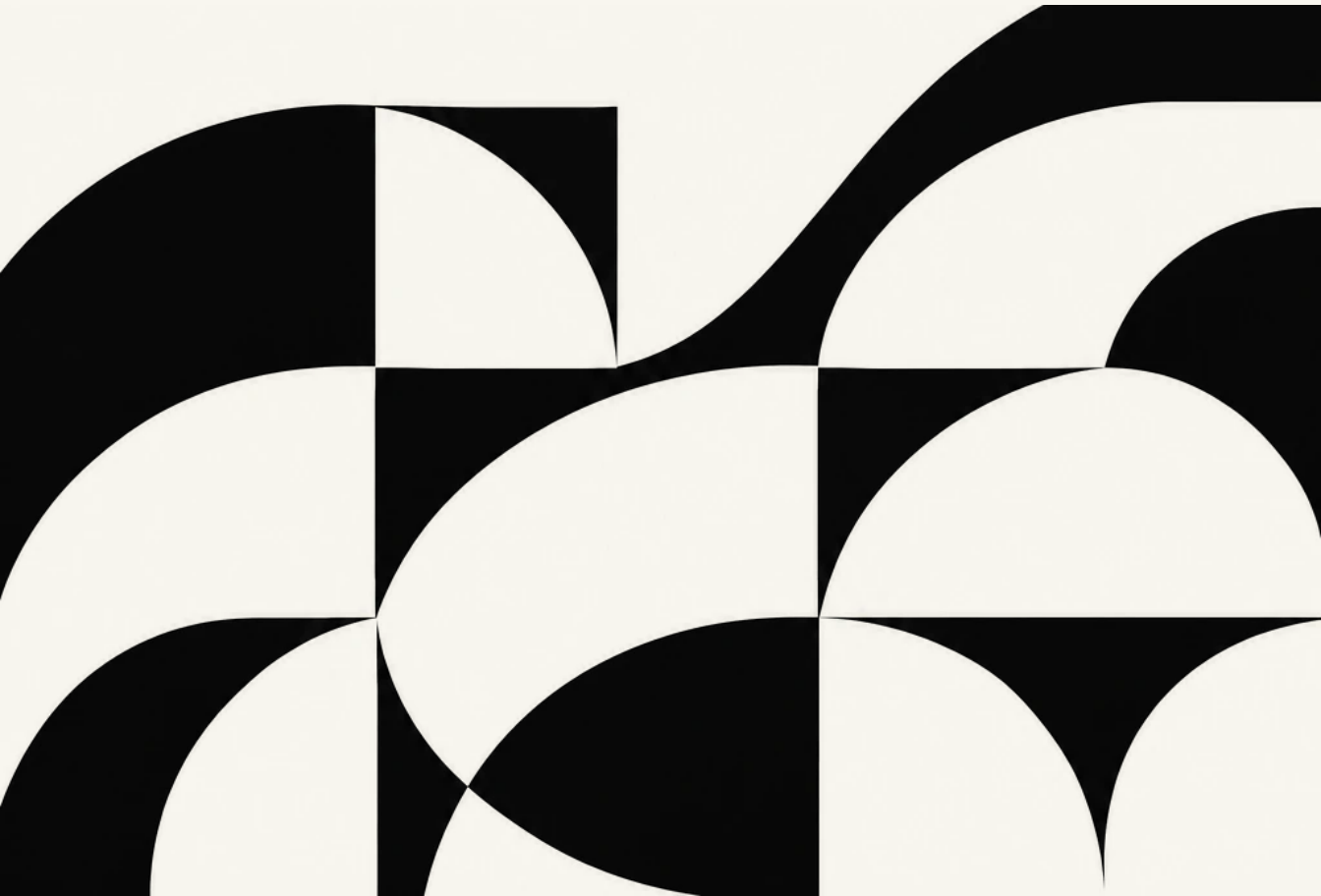
NIK MCFLY

AI Music for Brands

From Campaign Idea to Working Brief

PRACTICAL GUIDE
8 PAGES



Choose the experience

Start with what someone will hear, receive or do. Choose one format for your first campaign

1 A song for a campaign

Choose it when a film or launch needs one memorable musical idea. Brief a main theme and the cuts you will actually place

2 Music inside a product

Choose it when people return: an app, programme or recurring ritual. Define when music enters and whether it changes with an action

3 A personal song

Choose it when a message for one person is the point. Collect only the details you need, then decide which part of the song may change

4 A virtual artist

Choose it when the character has a reason to return. Agree the identity, voice, first song and next release before building a whole persona

For a one-off film, an existing track may already fit. Add personalization when it gives the audience something worth receiving or sharing

See real campaigns / 3

Chocolate becomes a personal song

Milka participants bought a product, registered its barcode, then created a song to send to someone they cared about



Chocolate purchase

Personal message

Song for someone else

Milka feat.AI[1]

Product build & launch: Nik McFly

Brief the complete route from entry to playable song. Test delivery and sharing alongside the music

Swiss Post[2]

150 musical cards required selection from roughly 1,000 generations. Budget for the accepted result and listen to names before delivery

Sur La Table[3]

The score was selected from hundreds of AI options. Allow for musical direction and selection before producing the final campaign versions

CAMPAIGN CONCEPT

Radio from the future

For a telecom brand: a singer broadcasting from 2040 turns listeners' messages into personal songs and videos



Lock the identity

The singer, approved chorus, duration and video template. Reuse approved audio if it must stay identical

Make it personal

Turn one short message into a lyric passage. Test whether the voice and musical direction hold; start in one language

See a worked brief / 5

Brief your first pilot

A proposed Radio pilot for a fictional telecom brand. Scope and thresholds below are illustrative; agree your own before commissioning

Brand & owner	Telecom brand (fictional). Alex is the single decision owner
Audience & job	Young adults sharing a message with their future selves. Give them a personal video they want to send
Format & idea	Radio from 2040: one short message becomes a personal lyric passage sung by the fictional host
Deliverables	One singer, one language, a 30-second prototype video, playback and a share link
Usage	Invite-only test. Agree public sharing and campaign reuse separately before release
People	Alex approves; the producer checks voice and words; the delivery owner tests playback and retries
Timing & budget	Two weeks and one review. Agree a budget cap before commissioning; include attempts and review
Pass condition	Invite 10 testers. Proceed if 7 finish unaided and 5 choose to share; no blocking playback errors

Write your own brief / 7

Before you automate

Agree these checks on real examples before opening a public campaign

Listen to the sung result

Confirm names and facts before generation. Then listen to pronunciation and phrasing in every language, even when the written text is approved[1]

Test a change request

Before promising lyric revisions, test changing one line. Check what else changes: voice, melody, timing and quality. Agree what can be edited and what needs a new take

Count accepted outputs

Log every generation, rejected take, correction and minute of selection. Build the estimate around the accepted, delivered result[2]

Before release, record channels, territories and duration; permissions for supplied music or voices; and how participant material is handled

Write your campaign brief

Type into the fields in a PDF reader and save your copy. Leave genuine unknowns visible

Brand, project and decision owner

Audience, placement and the job the music must do

Chosen format and the participant experience

Deliverables: lengths, versions, languages and files

Usage: channels, territories, duration and reuse

People: approvals, permissions, delivery and support

Timing and budget: launch, decisions and cap

Pilot: uncertainty, test, pass condition and next decision

YOUR NEXT STEP

Bring your brief

Send the completed brief or ask for help choosing a format, developing the concept or planning the first test

Discuss a campaign

Nik McFly / Co-founder, ManifestMusic.Studio

Explore the Atlas

Case sources

1 Milka feat.AI

Campaign credentials / Urban Media

Product role / Nik McFly

2 Swiss Post Advertising

150 songs for 150 brand managers

3 Sur La Table

Mariana Velasquez / campaign and music credits