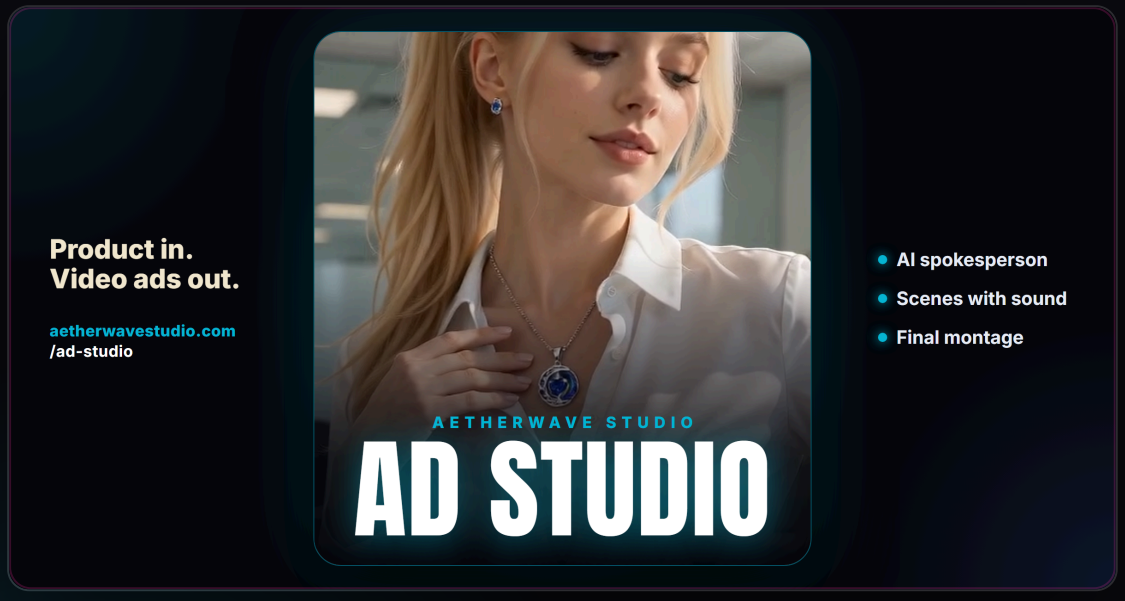
CREATOR STUDIO

Ad Studio v1.0

USER MANUAL V1

App: https://aetherwavestudio.com/ad-studio (sign in required)
Reached from: the grid menu, under Brand
Version: 1.0 · November 2026
Edition: public
Every control named in this manual exists in the app today. Checked against the live app on 2026-11-21.



AetherWave Studio · generated 2026-11-21

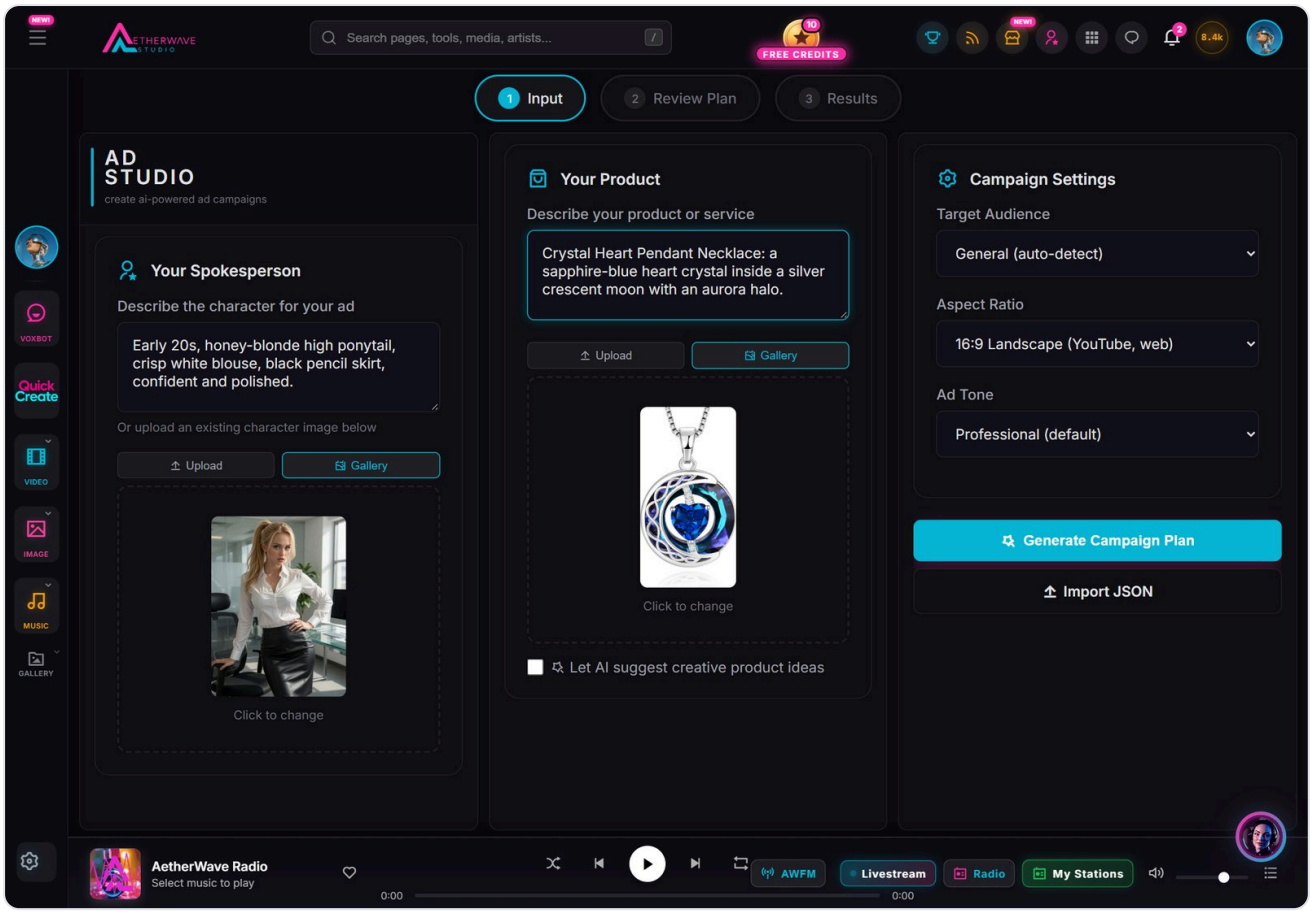
The idea in one paragraph

Ad Studio turns a product and a spokesperson into a short video ad. You describe the product and the person (or upload a photo of each), and Ad Studio writes the campaign: a tagline, a call to action and a scene-by-scene script. You edit anything you like, choose the video engine, see the full price, and Ad Studio films every scene with the same spokesperson and the same product. Then you review each scene, keep the takes you like, re-shoot the ones you do not, and join your accepted scenes into one finished ad with a soundtrack. **The montage is free, and every scene and montage is saved to your Gallery the moment it is ready.**

The workflow at a glance

1. **Input:** your spokesperson, your product and the campaign settings.
2. **Review Plan:** edit the script, pick the engine, length, resolution, shape and sound, and check the price.
3. **Results:** watch each scene, accept it, re-run it or make a new take with your own direction.
4. **Final montage:** join the accepted scenes into one ad, with a song and a style.
5. **Deliver:** download your accepted scenes and the montage, or export the campaign to reuse later.

Part 1 - Input

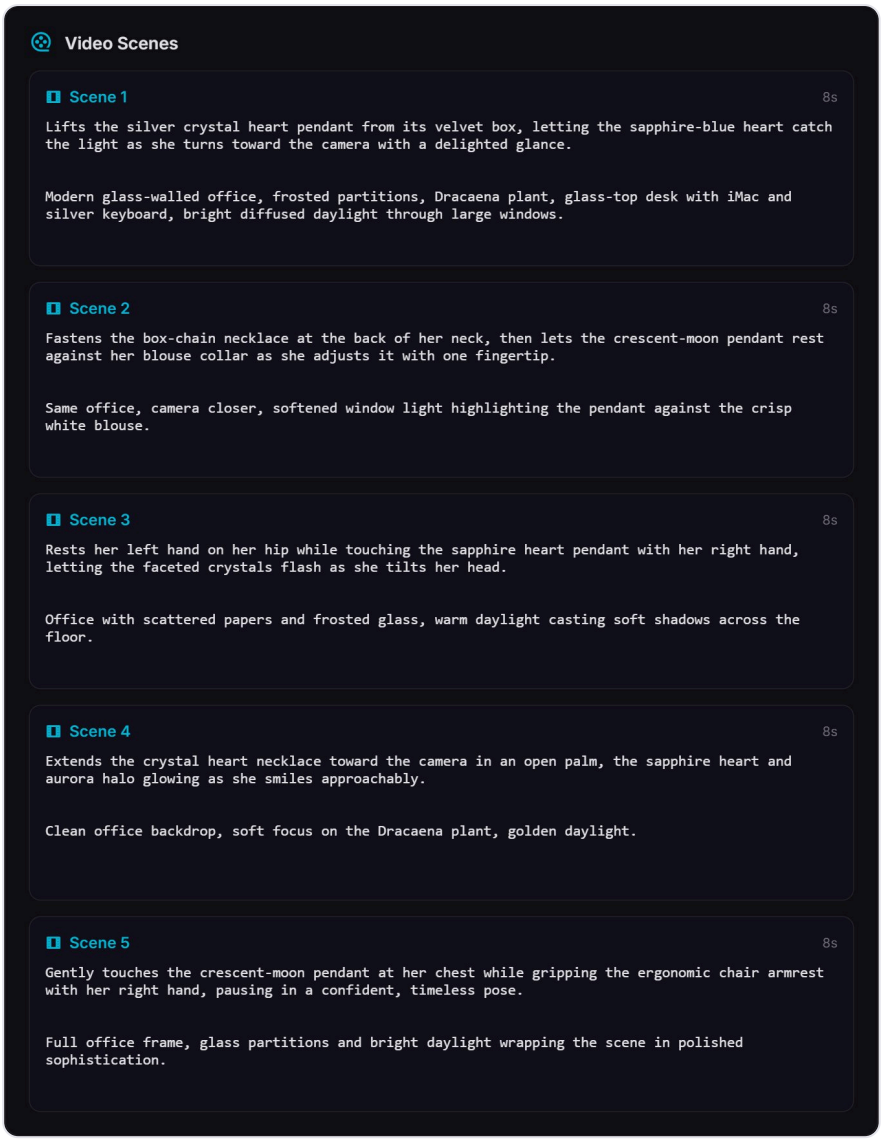


Step 1: spokesperson, product and campaign settings

- **Your Spokesperson.** Describe the person, or tap **Upload** (or **Gallery**) to use a photo you already have. With your own photo, Ad Studio does not make a new image, so the spokesperson costs **0 credits**. Without one, Ad Studio makes the spokesperson for you for **9 credits**.
- **Your Product.** Describe it, upload a photo, or tick **Let AI suggest creative product ideas**. A product photo is sent to every scene, so the product looks the same from scene to scene. A clean photo on a plain background works best.
- **Campaign Settings. Target Audience**, **Aspect Ratio** (16:9 for YouTube and the web, 9:16 for Reels, TikTok and Shorts, 1:1 for feed posts) and **Ad Tone**. You can change the aspect ratio again on the next step.
- Tap **Generate Campaign Plan**. Writing the plan is free.

> 💡 **Already have a campaign? Import JSON** loads a campaign you exported earlier and goes straight to step 2. Upload your spokesperson and product photos on step 1 first and the imported campaign uses them, so you are not charged for a new spokesperson.

Part 2 - Review the plan

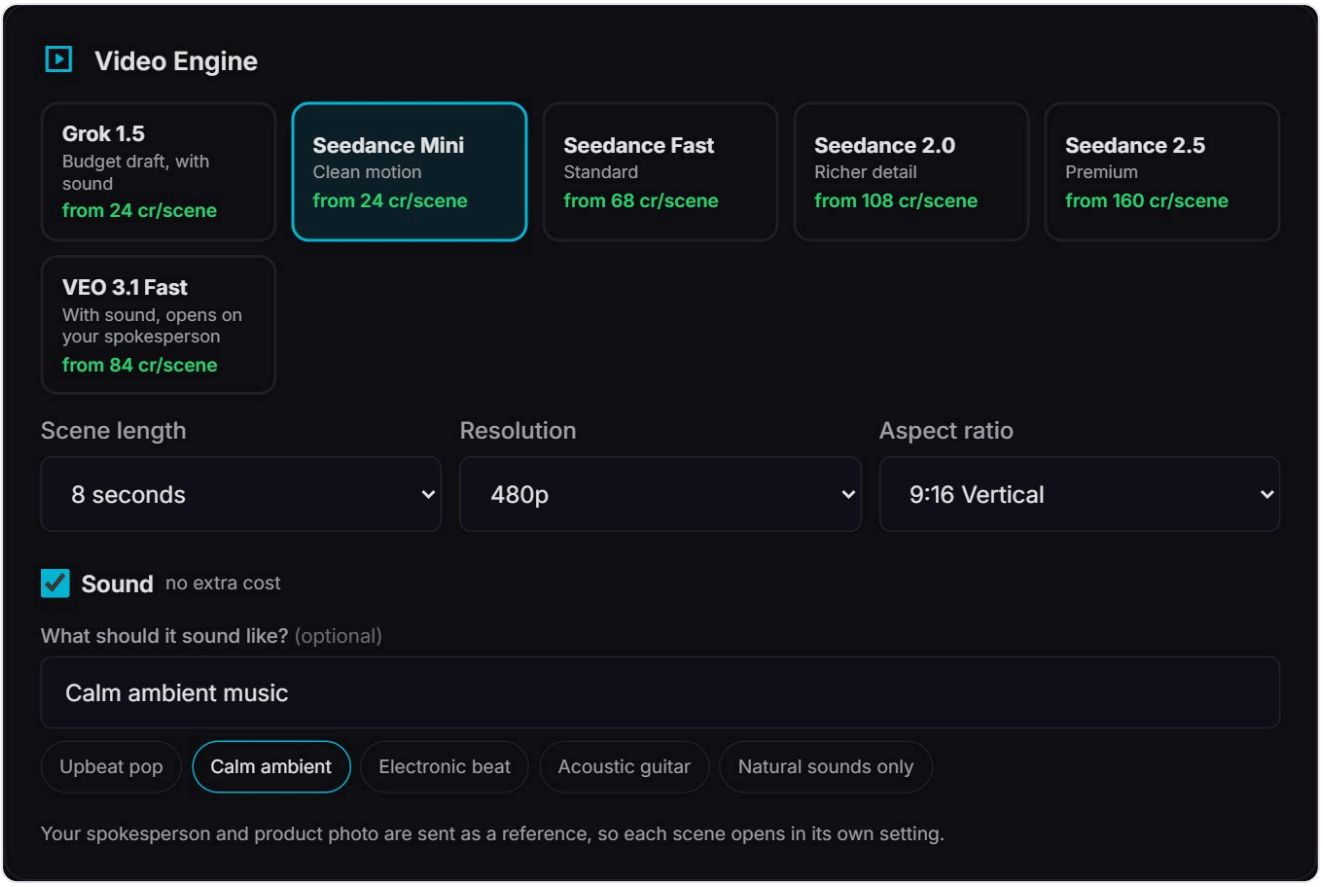


The scene-by-scene plan

Every line of the plan can be edited: the spokesperson description, the tagline, the call to action and what happens in each scene. Each scene has two parts: **what the spokesperson does**, and **where it happens**.

> ⚠️ **Video models film every word.** If the spokesperson description says she wears a gold chain, a gold chain may appear next to your product in every scene. Remove anything from the description that competes with the product, and avoid fixed poses (such as "hand on hip") when the scenes need her hands for the product.

Choose how the scenes are filmed



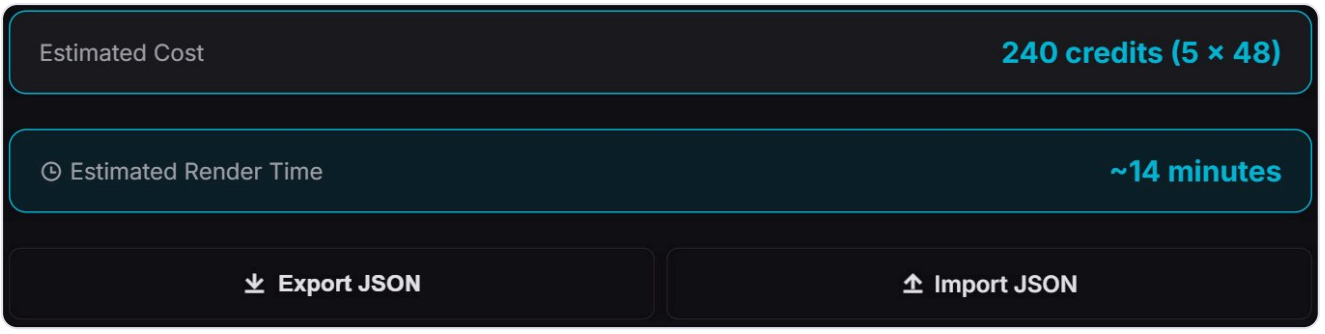
Video engine, scene length, resolution, aspect ratio and sound

- **Video Engine.** Each card shows its lowest price per scene:
  - **Grok 1.5** - budget draft, with sound.
  - **Seedance Mini** - clean motion. The best value for most campaigns.
  - **Seedance Fast** - standard.
  - **Seedance 2.0** - richer detail.
  - **Seedance 2.5** - premium. The best quality for flagship campaigns.
  - **VEO 3.1 Fast** - with sound; every scene opens on your spokesperson image.
- **Scene length** and **Resolution.** Each engine offers its own lengths, and 480p or 720p where it has both. Every scene is filmed at the length you pick here.
- **Aspect ratio.** An engine that cannot make the shape you picked is greyed out. VEO 3.1 Fast makes 16:9 and 9:16 only.
- **Sound.** Turn on **Sound** to have the Seedance engines make a soundtrack for each scene, at **no extra cost**. Grok 1.5 and VEO 3.1 Fast always make sound. With Sound on, **What should it sound like?** takes a few words (up to 200 characters), or tap a suggestion: **Upbeat pop**, **Calm ambient**, **Electronic beat**, **Acoustic guitar** or **Natural sounds only**. Leave it empty and the engine chooses.

How your spokesperson appears

With Grok and the Seedance engines, your spokesperson and product photo are sent as references: each scene opens in its own setting and framing, and the person and product stay the same. VEO 3.1 Fast works differently: every scene opens on your spokesperson image, then moves into the scene.

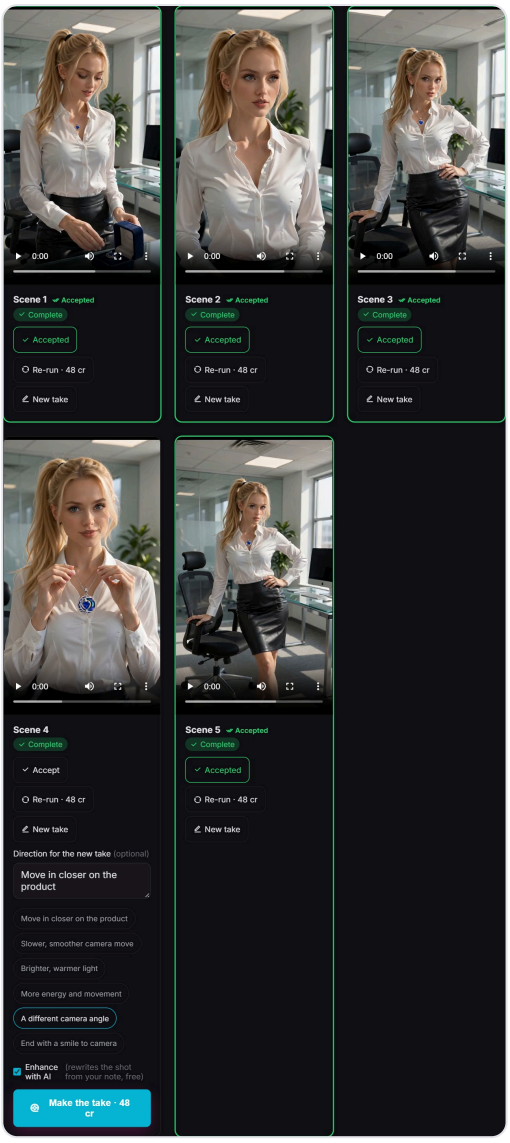
Check the price



The estimated cost and render time

Estimated Cost is the full price of the campaign: the number of scenes times the price of one scene, plus 9 credits if Ad Studio makes the spokesperson. Scene prices are the same as in Video Studio for the same engine, length and resolution. **Export JSON** saves the plan as a file you can import later. Tap **Generate Campaign** to start filming.

Part 3 - Results: accept, re-run, new take



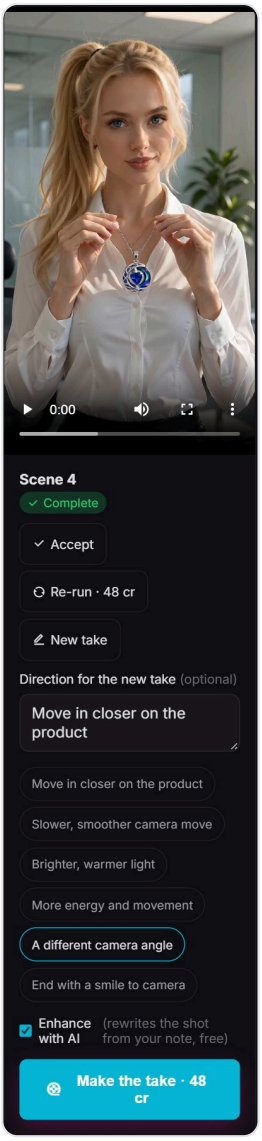
Scenes with their takes: four accepted, scene 4 getting a new take

Ad Studio films the scenes one at a time. You can leave the page: every finished scene is saved to your **Gallery** as soon as it is ready. Tap a scene to play it; starting one pauses the others.

Each scene has three buttons:

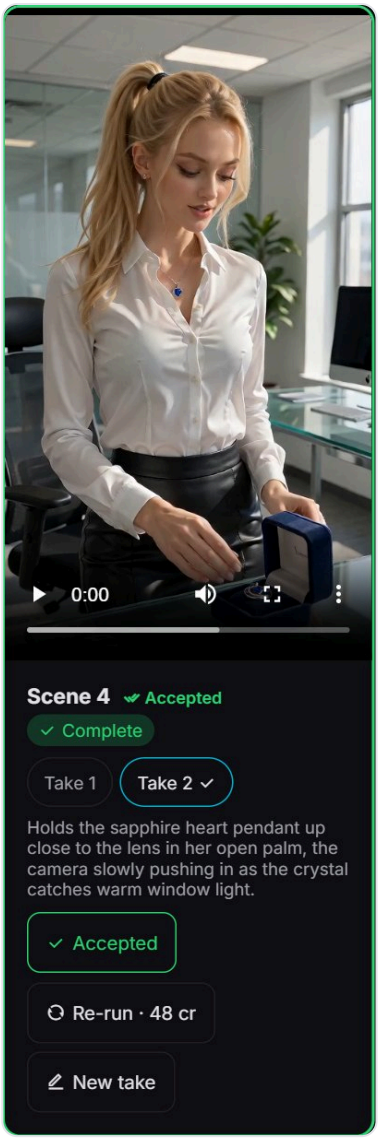
- **Accept** marks the take you want for that scene. It turns green, and the header counts how many scenes you have accepted. Tap it again to un-accept.
- **Re-run** films the same scene again. The button shows the price.
- **New take** opens a box for your direction.

Making a new take



Direction, suggestions and Enhance with AI

1. Write what should change, for example "move in closer on the product", or tap a suggestion: **Move in closer on the product**, **Slower, smoother camera move**, **Brighter, warmer light**, **More energy and movement**, **A different camera angle** or **End with a smile to camera**.
2. Choose **Enhance with AI** (on by default). With it on, the shot is rewritten from your note before it is filmed, and the new shot description shows under the take. The rewrite is free. With it off, your note is added to the scene as written.
3. Tap **Make the take**. The button shows the price.

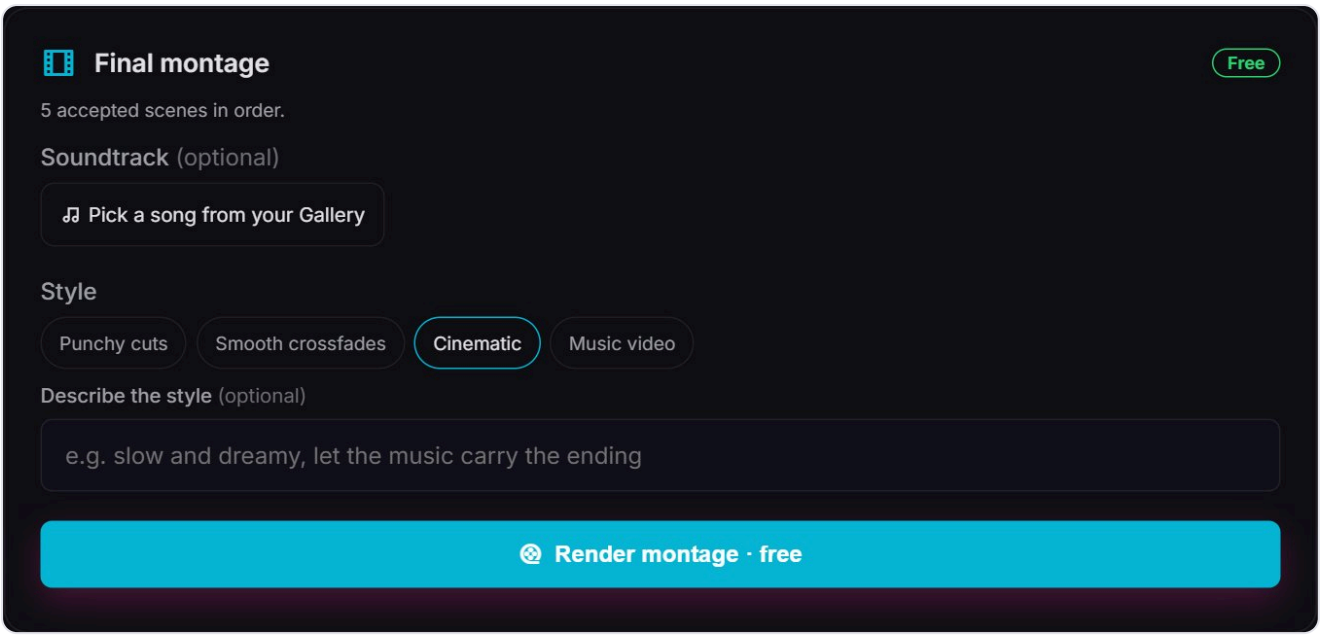


A scene with two takes, Take 2 accepted, showing its rewritten shot

When a scene has more than one take, tap **Take 1**, **Take 2** and so on to switch between them, and **Accept** the one you want. The tick on a take tab shows which one is accepted.

> 💡 A re-run or new take costs the same as one scene of your campaign, with the same engine, length, resolution and sound. If it fails, it is refunded. Only one take of a scene renders at a time.

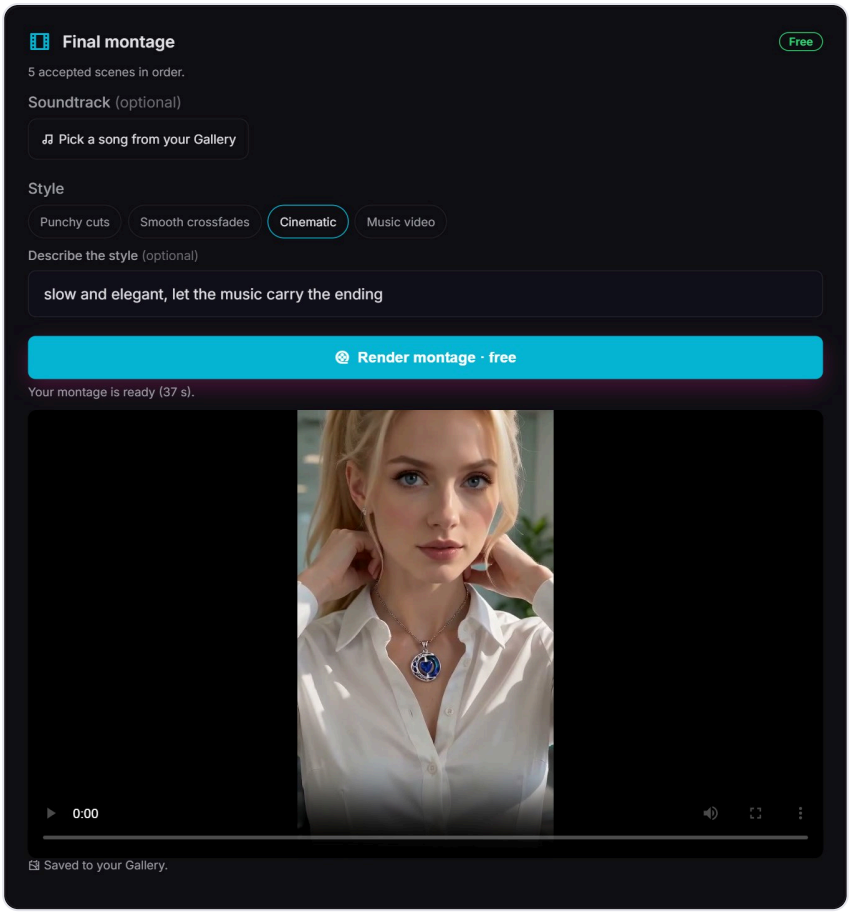
Part 4 - Final montage



The Final montage card before rendering

Under the scenes, **Final montage** joins your **accepted** scenes into one ad, in scene order. **A scene you have not accepted is left out.** You need at least 2 accepted scenes, and a montage can be up to 5 minutes long. Rendering a montage is **free**.

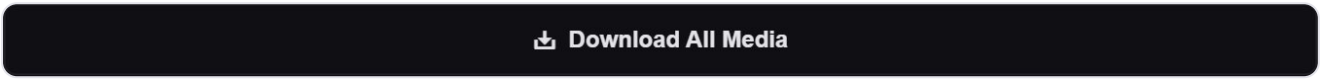
- **Soundtrack (optional).** Tap **Pick a song from your Gallery** and choose one of your songs. **Start the song at** lets you begin partway in. A song shorter than the ad loops, and the song fades out at the end. With no song, the scenes keep their own sound.
- **Style.** Pick one:
  - **Punchy cuts** - fast straight cuts, scene sound up front.
  - **Smooth crossfades** - gentle dissolves between scenes.
  - **Cinematic** - fades through black, slow open and close.
  - **Music video** - the song carries it, scenes silent.
- **Describe the style (optional).** Adjust the style in your own words, for example "slow and dreamy, let the music carry the ending".
- Tap **Render montage · free**. It takes about a minute.



The finished montage, saved to the Gallery

The finished montage plays on the page and is saved to your **Gallery**, even if you leave the page while it renders.

Part 5 - Deliver



Download All Media and New Campaign

- **Download All Media** saves the spokesperson image, the take you accepted for each scene, your final montage if you made one, and the campaign file (the same file as **Export JSON**, ready to import again). Scenes you have not accepted are not downloaded. If nothing is accepted yet, it asks you to accept scenes first.
- **Export JSON** (on the Review Plan step) saves the whole campaign, including your uploaded photos, so you can import it again and re-film it with another engine or length.
- **New Campaign** clears everything and starts again at step 1.
- Everything is in your **Gallery** too: every scene, every take and every montage.

Costs at a glance

What	Cost
Writing the campaign plan	Free
Spokesperson image made by Ad Studio	9 credits (0 with your own photo)
Each scene	Engine, length and resolution (table below)
Sound on Seedance	No extra cost
A re-run or new take	One scene at the campaign's price
Enhance with AI (shot rewrite)	Free
Final montage	Free

Price per scene (November 2026):

Engine	480p	720p
Grok 1.5	4 credits per second (8 s = 32)	7 per second (8 s = 56)
Seedance Mini	6 per second (8 s = 48)	12 per second (8 s = 96)
Seedance Fast	17 per second (8 s = 136)	35 per second (8 s = 280)
Seedance 2.0	27 per second (8 s = 216)	58 per second (8 s = 464)
Seedance 2.5	40 per second (8 s = 320)	89 per second (8 s = 712)
VEO 3.1 Fast	-	84 per scene (4, 6 or 8 s)

Example: 5 scenes on Seedance Mini, 8 seconds, 480p, with your own spokesperson photo = 5 × 48 = **240 credits**.

- Your credits are checked for the whole campaign before it starts, and each scene is charged when it starts.
- A scene that fails is refunded automatically, and the results page says it was not charged.
- If you run out of credits partway through, the scenes not started are marked **Not started** and cost nothing.
- A scene still rendering after a long wait is marked **Still rendering**. It keeps going and appears in your Gallery when it is done.

Tips and troubleshooting

Problem	Try
A second piece of jewelry or a different product appears	Remove it from the spokesperson description; models film every word
The product changes from scene to scene	Upload a product photo; it is sent to every scene
Her hands are doing two things at once	Remove fixed poses from the spokesperson description
A scene is close but not right	**New take** with one short note, or tap a suggestion
The montage button is greyed out	Accept at least 2 scenes
A scene is missing from the montage or the download	Only accepted scenes are used; tap **Accept** on it
The quote includes 9 credits for the spokesperson	Upload your own spokesperson photo on step 1
You closed the page during a render	Everything finished is in your **Gallery**

Known gaps (November 2026)

- Campaigns are not saved as projects yet. Use **Export JSON** to keep a campaign and **Import JSON** to load it again.
- The montage uses scenes from the current campaign only. To mix scenes from different campaigns, use Project Studio.