

AI PLAYBOOK

AI Video Generation



[theCMA.ca](https://www.thecma.ca)

Content partially generated by artificial intelligence, refined by human expertise.

This Playbook is part of the CMA's AI Mastery Series, empowering marketers to implement AI in ways that earn regulatory confidence, maintain strong brand reputation, and foster consumer trust.

The Video AI Revolution

The marketing landscape is experiencing a fundamental shift as AI video generation tools democratize professional content creation. For Canadian marketers facing unique challenges - geographic diversity, bilingual requirements, and regionally concentrated production resources - these tools represent a particularly valuable opportunity.

Sora, Runway ML, VEO2, and Kling are eliminating traditional barriers of cost, time, and technical expertise that have limited many marketers' video capabilities, especially outside major production hubs like Toronto and Vancouver. With these AI tools, even small teams across Canada can now produce high-quality video content in minutes rather than months, at a fraction of traditional costs.

The CMA recognizes this transformative potential and is committed to helping Canadian marketers navigate this evolving landscape. As the catalyst for helping Canada's marketers thrive today while building the marketing mindset of tomorrow, the CMA provides practical insights and essential roadmaps for leveraging AI effectively and ethically, ensuring Canadian brands remain competitive in an increasingly video-centric world.

Platform Selection Guide

Sora (OpenAI) excels at creative concept videos and longer sequences (up to 20 seconds commercially), making it ideal for storytelling and imaginative scenarios. Its integration with ChatGPT creates a familiar experience for existing users. Best for: social media content, conceptual marketing, and rapid ideation.



Runway ML offers extensive editing capabilities, with features like Motion Brush for selective animation and comprehensive style controls. Its collaborative features and tiered pricing make it accessible for teams of varied sizes. Best for: creative control and mixed-media projects.

VEO2 (Google) stands out with up to 4K resolution output and superior physics simulation, particularly excelling in realistic motion and environmental effects. Available through Gemini Advanced, it's ideal for high-fidelity brand content requiring precise camera control and natural movement.

Kling 2.0 brings unique strengths in action sequences and environmental storytelling through its Multi-modal Visual Language (MVL) system. While generation times can be longer, it maintains exceptional consistency in character movement and scene composition, making it particularly valuable for narrative-driven marketing content.

Getting Started: First Steps

1. Start by creating accounts on accessible platforms. Runway ML's free tier offers immediate experimentation opportunities, while ChatGPT Plus provides access to Sora. Consider Gemini Advanced for VEO2 access. Dedicate a small experimental budget (15-20 hours of staff time and \$100-200 for subscriptions) to initial testing without pressure for immediate results.
2. For your first projects, focus on supplementary content rather than critical campaign assets. Create alternative social media versions of existing materials, develop concept videos for internal presentations, or generate background elements for upcoming productions. This approach builds skills while minimizing risk.
3. Document everything during this experimental phase: prompt structures that work well, unexpected limitations, and comparative results across platforms. Build a simple prompt library specific to your brand, products, and Canadian market context. This knowledge base will become invaluable as you scale implementation.



Words create
worlds – craft
them wisely

Prompt Engineering Techniques

Mastering prompt creation is fundamental for successful AI video generation. Each platform responds to different approaches, but these core techniques apply broadly:

For Sora and VEO2, structure prompts cinematographically: '[Subject] + [Camera Movement] + [Environment] + [Lighting/Atmosphere]'. Example: 'A Canadian family enjoying breakfast with maple syrup at a rustic cabin table, gentle morning light streaming through windows, camera slowly panning right, 24mm lens.'

With Runway ML and Kling, combine text with visual references for greater control. Kling's MVL system particularly excels when provided with reference images. For Text-to-Video, use concise descriptions focused on motion: 'Maple leaf slowly falling through sunlit forest, floating on gentle breeze, landing softly on forest floor.'

Implementation Workflows

Successful implementation requires thoughtful integration with existing processes, focusing on hybrid approaches that combine AI and traditional content.

Map your current video production workflow, then identify specific stages where AI generation can add value - background creation, concept visualization, or content variations. Create parallel workflows where AI-generated content undergoes similar review processes to traditional content, maintaining consistent quality standards.

For multilingual Canadian marketing, implement a 'generate once, adapt many' approach. First develop effective prompts and videos in your primary language, then adapt those successful prompts for secondary language markets, preserving visual consistency while accommodating cultural nuances.

Establish clear handoff procedures between AI generation and human post-production. Use AI to generate raw footage, then apply professional editing, sound design, color grading, and branded elements. This hybrid model delivers the efficiency of AI with the polish of human expertise—particularly important for premium Canadian brands.

Optimization Strategies

Maximize your AI video investment with these proven optimization strategies tailored to Canadian marketing contexts.

Implement A/B testing at the prompt level - generate multiple versions with subtle variations, measure performance, and refine your approach based on data rather than assumptions. This enables rapid learning cycles impossible with traditional production timelines and budgets.

Create modular content libraries where AI-generated scene elements can be combined in various ways. Generate product demonstrations against multiple Canadian backdrops (urban Toronto, Rocky Mountains, Maritime coastlines) that can be mixed and matched for regional campaigns.

Optimize for cost efficiency by balancing platforms based on content needs. Use Runway's affordable tiers for rapid social media content, Sora for complex narrative pieces, VEO2 for high-fidelity brand content, and Kling for action-driven storytelling. This multi-platform approach allows Canadian marketers with limited budgets to maximize impact while controlling costs.

Ethical Considerations for Canadian Markets

Implementing AI video tools responsibly requires thoughtful consideration of ethical implications, particularly in the Canadian context:

Follow best practices by developing clear disclosure policies aligned with Canadian advertising standards. While regulations specifically addressing AI-generated content are still evolving, proactive transparency builds trust. Consider watermarks, metadata, or explicit statements for content where authenticity might reasonably be questioned by consumers.

Ensure appropriate representation of Canada's diverse population. Current AI models may not adequately represent Indigenous communities or reflect Canada's multicultural identity. Implement human review processes specifically focused on cultural sensitivity and accurate representation.

Address bilingual considerations thoughtfully. When creating content for both English and French markets, avoid simple translations of prompts. Instead, adapt prompts to reflect cultural nuances of both language communities, ensuring content feels authentic rather than merely translated.

Recommended Reading

- [CMA Guide on AI for Marketers](#)
- [Setting the Stage on Artificial Intelligence: A CMA Primer on AI for Marketers](#)
- [CMA Accountability Checklists for AI In Marketing](#)
- OpenAI. '[Video Generation Models as World Simulators.](#)'
- Google DeepMind. '[VEO2: Advanced Video Generation.](#)'
- Runway ML. '[Customer Stories.](#)'
- Kling AI. '[Multi-modal Visual Language Guide.](#)'
- The Gumlet Blog. '[VEO2 vs Sora vs Kling.](#)'
- OpenAI Help Center. '[Generating Videos on Sora.](#)'
- AI Fire. '[Master RunwayML: A Complete Guide.](#)'
- Ptolemy. '[How to Integrate Sora Into Your App.](#)'
- OpenTools.ai. '[OpenAI Sora vs Google's VEO2 vs Runway's Gen-3 Alpha vs Kling 2.0.](#)'
- Intuz. '[AI Video Generation Use Cases 2025.](#)'

10

The CMA

The CMA is the voice of marketing in Canada and our purpose is to champion marketing's powerful impact. We are the catalyst to help Canada's marketers thrive today, while building the marketing mindset and environment of tomorrow.

We provide opportunities for our members from coast to coast to develop professionally, to contribute to marketing thought leadership, to build strong networks, and to strengthen the regulatory climate for business success. Our Chartered Marketer (CM) designation signifies that recipients are highly qualified and up to date with best practices, as reflected in the CMA's Canadian Marketing Code of Ethics and Standards. We represent virtually all of Canada's major business sectors, and all marketing disciplines, channels and technologies. Our Consumer Centre helps Canadians better understand their rights and obligations. For more information, visit thecma.ca.

11



Start small,
think big,
move fast

12