Grazitti Interactive®
Marketing for Digital Natives

Text to Image Using Stable Diffusion for a Marketing Company

HIGHLIGHTS

Image Generation Based on Textual Prompts

Images Used for Marketing WIthout Copyright Issues

Model Fine-tuned Based on Requirements

THE CUSTOMER

The customer is in the marketing domain, working as a provider of digital marketing solutions and services.

THE CONTEXT

The customer was finding it challenging to generate relevant video and images for their marketing campaigns. In addition to this, they were having to deal with copyright issues over images taken from the internet. Furthermore, the customer was having to deal with the costs of purchasing high-quality multimedia. Additionally, they were finding it challenging to get a quick turnaround time for multimedia requirements.

THE OBJECTIVE

The objective was twofold. First, to generate relevant video and images for the customer's marketing campaigns. Second, to eliminate copyright issues and get a quick turnaround time for multimedia.

THE SOLUTION

Here's the solution Team Grazitti implemented for the customer:

- Deployed an open source, TensorFlow based repository of Stable Diffusion within the framework of the client's infrastructure

- Built an automated pipeline from the user's marketing portal to Stable Diffusion deployment

- Exported images and video directly to the marketing email templates

THE OUTCOME

The customer now has the ability to generate images based on textual prompts. In addition to this, they are able to use images for marketing campaigns without copyright issues. In addition to this, the customer has been able to get a quick turnaround time for multimedia requirements.

Text to Image using Stable Diffusion - Architecture