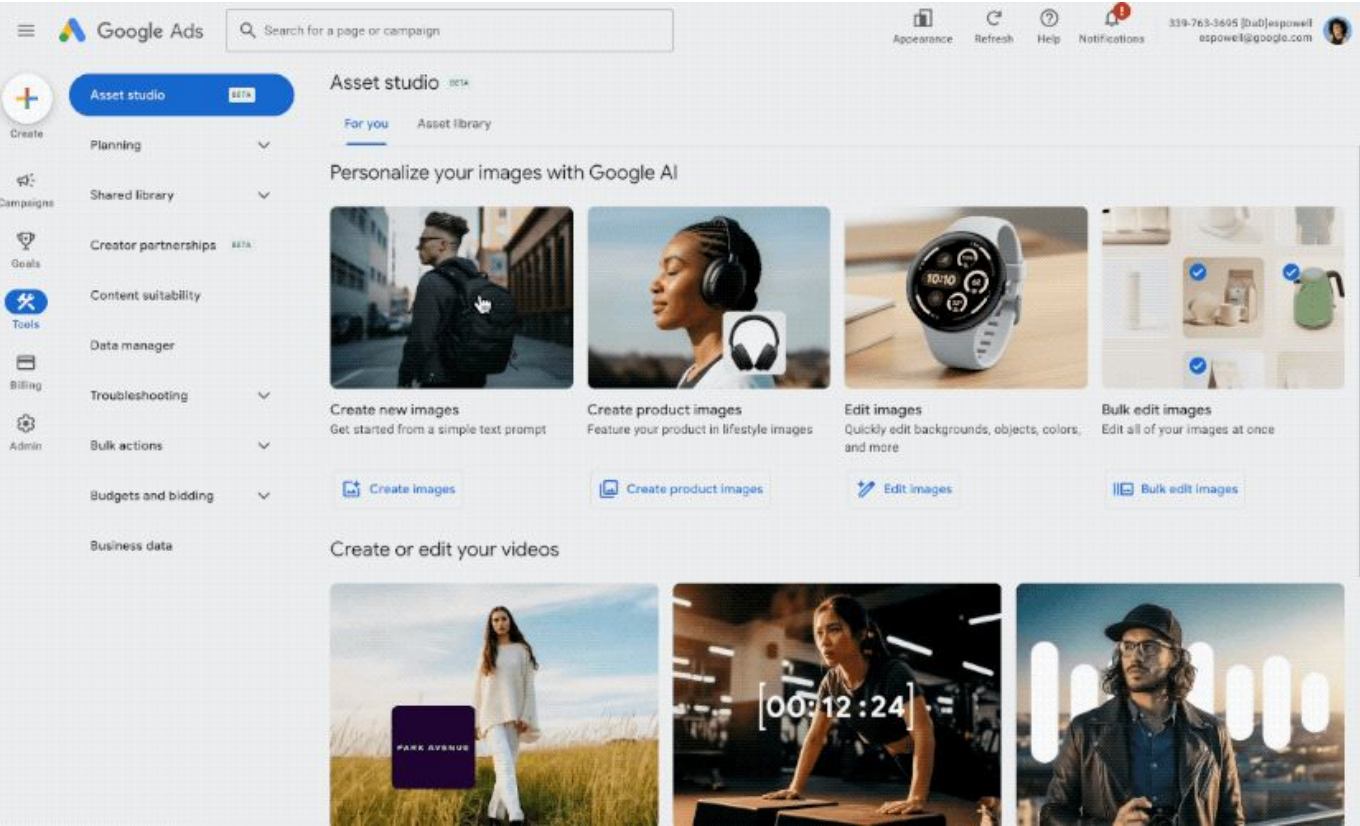
- Streamlined workflows across YouTube and other inventory
- Single point of creative ingestion for GMP
- Centralized asset level reporting across inventory types
- Simplified creative management



Where should I go to see our Gen AI creative solutions?

Asset Studio

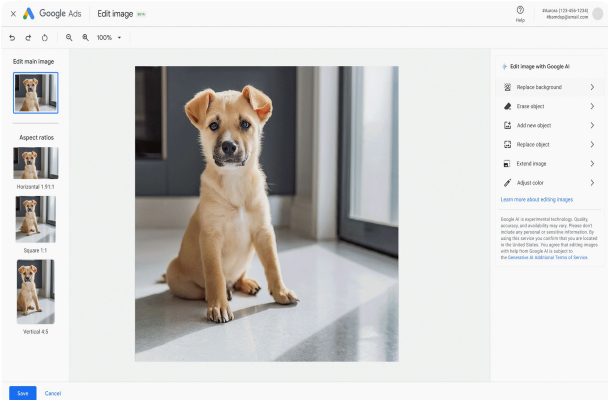
Asset Studio is a creative workspace designed to help you build high-performing campaign assets. It unifies Google's latest GenAI image and video creation tools into a single platform for all your ideation and editing needs. The integrated asset management system allows you to generate shareable links, making it simple to review creative and collaborate with your teams.



Tools available in Asset Studio:

AI Image Editing

Modify your images and create high-performing ad assets.



Trim

Adjust existing videos into shorter clips for various ad formats.



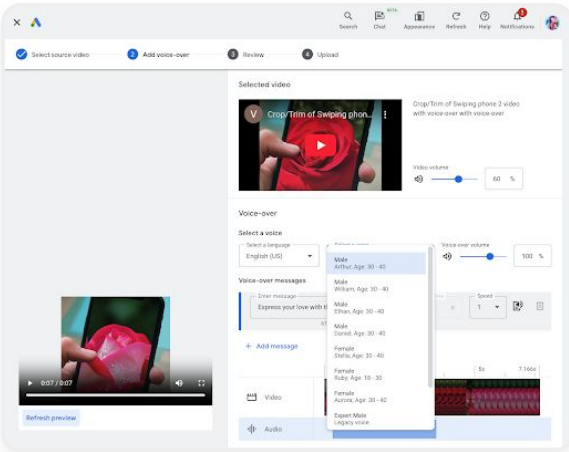
Video Creation

Create professional, campaign-ready video ads.



Video Voice-Over

Enhance any video ad with a professional, high-quality voice-over.



Creative Product Availability

Standalone

In Google Ads

Video Reach Campaign

Video View Campaign

Demand Gen

PMax

All Campaign Types

Status:

General Availability

Markets/Region:

Global

Language: +12 Languages (depending on the service)

I don't have time or resources to create all the required assets for my campaign.

AI Image Editing

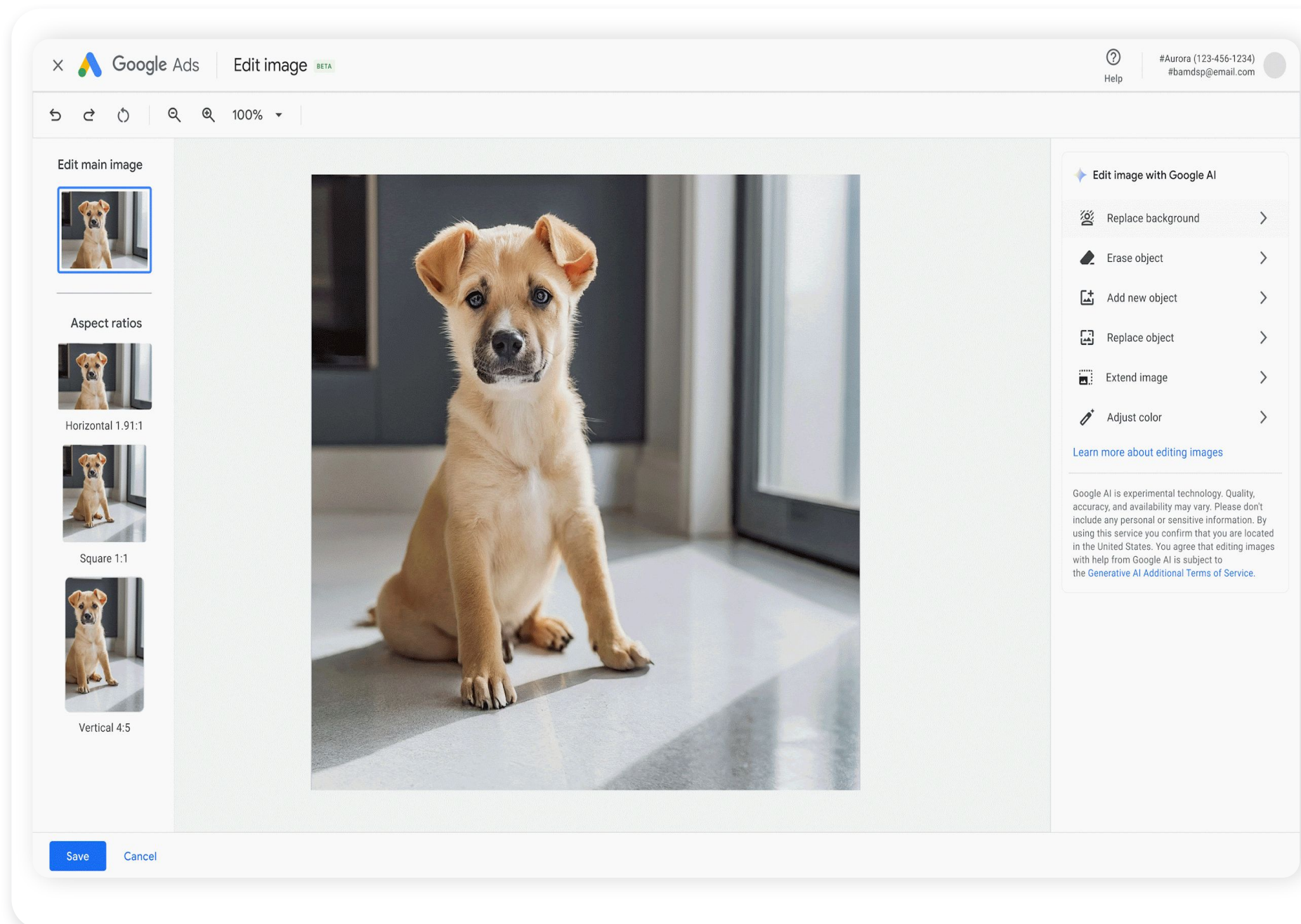
Quickly generate asset variations

Create multiple versions of a single base asset using generative AI to replace the background, swap elements of existing images, or extend image borders to cover all aspect ratios.

The image editor gives you control over the assets you create. This AI functionality makes it faster and easier to create new assets, leaving you in control of what to create and which images to use in your ads.

New features including bulk editing and prompt assistance are now fully launched within the tool.

Target Audience: All advertisers and agencies that need to do last mile edits, or lack creative resourcing to generated and edit images for their campaigns.



Product Availability

Standalone

In Google Ads

Video Reach Campaign

Video View Campaign

Demand Gen

PMax

All Campaign Types

Status:

General Availability

Markets/Region:

Global

Language: English, Spanish,
Dutch, German, French, Italian,
Portuguese, Japanese

Example: Automatic suggestions

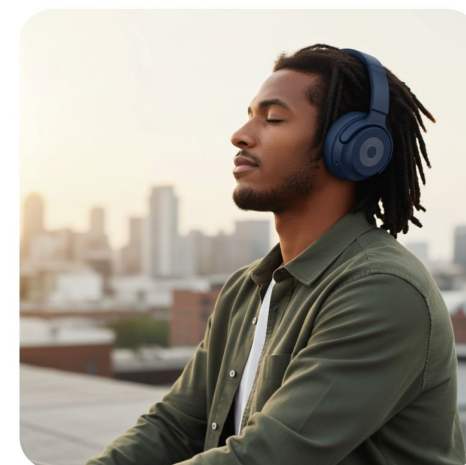
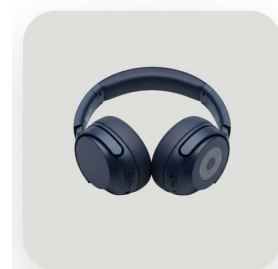
Generative Asset Creation

Create high-performing ad assets in seconds. In addition to generating images from text, you can now use our new capability to transform your product photos into compelling lifestyle imagery.

Advertisers can choose:

Automatic suggestions	Get text, image, and sitelink suggestions directly in ad creation flows.
Text-to-image	Generate new, custom images instantly from a text prompt.
New Generate images with your product	Use your website URL or upload 1-3 product photos to automatically create custom lifestyle scenes featuring your brand's products.

New



Example: Generated images with your product

Product Availability

Standalone

In Google Ads

Video Reach Campaign

Video View Campaign

Demand Gen

PMax

Search

All Campaign Types

Status:

General Availability

Markets/Region:

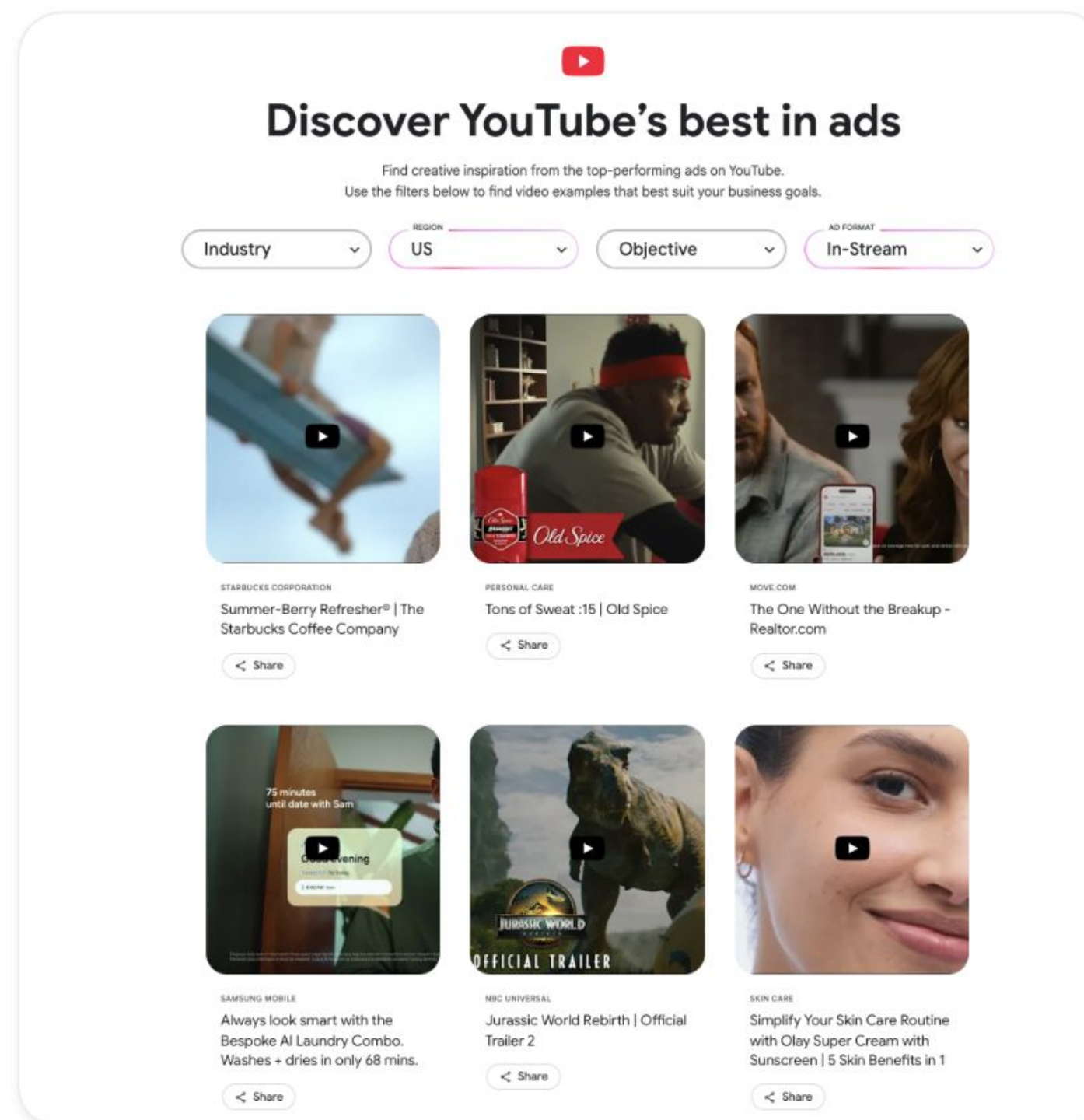
Global

Language: English, Spanish, Dutch, German, French, Italian, Portuguese, Japanese

Are there any fresh examples of good ads on YouTube?

YouTube Best In Ads

In order to inspire all customers to make great ad creative for the YouTube platform, they first need to understand what great looks like.



Product Availability

☒ Standalone☐ In Google Ads☐ Video Reach Campaign☐ Video View Campaign☐ Demand Gen☐ PMax☐ All Campaign Types

Status:

General Availability

Markets/Region: US, UK, JP, KR, AUS/NZ, BR, FR, GE, IN & CA

Language: All

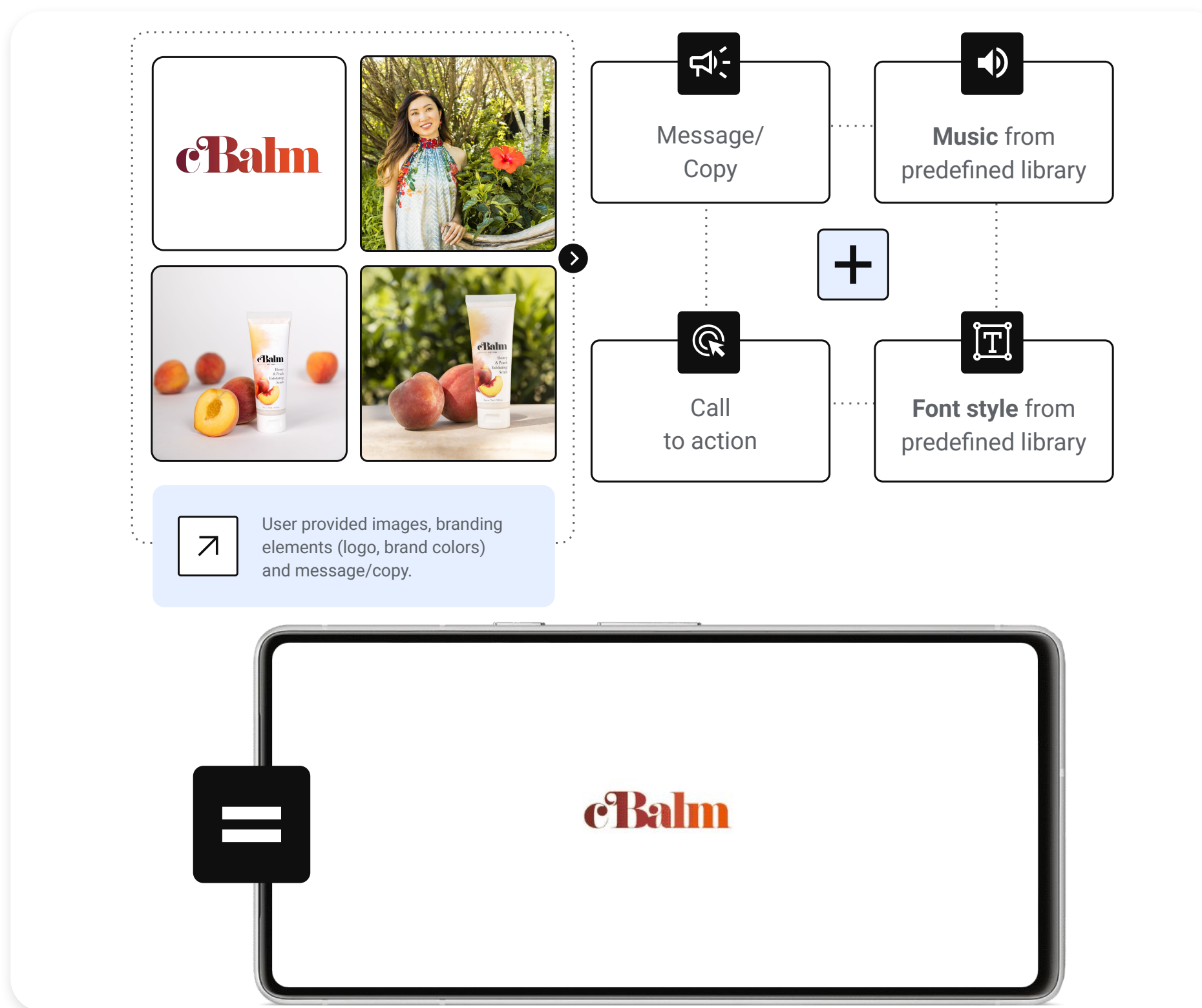
yt.be/bestinads

Where do I even start if my client doesn't have a video asset?

Video Creation in Google Ads

A free, self-service tool that empowers advertisers to **quickly produce horizontal and/or vertical video ads** directly within the Google Ads platform.

Contact Your Google Representative to learn more.



Product Availability

Standalone

In Google Ads

Video Reach Campaign

Video View Campaign

Demand Gen

PMax

All Campaign Types

Status:

General Availability

Markets/Region:

Global

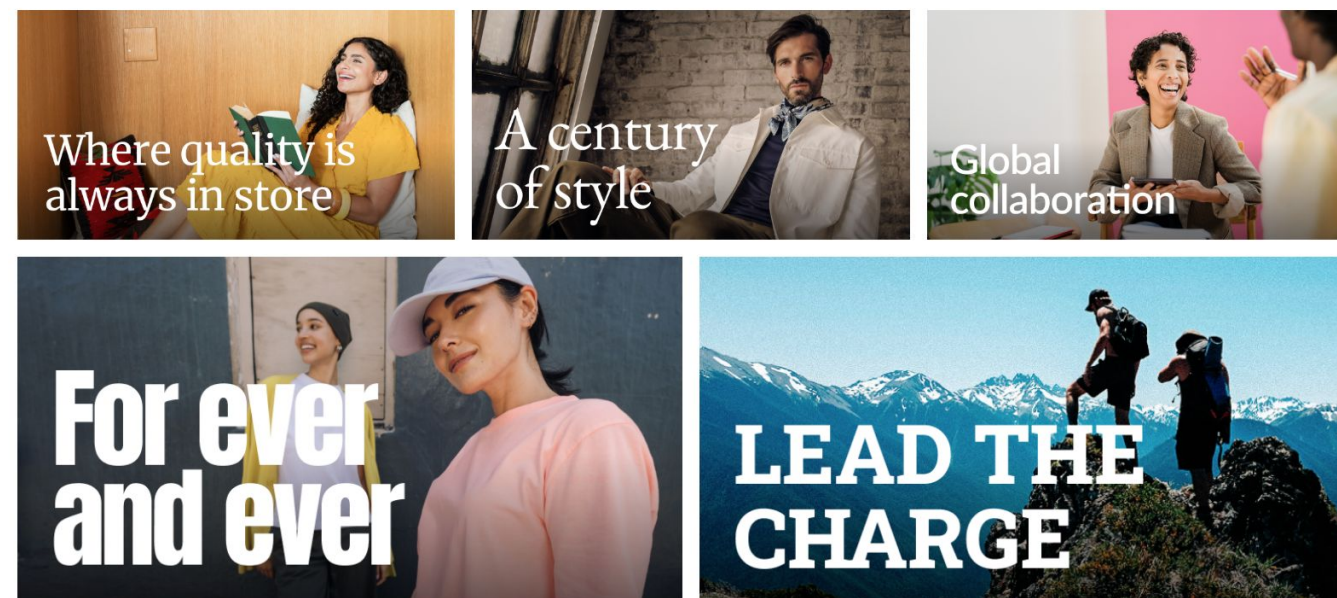
Language: All

My client's assets are finite. Can Google fill in their gaps?

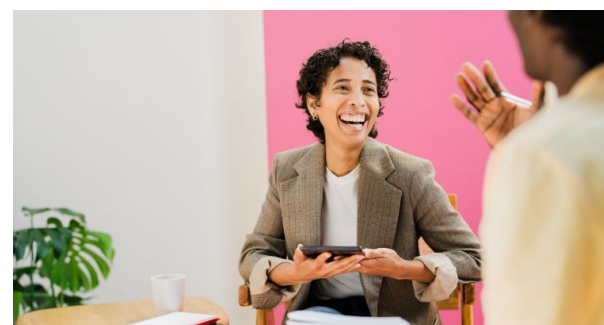
Image Enhancements

- Advertisers often struggle to provide all image aspect ratios required across YouTube, limiting where their ads can appear. Plus, their ads don't always blend in well with organic content, decreasing engagement and performance.
- Image Enhancements use Google AI to automatically create additional versions of your customer's images to solve this, for example by adding text-overlays to your customer's images on the YouTube Feed, making ads look better and perform more effectively and/or animating images into short videos.

Adaptive Layouts (available on DemandGen)



Animated Images (available on ACi)



Before



After

Product Availability

Standalone

In Google Ads

Video Reach Campaign

Video View Campaign

Demand Gen

PMax

ACi

All Campaign Types

Status:

General Availability

Markets/Region:

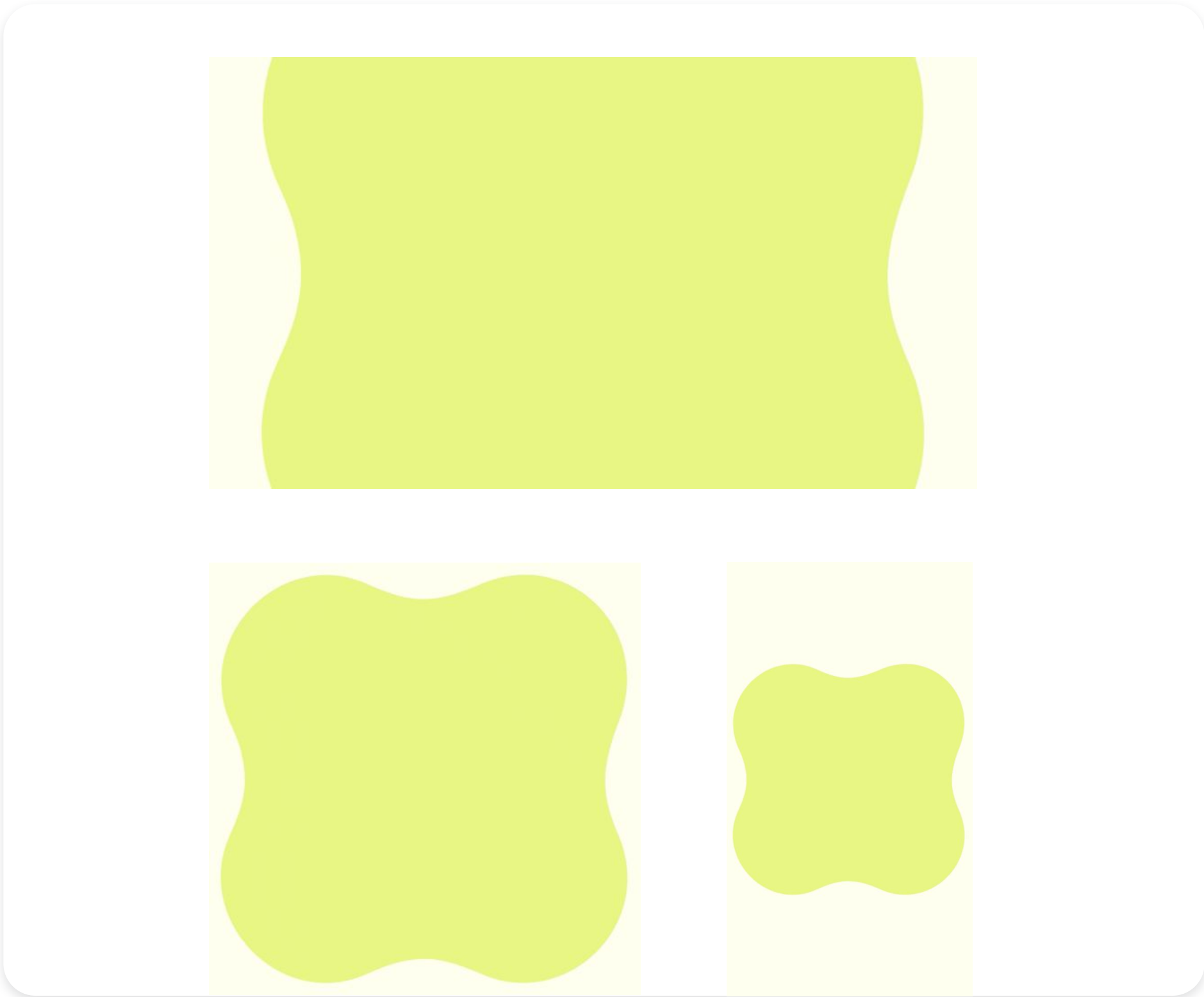
Global

Language: All

Auto-Generated Video Ads

Effortlessly maximize coverage with AI-created videos in all formats.

Google AI automatically generates professional, campaign-ready video ads in multiple orientations using only your existing assets (images, text, etc.).



Product Availability

Standalone

In Google Ads

Video Reach Campaign

Video View Campaign

DemandGen

PMax

ACi

All Campaign Types

Status:

General Availability

Markets/Region:

Global

Language:

All

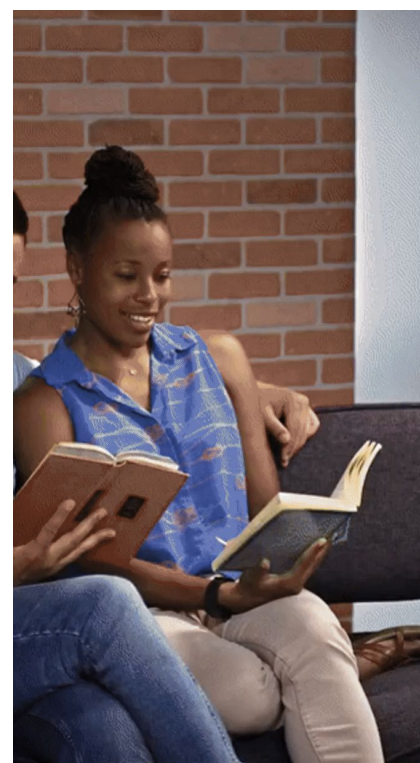
Video Enhancements

Automatically optimize your video ads for better placement and performance.

Google AI enhances your existing video to create additional versions (e.g., shorter cuts or vertical formats) for optimal performance everywhere.



Original (before enhancement)



Output w/ Model 1 (zoom-in)



Output w/ Model 2 (extend scene)

*currently only available in app campaigns

Product Availability

Standalone

In Google Ads

Video Reach Campaign

Video View Campaign

Demand Gen

PMax

ACi

All Campaign Types

Status:

General Availability

Markets/Region:

Global

Language: All

Leverage Demand Gen Experiments to answer some of these questions

Creative

Which video length drives the best performance for my campaign goal?

What call to action drives the best performance?

Which creative asset drives the best performance for my goal?

How does running video + image ads together in one campaign drive performance versus standalone video or image campaigns?

How does creative personalization tailored to a specific audience drive performance?

How does a new creative asset drive performance compared to my always-on creative?



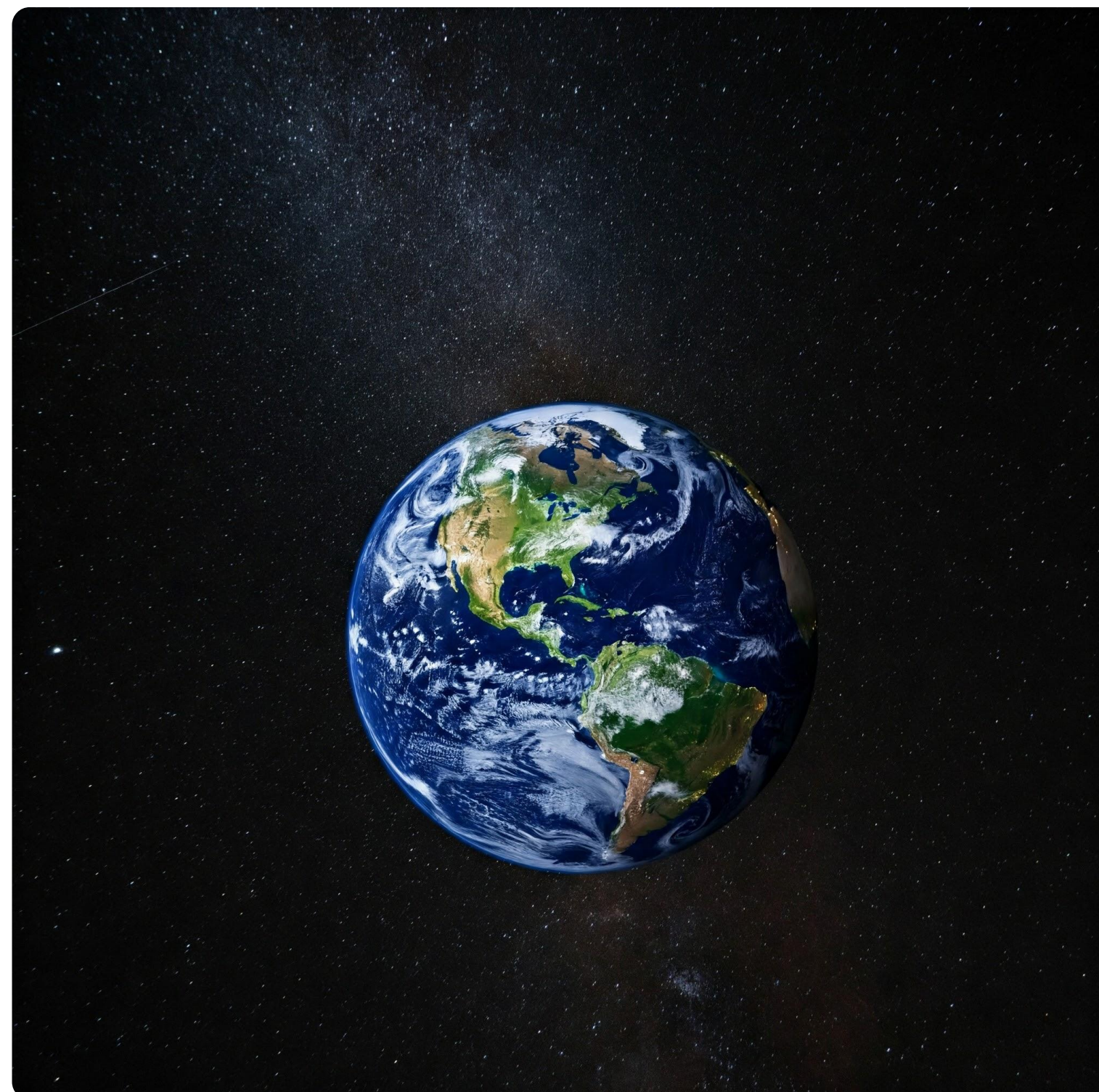
Video Ads Dubbing

Effortlessly expand the language coverage of your video ads

Google AI supported by expert human reviewers lets you generate naturally-sounding dubbing in 30 locales.

- Free for advertisers
- Video in, video out - providing original transcript and background audio is optional
- Typical turnaround time is up to 3 days
- Request via your Google PoC

Supported languages: Arabic (MSA), Dutch, English (US, UK, Australia, India), French (France, Canada), German, Hindi & 6 Indic Languages, Indonesian, Italian, Japanese, Korean, Mandarin Chinese, Norwegian, Polish, Portuguese (Brazil), Spanish (LATAM, Spain), Thai, Turkish, Ukrainian, Vietnamese



Product Availability

Standalone

In Google Ads

Video Reach Campaign

Video View Campaign

Demand Gen

PMax

All Campaign Types

Status:

General Availability via Google PoC

Markets/Region:

Global

Language: 25 languages, 30 locales

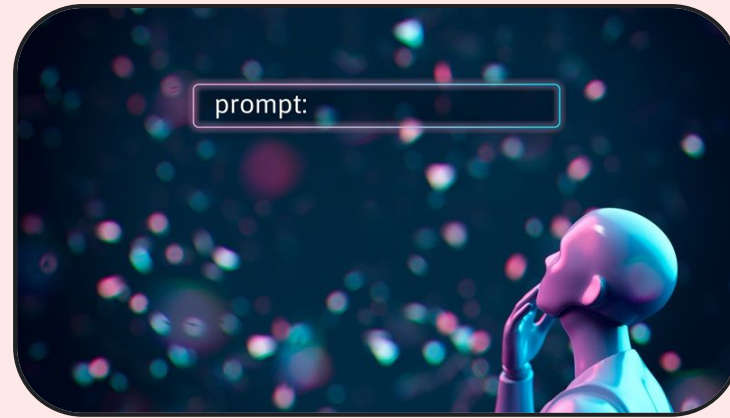
Best Practices for Creative Prompts

The Art of Prompting



Clarity in language

Make every word count and avoid writing the way you speak to avoid confusing the machine. **Be as clear and as direct as possible.**



Detailed prompt

Vagueness leaves it to the machine to interpret prompts the way it wants. Be as **detailed and descriptive** as possible so you maintain control over the output.



One scene

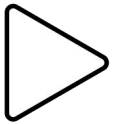
Trying to do too much in a single prompt for an 8-second clip will likely result in a muddled or incomplete depiction of one small part, or a very rushed and incoherent sequence. Instead, **generate each distinct part as a separate clip as needed.**

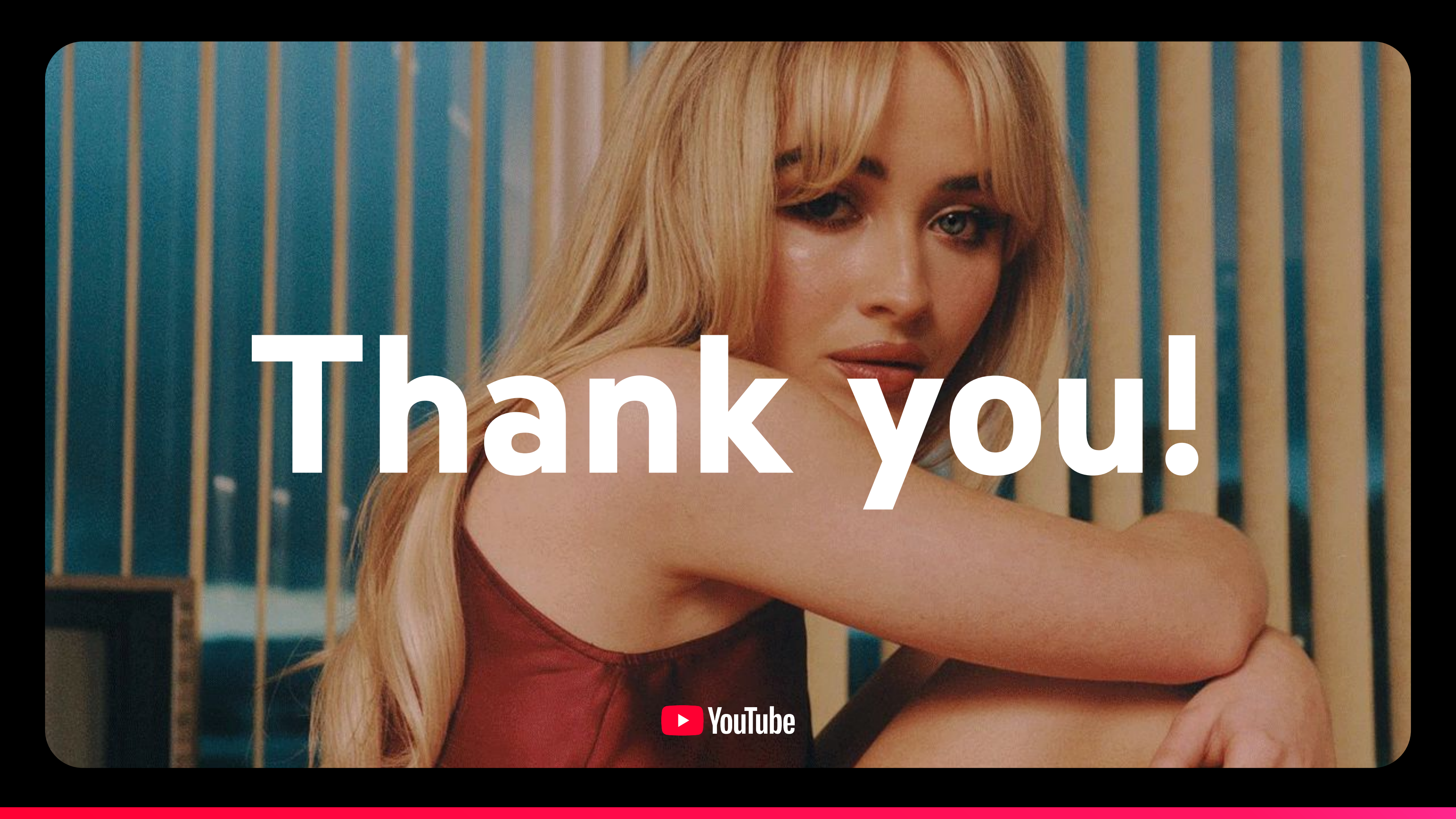


Iterate & experiment

Start with your base prompt. Monitor the output, then tweak the outputs accordingly based on the prompt adherence.

Key Resources & Takeaways for You

-  Have a wide variety of creative assets *Rule of 3'* and Apply the ABCD creative best practices [available on Think with Google](#)
-  Leverage the best of Google AI across the entire **Creative Process**, from *strategy - concept - product - analysis & testing*
-  Address your creative-pain points with our Google Ads solutions. Start your journey with our **new! Asset Studio** in Ads
-  Check out what's **Best in Ads** on youtube (yt.be/bestinads) and Learn how to prompt like a pro [Prompt Playbook](#)



Thank you!



05

Live Q&A

Share your Feedback!



Thank You!

Please fill out the feedback form on screen and let us know how we did.

