What to check before using AI for campaign content consistency

Brand drift happens fast when AI generates the copy and images

A product video generator can turn a short brief into dozens of social clips in minutes. The speed is useful, but it also multiplies the risk that your brand looks different in every output. Colours shift, tone wobbles, logos appear in the wrong place or not at all. These small inconsistencies add up, and a campaign that should feel cohesive ends up feeling fragmented. The checklist below helps you catch the most common slips before they go live.

Visual style: more than just a logo

Most teams start by uploading a brand guideline. That is a good first step, but a product video generator interprets those rules literally. If your guideline says a certain blue is the primary colour, the tool may use it everywhere, even where a lighter shade would work better. The result can look flat or unnatural. Check every frame that carries your brand colour. Does it sit well against the background? Is there enough contrast for readability? A mood board is helpful here because it shows the intended feel, not just the hex codes. Run a few test clips and compare them side by side with your mood board. If something feels off, adjust the prompt or the reference material before you proceed.

Typography and spacing

Text overlays are a common place where consistency breaks. A product video generator might default to a font that is close to yours but not identical, or it might change the kerning. These differences are easy to miss on a small preview but obvious on a larger screen. Make a visual brief that includes the exact typeface, minimum size, and line spacing. Then generate a short sequence and check each text element against that brief. It takes a few extra minutes but saves you from a campaign where half the videos use one font and half use another.



Brand voice: the tone that keeps your message clear

Visual consistency is only half the story. The voice of your copy needs to stay stable across every clip. A product video generator that writes captions or voiceover scripts can drift from professional to casual or from friendly to salesy between versions. This is especially risky when you generate several variations for creative testing. One version might sound like your usual tone, while another sounds like a different company altogether. To guard against this, write a short brand voice guide that the tool can follow. Include examples of phrases you do and do not use. Then review every piece of generated copy as if you were a customer seeing it for the first time. Does it sound like the same brand? If not, adjust the instructions or edit the output before you add it to the campaign.

Logo and watermark placement

Logos are another frequent point of failure. A product video generator may place your logo in a corner that works for one clip but overlaps important content in another. It may also apply a watermark that you do not want. Always preview the full sequence, not just the first frame. Look at the logo size, position, and visibility across different scenes. If the tool lets you set a logo region, use it. If not, you may need to add the logo in post-production to keep it consistent. For a campaign with many social videos, this step is worth automating with a template that locks the logo position.

Colour grading across scenes

When a product video generator assembles clips from different sources, the colour grade can vary noticeably. One scene might be warm and golden, while the next is cool and desaturated. This is jarring for viewers and undermines the professional look of the campaign. A storyboard helps you plan the colour palette scene by scene. Once you have the generated clips, place them on a timeline and compare the overall colour temperature. If you see a shift, apply a global colour adjustment in the tool or in a video editor. Some generators offer a style transfer feature that can unify the look. Use it, but check the result on a few different screens to make sure it holds up.

Audio and music consistency

Sound is often overlooked until the last moment. A product video generator that adds background music may use tracks that change in volume or style between clips. One segment might have an upbeat track, while another feels sombre. This confuses the emotional arc of the campaign. Choose a single music track or a set of tracks that share the same key and tempo. If the tool lets you set a volume level for the music, set it and stick with it. Also check that any voiceover is recorded at the same level throughout. Inconsistent audio is one of the fastest ways to make a campaign feel amateurish.



Contextual mistakes: the tool does not know your product

A product video generator does not understand what your product is or why it matters. It may show a product image in a setting that is irrelevant or even misleading. For example, an

outdoor camera might appear in a studio shot with no weather context, or a food product might be shown with ingredients that do not belong in the recipe. This is where a detailed visual brief and a clear campaign concept pay off. Describe the setting, the lighting, and the action as precisely as you can. Then review every generated frame for context errors. If the tool places your product in a scene that does not match your brand story, regenerate that part with a more specific prompt.

The human review loop

Automation is valuable, but it cannot replace a human pair of eyes. A product video generator is a tool, not a decision-maker. Build a review process that includes at least one person who knows your brand guidelines inside out. That person should check the output for all the points above: colour, font, voice, logo, audio, and context. They should also watch the full video from start to finish, not just the key frames. A quick scan might miss a logo that flickers or a text overlay that appears for a single frame. A thorough review catches those glitches.

Platforms like happywan.co are designed to speed up video production, but the final responsibility for brand consistency stays with the team. Use the tool's features to enforce your rules wherever possible, then verify the result. A little extra time in review saves a lot of rework later.

Testing across devices and platforms

Brand consistency also depends on where the video plays. A clip that looks right on a desktop monitor may look washed out on a phone or too dark on a tablet. The same product video generator output can render differently depending on the platform's colour profile and compression. Generate a few test clips and watch them on the devices your audience actually uses. Check the logo size, text readability, and colour accuracy. If something does not translate well, adjust the source material or the generator settings. This step is especially important for social video, where viewers often watch without sound and rely on captions and visual cues.



By running through these checks every time you use a product video generator, you can keep your campaign consistent without sacrificing speed. The goal is not to eliminate automation but to direct it with clear rules, good reference material, and a careful review process. That combination gives you the efficiency of AI with the reliability of a controlled brand voice.