

A brand voice document in. A finished scene out.

Concept, intelligence, storyboard, generation.

Thirteen briefs. Thirteen approved concepts. Sixty-seven finished scenes and roughly seven minutes of footage — every frame generated from one locked brand system carried verbatim through every stage.

DELIVERED FOR PLANET H2O, ON MULE AI'S OWN PLATFORM

Every scene in this case study was produced inside Mule AI's own Content Studio platform for Planet H2O, a signed client. The platform itself is Mule AI's own build; what it produced here was delivered work for a real client, not creative made on spec.



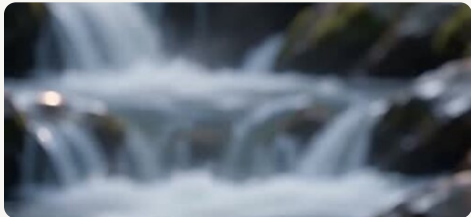
One system. Five stages.

Each stage inherits the one before it. The brand voice guide is not summarised, paraphrased or re-explained at every step — it is carried forward intact into every prompt the system writes.

01

Brand Foundation

A brand voice document, a product description and the audience are loaded once and become the ground truth for everything generated after — carried verbatim, not summarised.



02

Category Intelligence

Competitor films are ingested, watched by a vision model and scored against a closed vocabulary of pacing, hook, archetype and production tier, so the next brief is written from what is actually outperforming the category.



03

Concept

A short brief returns competing story concepts, each with a title, a logline and a narrative shape. One is approved before a single frame is generated.



04

Storyboard

The approved concept expands into timed beats with narration, and locks the style, location and cast for the whole film.



05

Generation & Assembly

Scenes generate independently, then reconcile against the same locks. Narration, music and ambience are produced alongside the picture and assembled into a rough cut inside Premiere Pro over a UXP panel.



Why this matters. A model asked for eight separate shots will invent eight slightly different women, eight slightly different bottles and eight slightly different afternoons. The locks are what make scene four look like it was filmed on the same morning as scene one.

13

BRIEFS WRITTEN

13

CONCEPTS
APPROVED

67

SCENES GENERATED

405s

FOOTAGE PRODUCED

20

LOCKED IDENTITIES

22

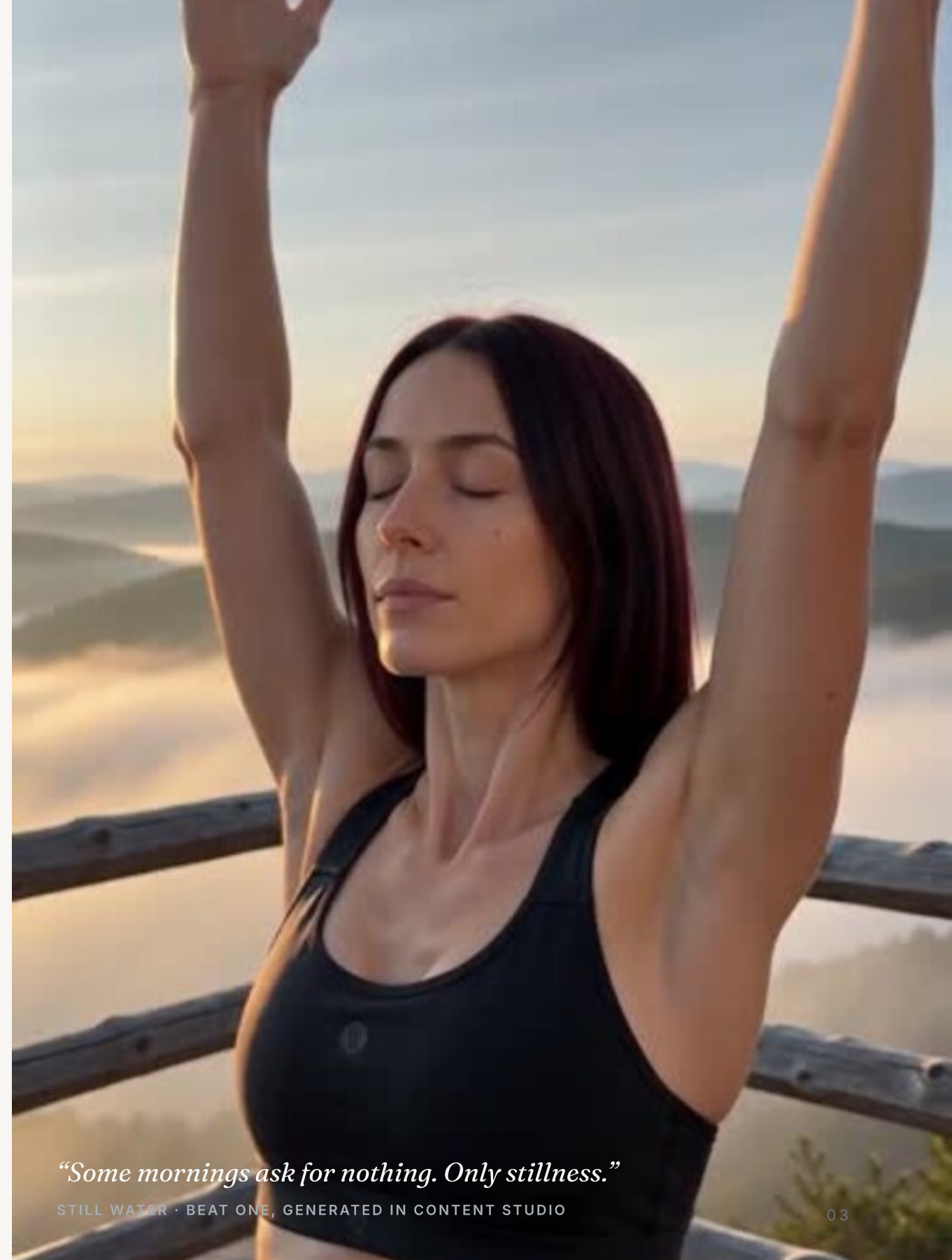
REFERENCE PLATES

14

MUSIC & AMBIENCE

Consistency comes from a lock, not a chain.

Frame-to-frame chaining — regenerating each shot from the last one produced — was rejected: drift compounds across a sequence, and it makes one bad scene impossible to retry on its own. Every scene here generates independently and reconciles against the same locked identity instead.



“Some mornings ask for nothing. Only stillness.”

STILL WATER · BEAT ONE, GENERATED IN CONTENT STUDIO

Five layers behind every frame.

No scene is described to the model on its own. Every generation carries the whole stack — which is why the bottle in the last shot is the same bottle as the first.

Brand voice guide

The full brand voice document travels into every text and narration prompt — not a summary of it, the document.



Verbatim

Locked identity plates

A reusable per-product identity, described once and paired with reference images, attached to every scene it appears in.



Locked

Three audio layers

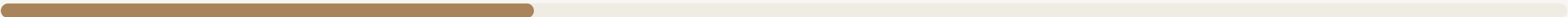
Narration, a music bed and ambience, mixed with sidechain ducking so dialogue always cuts through.



Mixed, not stacked

No on-screen text from the model

Video models cannot render legible lettering, so none is asked for — titles and captions are typeset afterward, in the edit.



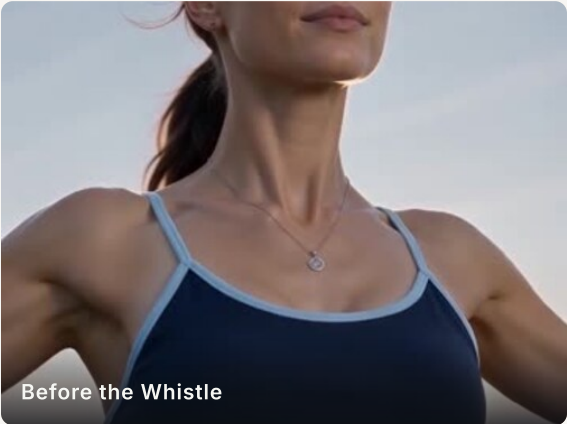
Typeset after generation

Locks are attached per scene explicitly — nothing about a locked identity is left for the model to infer twice.

Why not frame chaining? Chaining regenerates each frame from the last one produced — early drift becomes permanent, and one failed scene forces the whole sequence to restart. Locked identities let any single scene regenerate on its own.

Thirteen films. Sixty-seven scenes.

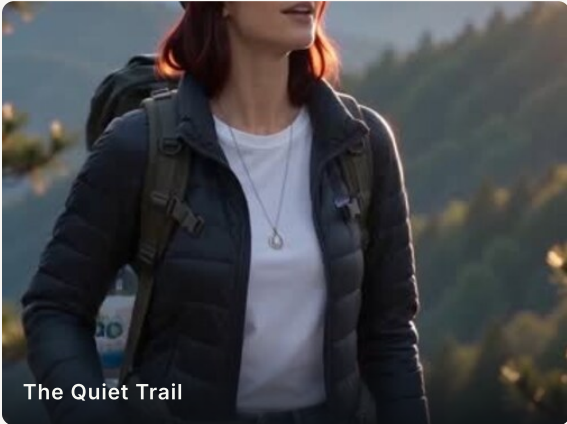
One brand system, carried across a mountainside yoga retreat, a forest trail, an office lobby, a youth soccer sideline and a canyon waterfall.



Before the Whistle



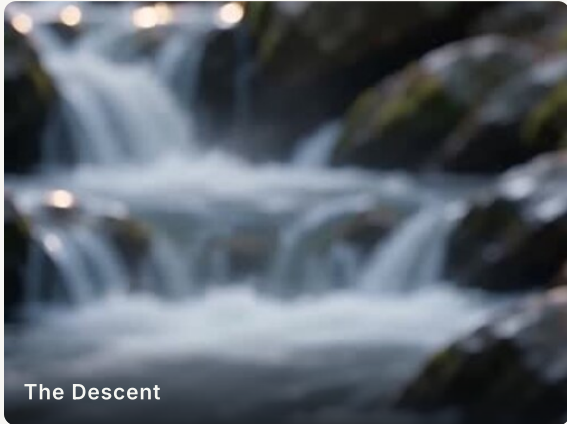
The Road Less Traveled



The Quiet Trail



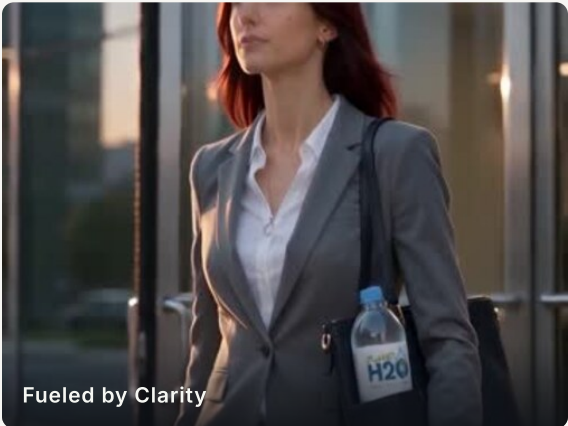
The Sideline Ritual



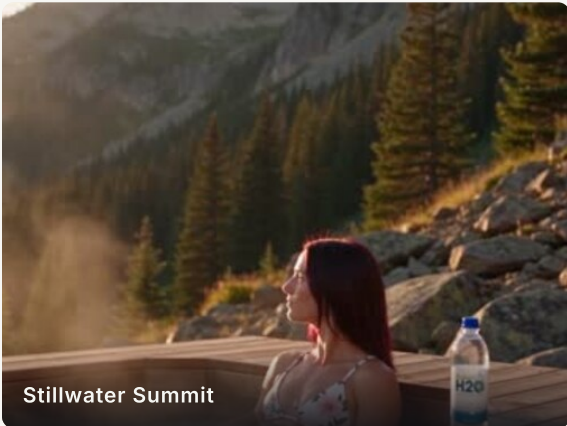
The Descent



Five Hundred Million Years



Fueled by Clarity



Stillwater Summit



The Road In



The Quiet After the Hit

Every frame on this page was generated inside Content Studio from the Planet H2O brand system — for Planet H2O, a signed client, with no crew, no location and no shoot day.

What Content Studio does not yet do.

NOT YET PUBLISHED

Every frame across all thirteen approved films was generated inside Content Studio from the Planet H2O brand system — for Planet H2O, a signed client. This is delivered work on Mule AI’s own platform, produced for a real client. What the system does not yet do is publish anything or measure what happens after it does; that loop is the next build.

- Planet H2O has signed, but nothing generated here has been published anywhere.
- No performance data — the system does not measure what happens after a scene ships.
- No frame-chaining — every scene regenerates independently, on purpose.

“Every frame on this page was generated inside Content Studio — no crew, no location, no shoot day.”

VERIFIED AGAINST THE PLANET H2O BRAND SYSTEM, NOT CLAIMED

Thirteen briefs were never the hard part. Staying the same bottle for all sixty-seven scenes was.

A model asked for sixty-seven separate shots will invent sixty-seven slightly different bottles, women and afternoons. Locked identities, carried verbatim through five stages, are what make scene sixty-seven look like it was generated the same morning as scene one.

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