



THE  
**CLIO**  
AWARDS



**Luma AI**

# AI Challenge - Powered by Dream Machine

## Creative Brief

### Eligibility

This program is open to junior to mid-level creatives with up to 10 years of experience in advertising, marketing, or creative fields, as well as recent graduates looking to showcase their innovative approach to AI-powered video creation.

### Background

Artificial Intelligence is revolutionizing video advertising, with AI-generated content becoming increasingly sophisticated and accessible. Traditional video production methods often require significant time, budget, and resources, creating barriers for rapid creative iteration and testing. However, AI-powered video generation tools like Luma AI's Dream Machine are democratizing high-quality video creation, enabling creators to produce compelling content in hours rather than days or weeks.

The advertising industry is at a pivotal moment where embracing AI tools isn't just an advantage, it's becoming essential for staying competitive and meeting the demands of fast-paced digital marketing.

### The Brand: Luma AI

Luma AI empowers professional creatives to bring their dreams to life through cutting-edge AI video generation technology. We believe that every creative vision deserves to be realized, regardless of traditional production constraints.

### The Challenge

Agencies and brands need to create multiple video variations quickly to optimize their advertising performance, but traditional production methods make A/B testing expensive and time-consuming.

### The Communications Objective

Demonstrate how AI-generated video can enable rapid creative iteration and effective A/B testing for vertical video (9:16) advertising through compelling 10-second video advertisements.

## KPIs

- Creative innovation using AI technology
- Potential for A/B testing variations
- Instagram engagement potential
- Production efficiency demonstration

## The Ask

Create a series of 10-second social media advertisements using [Luma AI's Dream Machine](#) video generation technology, using the *Modify* features. Your submission should include 2-3 creative variations of the same core concept to demonstrate A/B testing potential.

## The Target

Digital-native consumers aged 18-35 who:

- Consume video content primarily on mobile devices
- Value authentic, engaging, and visually striking content
- Have short attention spans requiring immediate impact
- Appreciate creativity and innovation in advertising
- Are influenced by social proof and peer recommendations

## Creative Mandatories

### Messaging Hierarchy:

- **Primary Message:** Showcase a product, service, or brand message that benefits from AI-enhanced visual storytelling
- **CTA:** Drive viewers to take a specific action (visit website, download app, make purchase, etc.)

### Technical Requirements:

- Must utilize Luma AI's Dream Machine for at least 70% of the video content
- 10-second duration maximum (9:16 social media format)
- Vertical 9:16 aspect ratio
- Include clear branding and call-to-action
- Submit 2-3 variations of the same core concept for A/B testing demonstration

### Creative Guidelines:

- **Hook within first 2 seconds:** Capture attention immediately with visually striking AI-generated content
- **Clear narrative arc:** Tell a complete story within 10 seconds

- **Mobile-optimized:** Ensure content is easily viewable and engaging on mobile devices
- **Brand integration:** Seamlessly incorporate brand elements without disrupting the viewing experience

### AI Innovation Focus:

- Demonstrate creative use of AI video generation capabilities
- Show how AI can enhance storytelling beyond traditional video production
- Highlight unique visual effects or concepts only possible through AI generation
- Showcase efficiency gains from AI-powered content creation

### Creative Considerations & Inspiration

- Consider how AI can create impossible or fantastical scenarios that would be cost-prohibitive with traditional production
- Think about rapid personalization possibilities for different audience segments
- Explore how AI-generated backgrounds, characters, or effects can enhance brand messaging
- Consider the speed-to-market advantages of AI video generation for trend-responsive advertising

### Platform Specifications

#### Instagram Reels Best Practices:

- Vertical video format (9:16 aspect ratio)
- 10-second maximum duration
- Include captions for accessibility
- Optimize for silent viewing with engaging visuals
- Use trending audio or original sound design
- Include relevant hashtags for discoverability

### Deliverables

- **Primary Submission:** One 10-second Instagram Reel created using Luma [Ray 2](#)
- **A/B Test Variations:** 1-2 additional variations of the same concept (demonstrating different approaches, messaging, or visual styles)
- **Brief Creative Rationale:** Explanation of your concept and A/B testing strategy
- **Technical Documentation:** Brief description of how Luma Ray 2 was utilized in the creation process

### Timeline

- **September 23, 2025:** 1PM EST Best Practice Video Call with Luma AI Dream Lab Team - Link to register [here](#)

- **August - October, 2025:** Submission period
- **October 2025:** Finalist selection
- **October 20, 2025:** Roundtable discussion with exec from Luma AI and 3 finalists at [Clio Creative Summit, NYC](#)

## Entry Process

- **Entry Fee:** Free for Crios Community
- **Submission Platform:** <https://info.crios.com/specialty-lumaai>
- **Required Tools:** Access to [Dream Machine](#) (trial access provided to participants)  
Sign up for Dream Machine [here](#). Then, fill out [this form](#) to be granted access to the free trial you'll need to create your assets. You will submit your assets [here](#).

## Prize

### **The 3 Finalists will receive:**

- 6 months of Dream Machine Unlimited (\$569.94 value)
- Recognition at Clio Creative Summit & invitation to participate in roundtable discussion at Clio Creative Summit along with networking opportunities at the event.

## Support Resources

- **Best Practice Session:** Interactive live video call with Luma AI Dream Lab Team (September 2025-exact date TBA)
- **Technical Support:** Dedicated support email for Dream Machine questions - [prince@lumalabs.ai](mailto:prince@lumalabs.ai)

## Entry Deadline

**October 6, 2025**

## Useful Link

Dream Machine Guide: Best practices <https://share.google/XWZufiPzvIDmHaDyS>

## Judging Criteria

Submissions will be evaluated based on:

- Creative innovation and originality
- Effective use of AI technology
- Instagram engagement potential
- A/B testing strategy and execution
- Overall production quality and brand impact