Using Kaiber for Campaign Videos

A practical guide for content creators.

Overview

[Kaiber](#) is an easy-to-use video generation tool for non-technical content creators who want to efficiently churn out consistent video clips using preset styles.

Benefits:
- Easy to use prompting structure that separates subject and style
- No special vocabulary required
- Consistent results using style presets
- Cost effective use of credits included in a basic paid plan
- Option to use mobile app

Trade-offs:
- Virtually no motion; clips have an ambient vibe
- Less technical than other tools
- Text is not really an option

What you can do:
- Text to video: Use text prompts to generate videos from scratch
- Image to video: Upload an image to turn into a video
- Video to video: Upload a video and transform it into a different style
- Animation: Upload an image and use motion brush to animate specific parts of the image
- Audioreactivity: Upload audio to make an image respond to the music
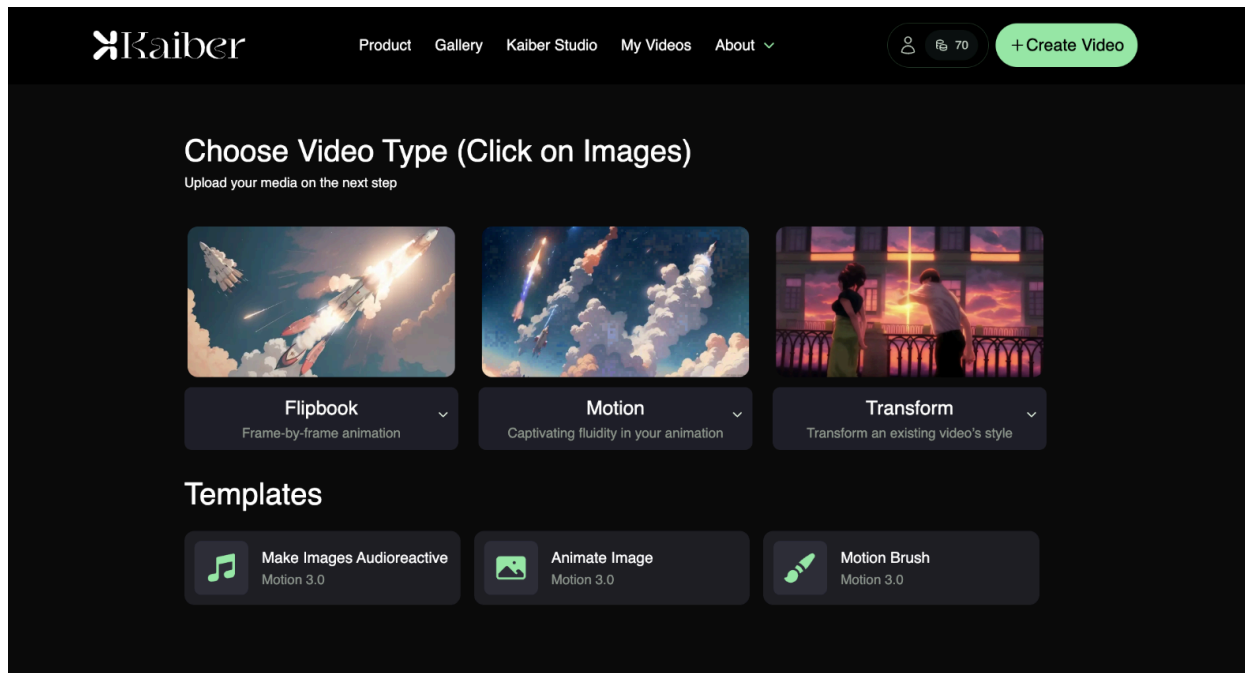
Quick Start Guide

1. Choose your [plan](#).
2. Explore the basics:
   a. [What is Kaiber and how does it work?](#)
   b. [How to Prompt in Kaiber: A Beginner's Guide](#)
   c. [A Guide to Weighting Your Prompts.](#)
   d. [Motion Brush: Animate with Precision](#)
3. Explore the [gallery](#) for inspiration
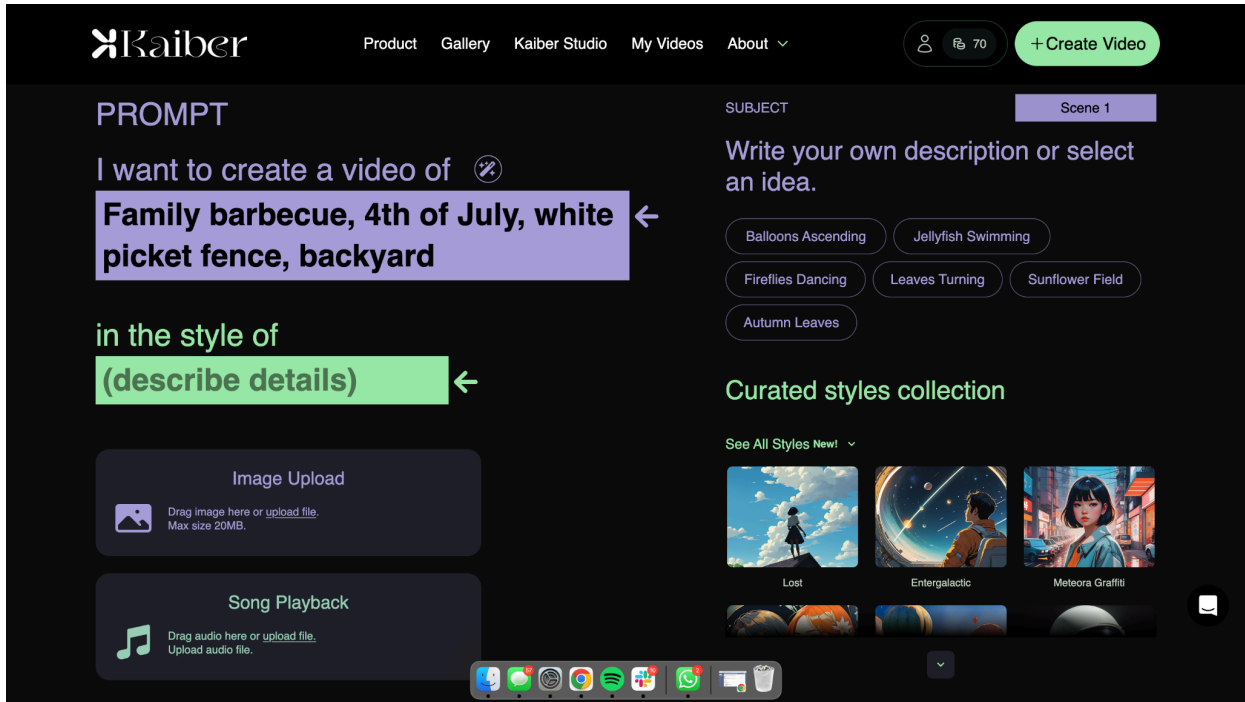
4. Start creating!

Step-by-Step Guide

1. Choose your video type

Let's say we want to create a short clip of a classic July 4th barbecue. Since we're starting from scratch, our options are Flipbook and Motion. The only difference is the animation style—let's start with Motion.
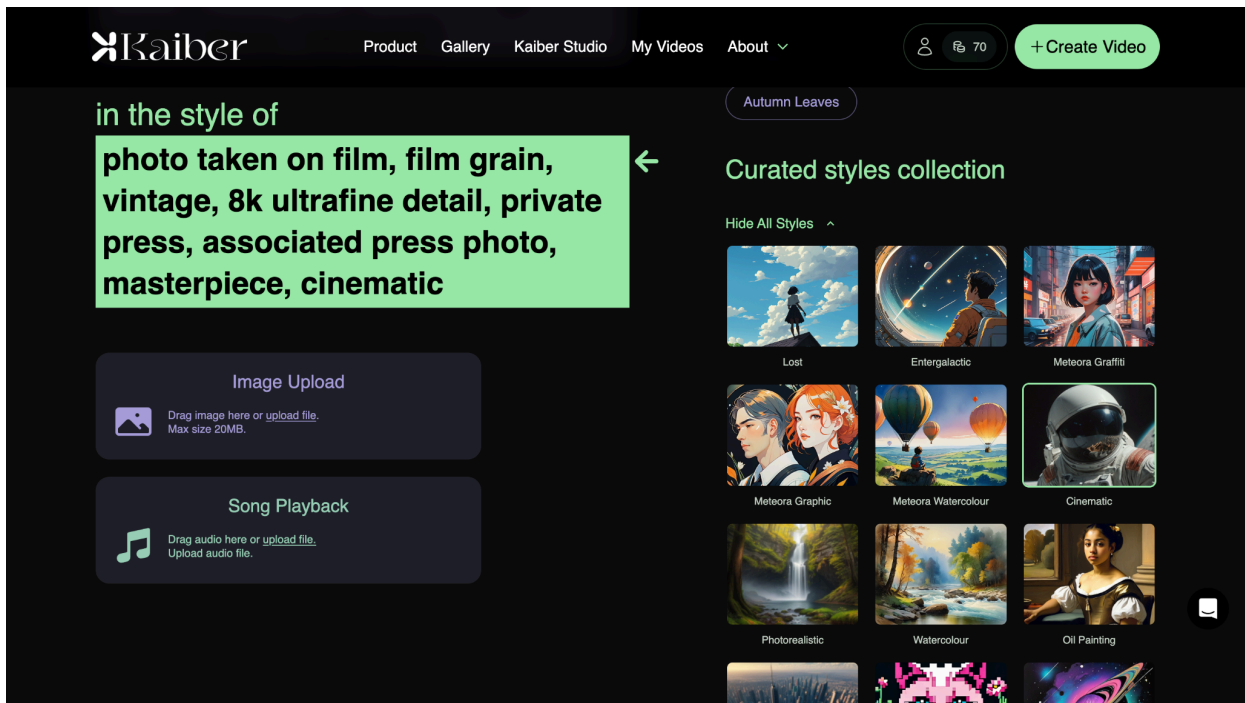

2. Describe your subject

What is the video showing? Aim to be precise and concise. Use keywords, separated by commas. Try the magic wand to see what changes it suggests. Kaiber's prompting is much less flowy and literary than other tools.
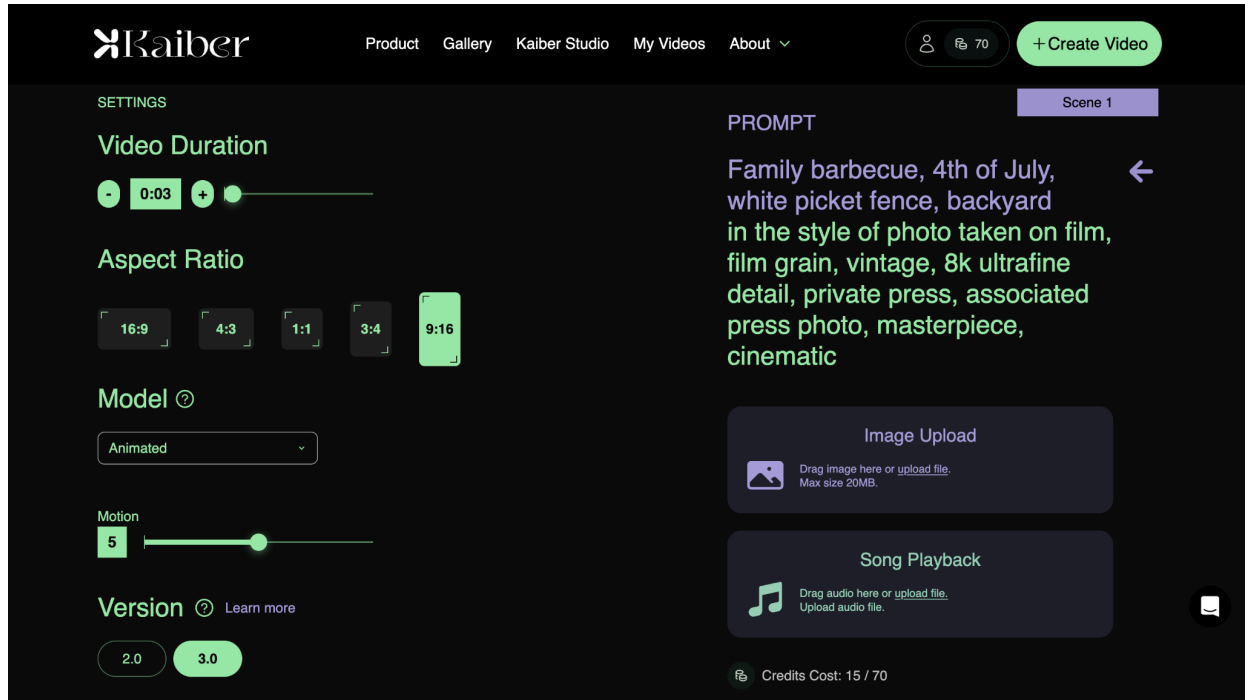
3. Describe your style

This is how your video will look and feel—are you going for a futuristic sci-fi vibe? Cartoony paper cutouts? Photorealism? Simply clicking on one of the curated styles on the right is an easy way to get started, but feel free to describe what you're looking for if you don't see it offered. Click "Video Settings" to move on.
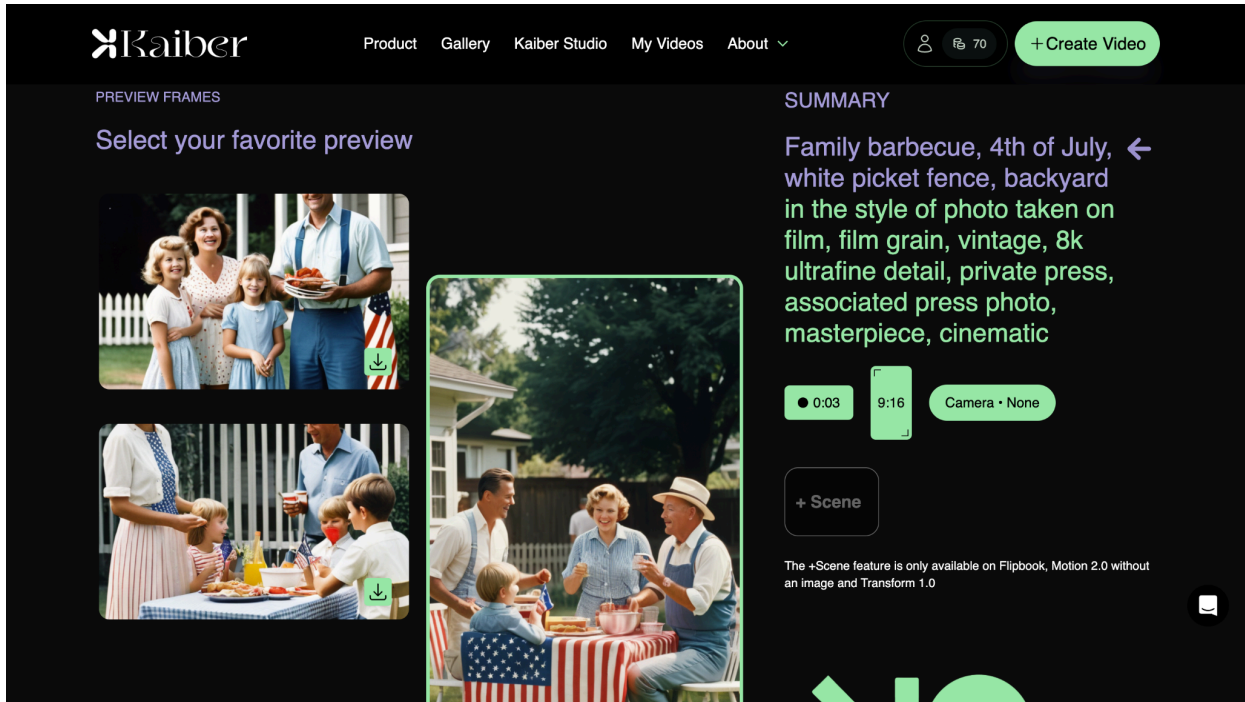
4. Customize your video settings

This is where you can set your video length, aspect ratio, and degree of motion. Kaiber doesn't do lifelike motion as well as other tools, so play around with it to see what looks the best. Same thing with the Animated vs Photorealistic Model setting. Click "Generate Previews" to move on.
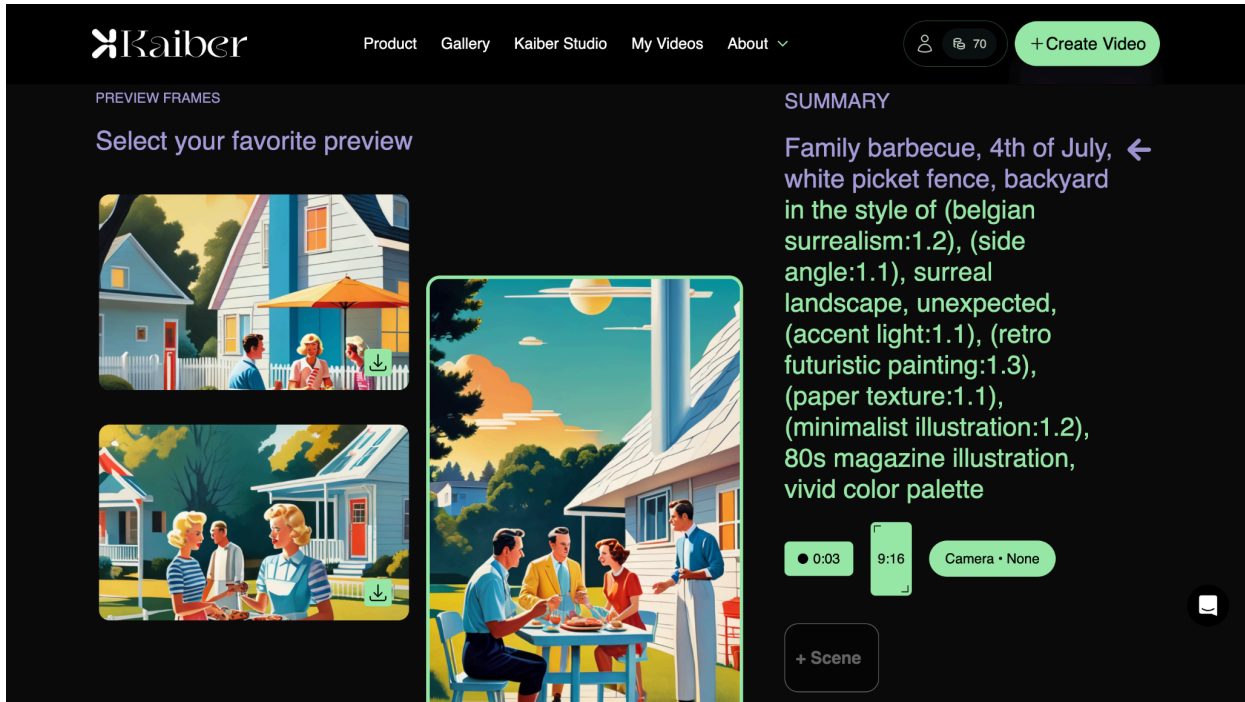

5. Check out your free previews

When starting from scratch, Kaiber will use your prompt to generate four previews. This is a great feature that allows you to see what your video will look like before you spend your credits on generating a video. If you're happy with one of the preview images, click "Generate Video" to move on.
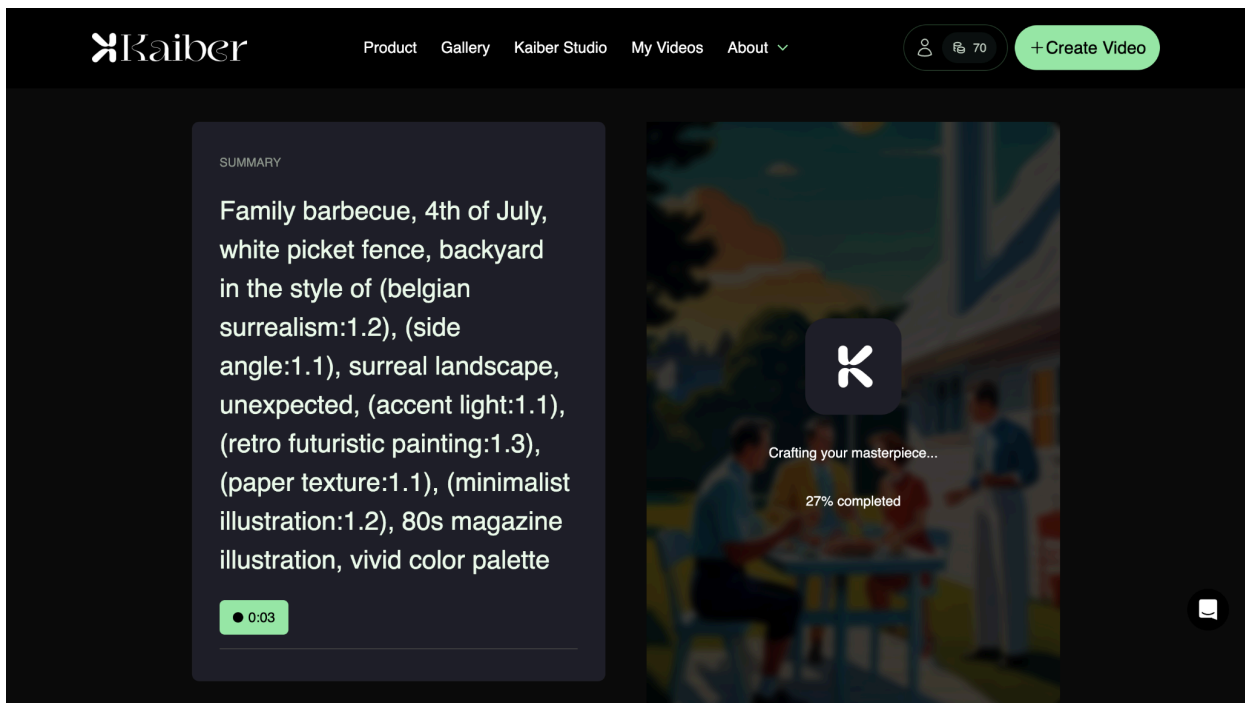
PREVIEW FRAMES

Select your favorite preview

SUMMARY

Family barbecue, 4th of July, white picket fence, backyard in the style of photo taken on film, film grain, vintage, 8k ultrafine detail, private press, associated press photo, masterpiece, cinematic

0:03   9:16   Camera • None

+ Scene

The +Scene feature is only available on Flipbook, Motion 2.0 without an image and Transform 1.0

6. Edit your prompt

This photorealistic style looks a little creepy so let's go back and try a different preset style. Click the purple arrow pointing left to go back. After selecting a different style, "Retrofuturism" in this case, we can check out the new previews. Tweak your prompt (both the subject and style) until the previews look right. This is when you might start experimenting with assigning weights to words in your prompt. These previews look better, so let's click "Generate Video" as the final step.

6. Review your video

You'll see the status of your video, but there's no need to stay on this page while it generates. Once it's done, you'll find buttons to download the file, create a shareable link, upscale your video, or reuse the prompt.

Here's the final product, a short ambient clip with very little motion but a lot of visual interest:

More Examples

Prompts, in order:

1. *Stucco building, surrounded by Saguaro, desert sunset…*
2. *Family barbecue, Arizona desert, afternoon sunshine…*
3. *Menacing politician, sneering, casting long shadows…*
4. *Latina woman in 30s, confident gaze, closeup…*
5. *Pregnant woman, neighborhood, daylight, desert setting…*
6. *Prescription medication bottle (1.3), inside empty fluorescent-lit medicine cabinet*
7. *voting, ballot box (1.5), American flag…*
8. *skywriting 'VOTE' (1.5), drifting clouds, blue sky…*

…in the style of papercraft, 3D paper sculptures, creases, layered textures, vibrant collage patterns, intricate cut-outs

Arizona flag (animated photo)

Arizona flag, wind animation, in the style of digital art

[Graduates](#) (text to video)

Over the shoulder view of graduates, commencement, cap and gown, diversity, in the style of photo taken on film, film grain, vintage, 8k ultrafine detail, private press, associated press photo, masterpiece, cinematic
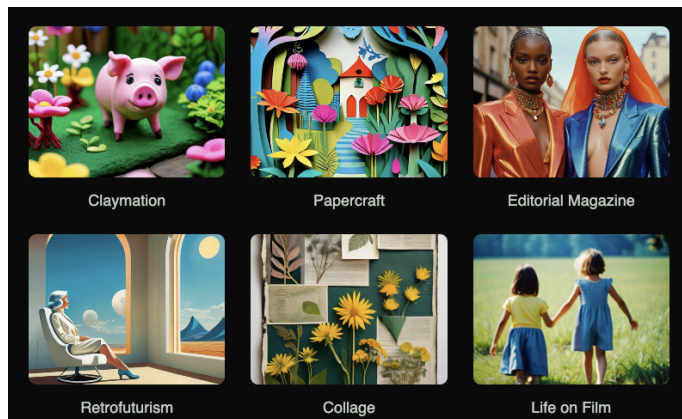
Potential use cases:

- Short social media videos
- Digital campaign ads
- Animated photos from the campaign trail
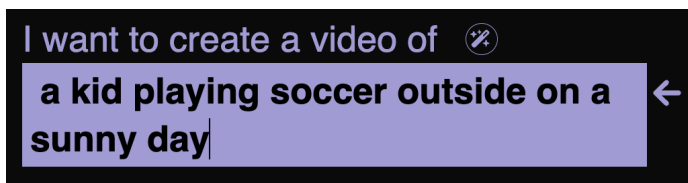- Animated merch images

Tips

1. Use the preset styles

Using the preset styles makes it easy to generate a specific look and can help you generate consistent results. During testing, Kaiber added 4 new styles for a total of 19, suggesting that more may be on the way. You can also describe your own style.
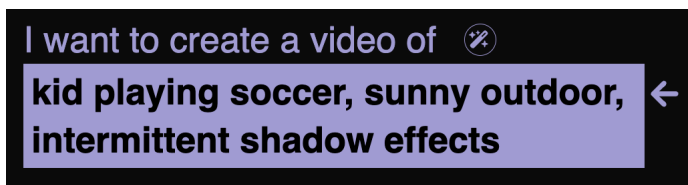

2. Explore the magic wand

You'll notice Kaiber favors shorter choppier prompts—think keywords separated by commas. The magic wand feature visibly suggests changes to the prompt that *may* improve your results.
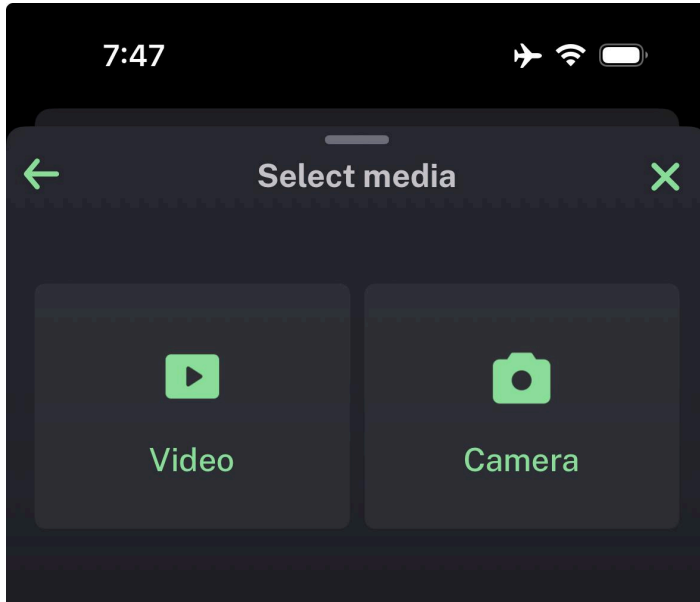*Before:*

After:

3. Try the app

This is the easiest way to use the *transform* tool with a video on your phone. It also features a way to describe the subject based on the video, which isn't available on the web version.
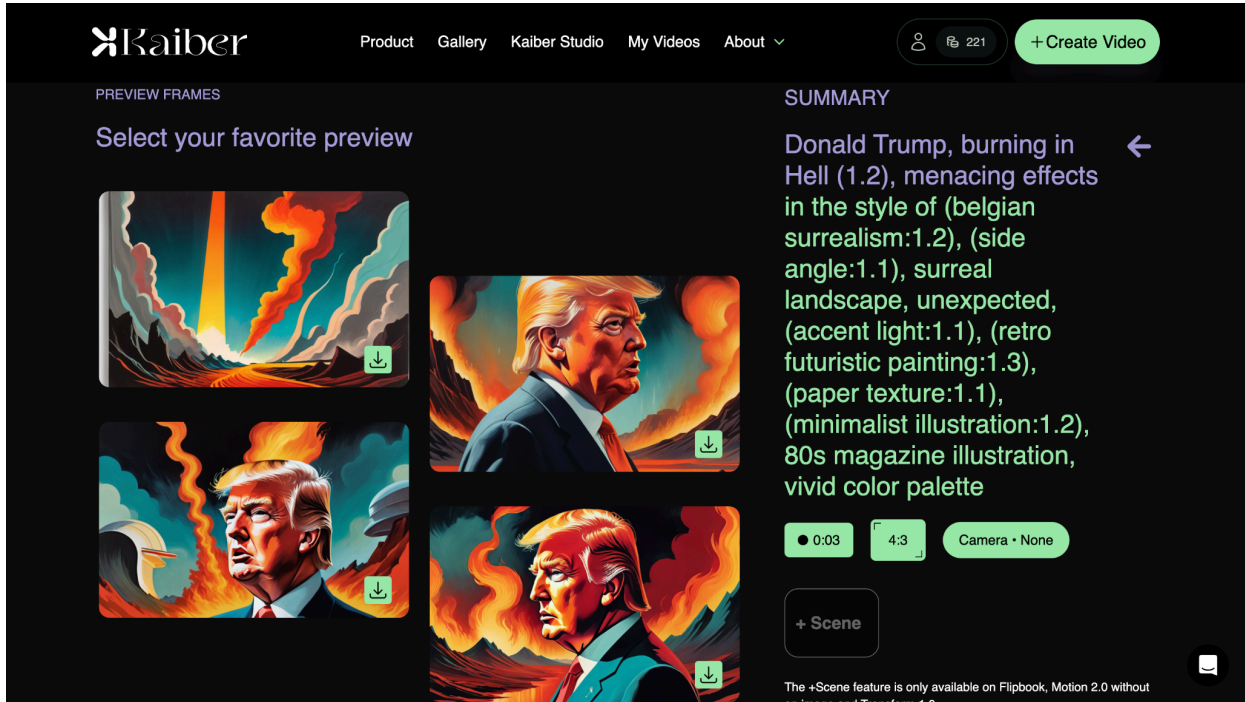
4. Play with weight

If your previews aren't looking quite right, try assigning more or less weight to certain words in your prompt. The default settings assign each word a value of 1, but you can change that.
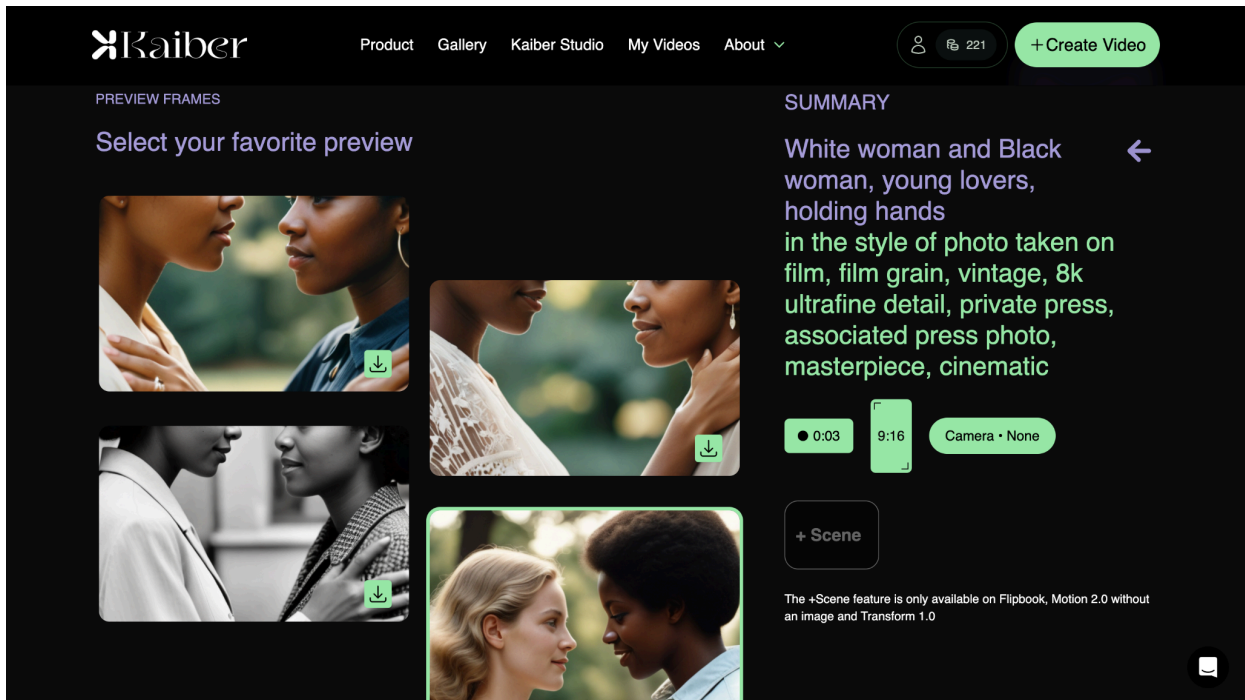
Guidelines for Political Use

1. There are virtually no restrictions on political content

Kaiber's terms of service only explicitly prohibit "adult content, gore, child sexual abuse;" everything else is fair game. This provides a lot of freedom, but also potential for misuse.

2. Beware of bias

Ensure your content goes through a thorough review process to avoid stereotyping. You may also run into roadblocks with certain prompts. For example, we found it difficult to create images of interracial couples.

3. Decide about disclaimers

Adding a disclaimer that your content was created using generative AI can go a long way to enhancing transparency, trust, and ethical integrity. By clearly informing your audience that AI tools were used to create or modify the content, campaigns can mitigate concerns about authenticity and manipulation.

Here's a recent example:

Rep. Jennifer Wexton ✔
@RepWexton   ...

Your ears aren't deceiving you—AI has allowed me to make a new model of my voice like it was before my PSP.

I hope this helps show creative ways we can empower people facing the kinds of health and accessibility challenges I have and demonstrate our abilities don't define us.

my mobility and ability to speak clearly.

AI Voice

11:27 AM · Jul 10, 2024 · **850.1K** Views

4. Be thoughtful about photorealism

Some AI video tools can produce fairly convincing results. In a political context, that raises questions about authenticity and trust, as it can easily blur the line between reality and falsehood. We tend to think that the more interpretive styles—ranging from claymation to impressionist painting to cartoons and more—are a better use of AI's power to represent concepts, not pretend to be real life.