



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 Clios Community
- **Submission Platform:** <https://info.clios.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

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