AI IN MARKETING USE CASE

One Character, Every Scene

Tata AIA Life Insurance · Marketing

Brief description

AI video tools generate striking single clips. They struggle to hold the same character across scenes — which is why most AI marketing video stays abstract. Tata AIA Life set out to produce a narrative film with one consistent Indian character.

How AI was used to solve the problem

The breakthrough was method, not tools. We built a character lock: a reference image cited in every scene prompt, a detailed written character description, and explicit guardrails repeated scene to scene. Claude and ChatGPT engineered the prompts; Gemini Flash and Google Flow generated the scenes; Canva edited and finished the film for market.

Impact

The same character now holds across every scene, so AI video can carry a story rather than a montage. Films are produced entirely in-house, with authentically Indian faces, voices and settings that generic models miss — without the per-second costs that made subscriptions unviable.

THE CHARACTER LOCK — how identity holds from shot to shot

REFERENCE IMAGE	CHARACTER SHEET	GUARDRAILS
Cited in every scene prompt	Detailed written description of the character	Explicit constraints, repeated scene to scene

Prompts: Claude · ChatGPT → Scenes: Gemini Flash · Google Flow → Edit & finish for market: Canva

About Tata AIA Life Insurance

Tata AIA Life Insurance is a joint venture between Tata Sons Pvt. Ltd. and AIA Group Ltd., offering life insurance, protection, savings and wealth solutions to customers across India.