What 3 creatives built with unlimited access to Google Flow

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In May, we launched The Small Brief project. We asked three creative legends to build studio-quality campaigns for local businesses using Google Flow, an AI creative studio. Here's what they created.

In May, we announced The Small Brief project in collaboration with our agency, Johannes Leonardo. To celebrate Small Business Week, we equipped three creative legends — Susan Credle, Jayanta Jenkins, and Tiffany Rolfe — with unlimited access to Google Flow, an AI creative studio. Their mission? To build ambitious, compelling campaigns that champion local businesses they love.

By merging their world-class instincts with our advanced tools, we wanted to highlight the storytelling power of AI and inspire other creatives and small businesses to explore it for themselves.

Take a look at what Susan, Tiffany, and Jayanta came up with.

Susan Credle

Susan crafted a heartfelt campaign for the Hudson River Valley nonprofit Stonewood Farm, centered around a powerful play on words: "Just Farming." She used Google Flow to illustrate the farm's commitment to regenerative agriculture, showing how taking care of the soil ultimately takes care of the community.

Tiffany Rolfe

Tiffany used Google Flow to uncover a beautiful 200-year historical narrative for South Ferry, a ferry service in Long Island, N.Y. Her film tells the story of the enduring promise the Clark family made to their community in 1833, visually chronicling the ferry's journey through changing seasons, frozen waters, everyday crossings, and final homecomings.

Jayanta Jenkins

Jayanta used AI to craft an emotional story for ARCHANGELS, a public benefit corporation supporting caregivers. His film explores selflessness, using a mirror as a poignant visual metaphor. The protagonist sees the reflections of everyone they dedicate their lives to — parents, doctors, and patients — before finally seeing themselves.

To learn more about the creatives' individual journeys, their challenges, and how they used Google Flow to create these campaigns, watch the full behind-the-scenes docuseries and work.

https://blog.google/products/ads-commerce/the-small-brief