

Remix and personalize: AI for creatives that work

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Agenda

1 State of creative asset generation

2 How to apply it for your company

3 Workflow Automation tools demo

4 Hands on Workshop

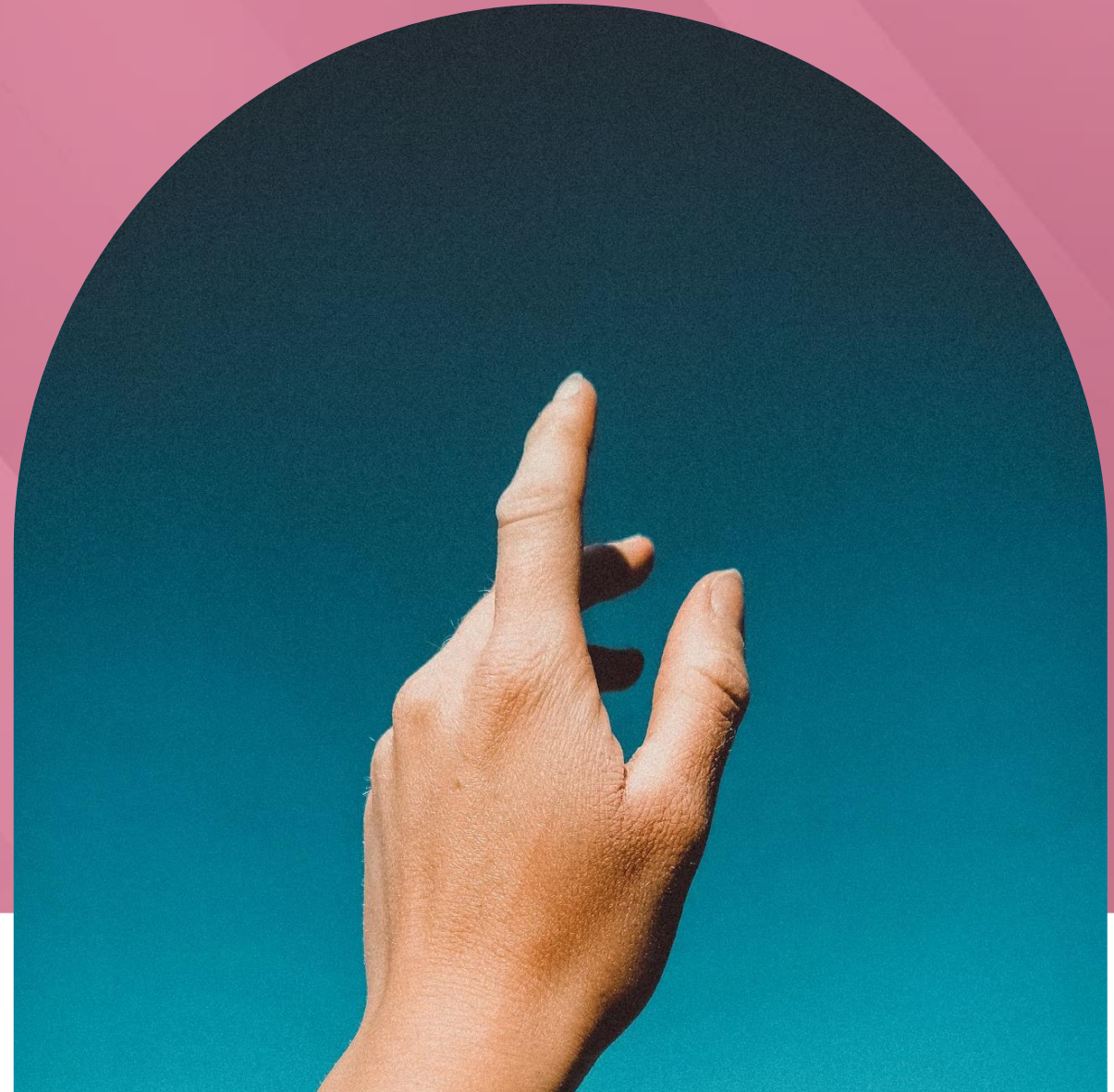


Who's company is using photoshoots?





Who already used AI tools to generate images





Amazing times to
live in as a
marketeer



Dalle's

Text to image – Feb 2021



Cog

Text to image – May 2022



Stable diffusion

Text to image – July 2023



Recraft

Text to image – Oct 2024



Nano Banana

Text to image – Aug 2025

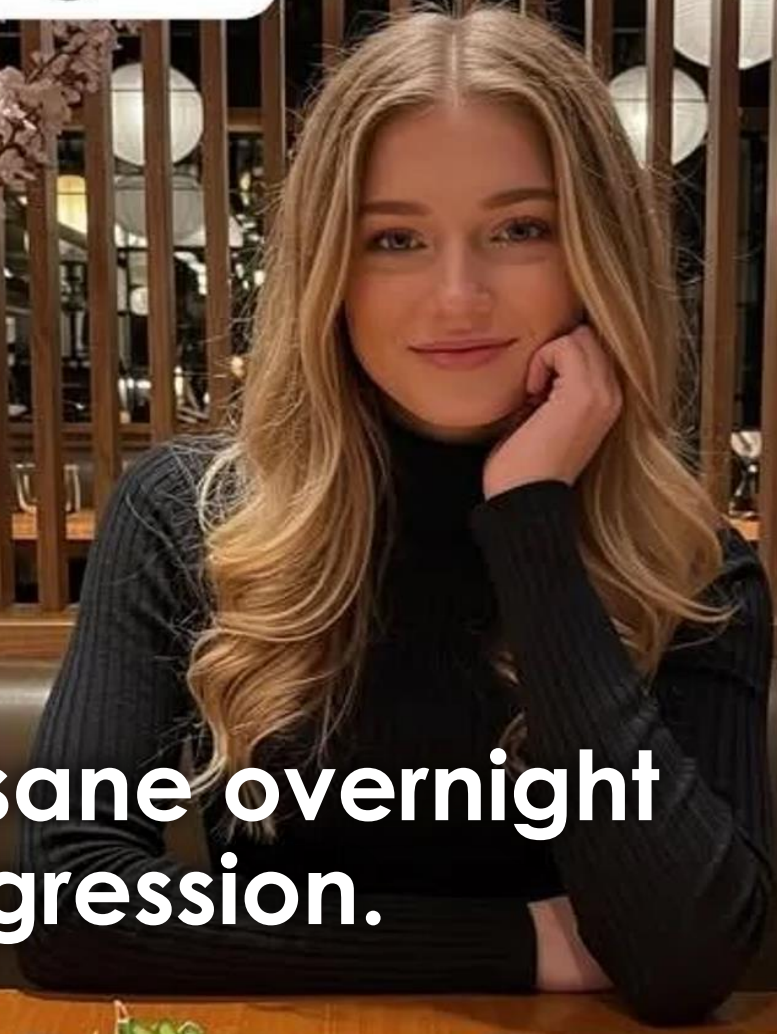




Insane overnight improvements.



Imagen 3

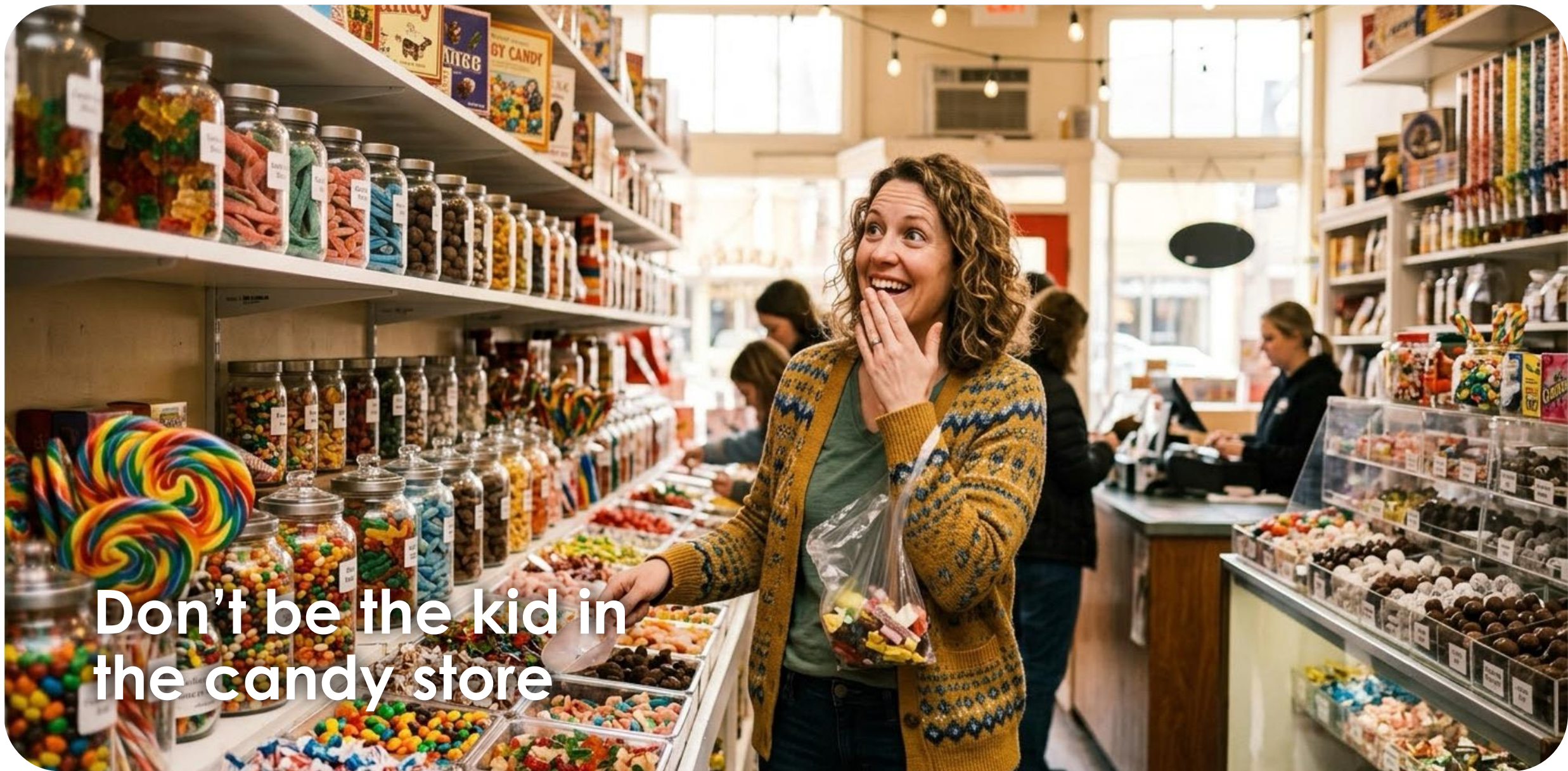


Insane overnight regression.

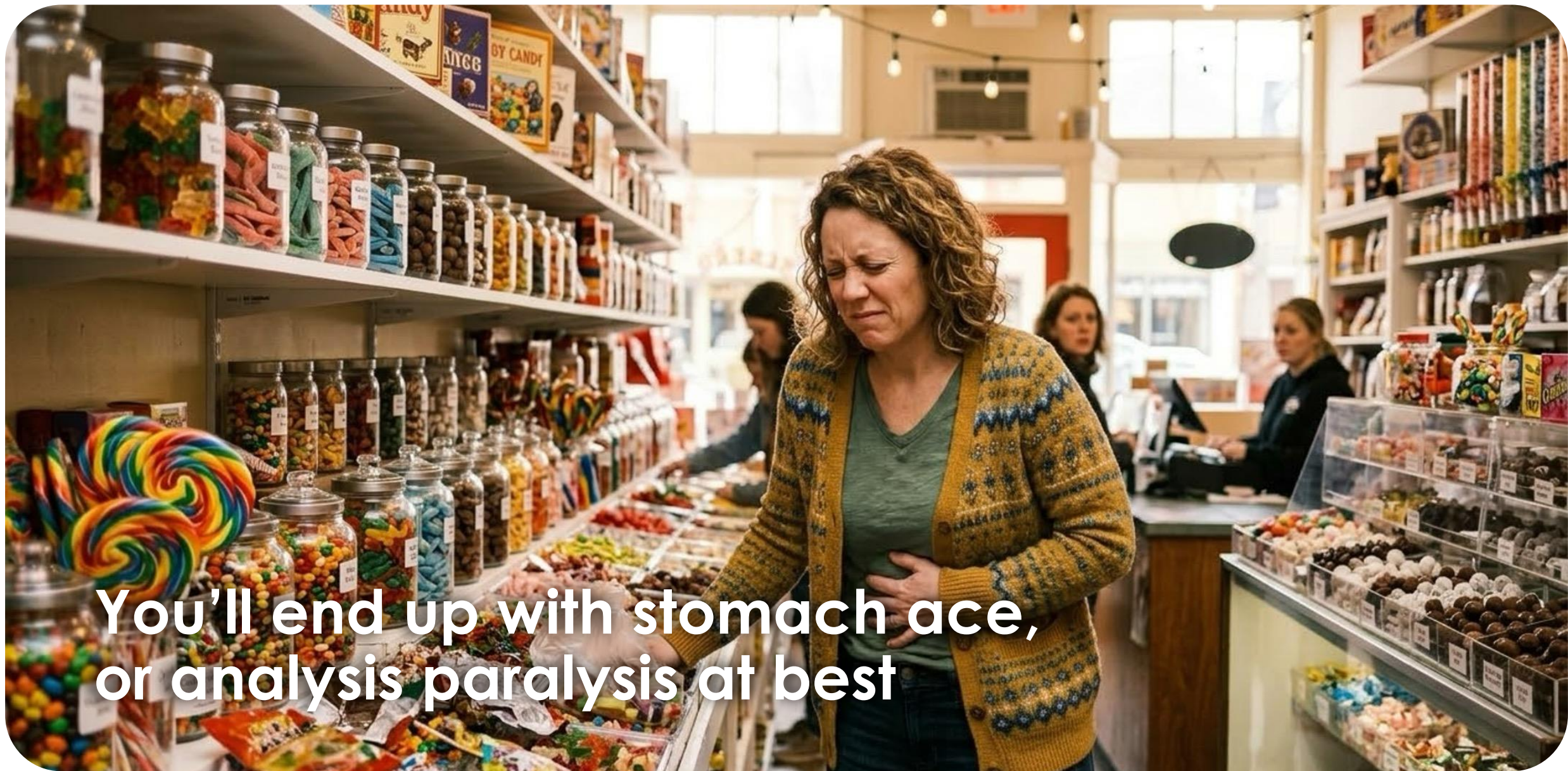
Imagen 4







Don't be the kid in
the candy store



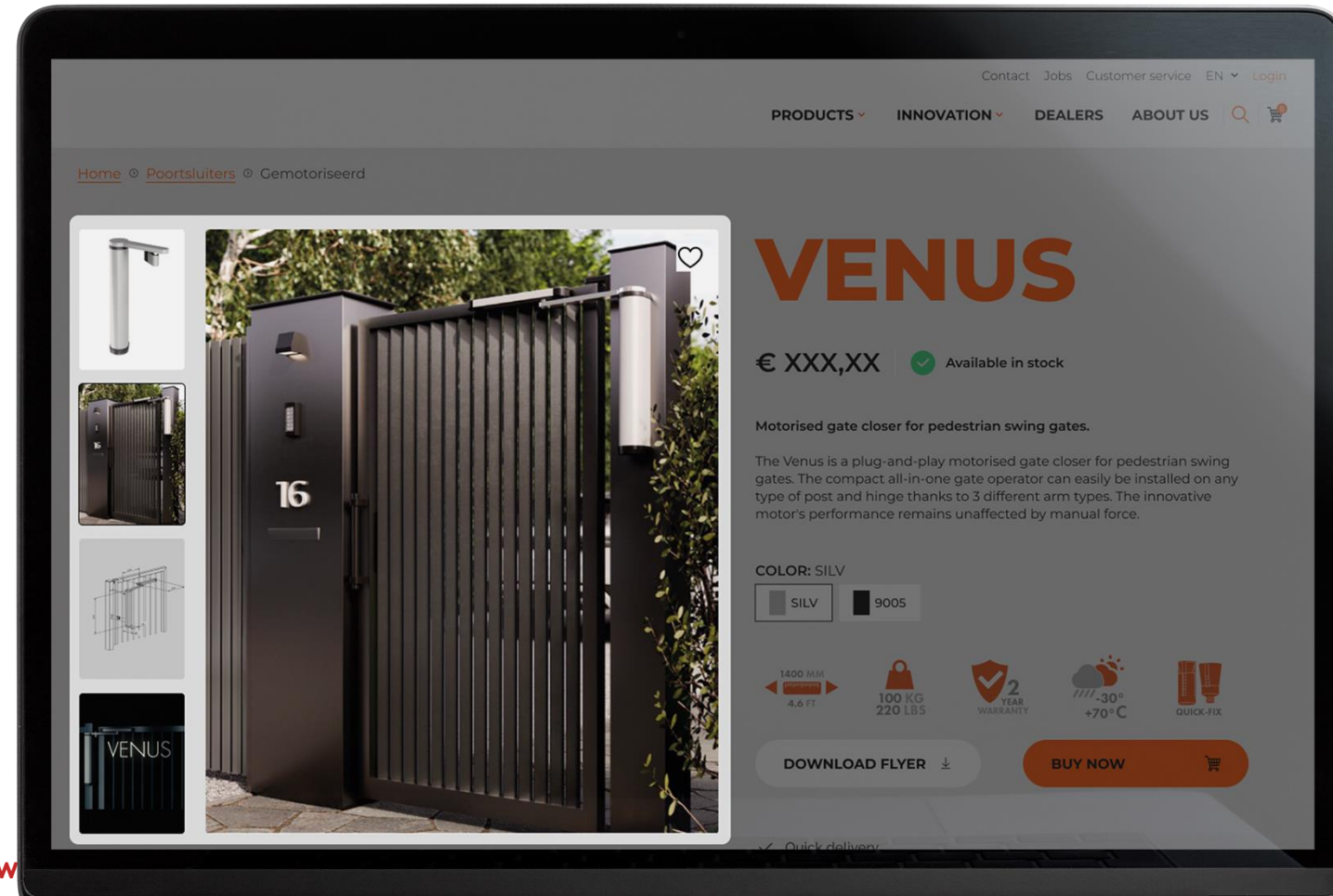
You'll end up with stomach ache,
or analysis paralysis at best



So how can I
apply it?



Authentic images create more revenue



All pages

Authentic

By using authentic photos we can draw more attention to the product shots. We realize the effort this takes but see more and more AI tools for product image enrichment.

+ **4.1 %** on average for
Progression **3 other** companies

+ **32.3 %** on average for
Leads **1 other** companies

+ **4 %** on average for
Sales **2 other** companies



Regionalize



Regionalize



Regionalize



Surf on trends, or news



Reuse photoshoots



Turn image into video

Having video on product pages could improve conversion

+ **6** % for
Sales **1 other** company

vandemoortele.com


Global - English

OUR PRODUCTS OUR COMPANY NEWS & MEDIA INVESTORS GOVERNANCE CAREERS CONTACT

HOME » PRODUCTS » MCOF » OTHER PRODUCTS » OTHER BAKERY » GOLD CUP® HAZELNUT FILLING CREAM

GOLD CUP® HAZELNUT FILLING CREAM

Article ID: 404334




HAZELNUT FILLING CREAM

- Preserve the indulgent hazelnut & cocoa taste; even after baking: being bake-stable up to 200°C, the paste retains taste and a pleasant smoothness after baking without crusting, burning or drying out.
- Use as a soft filling, even in chilled preparations: Next to a full hazelnut and cocoa taste, a creamy texture is what keeps consumers coming back to this hero ingredient.
- Did you know you can even use it as an indulgent glazing? Through careful formulation, you can experience full control over your ingredient and enjoy access to new applications.

Specifications

Dietary information and certification

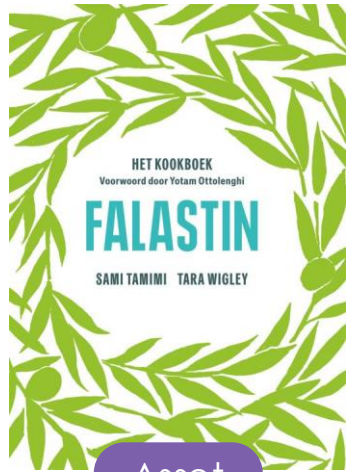


Logistics

13 KG 1 unit 0,284 X 0,284 X 0,257 M



Turn boring product shots into appealing campaigns



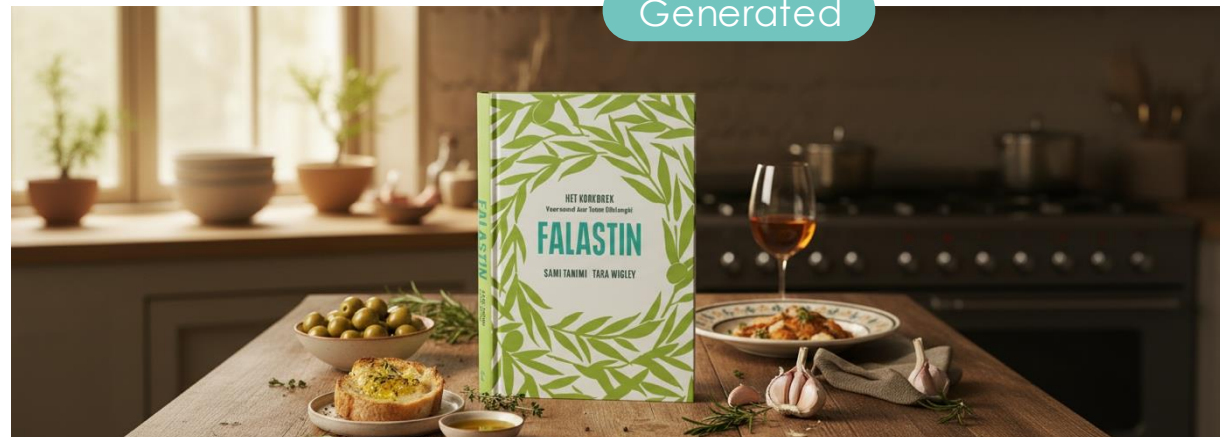
Asset



Generated



Generated



Generated



Sometimes you even don't get boring product shots

Japanse esdoorn

Asset



Generated



Generated



Generated



Use themes or seasons to create relevance

Rückseite (RS)

Vorderseite (VS)



cavity dimensions / volume:
Frontside: 131.0 / 176.8ml
Backside: 131.0 / 176.8ml

Asset



Generated



Asset



Generated



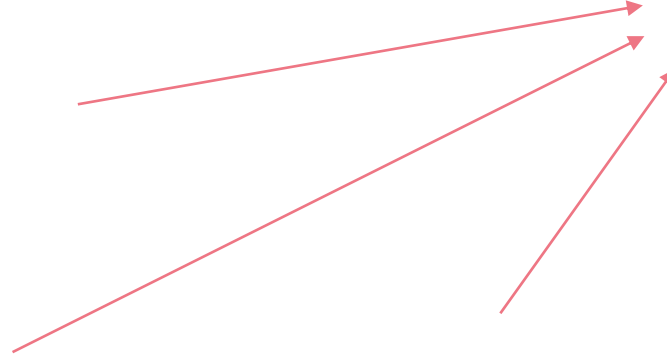
Generated



New media



Asset



Generated



Asset



Asset



New media



Generated



Generated



Collaborations



Actualize images

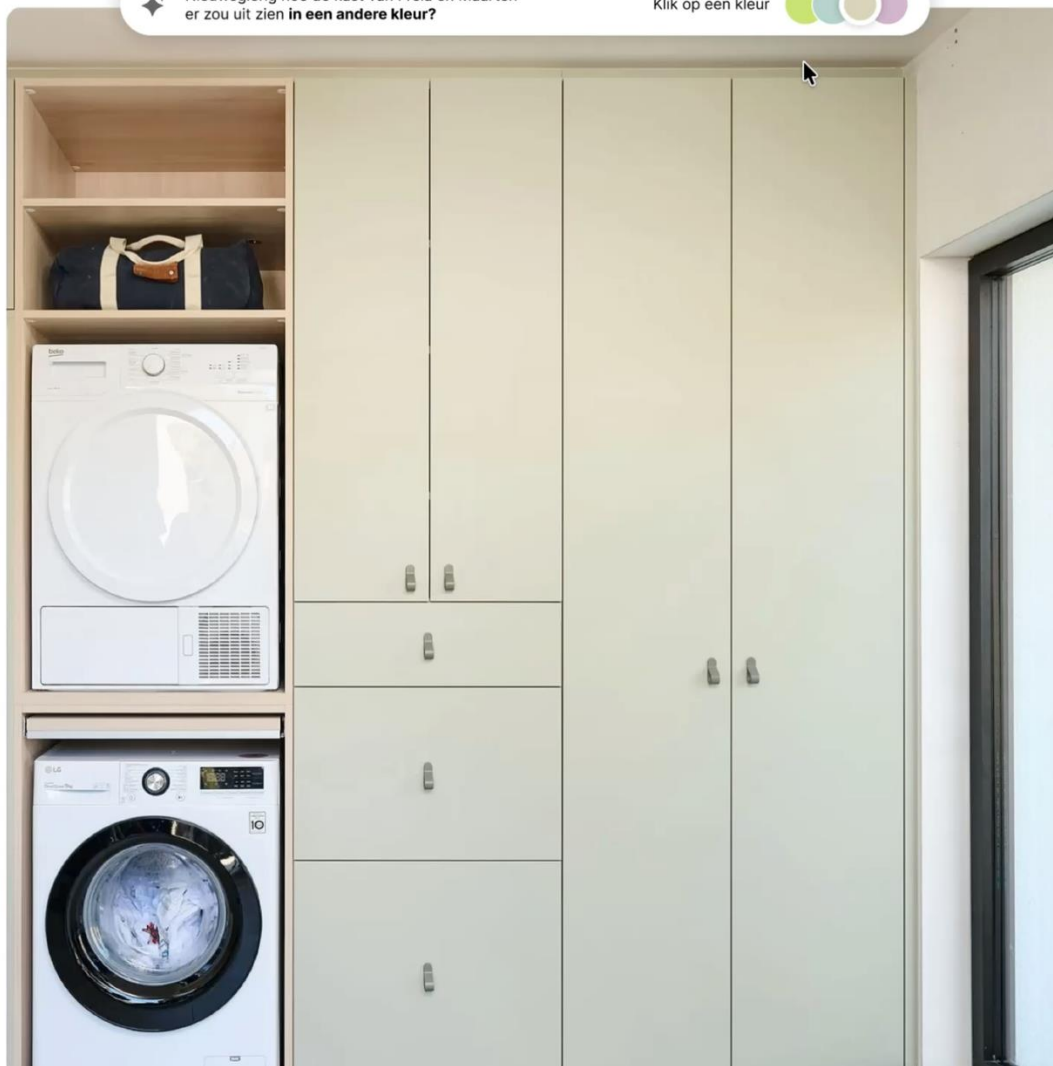
HOME / INSPIRATIE / BERGING /

Multifunctionele was- en opbergkast op maat

bij Freia en Maarten in Aalst

★ Nieuwsgierig hoe de kast van Freia en Maarten er zou uit zien **in een andere kleur?**

Klik op een kleur



Simplifying assets for web purpose



**Ok, I want this,
tell me how**



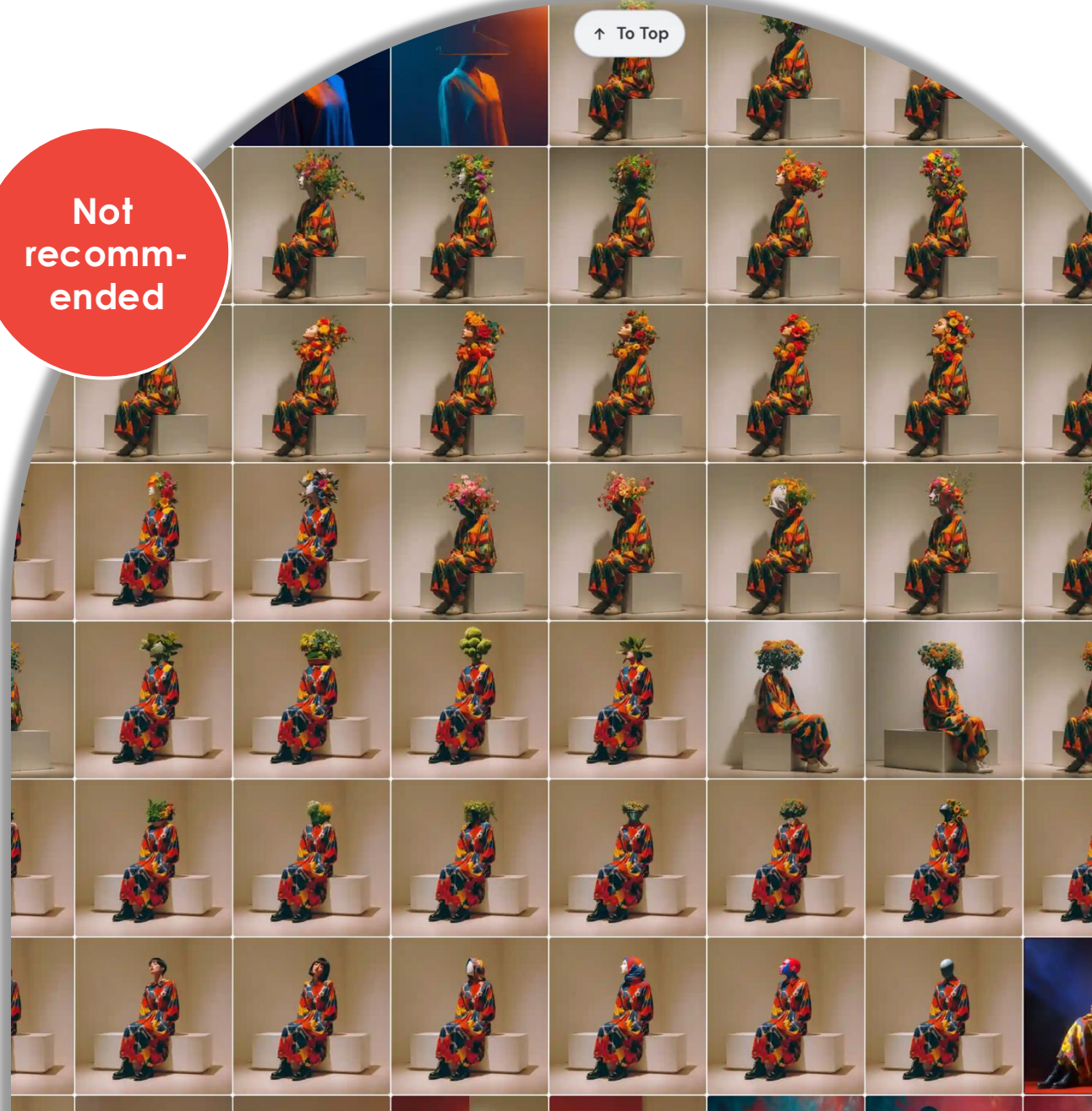
Specialist online tool

Ideal for doing one specific thing

Midjourney, runwayML

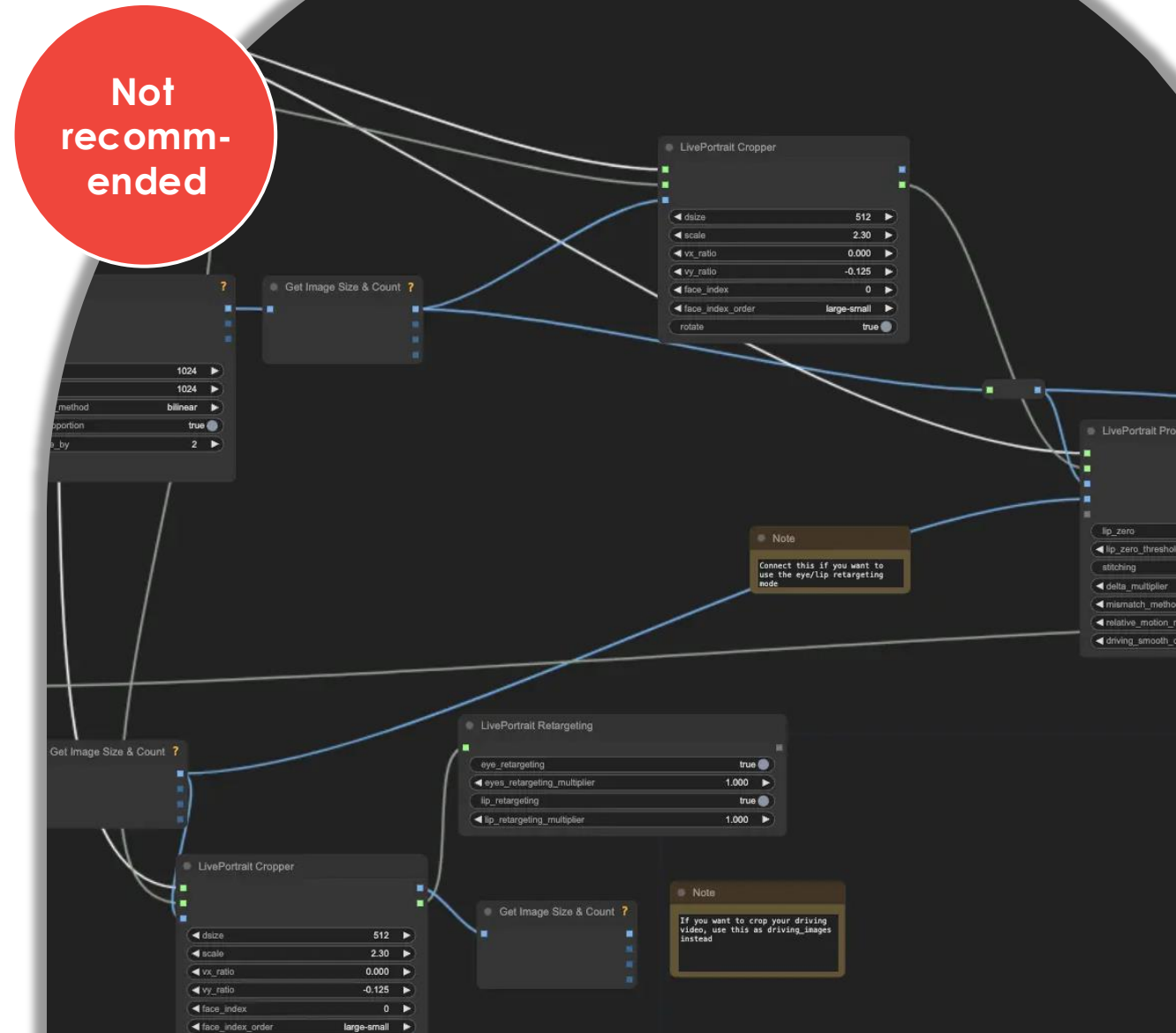
Good for one-off's not scalable

Not recommended



Specialist local tool

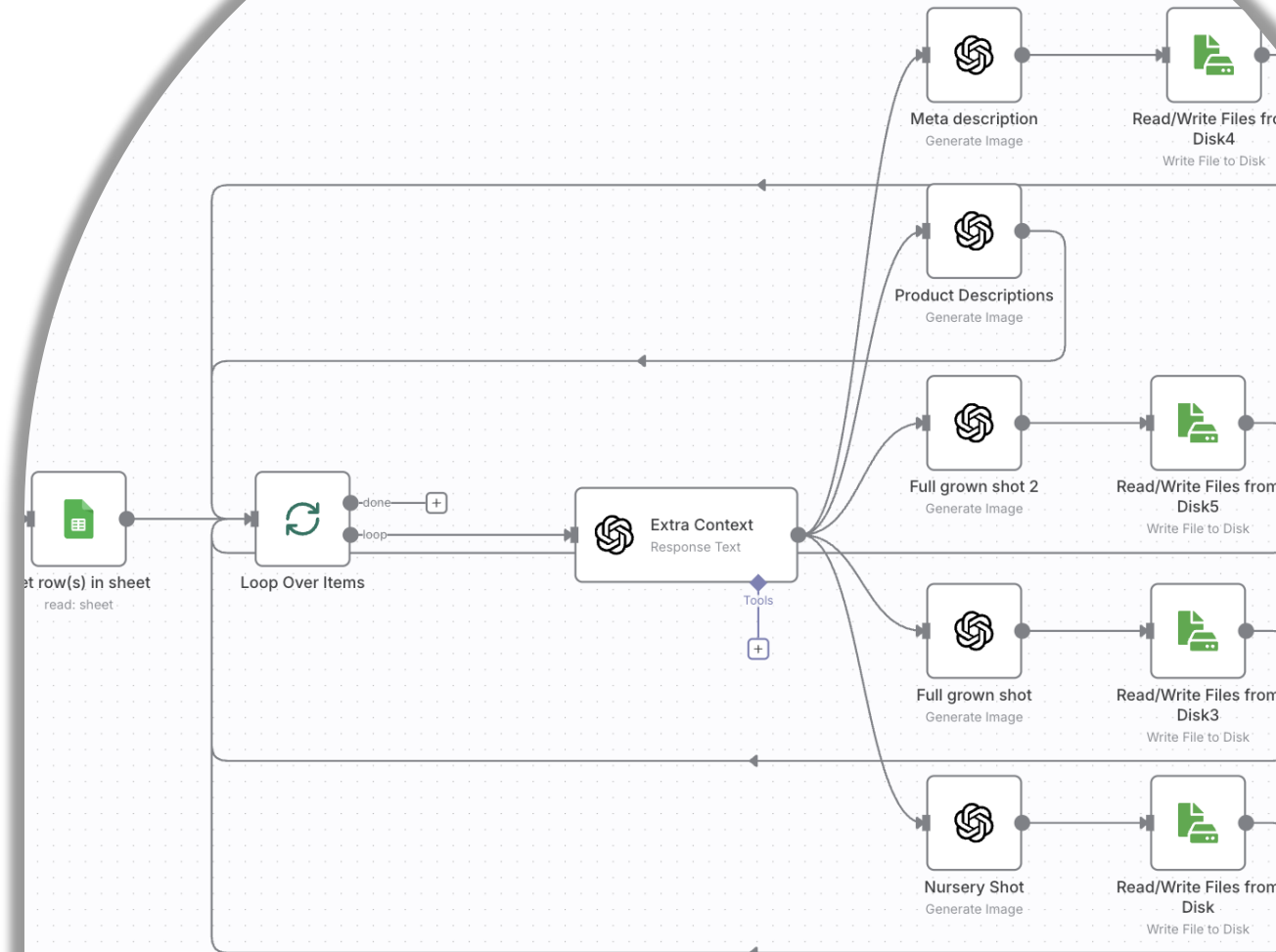
Comfy.U1



Workflow automation tools

Ideal for creating content in bulk

N8N, Make, Gumloop, ...



Generation workflow tools

Ideal for creating content a semi automated way

Weavy, Wireflow, Flora.ai

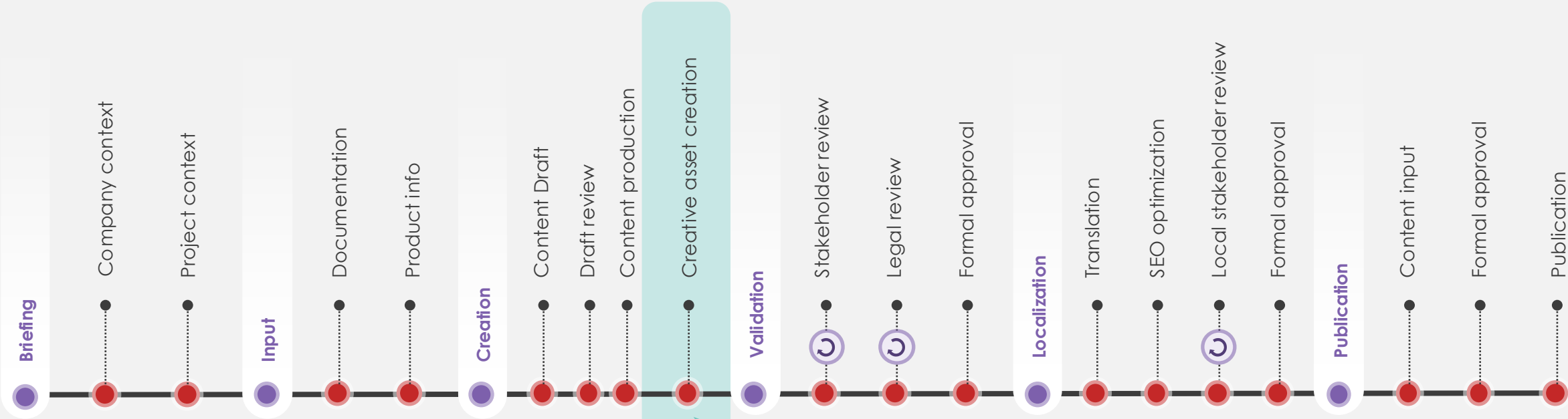


Let's do it
together



What you've seen today
is just one piece of a
bigger picture.

Typical content process



We covered this today,



We've setup an initiative called
the **Content Factory** to make
content operations **faster, smarter,**
and built for scale.

Interested in learning
how you can **scale your
content production?**

delaware



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B2B
XS26