

◆ OPEN-SOURCE AI PLAYBOOK · FOR MARKETING

Static Ad Creative System

One round of ad creatives takes a designer two days, so you test far fewer ideas than you should.

THE SYSTEM

Turns one brief into a dozen on-brand static ads, in every size you need, in about 45 minutes.

🕒 BUILD TIME

1-2 weeks

🔧 HOW IT'S BUILT

Low-code

🔌 WORKS WITH

Google Workspace or
Microsoft 365

👤 OWNER

Performance or brand
marketing lead

How it works: a production line for ads, with you at the checkpoint

Today

2 days · a few people

Brief

Waiting for the designer

First drafts

Feedback rounds

Resizing

With the system

45 min · 1 person · 12 ads



1. Brief

You write 4 lines: product, audience, offer, goal.

5 min



2. Angles

AI writes 12 different angles: the pain, the proof, the offer, the before/after...

3 min



3. Copy

A headline of 7 words or fewer, one support line and a CTA for each angle.

3 min



4. Visuals

An image for each ad, from your photo library or an image model, laid into your templates.

15 min



5. Brand check

Automatic: colors, logo, fonts, text length, banned words and claims.

2 min



6. You pick

You choose the winners, ask for changes in plain English, and approve.

15 min



7. Export

Every approved ad in 1:1, 4:5, 9:16 and 1.91:1, named and ready to upload.

2 min

📦 **Brand kit, read at every station:** Logo and colors · Fonts and layouts · Tone of voice · Words you never use · Your past winning ads (stored in your Company Brain)

What comes out: one brief, twelve angles to test

THE PAIN	THE OUTCOME	THE PROOF	THE OFFER	THE QUESTION	BEFORE / AFTER
Fieldnote Still building reports on Sunday night?	Fieldnote Monday's report, done by 8 am.	Fieldnote "We stopped dreading month-end."	Fieldnote Free 14-day trial. No card.	Fieldnote How many hours did reporting take this week?	Fieldnote Five dashboards → one page.
THE OBJECTION	THE NUMBER	SOCIAL PROOF	THE CONTRAST	URGENCY	THE FEATURE
Fieldnote Works with the tools you already pay for.	Fieldnote 5 dashboards. 1 report. 0 copy-paste.	Fieldnote Used by 400 finance teams.	Fieldnote Your analysts should analyse.	Fieldnote Close the quarter without the scramble.	Fieldnote Ask your numbers a question.

Sample output for a fictional reporting tool. Every approved ad exports in 1:1, 4:5, 9:16 and 1.91:1.

Can we build it? FOR YOUR TECH LEAD



Tools you'll use

Angles and copy	Claude	or ChatGPT, Gemini
Images	Your photo library + an image model (GPT Image, Gemini, Ideogram)	or Stock photos
Layouts	HTML templates rendered to PNG	or Figma or Canva templates via their API
Running the steps	n8n	or Make, Zapier, or a short script
Brand kit and past winners	Company Brain	or A shared folder
Where ads go	Meta and LinkedIn Ads (upload as paused drafts)	or Manual upload



Three ways to build it

Start simple 1 day

One saved prompt with your brand rules for angles and copy, and your existing design templates for the visuals.

Production 1-2 weeks

n8n runs brief → angles → copy → images → HTML templates → automatic brand check → a review page where you pick and export.

Custom 3-4 weeks

Adds a learning loop: results from the ad account feed back, so the next brief starts from the angles that won.



Access it needs

- ◆ Read access to your brand kit, templates and past ads
- ◆ An image model account
- ◆ Optional: ad account access limited to creating paused drafts



Guardrails

- ◆ It never uploads live ads or spends money
- ◆ Claims, numbers and testimonials must come from an approved list
- ◆ No AI-generated real people or customer quotes
- ◆ Every ad passes the brand check before a person sees it



What to measure

- ◆ Time from brief to approved ads
- ◆ Ads tested per month
- ◆ Cost per lead by angle
- ◆ Share of ads approved without changes



Who builds and runs it

A marketing owner who knows the brand, and someone comfortable with templates and n8n for the first one to two weeks. A designer's time moves from resizing to making better templates.

◆ FREE, OPEN SOURCE, NO SIGN-UP

20 AI systems every company should *build first.*

This playbook is one of 20. Each one solves a problem almost every company has, and shows how the system works, the tools it runs on, how long it takes to build and where a person signs off. Read them all, download any of them, and send them to your team.

[See all 20 playbooks →](#)

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WANT HELP BUILDING IT?

We'll build your first AI systems with your team.

In a free 30-minute call with our founder, we'll look at your tools and your week, and pick the playbooks that would save you the most time first.



Pallav Kaushish

Co-Founder, AIXGrowth

Free 30-minute call · No commitment

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