# Using Runway for Campaign Videos

A practical guide for content creators.

## Overview

Runway is a powerful video, image, and voice generation tool for technically-proficient creators who want to create cinematic video clips.

**Benefits:**

- High quality outputs and industry-leading motion
- Advanced controls including customizable camera movements
- Wide variety of tools
- Able to generate text (sometimes)

**Trade-offs:**

- Requires more technical skill and vocabulary than other tools
- Variety of features and models can be overwhelming
- Most of the features available in Gen-2 aren't yet available in the latest model, Gen-3L
- The average Runway output includes more motion than other video generation tools like Kaiber, which increases the chances your output contains AI gibberish

**What you can do:**

- Text to video: Use text prompts to generate videos from scratch
- Text to image: Use text prompts to generate static images 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
- Text to speech: Use text prompts to generate speech (including voice clone)
- Animation: Upload an image and use motion brush to animate specific parts of the image

## Quick Start Guide

1. Choose your plan.
2. Explore the basics:
    a. Creating with Gen-3 Alpha
    b. Gen-3 Alpha Prompting Guide
    c. Generating videos with Gen-2

    d. Runway Academy
    e. How to organize assets
3. Explore Runway Watch for inspiration
4. Start creating!

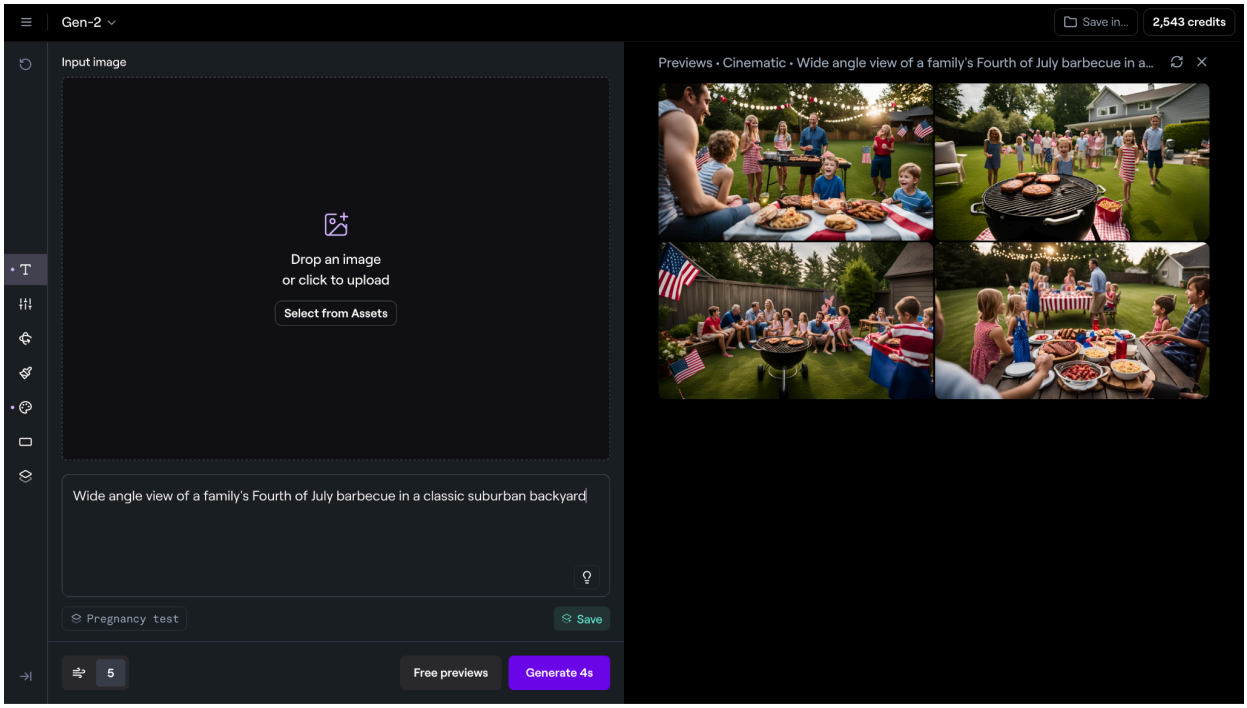
# Step-by-Step Guide

## 1. Choose your model

Let's say we want to create a short clip of a classic July 4th barbecue. We want to control the visual style, so let's go with Gen-2, which includes easy-to-use visual style presets and other controls. (If you aren't interested in the preset styles, it might be worth trying Gen-3, which is a more advanced model with fewer features.)

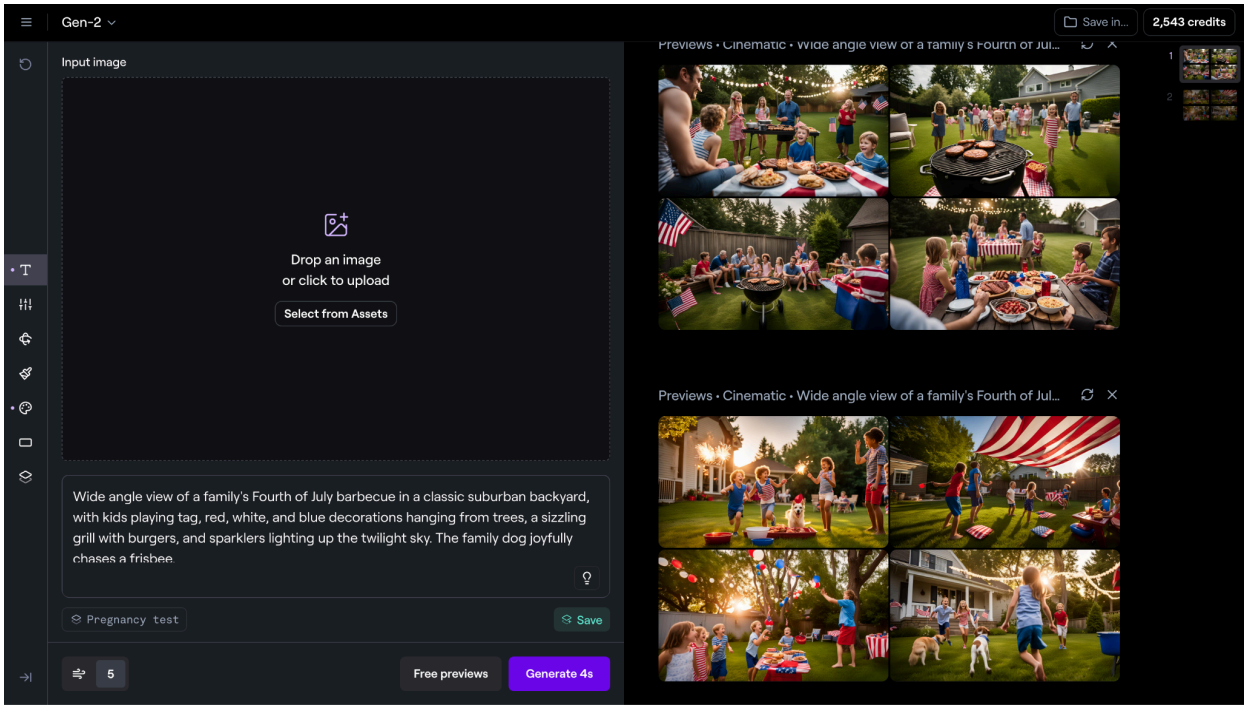
## 2. Describe your video

What does the camera see in your shot? How does it move? How do your subjects move? Here are some tips for prompting in Gen-2. Be sure to select "Free previews" before spending credits to generate your video. You'll see free previews in a feed on the right.



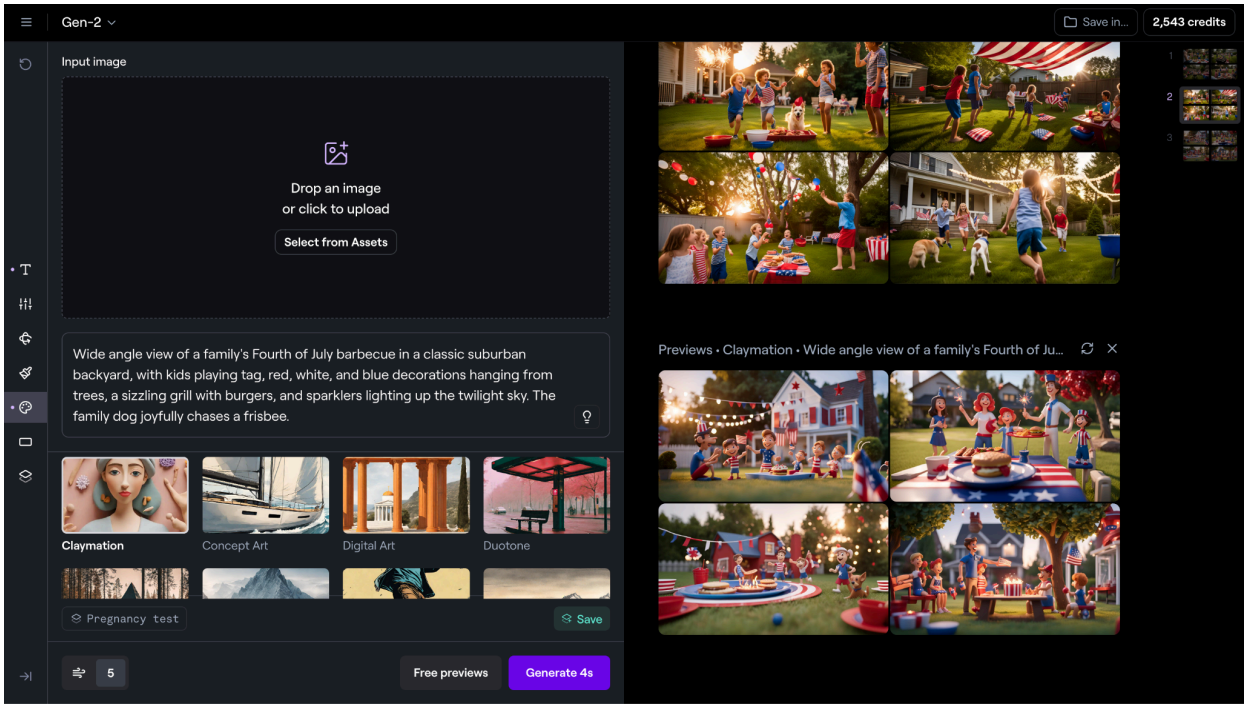
## 2. Enhance your prompt

Click the lightbulb icon in the prompt box to see how “enhance your prompt” changes your preview. This adds a bit more detail to the prompt, and the preview is a bit more interesting. So let’s keep moving.




## 3. Select your style

This is how your video will look and feel—are you going for a cinematic look? Sci-fi? Claymation? Cinematic is the default visual style, so let’s go try another. Click on the painter’s palette icon on the left and select one of the other options. The claymation style is cute, so let’s go with that and generate some more previews.

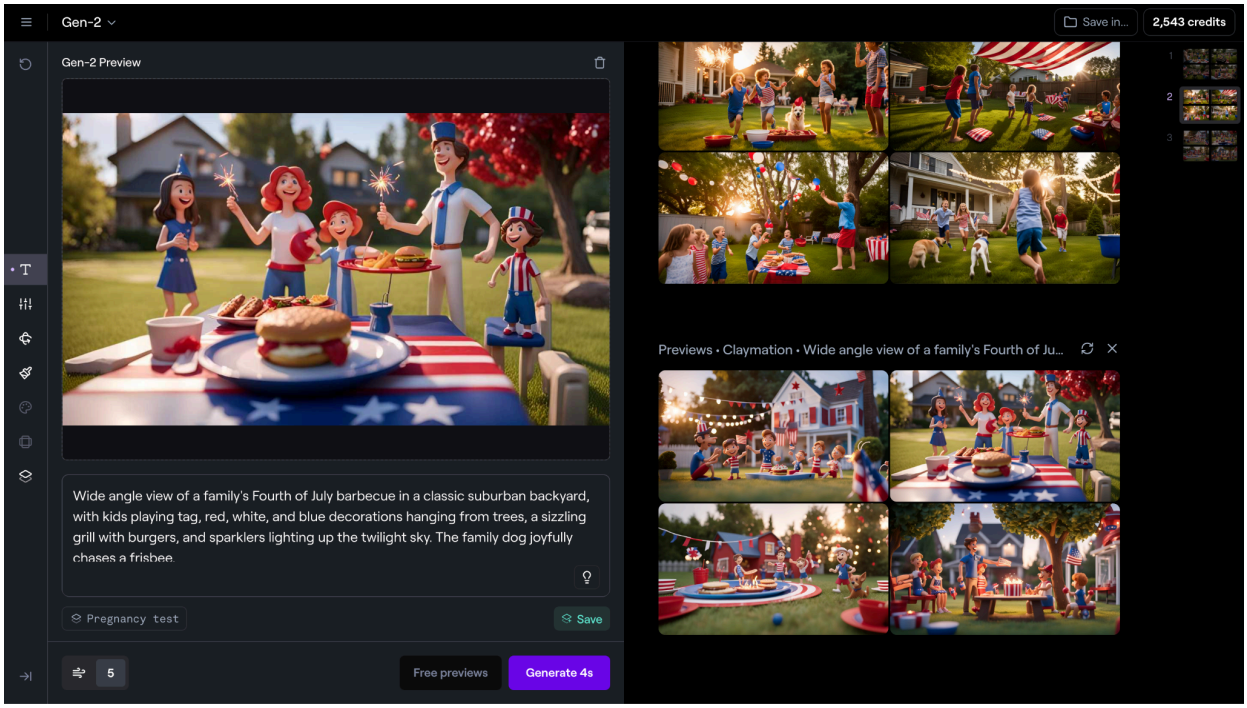



## 4. Customize your video settings

The other icons on the left enable you to change other basic settings including aspect ratio, as well as more advanced settings like camera direction and motion brush. The latest previews look good so let’s pick our favorite and keep going.

## 5. Choose your favorite preview

Click on one of the preview images in the feed on the right. That will upload it into the prompt and be the starting point for your video. Click “Generate” to turn it into a video.

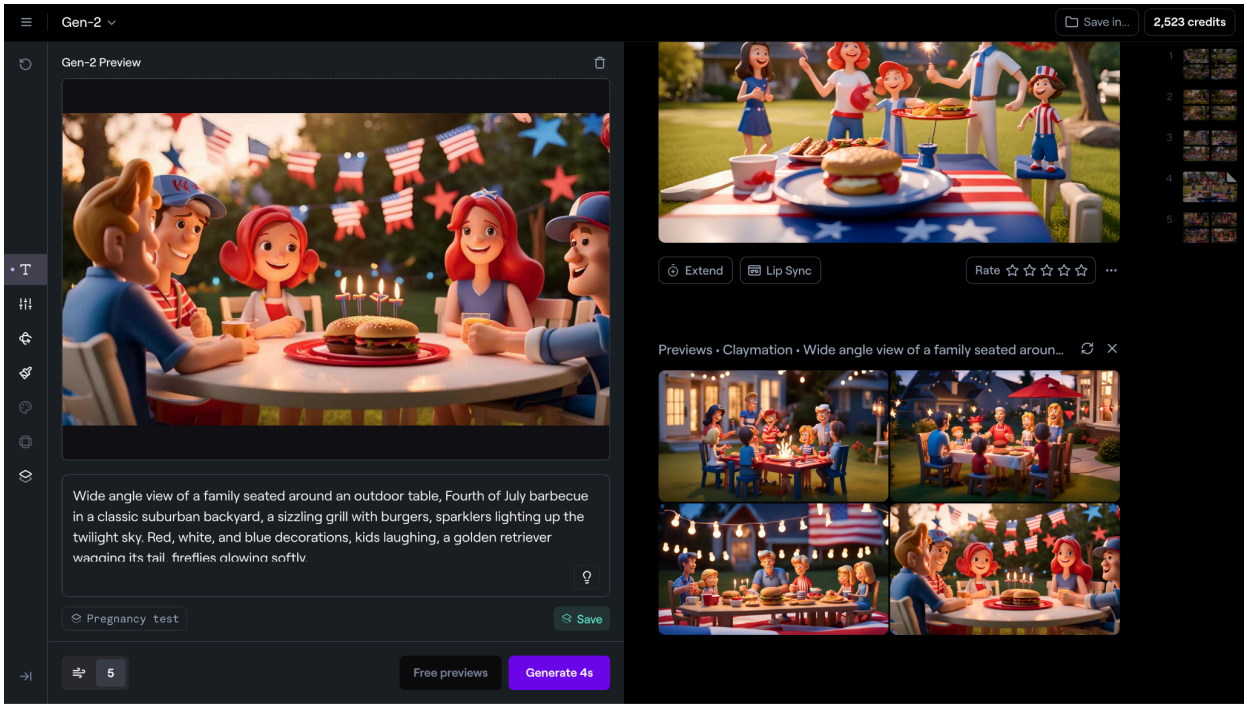



## 5. Check out your video

Your video will show up in the same feed on the right as your previews. The scene works for about a second or two but then collapses into nonsense. Let's go back and see if we can make it any better.

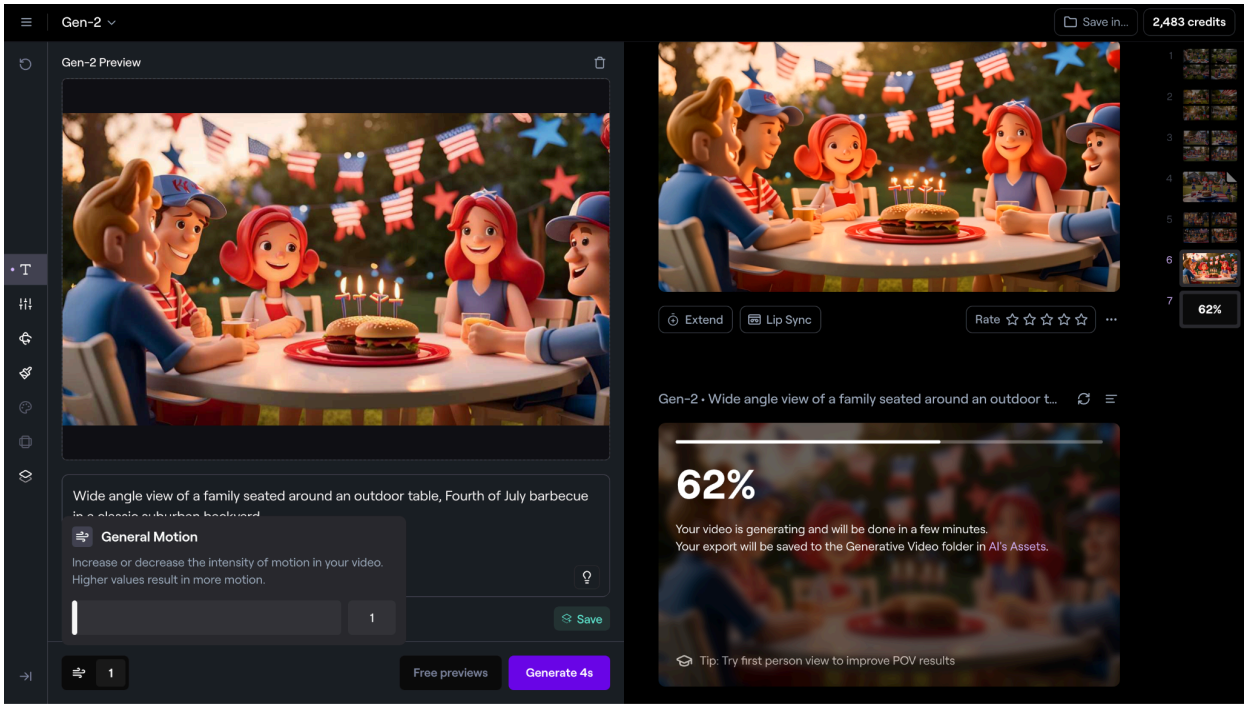
## 6. Edit your prompt

Runway gives you a lot of control, but that freedom means there's more room for AI gibberish like we see in the clip above. Perhaps clarifying what the subjects are doing can help, so this new prompt describes the family as sitting around a table.



## 6. Play with other settings

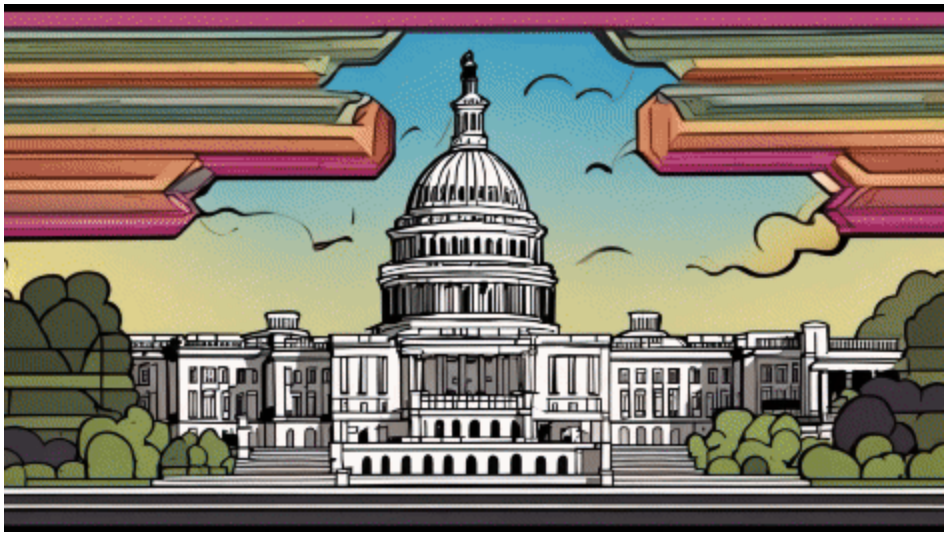
The new prompt still created some wild results, so let’s try another setting to see if it helps. The wind icon on the bottom left controls how much motion is in your video—maybe we can get our characters to sit still and not morph into other people?



The updated clip has a great vibe but still collapses in the second half. **This is a good example of one of Runway's limitations:** It may be difficult to get the model to generate the clip you have in mind. At this point you could keep editing the prompt and/or settings,download and trim the clip (the first part seems to work), or start over.

# More Examples

*This is a video made from a string of Runway clips created using our custom model. We used Runways generative audio feature to create the VO, and we even used Runway's native editor to string it together.*



VOTING
RIGHTS

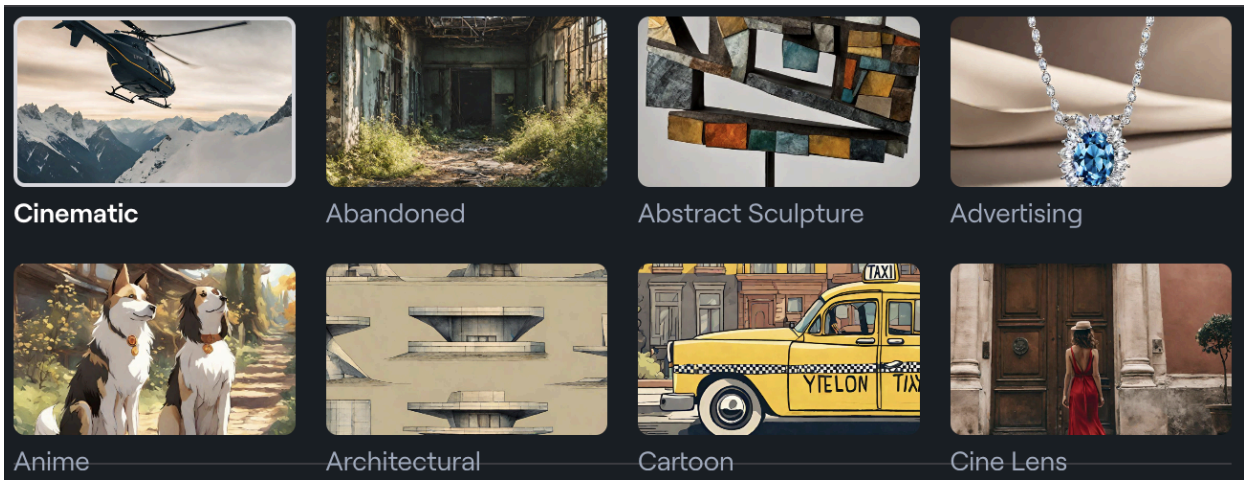
**Potential use cases:**

- Short social media videos
- Video voiceover
- Digital campaign ads
- Editorial images

# Tips

## 1. Use the preset styles (easy)

Using the preset styles in Gen-2 makes it easy to generate a specific look. Experiment with the options and see how they impact your generations.



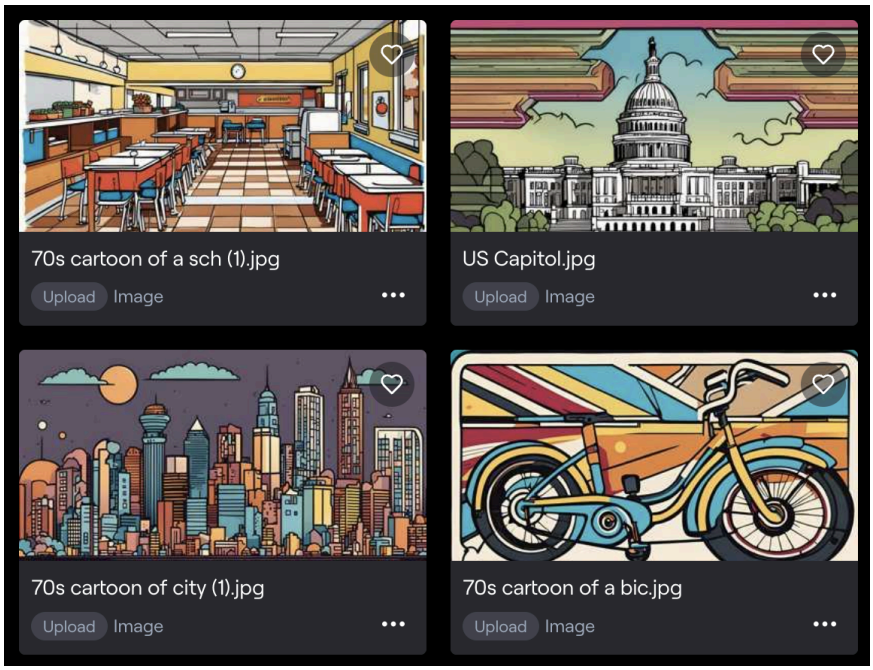

## 2. Create a custom visual style (advanced)

Even when using the style presets, the look and feel might vary within your previews, and from generation to generation. Runway suggests using seed values to create visually consistent generations, but we didn't find that to help very much. Instead, try training your own custom style model using a series of 15-30 visually similar images. (Explore the article and step-by-step video for details.)

**Tips in gathering images used to train the model:**

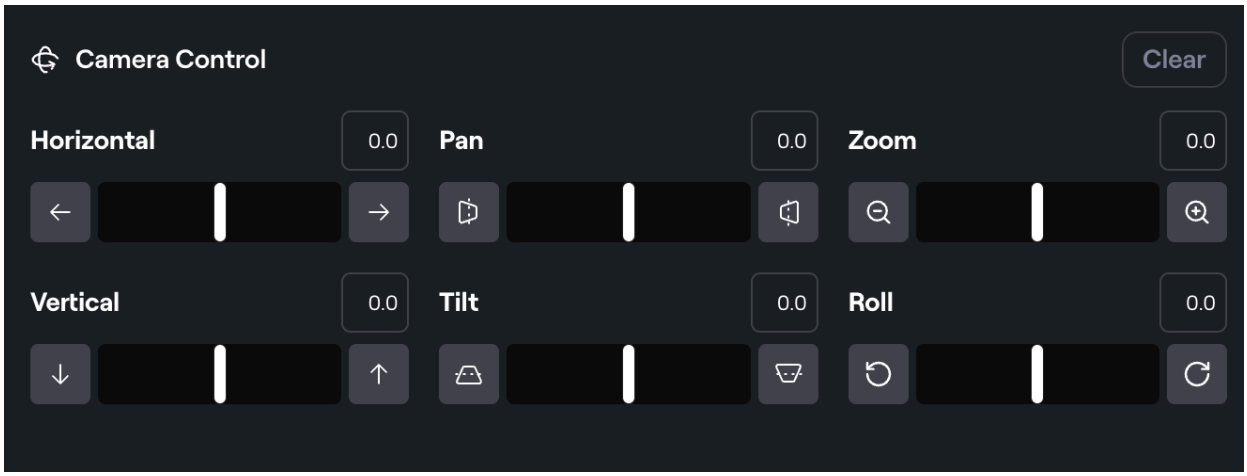
- The subjects don't have to be related at all to the topic of the video you'd ultimately like to create—this is entirely about visual style.

- We used Runway's text to image feature to generate the images. This took a while—it would be significantly faster to upload images from another source if you already had them.




## 3. Play with camera controls

If you're looking for greater precision in your scene, play with the camera controls in Gen-2.

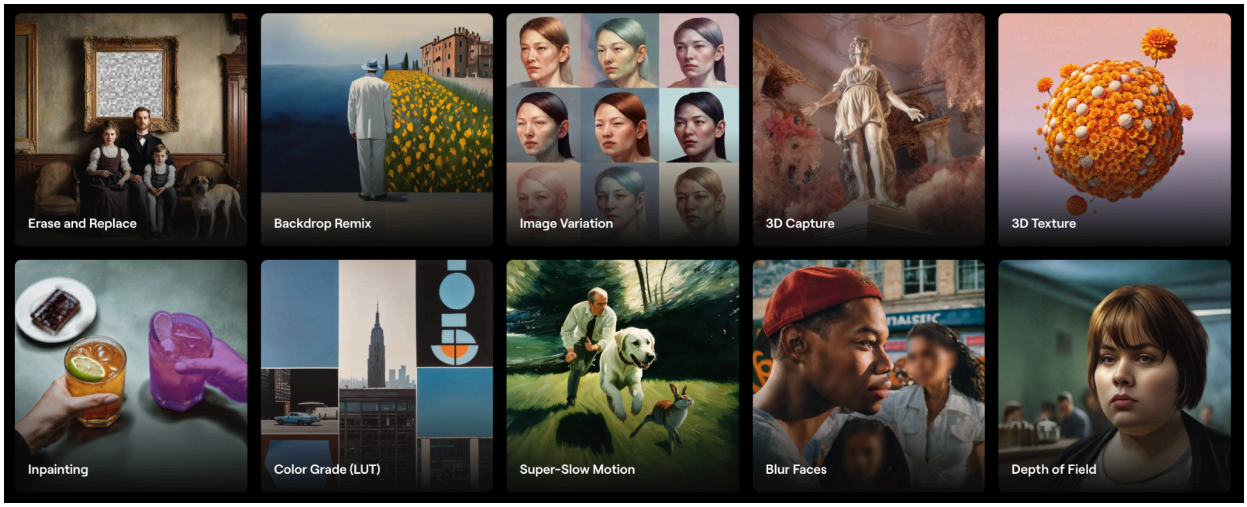


## 4. Try the native video editor

This is an easy way to make quick videos using clips you've generated within Runway without leaving the platform. If you've used iMovie or other basic editors, this will feel familiar.

## 4. Explore the variety of tools

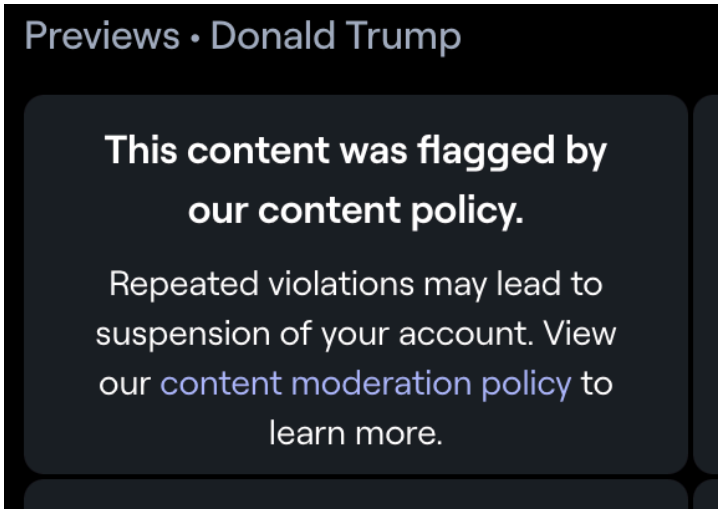
Runway is chock full of special tools worth checking out. Video editors in particular might find some of these very helpful within their existing processes.



# Guidelines for Political Use

## 1. You might not be able to generate certain political content

While Runway's terms of use do not prohibit political content generally, their content moderation policy prohibits: "nudity, obscenity, or overly provocative content; violence; gore, blood, or other viscera; sexually explicit content, offensive subject matter; **public figures**; and living artists" so you may encounter certain limitations. For example, we received this message when we prompted "Donald Trump." You might be able to upload




## 2. Beware of bias

Ensure your content goes through a thorough review process to avoid stereotyping. This is a problem Runway is working on, but you still need to be careful. For example, all four of these generations feature hoop earrings.

## 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:

## 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.