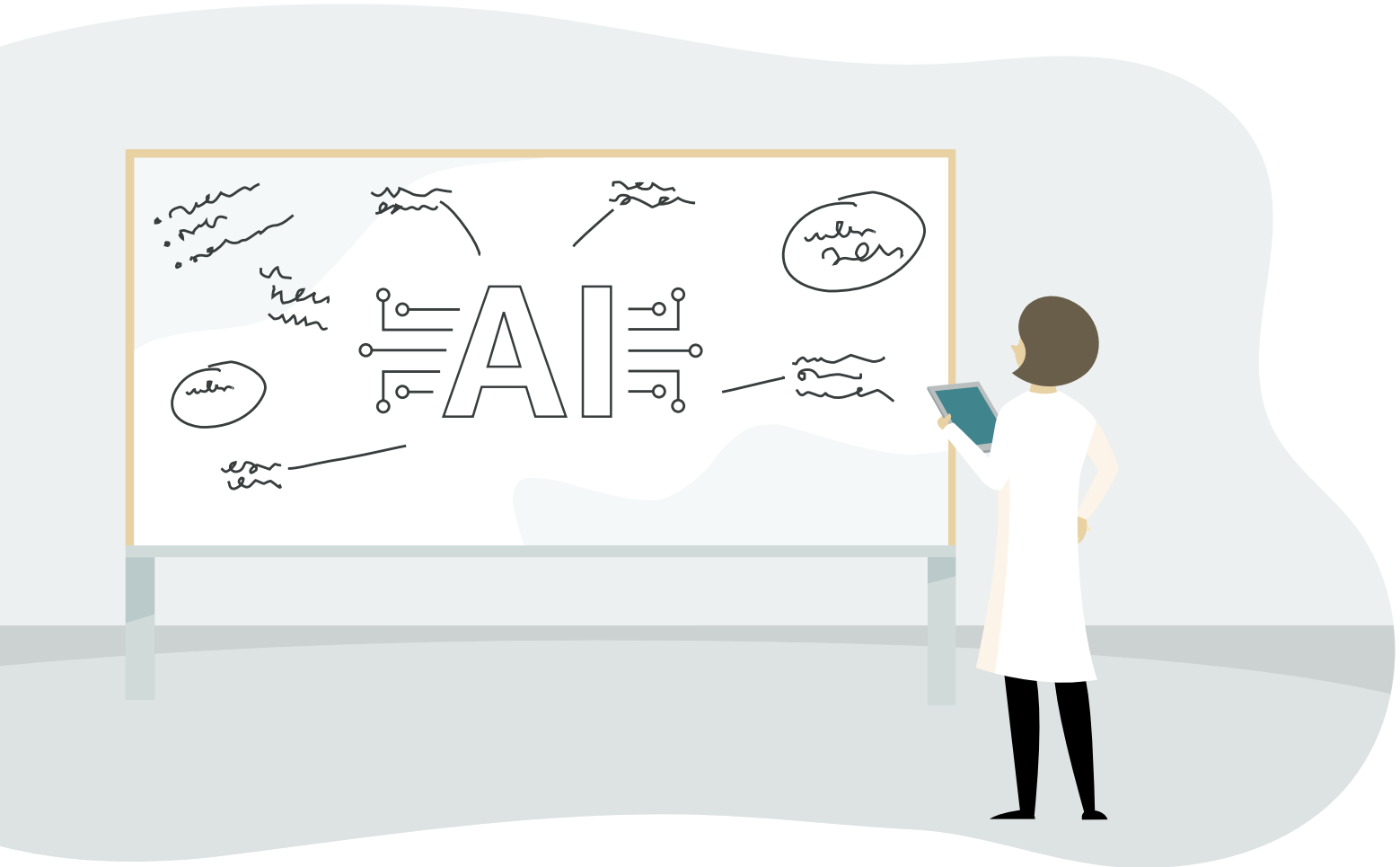
amazon

A+ Content Generative AI Guide



Version 1 | Last updated November 6, 2024

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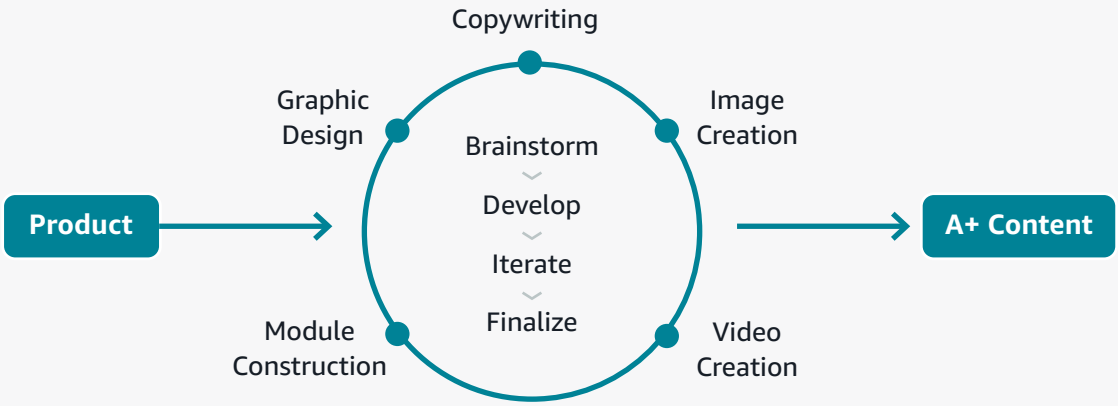
How do I use generative AI in A+ Content?

The generative AI feature in the A+ Content Manager can help you create text and images with the use of Amazon-developed generative AI models. With your ASIN as a starting point, the tool uses a combination of Large Language Models (LLMs) and generative image models to develop both text and imagery for your modules.

This feature is available for free to all brand owners with access to the A+ Content Manager for select Basic and Premium A+ Content modules. Easily craft creative copy around your products and develop product and lifestyle imagery, or refine your designs through additional prompts.

Benefits of using this feature

Typical Content Creation Process





Generative AI-assisted text and image creation can produce product- and brand-oriented creatives in seconds, speeding up the production cycle. With this feature, you can compose multiple variations to help you through the process of brainstorming, development, iteration, and finalization.



WA WORLD amenities.

"We understand that creating content for A+ modules can be a resource intensive endeavor, and generative AI has the capacity to simplify the effort associated with the content creation process to create high-quality A+ Content and speed up the time to get engaging content on to your listing.

The ability to quickly summarize and create concise descriptions from the ASIN detail page is invaluable… there is flexibility with the client's voice or pitch and it efficiently gathers information from the ASIN detail page and provides concise, relevant descriptions."



How should I build my prompts?

Experiment between a detail-oriented and free-form approach

More information in your prompts means more parameters and structure for the model to follow, and ultimately, more clarity around your intent. Conversely, less information in your prompts gives the model more freedom to generate content, and may be a good way to start iterating if there is uncertainty around what to provide in a prompt.

Using prompts

To access the prompting user interface (UI), add a module with the AI-Ready badge, select your desired text and image fields, and click "**Generate Content**."

The prompt UI allows you to focus on generating text and images, either together or separately. The only input required is your brand-owned ASIN.

Prompting

Prompting is a way to inform the model on what kind of output it should try to create.

Prompt the text model to include certain key features in the output.

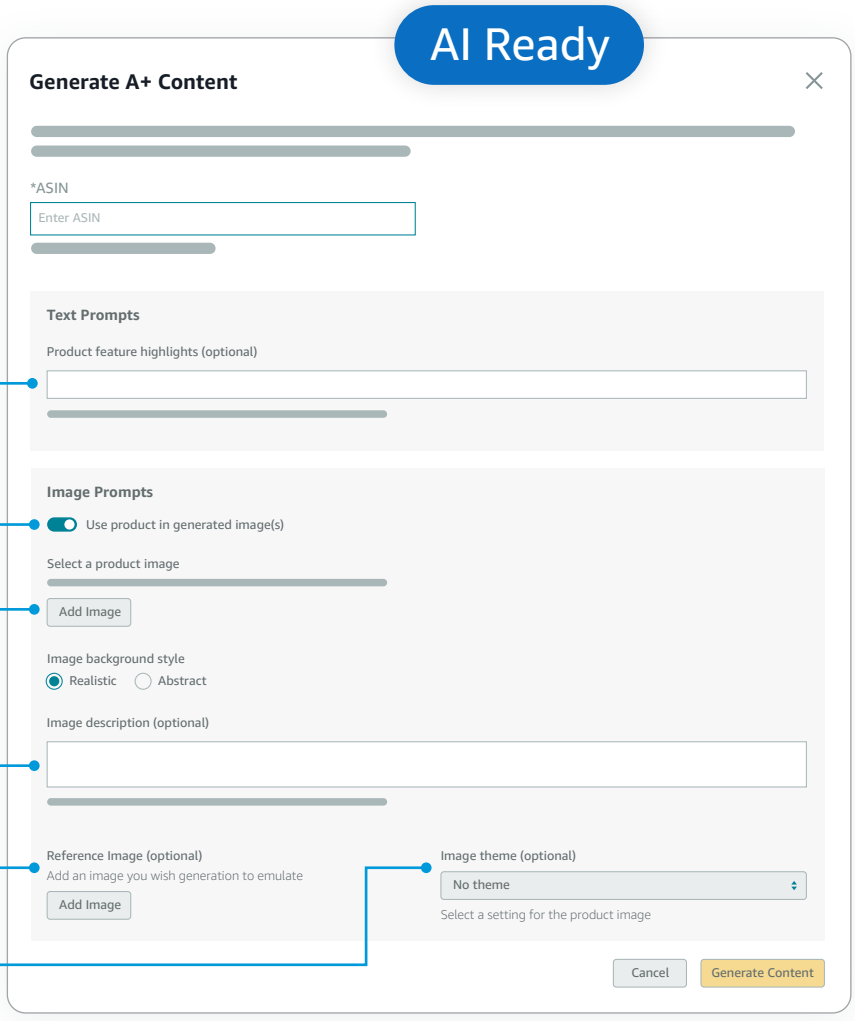
Defaults to using a product shot. When toggled off, the image will be generated without a product in it (e.g. lifestyle image).

By default, the first product shot in the media block is chosen. Another product shot from the media block or the Asset Library (Add Image) can be chosen.

Prompts the image model to include additional details in the image output (e.g. "in a field with pink flowers").

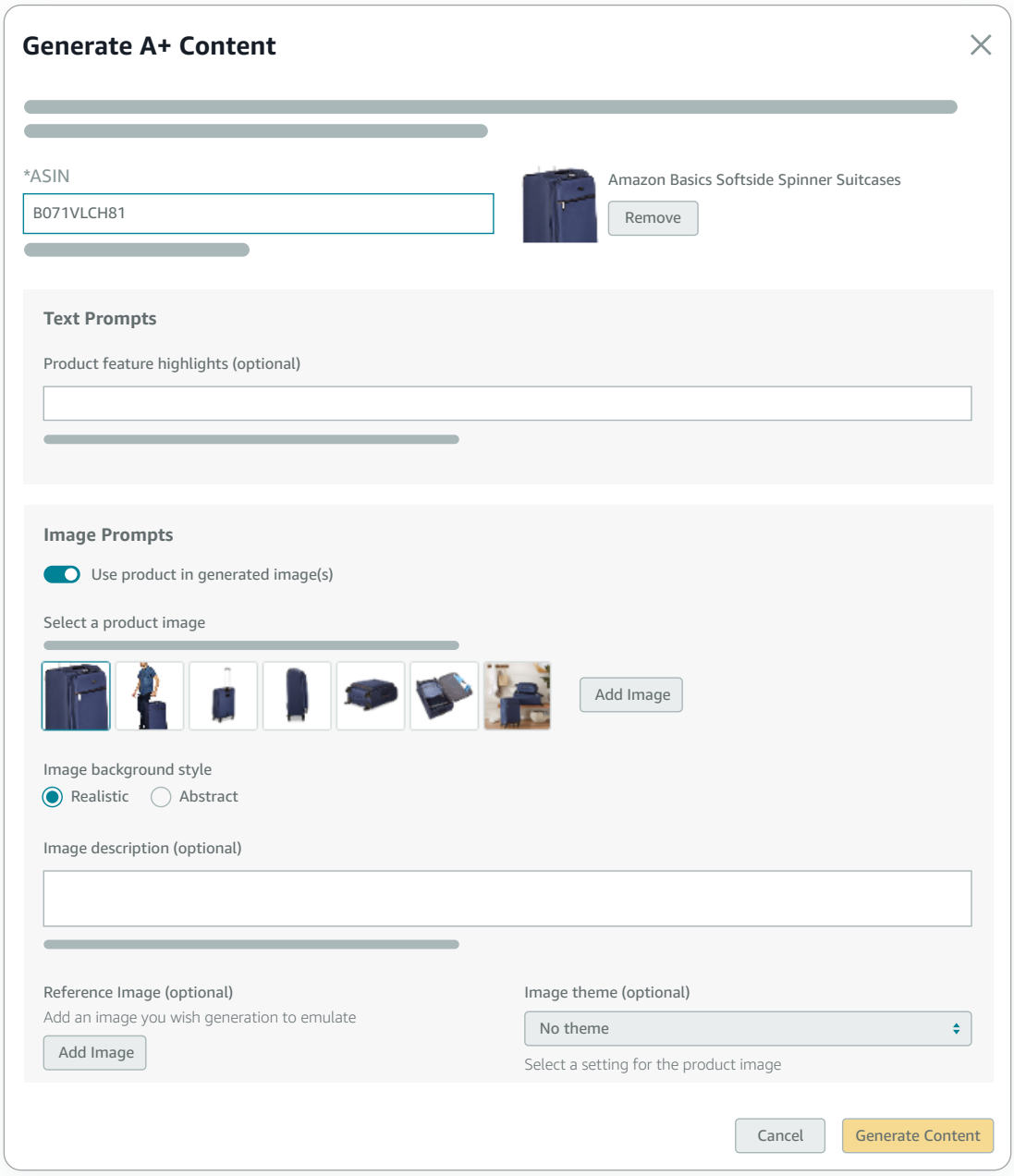
Prompts the image model to create a similar image to the one provided.

Prompts the image model on the type of background for the image.



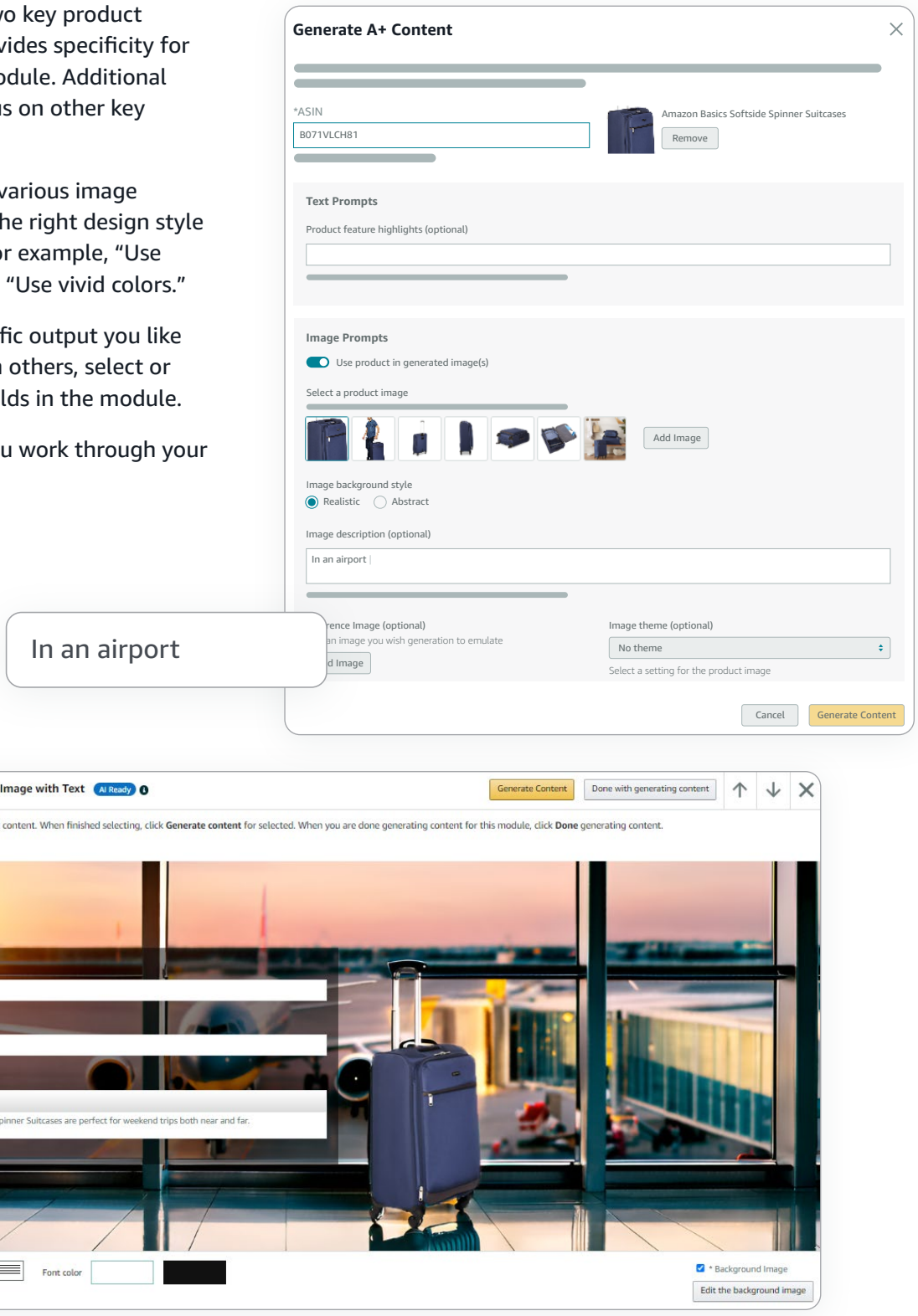
Best practices for prompt building

If you're unsure of where to start, input your ASIN and click the "Generate Content" button. This will generate text and an image with your product shot to begin iteration. Use this as a starting point and for inspiration, then increase the number of optional prompt fields with each iteration to reach the desired output.



1. Stick to one or two key product features, this provides specificity for the text in the module. Additional modules can focus on other key product features.
2. Experiment with various image prompts to find the right design style for your needs, for example, “Use neutral colors” or “Use vivid colors.”
3. To keep the specific output you like while iterating on others, select or deselect other fields in the module.

Save frequently as you work through your prompt sessions.



What are the best ways to use the generative AI feature?

Get creative with the process and you're sure to find the right use for your business needs, whether that's copywriting assistance, additional imagery to round out your existing assets, starting points for ideas and inspiration, or all of the above.

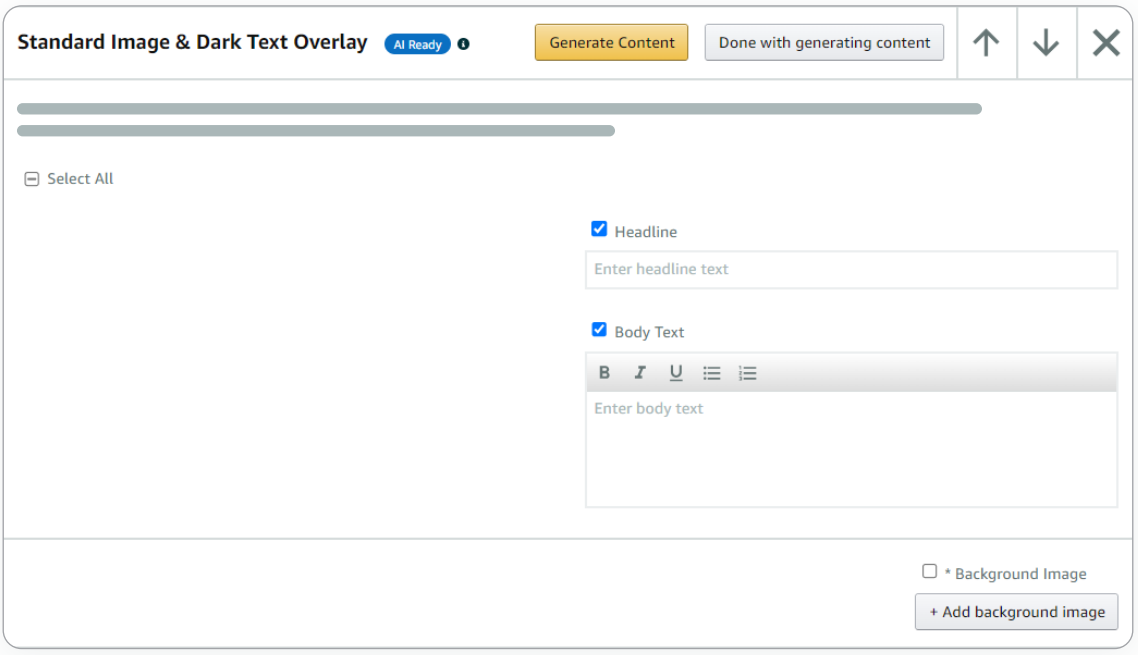
Below, we've captured some examples of the generative AI feature being used along with our own recommendations.



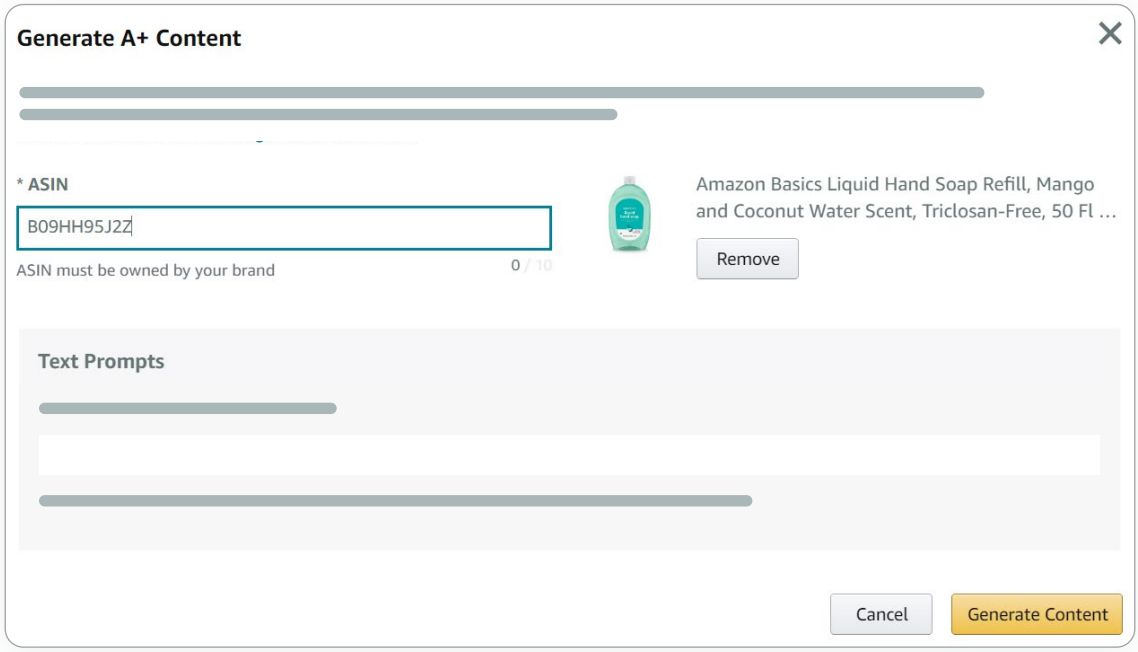
Crafting your messaging

If you already have imagery created but want assistance with writing marketing copy, you have the option to iterate on just the text.

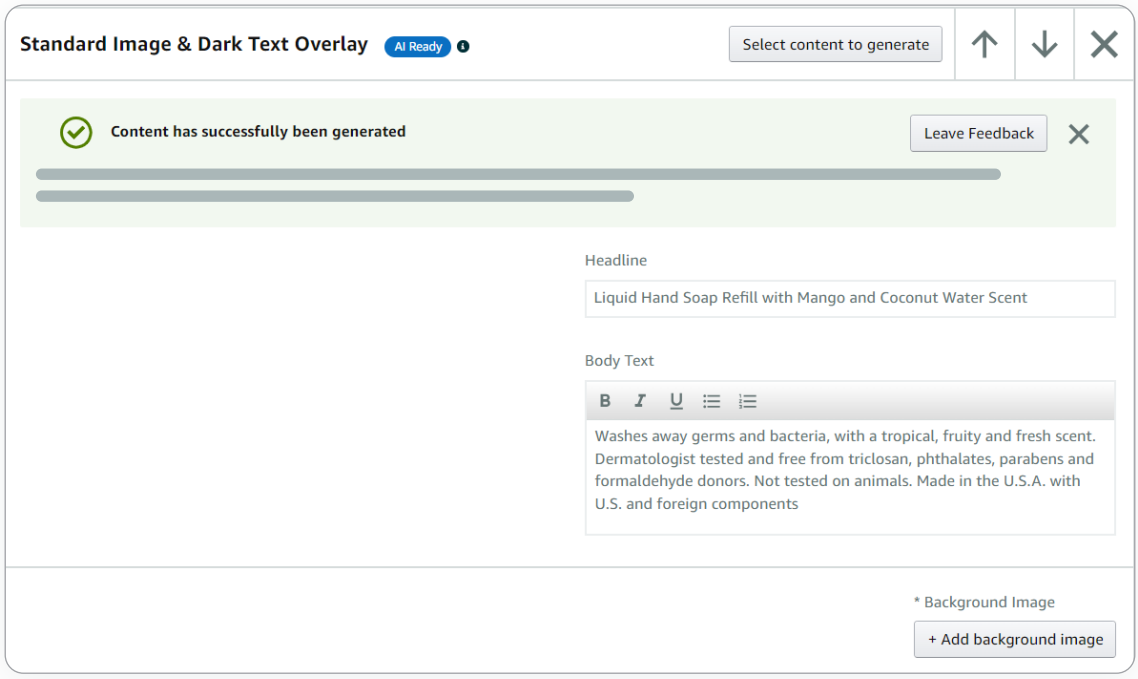
STEP 1: Here the focus is on the text field, so deselect the background image. You can upload your own imagery later.



STEP 2: Enter the ASIN you want to work on.



STEP 3: After reviewing the text output and making any required edits, click on “Done with generating content.” You can then go into the Asset Library by clicking on “Add background image” to choose an image from your Asset Library.

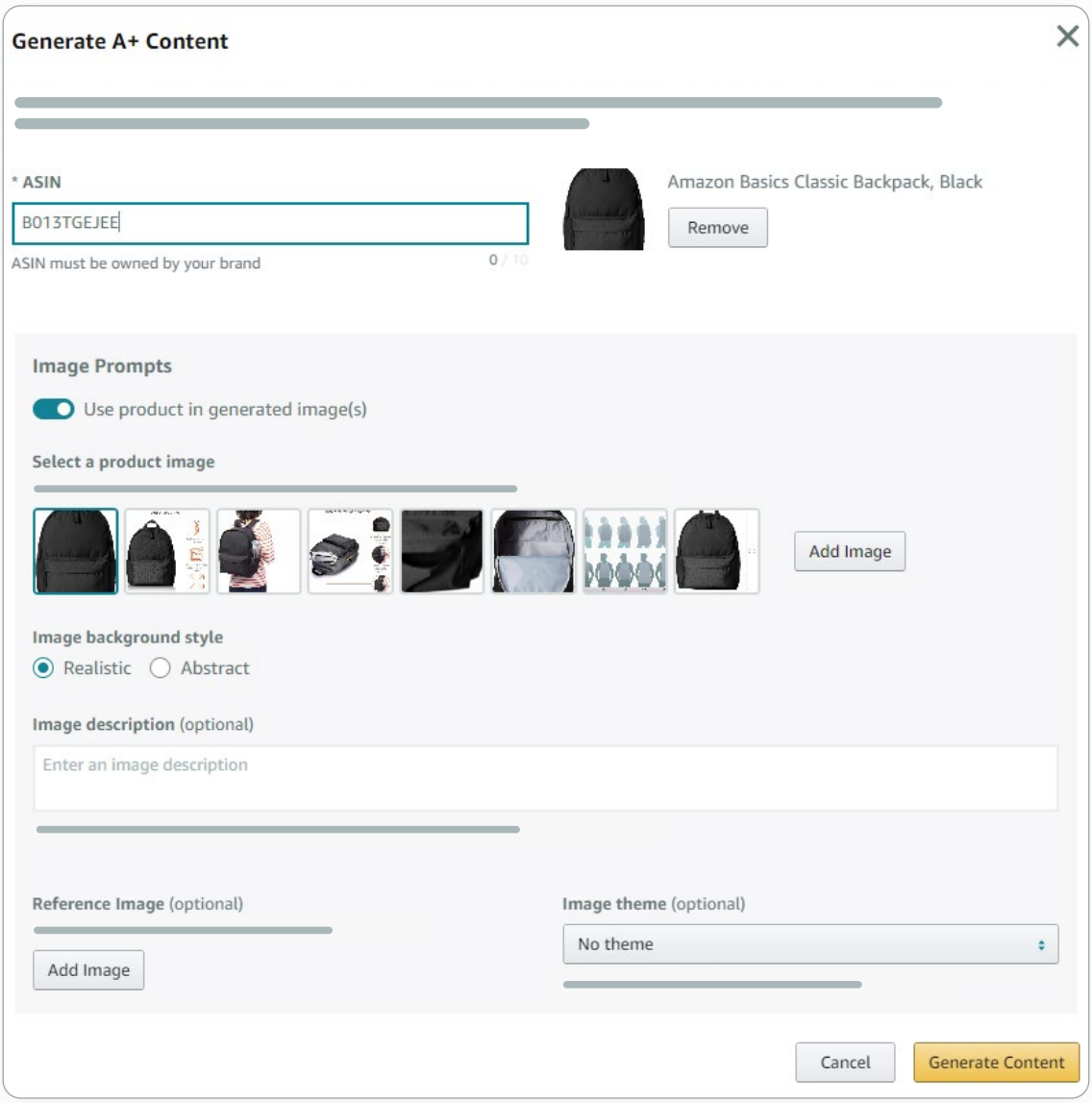


Iterating on imagery

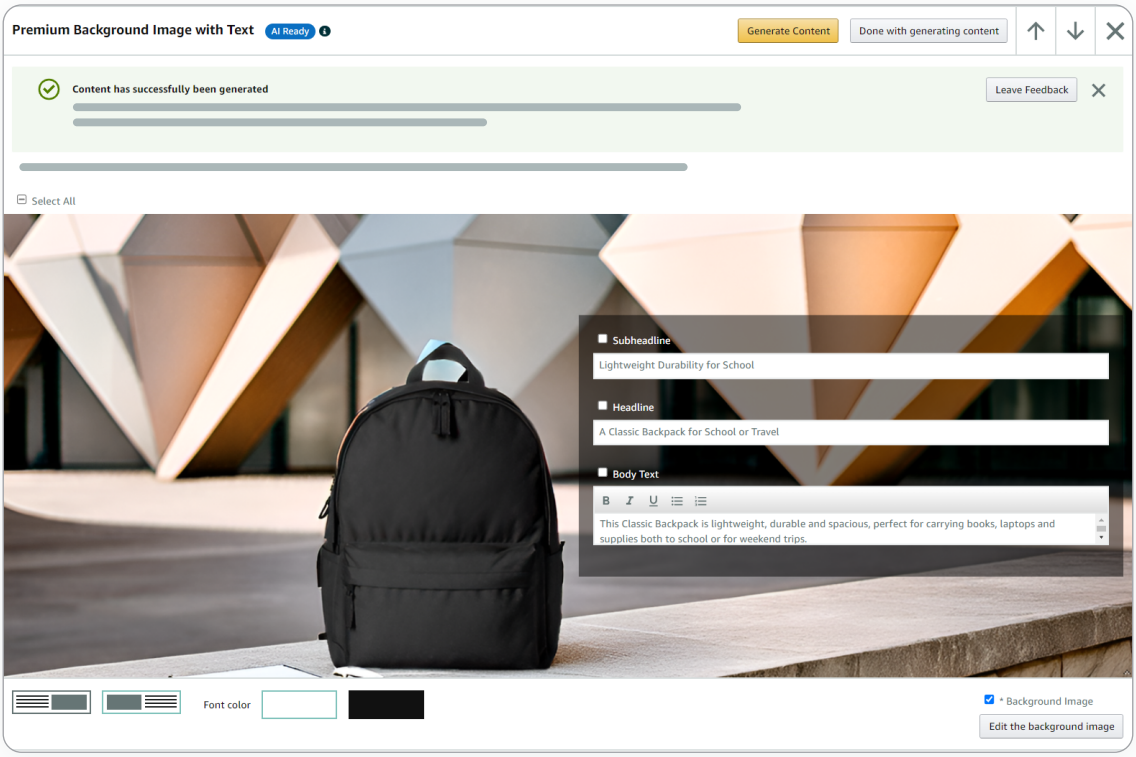
You can kickstart the creative process and generate images as a source of inspiration for design, look, and feel. Refine your prompts to get images closer to your desired content.

If you're happy with your text, you can keep the image field selected (with the text fields deselected) to keep iterating on image creation. Multiple images can be saved to your Asset Library, so you can even use images you like in your Asset Library as a reference to generate similar images.

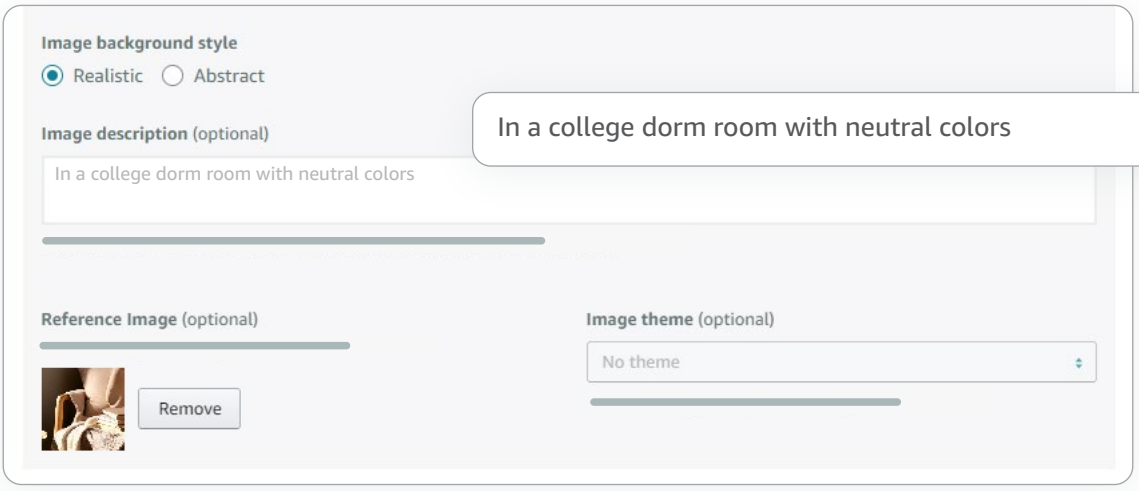
STEP 1: Start by generating a round of images using an ASIN.



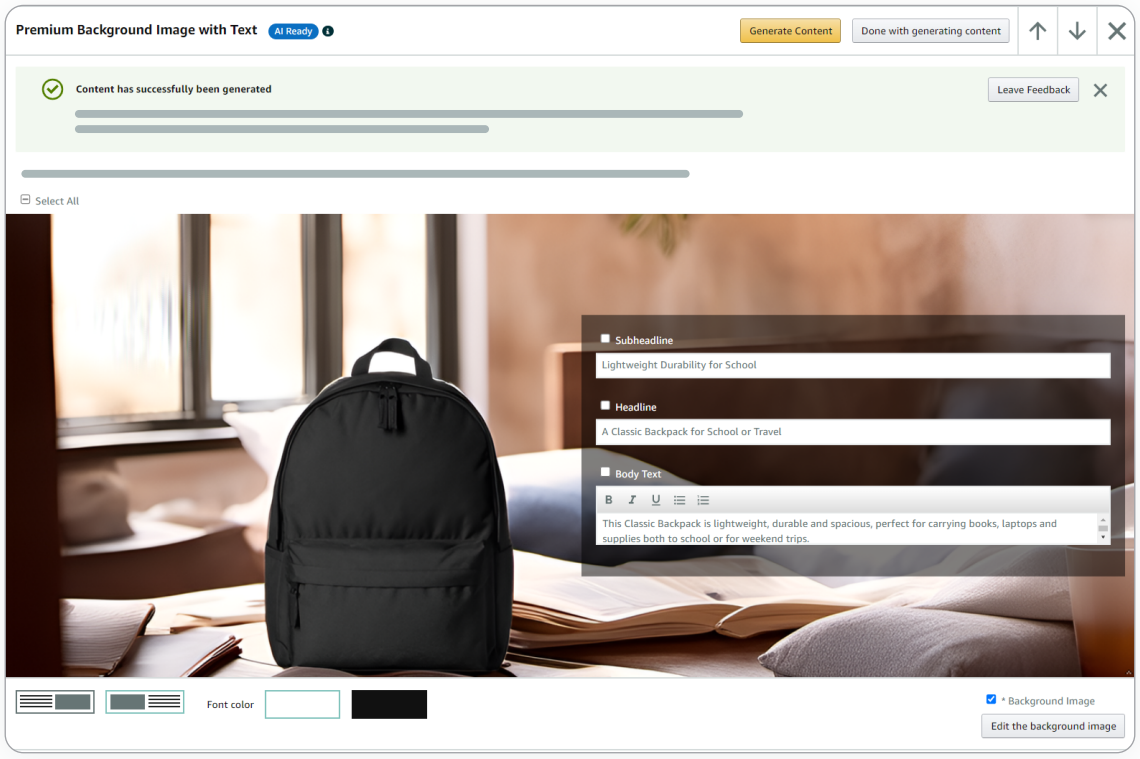
STEP 2: The module will be populated with an image (with others saved in your Asset Library to choose from). In this example, the text can be kept the same by leaving the fields unchecked, and by checking the box for the Background Image (visible on the bottom right). You can now continue to iterate on the image output.



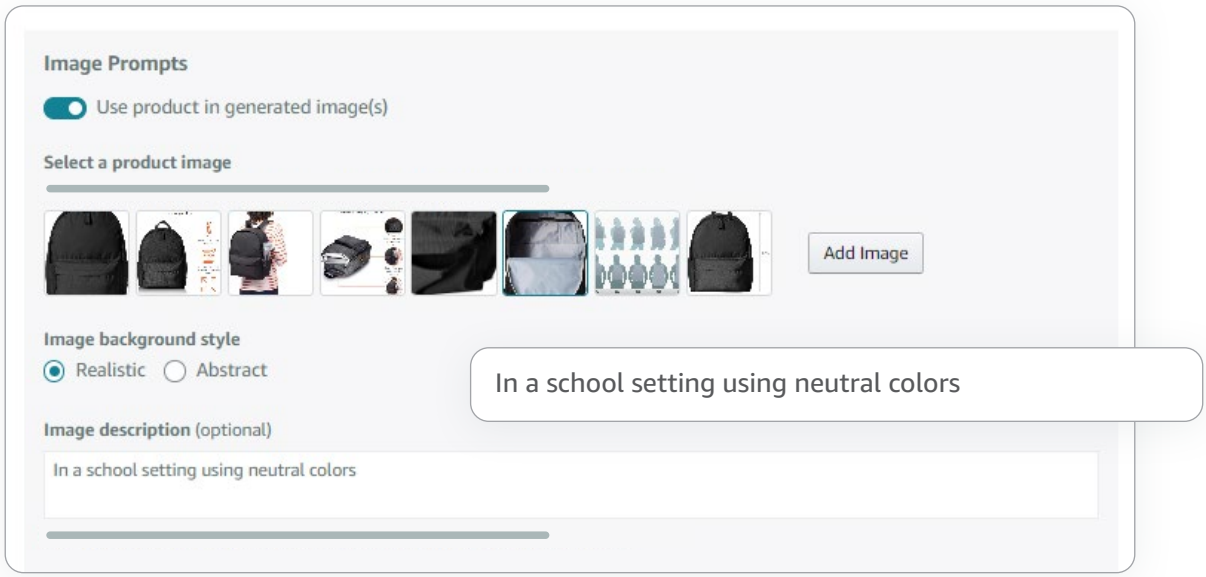
STEP 3: As in the example below, you can provide more details on the type of background you want by adding an image that matches the look and feel of the background you have in mind. We added information to the Image Description field and chose an image from our Asset Library as the Reference Image.



STEP 4: The image now has a background that was asked for with similar color settings, and if that's the desired outcome, you can click on "Done with generating content."



STEP 5: We want to use another product shot and use the same style, so we will revise the image style to say, "In a school setting using neutral colors."



Example Output: This is a preview of the two modules plus an additional module featuring lifestyle imagery created through generative AI at the bottom. With the product shots already available on a white background, this took about 30 minutes to create.



Lightweight Backpack for School Supplies

Simple backpack comes with one main compartment, a front pocket, in a sturdy material.

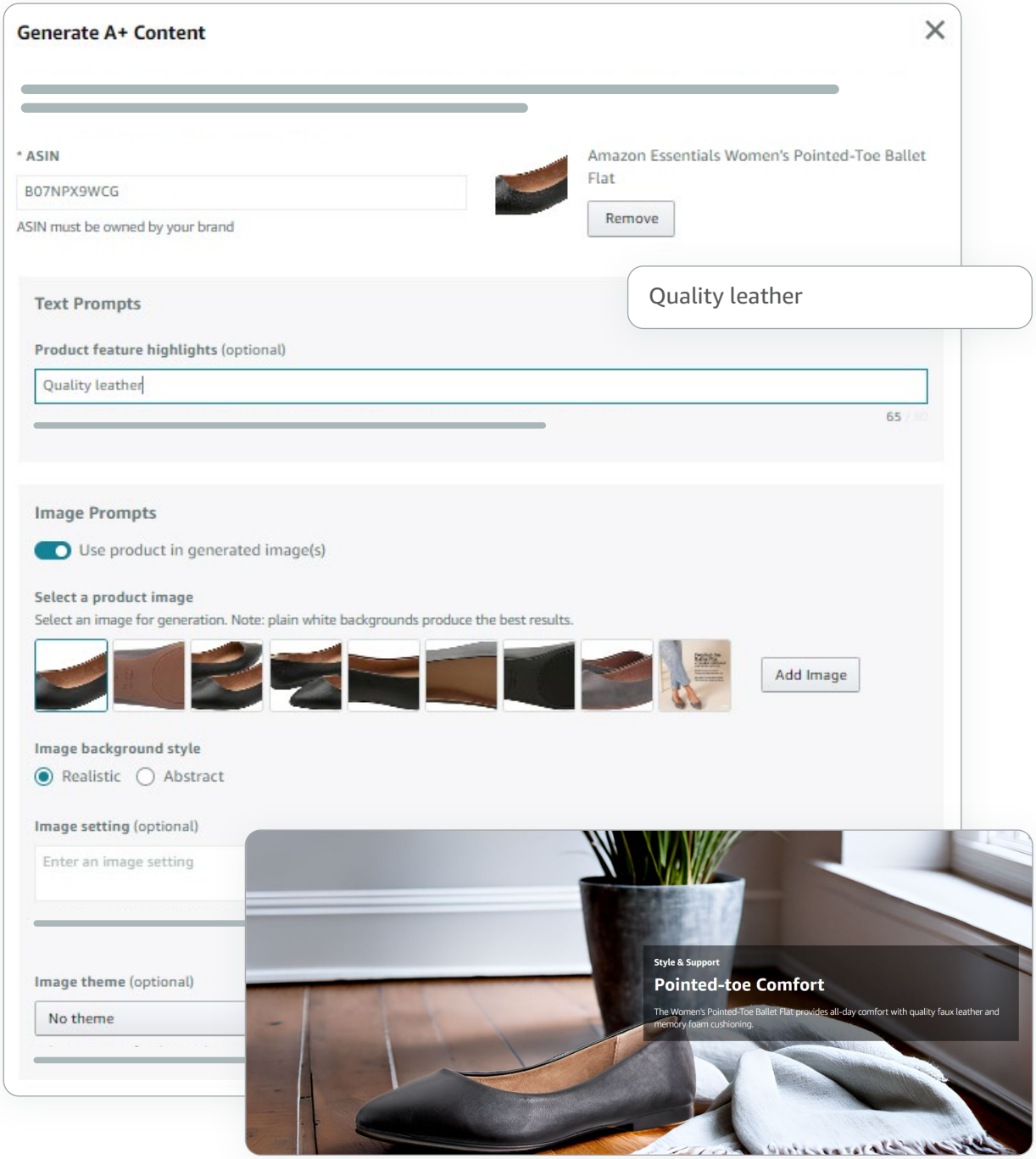




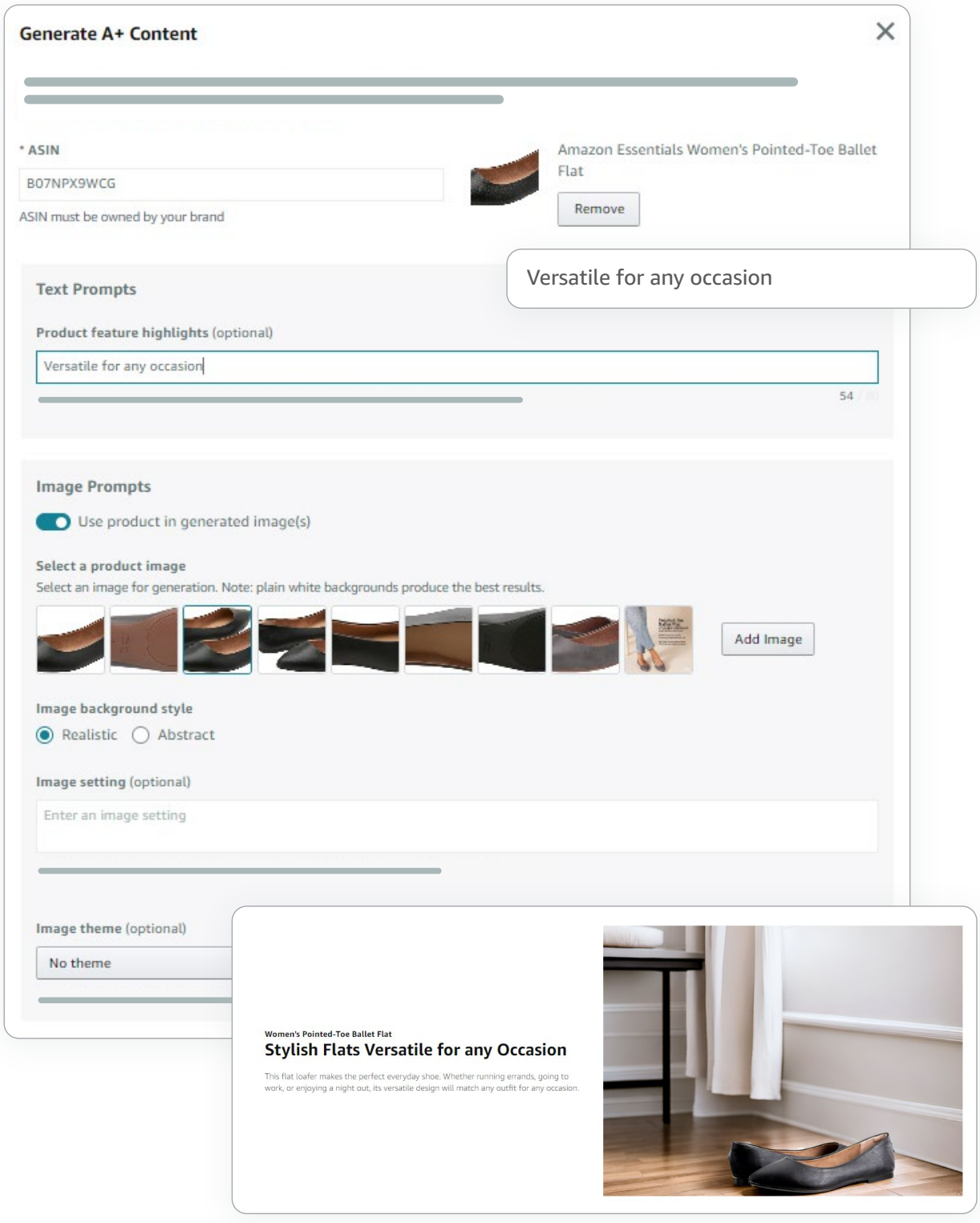
Using different key features and product shots for each module

Since A+ Content is composed of multiple modules, we recommend focusing on one or two distinct features per module with a different product angle being used in each one.

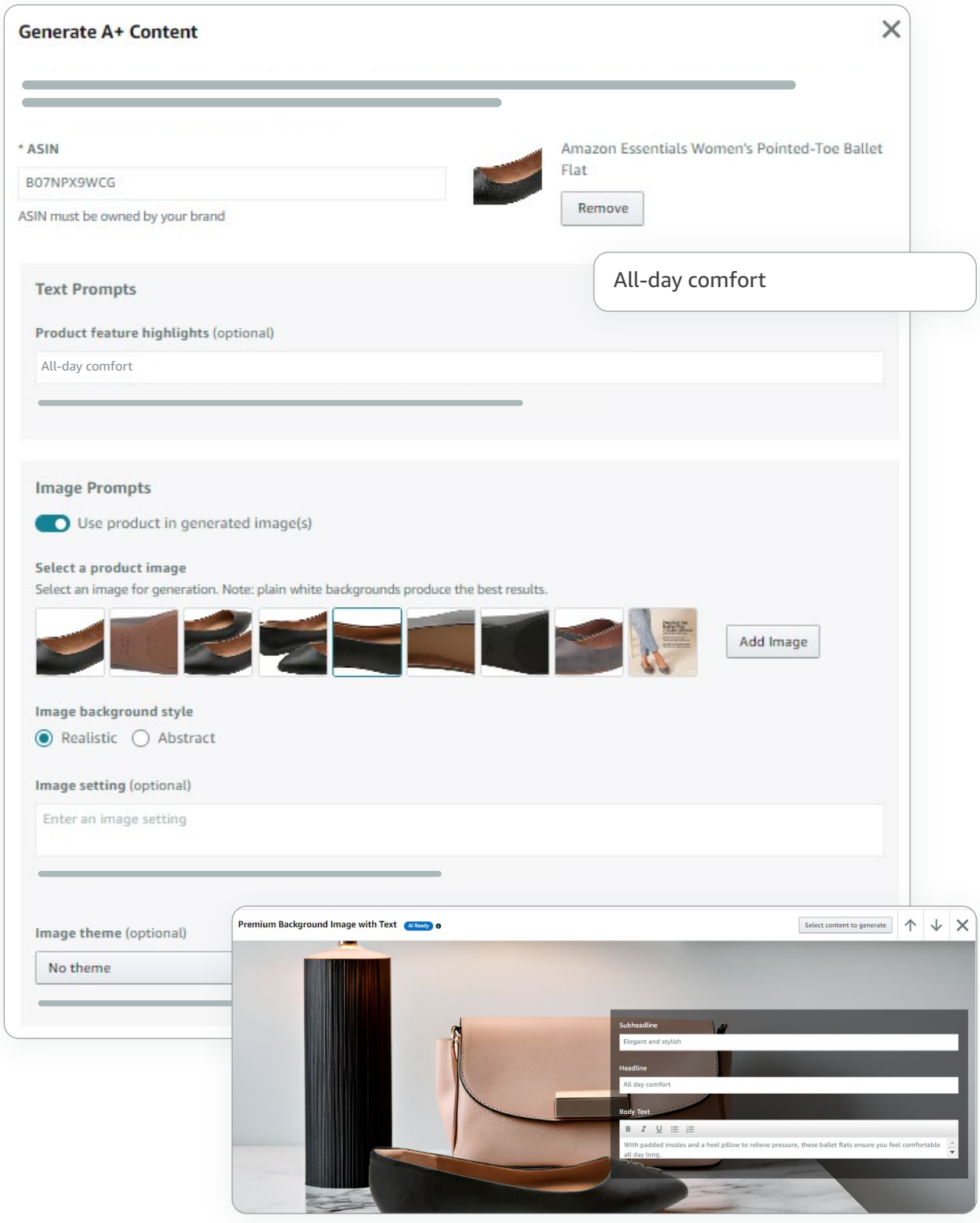
STEP 1: You can create a module focusing on one key feature alongside the first main image product shot.



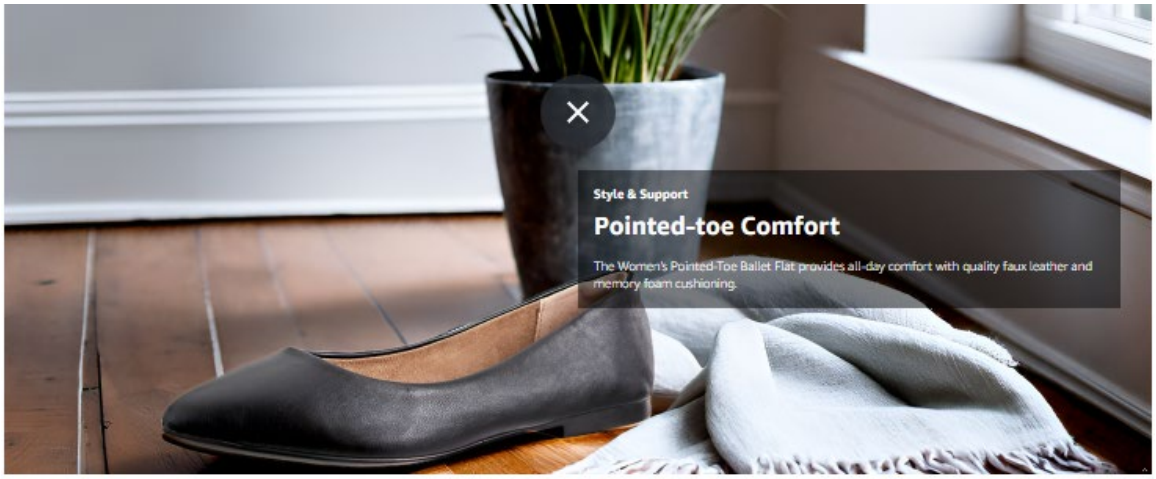
STEP 2: You can then create a second module focusing on a different key feature with a different product shot.



STEP 3: This can be followed by another module focusing on a third key feature alongside a new angle of the product.



Example Output: Below is a preview of the final content. With several product shots available on a white background, this took about 30 minutes to create.

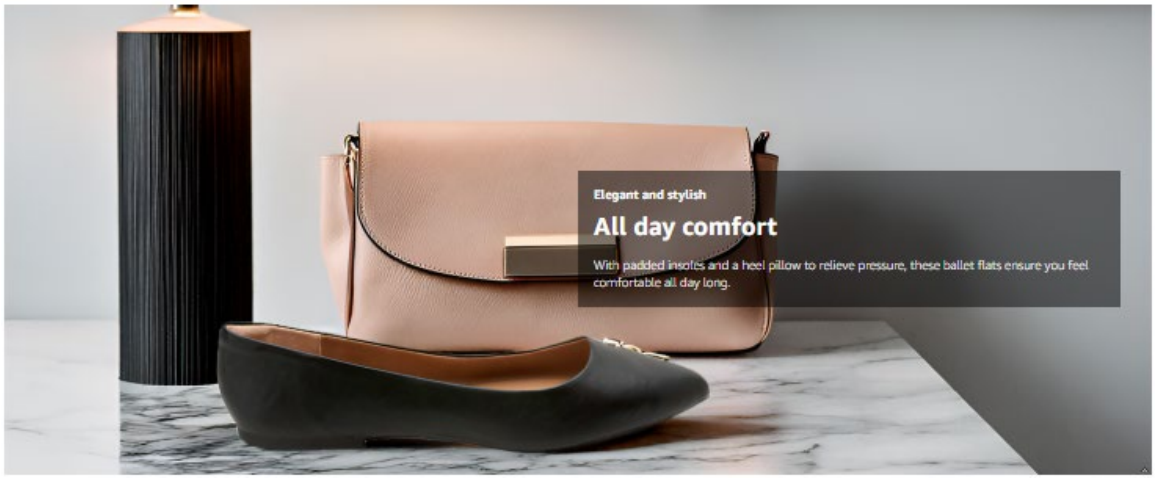


Women's Pointed-Toe Ballet Flat

Stylish Flats Versatile for any Occasion

This flat loafer makes the perfect everyday shoe. Whether running errands, going to work, or enjoying a night out, its versatile design will match any outfit for any occasion.

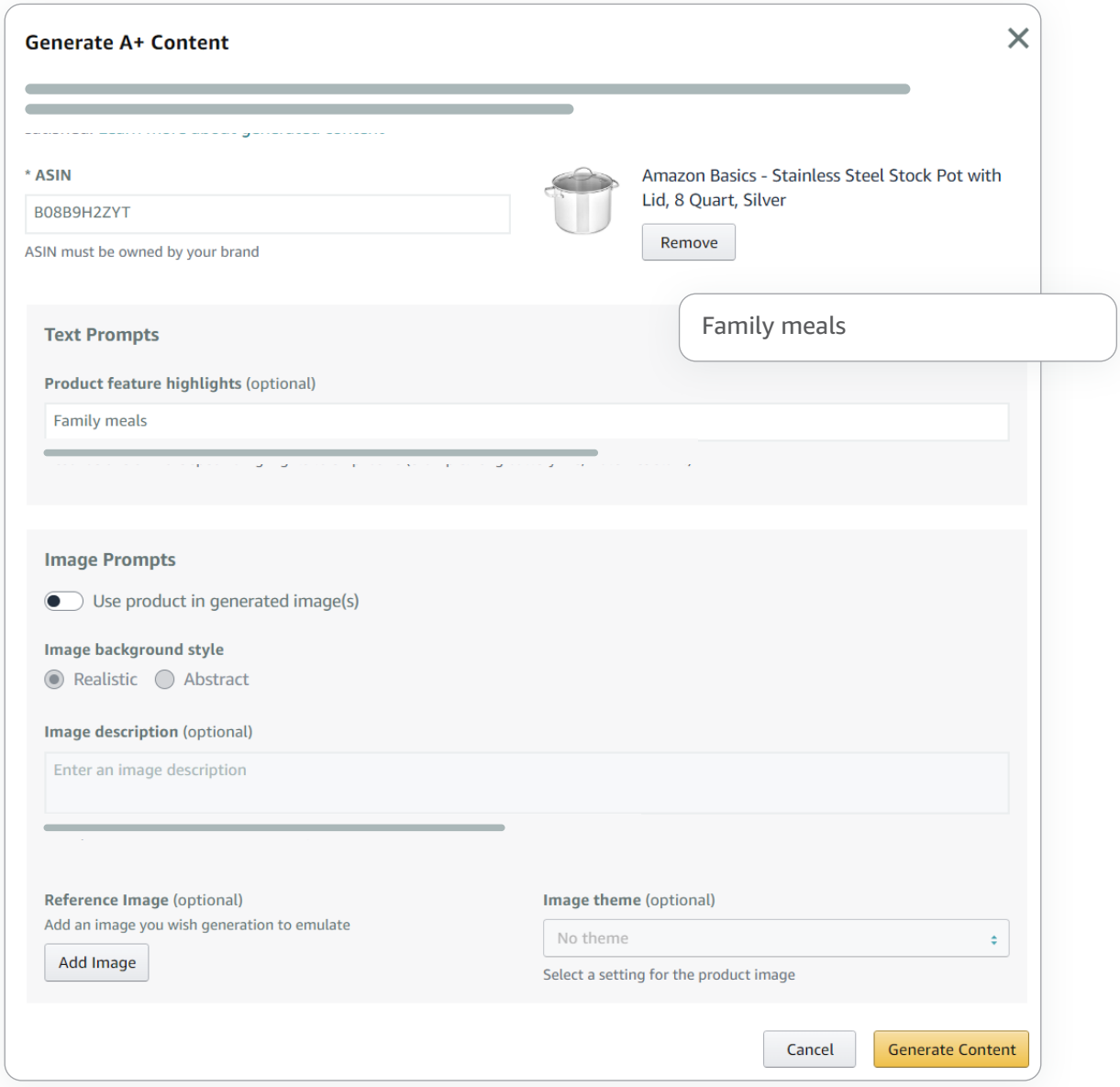




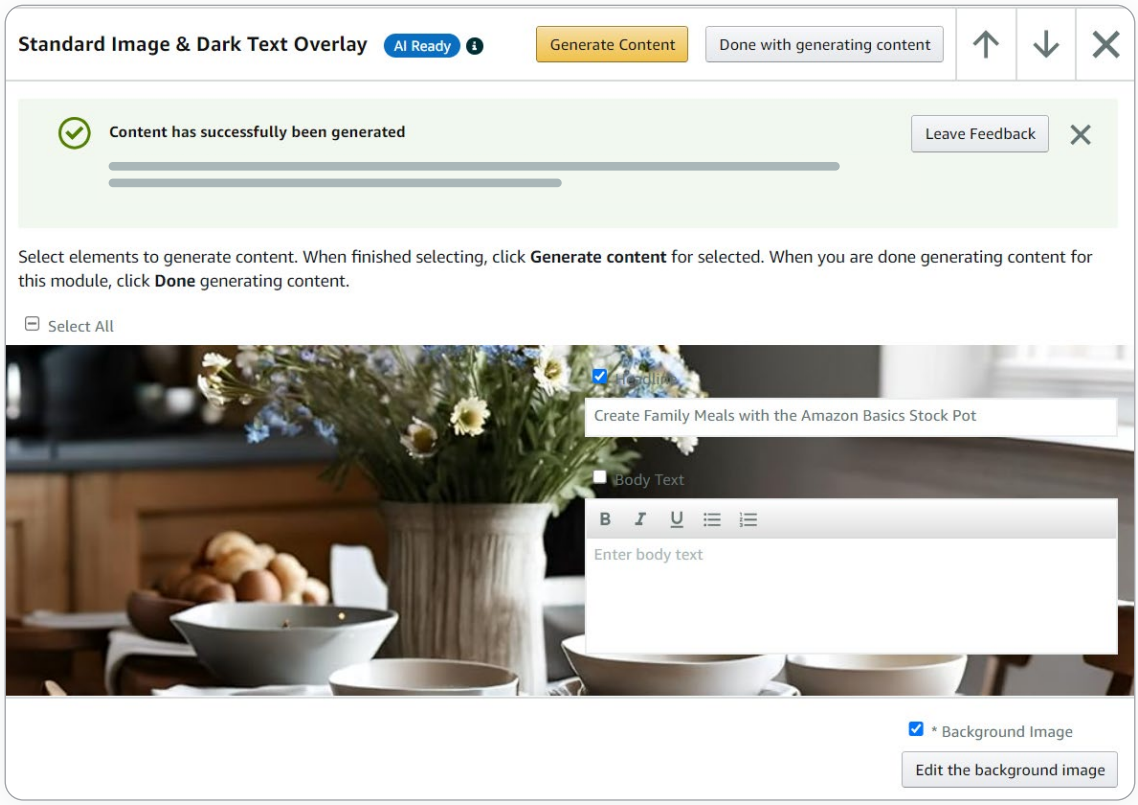
Creating consistent imagery through similar prompt descriptions, themes, and reference imagery

Compose multiple modules with different product shots, but keep similar prompts to maintain consistency. You can even use AI-generated images in conjunction with your own, using details from your own images or references to other images in your Asset Library to generate images with a similar look and feel across modules.

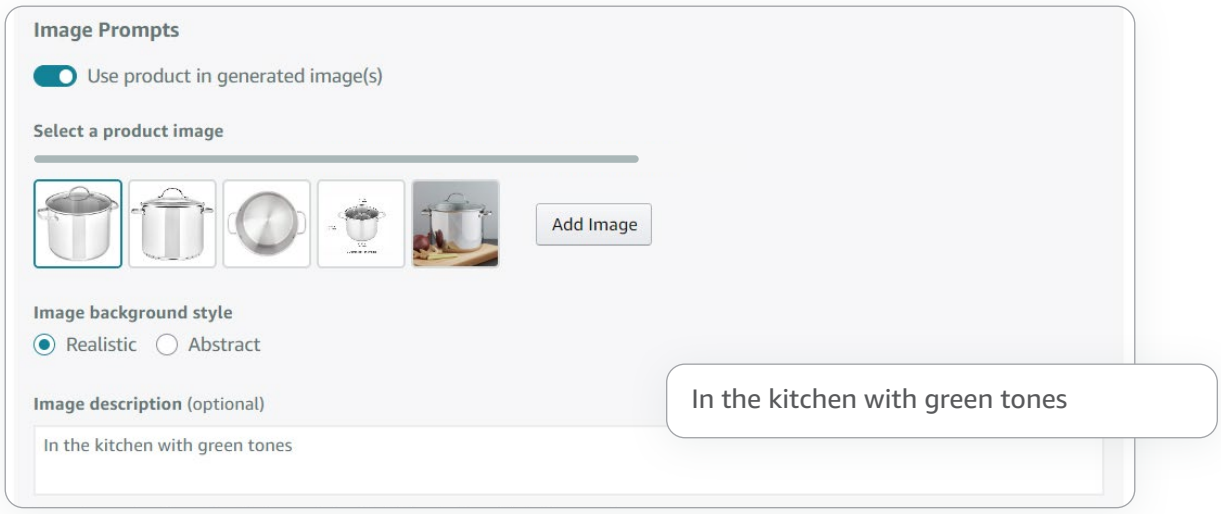
STEP 1: You can start by generating an image without a product shot, using the “Product feature highlight“ prompt. In this example, the term used is “Family meals.”



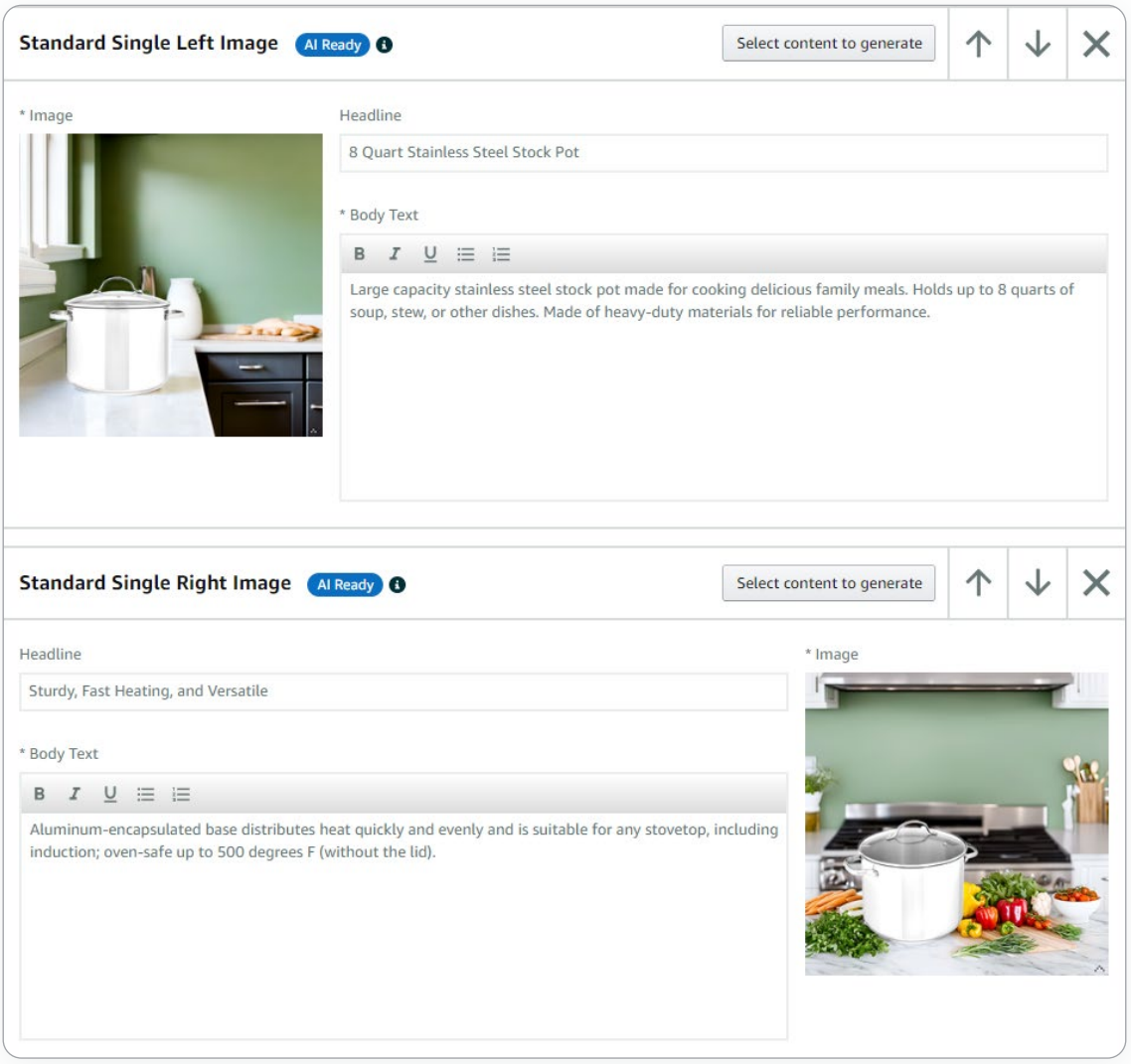
STEP 2: If you like the output, you can continue by clicking on “Done with generating content.”



STEP 3: In the Image Description, you can use a prompt to generate images for the modules with the only change being the selection of a product shot, in this case the prompt is “In a kitchen with green tones.” Green was chosen to go along with the green in the flower bouquet.



STEP 4: The final output contains images of the product with a similar green wall in a kitchen setting.



Example Output: Below is a preview of the final content. With several product shots available on a white background, this took about 30 minutes to create.





8 Quart Stainless Steel Stock Pot

Large capacity stainless steel stock pot made for cooking delicious family meals. Holds up to 8 quarts of soup, stew, or other dishes. Made of heavy-duty materials for reliable performance.

Sturdy, Fast Heating, and Versatile

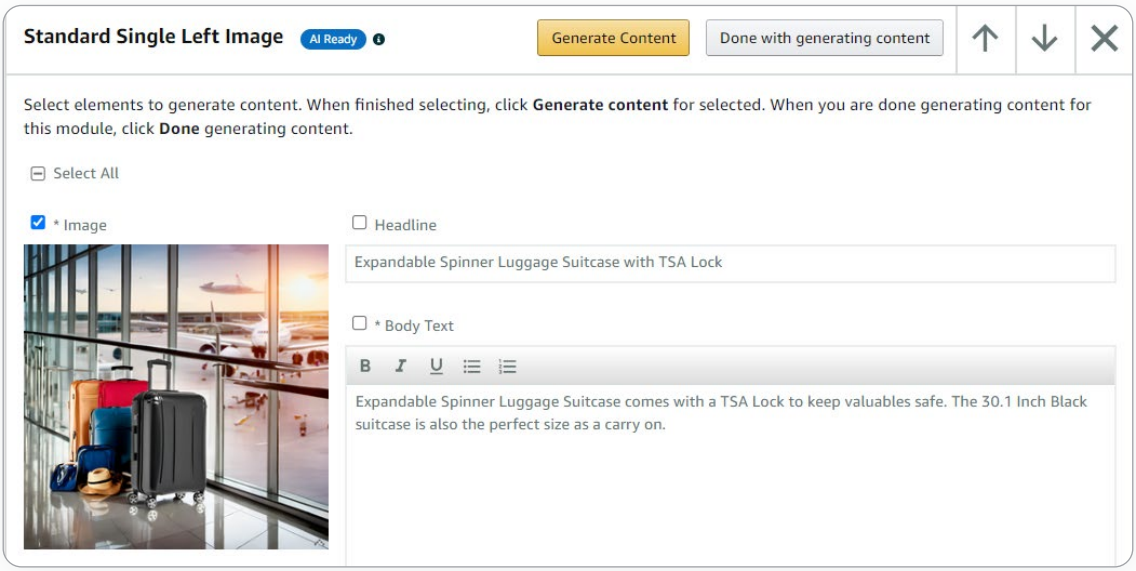
Aluminum-encapsulated base distributes heat quickly and evenly and is suitable for any stovetop, including induction; oven-safe up to 500 degrees F (without the lid).



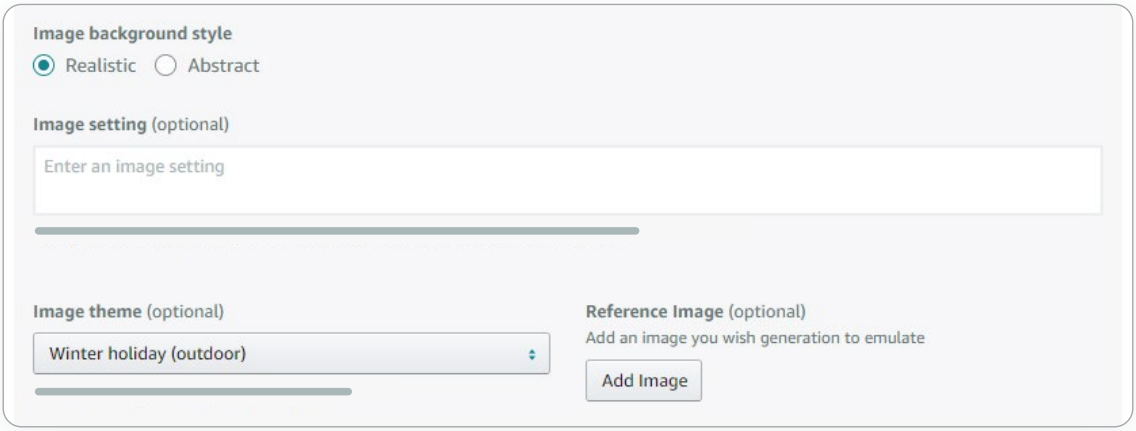
Refreshing A+ Content with new images

To optimize content performance, we recommend refreshing your A+ Content every six to nine months. You can use the generative AI feature to quickly create new updates.

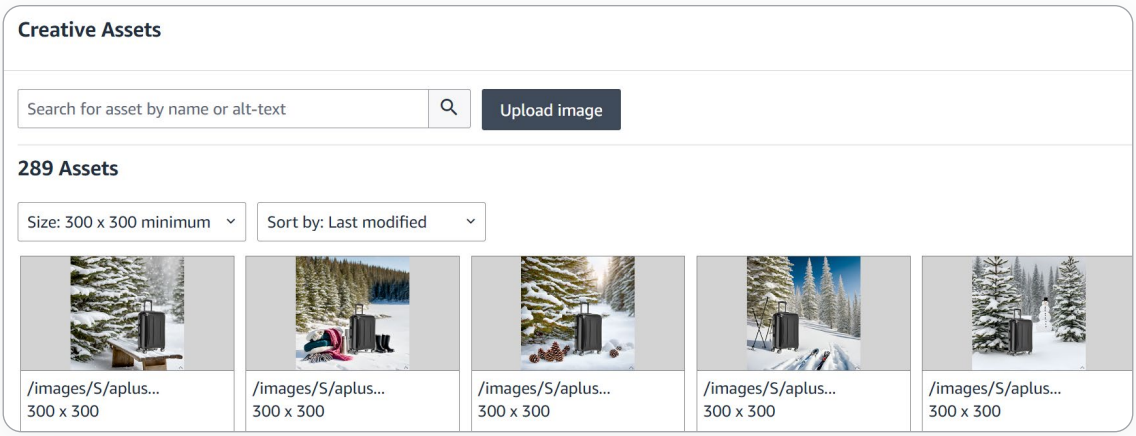
STEP 1: You can use generative AI to swap out the existing images for ones featuring a seasonal theme. Start by deselecting all text fields and select just the image field.



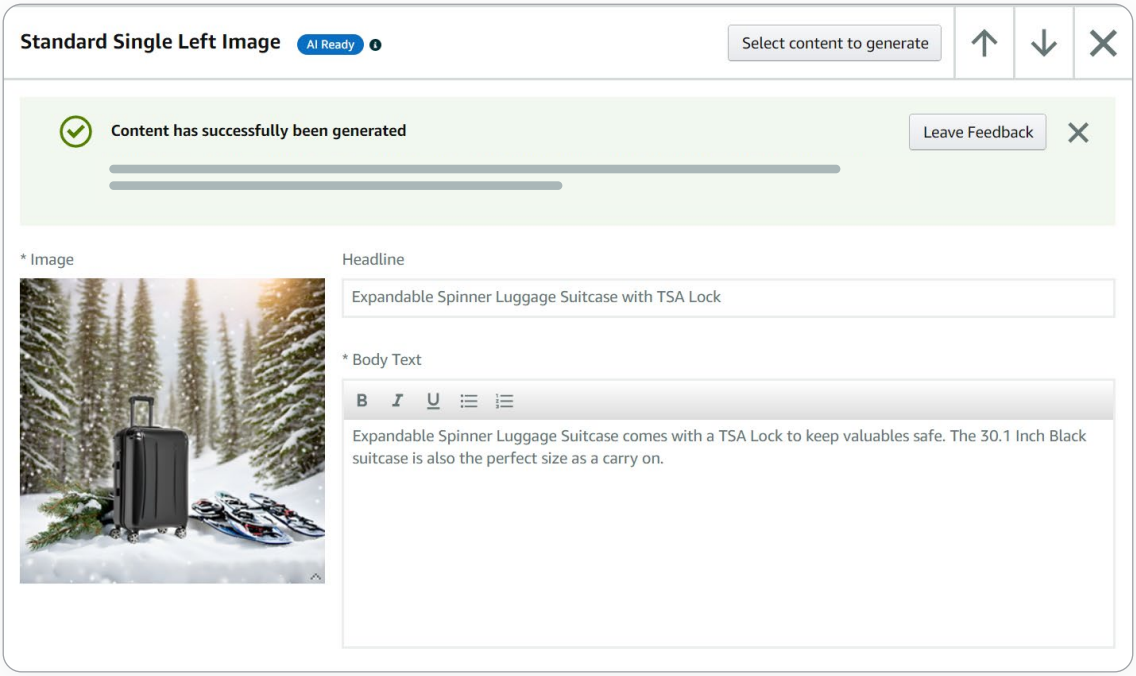
STEP 2: You can select a theme from the Image Theme dropdown list, which is pre-populated with a variety of options. In this example, it's the "Winter holiday" theme.



STEP 3: We had several winter themed options saved in the Asset Library to choose from. These were all generated when we clicked the Generate Content button.



STEP 4: With the required image output generated, you can proceed by clicking on "Done with generating content."



Example Output: Below is a preview of the final content. The background imagery was swapped out with holiday-themed images for two of the modules. The second module was created using the Image theme “Christmas (winter illustration).” Since the text was already generated and only new images were required, this took about 10 minutes to create.



Expandable Spinner Luggage Suitcase with TSA Lock

Expandable Spinner Luggage Suitcase comes with a TSA Lock to keep valuables safe. The 30.1 Inch Black suitcase is also the perfect size as a carry on.

360-Degree Wheels to Easily Roll Through the Airport

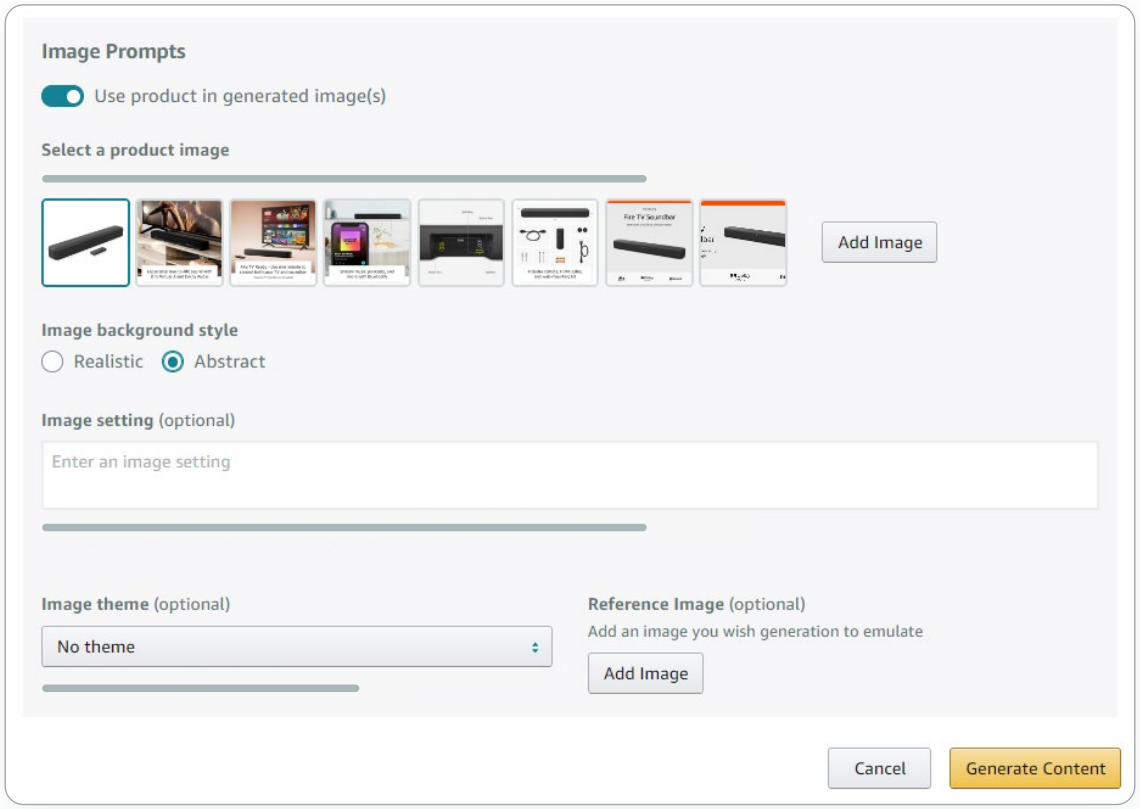
The Black suitcase is roomy and durable with smooth 360-degree wheels for easy maneuvering through airports and on sidewalks. Interior pockets keep small essentials organized during travel.



Experimenting with abstract imagery

If you don't know what kind of background to create or don't want to have to think too much about the specifics, we recommend trying out the "Abstract" prompt (this is one of our favorites!).

STEP 1: Start by selecting a product image with a white background and choose the "Abstract" option.



STEP 2: There are a few different generated abstract images to choose from in the "Standard Image & Light Text Overlay" module.

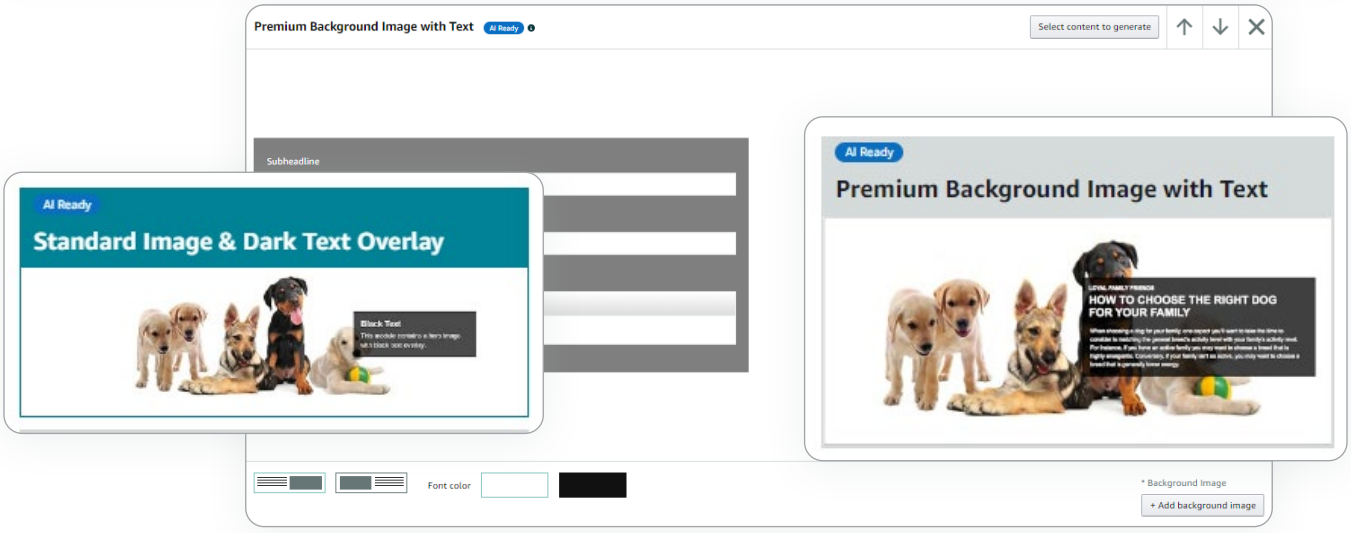


Finally, select the image you like the most and move on to the next module, then publish your content. If you want more options, you can generate an abstract background again.

How do I use the generative AI feature in A+ Content?

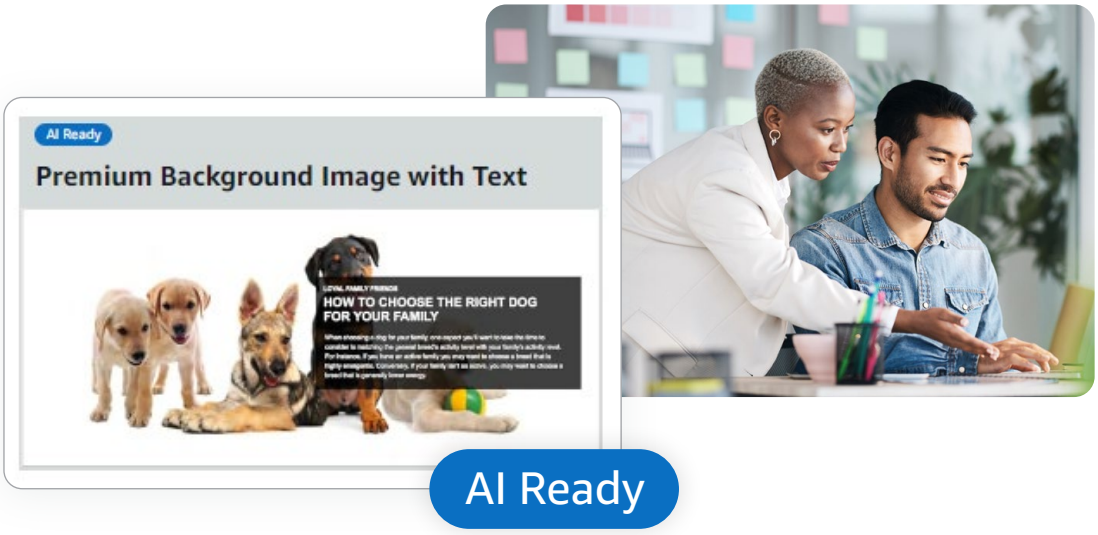
These generative AI features can be accessed within the A+ Content Manager for select Basic and Premium A+ modules. These modules can be accessed in new and existing A+ Content projects, and will be marked by an “AI Ready” badge.

1. Log in to Seller or Vendor Central.
2. In the Seller Central navigation menu, hover over the “Advertising” tab (or “Merchandising” in Vendor Central) and click on the “A+ Content Manager.”
3. Click “Start Creating A+ Content” (or click into an existing project from the A+ Content Manager landing page).
4. Select either Basic A+ or Premium A+ Content.
5. Click on “Add Module.”
6. Select a module that has the “AI Ready” badge.
7. Click “Select content to generate” within the module.
8. Select specific text and image fields or “Select All.”
9. Click on “Generate Content.”
10. Enter your brand-owned ASIN.
11. Add optional info about product features, product image shots, and background image settings.
12. Click on “Generate Content.”



Who can use the generative AI feature in A+ Content?

The generative AI feature is currently available in the U.S. for the English language selection to all Brand Registered Selling Partners who have access to the A+ Content Manager. It's available on select Basic and Premium A+ modules that have the “AI Ready” badge, and requires your brand-owned ASIN to use the feature.



Sign in to the A+ Content Manager to get started:

Seller Central login ↗ **Vendor Central login** ↗

Learn more about optimizing your A+ Content

A+ Content Best Practice Guide

amazon