

Generative AI for marketing content creation VIDEO & DIGITAL MEDIA CHECK LIST

When reviewing video, photography, motion media (video, animation, voiceover, text, etc.) generated by AI, it is essential to evaluate specific elements to ensure they meet quality, brand, and practical standards before being used in any campaign or project. By using this checklist, you can assess AI-generated text to ensure the final product is usable and aligns with the desired standards for marketing communications.

Video Elements	Attention Point	Guidance
PRE & POST PRODUCTION	Efficiency – Pre/Post production	There are AI tools that are available in post production applications used to improve the quality and speed of creation. Approved creative applications such as Adobe Creative Suite. These tools should not take away from the authenticity of the material but elevate. Some video production tools/features include: •auto color correction •auto caption generation •beauty filters •audio speech improvement •generative fill •auto reframing •audio remix.
	Adobe Creative Cloud applications	Please ensure there is a balance of production quality, polish and maintenance of authenticity. If the effect applied brings attention in a negative way, reconsider how this effect improves the production quality and how it enhances the story.
	Scene depiction/re-creation	In pre-production, generating a prompt for a storyboard could be beneficial as a starting point. This feature could help establish the number of frames in the video, how long each section is, what transitions can be used, what visuals/audio can support the narrative, what tone the music or narration can be, and etc. This was an example created using JasperAI, an approved AI service we use at Advanced Bionics. Beauty filters, please refer to Phonak video guidelines: https://brand.sonova.com/phonak/new_ph-video/ For brand specific rule, please refer to Phonak image guidelines: https://brand.sonova.com/phonak/ph-images-2/ When creating a scene using AI, ensure it aligns with the intended message and brand identity. Avoid showing unrealistic or off-label use cases—only include scenes that are appropriate and clearly on-label. Scenes should support the story being told, not appear random or disconnected. AI-generated visuals are often hyper-realistic and may resemble stock footage, as they are based on search terms. If a video includes a significant amount of AI-generated content, be aware that it may unintentionally shift the tone or meaning of the message due to the nature of how these visuals are created.
	Approved post production vendors	Adobe Creative Suite (PremierePro, After Effects, Lightroom, Photoshop, Adobe Stock) JasperAI These are the approved guidelines outlined by legal at Advanced Bionics as an example: •Primarily used to form quick lines of copy on relevant topic areas such as ad titles, article titles, short descriptions, and even the kernel of new blog articles after writing prompt is uploaded. •Most starting copy used is from already approved sources or is a generic topic description. Example: we upload a writing prompt such as “spread awareness about world hearing day and hearing loss in general”. •Used to edit or re-word copy already written. •No personal data or PHI ever uploaded. •No internal company processes, plans, or other proprietary information is used for prompts. •No new claims are created. •All resultant material is run through standard approval process in place, i.e. PLM round or more informal ‘6 eye principal for social posts.
	Depiction of testimonials	
TESTIMONIALS	Accuracy, authenticity, relevance, and proper usage	Do not use AI to recreate likeness of our customers (recipients and professionals) as it would violate company policy of using patient data. This is not a medium that we include during consent through the release form.
	Unnatural or Jittery Movements	Ensure there is smooth motion blur from anything in frame. Signs of AI footage could appear choppy, glitchy, distorted, stiff, awkward, and overly smooth movements. Please refer to Image Checklist Guidelines that outlines detailed characteristics of human like subjects. https://sonova-my.sharepoint.com/:x/p/vincenzo_galvano/Ebab9oi5P3FNqwtZPwow5_ABVFIU1rxYPMQKQFKMdzSgz?e=b9ikei Example: https://www.welocalize.com/industries/medical-devices/

UNNATURAL MOVEMENTS	Ensure all text represented as a visual graphic or subtitle, is reviewed for grammar, proper usage and spelling of company terminology and technology, and punctuation.	
	For further details please refer to the Gen-AI Text Guidelines available: https://brand.sonova.com/phonak/ph-video/	
	All videos must include captions that are at least 99% accurate. Captions should be synchronized with the audio, appearing at the correct time and staying on screen long enough to be read comfortably.	
	Text or Subtitles	Captions must include: • The spoken words • The speaker's name (when relevant) • Descriptions of sound effects (e.g., [music playing], [birds chirping]) • Ensure captions are easy to read by using a legible font, sufficient contrast between text and background, and appropriate color choices. For captioning and subtitling best practice refer to the video guidelines provided for your respective brand. Sonova Group video guidelines can be seen on the company brand portal. Do not include patient data or information to generate.
TEXT AND SUBTITLEING	Color Accuracy	Ensure the colors are appropriate for the subject and environment.
	Color Harmony	Review the overall color harmony. AI can sometimes produce unnatural hues or inconsistent color tones across different areas of the image. The image's palette should be cohesive and aligned with the desired mood or brand guidelines.
	Lighting Consistency	Review the light sources to ensure they are consistent throughout the image. AI might misinterpret where light is coming from, leading to highlighting specific elements inconsistently. (eg: Consistency in light sources in the scene especially when looking at the face and eyes)
	Realistic Shadows	Check that the shadows are natural and reflect the positioning of the objects and figures in the image. Inconsistent or mismatched shadows can break the realism of the image.
	Face Lighting and Shadows	Make sure the lighting on the face is natural and consistent with the rest of the image. AI can produce strange shadows or unnatural lighting effects, especially around the eyes or nose.
TONES, LIGHT & TEXTURES (ADAPTED FROM GEN-AI IMAGE GUIDELINES	Eyes Reflection and Light	Ensure that the reflection of light in the eyes (catchlights) is natural. Overly bright or misplaced highlights can make the eyes look unnatural.
	Surface Texture	Assess the textures of different materials (e.g., skin, fabric, glass). Sometimes AI struggles to render realistic textures, leading to plastic-like or overly smooth surfaces or wax faces.
	Fine Details	Look for details in complex surfaces, such as hair, fur, or intricate patterns, which may appear muddled or unclear.
	Visual depiction of humans	Please refer to Image Checklist Guidelines. Same rules apply: https://brand.sonova.com/phonak/wp-content/uploads/sites/28/2025/09/SON_GenAI-Guidelines-ContentCreation-IMAGES-Checklist-July2025_EN.xlsx.pdf In addition to the Image Checklist Guidelines mentioned above, please be aware of footage that could feature Deepfake content. Deepfake video content refers to synthetic media in which a person's likeness is digitally manipulated to create realistic-looking but fake videos. This technology uses artificial intelligence, particularly deep learning techniques, to superimpose one person's face onto another's body or to alter facial expressions and speech, making it appear as though the person is saying or doing something they did not actually say or do. Check for facial inconsistencies, out of sync lips and audio or poor audio, look out for natural skin tone, texture, and expression. For further guidance on Deepfakes, please view the Sonova Training link below: https://one.sonova.com/video/215204/protect-sonova-and-yourself-against-deepfakes
DEEPPAKE	Voice over	Voiceover is a post-production video element. To avoid a voice that sounds "robotic" ensure characteristics (tone, pacing, mood, accent, etc.) are selected, where appropriate, that give a human touch and that ultimately elevates the video. Ensure all company terminology and product names are accurately pronounced. The delivery should reflect the brand's personality, values, and relevant market being used in. A recording will sound "robotic" when it lacks emotion, speech that sounds slightly off tone in, pace, and/or rhythm. Please refer to GenAI Voices advantages/disadvantages for further guidance. https://brand.sonova.com/phonak/ph-sonic-branding-voice-profile/
AUDIO & TONE OF VOICE	Music and Sound Effects	Please refer to GenAI Music advantages/disadvantages page: https://brand.sonova.com/phonak/a-i-music-voices/
PROTECTING CONFIDENTIALITY	Product Renderings	It is against company policy to share sensitive blueprint files of product. The partnership of our marketing teams and their partnered creative agencies are approved relationships with signed contracts and NDA's. Sharing confidential files of unreleased product in a public generator violates company policy. Any display of product that is incorrect increases the risk of poor brand image, distrust in our product, reliability is questioned, all negative aspects that are counter intuitive to our brand image and company success.