

AI Tools for Marketing

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What we use every week, the five things we never let AI do, and what changed in October 2026.



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IN SHORT

THE GUIDE IN FIVE LINES

- **Five jobs** research · write and check · images · video · build
- **The workbench** Claude Code, read-only connectors first
- **Never** redraw a logo, repaint a product, invent a fact
- **New in October** Meta video from statics · Razorpay for ChatGPT ads
- **Before trust** test every tool on one real piece of work

HOW TO READ IT

SAME ORDER IN EVERY SECTION

The heading

A number and a plain name, matching the contents above.

The bold line under it

What you will get from the section, before you read it.

The detail

Cards and tables, each with its source or how it was measured.

1

The five jobs we use AI for

we start from the job, never from the tool

You will see where AI does the work in our studio, and the one step where a person always decides.

1 • Research
Find what is true: competitor ads, platform changes, what people search. Every finding keeps its source.

2 • Write and check
Briefs, ad copy, articles and reports, each checked against twelve gates before it leaves.

3 • Images
Rooms, light and props for product ads. The real product photo goes in unchanged.

4 • Video and motion
AI video shots, voice, and motion graphics written as code so every frame is exact.

5 • Build
Websites, automations and dashboards that pull live numbers from ad accounts.

Every job • a person approves
Nothing is sent, published or paid for without a person saying yes.

2

The tools, and what each one does

twelve tools, sorted by the job

You will get every tool we use, who makes it, and the exact job it does for us.

**Claude Code • Anthropic**
Our workbench: builds sites, automations, dashboards and video pipelines, and runs our checks

**Claude • Anthropic**
Long writing, research synthesis, briefs, and checking work against our rules

**Nano Banana Pro • Google**
Product scenes and ad concepts in the Gemini API; the real pack goes in after

**Gemini • Google**
Reads reference videos frame by frame, so we can break down why a reel works

**Google Flow • Google**
Animated shots, now with the Gemini Omni video models

**Higgsfield**
AI video shots from many video models in one place



ElevenLabs

Voice for films and explainers, when a real voice is not recorded



HyperFrames · HeyGen

Motion graphics written as HTML, rendered to video frame by frame. HeyGen mark not sourced, left off



GSAP · GreenSock

The animation engine behind our motion graphics and this site



MCP connectors

Made by Meta, Google, Windsor.ai and others: Claude reads ad accounts and analytics through them, read-only first



Apify

Public data for research: reels, ads and comments. Mark not sourced, left off



Make

Automations between sheets, WhatsApp, LinkedIn and Instagram



Figma

Design files, which Claude reads and edits through Figma's connector

Twelve tools, five jobs

A tool without a job becomes a subscription you forget.

WHY CLAUDE CODE SITS IN THE MIDDLE

A WORKBENCH, NOT A CHAT WINDOW

Claude Code runs on our own machines, so it can read files, run scripts and use connectors. We use it to build a site, record a website frame by frame, cut a video from a brief, or audit an ad account, and **every one of those jobs runs through the same checks.**

Quality Checker

Twelve gates on any draft before a person sees it: facts from your material only, no placeholders, no banned words, the exact format, working links, nothing added to the brief.

Fix It Once

Writes down every mistake with its cause, and turns a cause into a rule when it comes back a third time. The rule is tested, then it catches the mistake.

Both are products now

Each is a single plain file for Claude Code. Read every line before you install it: raaycreative.com/products.

3

Five things AI never does here

each one paid for by a real mistake

You will know the five lines we never cross with AI, and the measured reason behind the second one.

- 1

Never • Redraw a logo
A brand’s logo is its identity. We use the official file every time and check it before anything renders.
- 2

Never • Repaint a product
The pack, its artwork and every printed word are real pixels. AI makes the scene around them; the product photo goes in unchanged.
- 3

Never • Invent a fact
Every number traces to a source we can name. A figure the AI recalled, rather than read, is removed.
- 4

Never • Send, publish or spend without approval
AI drafts the email, the post and the budget change. A person approves each one.
- 5

Never • Generate a real person’s face
Real people appear only in real photos and footage they agreed to.

THE MEASURED REASON

FIGURE ON THE RIGHT, IN MONO

• Defects found in one 100-ad batch of AI images	70
• Of those, misprinted text on the product pack	49 of 70

Counted by hand at full size on a 100-ad batch for PLB Snacks in August 2026. It is why AI now makes only the scene, and the real pack photo goes in afterwards.

The test before trust
Before a new tool touches client work, run it on one small, real piece of work with a known right answer, and compare its output line by line. A tool that cannot show where its numbers came from does not touch client work.

4

What changed in October 2026

each from the company's own page, or labelled

You will learn the launches that matter for businesses advertising in India, and what to do about each.

META · 6 OCTOBER 2026

Video from static images, generally available

At Advertising Week New York, Meta made video from static images generally available inside Advantage+ creative. Ads Creative Studio changes the hook, audio, clip length, text and final scene. Catalogue product videos are in beta, and an Ads Manager assistant that sets up campaigns in conversation, with previews and approvals, is coming.

What it means · one good static concept can become a video without a shoot. Test it as a new format of the concept, and check the product stays exact in every frame.

[about.fb.com](#) · Advertising Week New York 2026

OPENAI · INDIA

ChatGPT ads, self-serve

OpenAI's Ads Manager availability page lists India as available for self-serve, which the press reported opening at the end of August. Ads show to logged-in adults on the Free and Go plans, under the answer.

What it means · Indian brands can buy directly. There are no keywords: write for the task the person is doing, and track sales with one shared event ID.

[help.openai.com](#) · Ads Manager Availability, checked 14 Oct 2026

RAZORPAY · 5 OCTOBER 2026

ChatGPT ads through Razorpay Engage

Razorpay said it will help Indian brands advertise on ChatGPT: catalogue checks, product feeds, and campaign launch, management and measurement, with an AI agent adjusting campaigns and Razorpay's team overseeing it.

What it means · ask any partner how it measures results against your own orders before you hand it a budget.

[Inc42](#) · 5 October 2026

ALSO RECENT

ALREADY IN OUR WORK

Gemini Omni 1.1 Flash · Google, August

Extends a scene in 10-second steps up to 40 seconds, takes a first and last frame, exports 1080p or 4K in Flow, with 360p drafts first. Videos carry SynthID and Content Credentials.

Meta ads AI connectors · open beta

Meta's ads MCP server lets an assistant such as Claude read and manage ads. Since 16 July 2026, portfolio admins can limit what an AI agent may change.

5

How to choose your own tools

five questions, then one test

You will have five questions to ask before any AI tool touches your business, and a weekly routine that keeps it in check.

ASK	WHY IT MATTERS
What job does it do better or faster?	A tool without a job becomes a subscription you forget
Can it show where its output came from?	Untraceable numbers are a risk, not a feature
What can it change, and can you block it?	Read-only first; spending always behind approval
What happens to your data?	Read the terms before you connect a client account
Does it pass a test on real work?	Demos are chosen to look good; your work is not

THE WEEKLY ROUTINE

UNDER AN HOUR

- Monday

read the week’s numbers through read-only connectors
- Mid-week

make the creative and content, each checked before review
- Friday

log what went wrong and why, so it does not come back

SOURCES

CHECKED 14 OCTOBER 2026

1. Meta: Advertising Week New York 2026 announcement (about.fb.com, Oct 2026); Meta for Business: Introducing Meta Ads AI Connectors; Meta for Developers: Ads MCP Server overview

2. OpenAI Help Center: Ads Manager Availability (checked 14 Oct 2026); OpenAI: A milestone in expanding access to AI

3. Inc42, 5 Oct 2026: Razorpay partners with OpenAI to help Indian brands advertise on ChatGPT

4. Google: Introducing Gemini Omni (May 2026); Gemini Omni 1.1 Flash (Aug 2026); Nano Banana 2 (Feb 2026)

5. Anthropic: Claude Code documentation; Model Context Protocol · RAAY Creative: 100-ad pack text check for PLB Snacks (Aug 2026)



AI does the repetitive work. People do the thinking.

Want it run for you? raaycreative.com/contact · WhatsApp +91 81338 88744

RAAY CREATIVE

AI LAB · NEW DELHI