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# LANDSCAPE AI PERSPECTIVE



( 03 )



( 04 )

THE SEARCH OF  
CRAFT AT SCALE.

Landscaper.

Landscape AI Perspective



# MACRO

# VIEW

# ON

# GEN AI.

Landscape sees the rise of a new discipline that will reshape how high-end visual work gets made. Gen AI will unlock more output with increasing quality. Alongside that, it's natural to see fear, anxiety, and also the desire to be part of what's coming next.

This won't be a computer-led process. It will come from the combination of human talent willing to explore new ways of creating and producing, and tools that are getting better at understanding and responding. That's where solutions for leading brands take shape, like the ones we work with today.

Other brands, less demanding or with lower reputation, may benefit faster. For many, this is the first chance to produce strong communication assets. In that context, simpler executions may get approved due to a lower bar.

Established brands may also lean into the technology to position themselves ahead of the curve, but will soon realize it's not yet the moment to fully transform their creative production. They will step back and move in sync with its evolution.

Our focus has always been on brands operating at a global level of communication, with no room to test or follow uncertain waves. They rely on us to solve complex and meaningful challenges, and are open to new ways of creating and producing, as long as the final quality is assured.

THAT'S WHY THEY COME TO US TODAY  
AND WHY THEY WILL CONTINUE TO  
COME TO US IN THE FUTURE.



### Landscape AI Perspective



# AUTO-RECURSIVE

# LOOP

While the shift to digital depended on users upgrading their hardware to keep up with new technologies, AI runs on shared infrastructure.

This changes the game.

Midjourney moved from v3 to v6 and reshaped the landscape without requiring any hardware change on the user side. In contrast, in cinema cameras, ARRI took around five years to go from the ARRI Alexa Mini to the ARRI Alexa LF—a much smaller leap that still depends on expensive hardware upgrades.

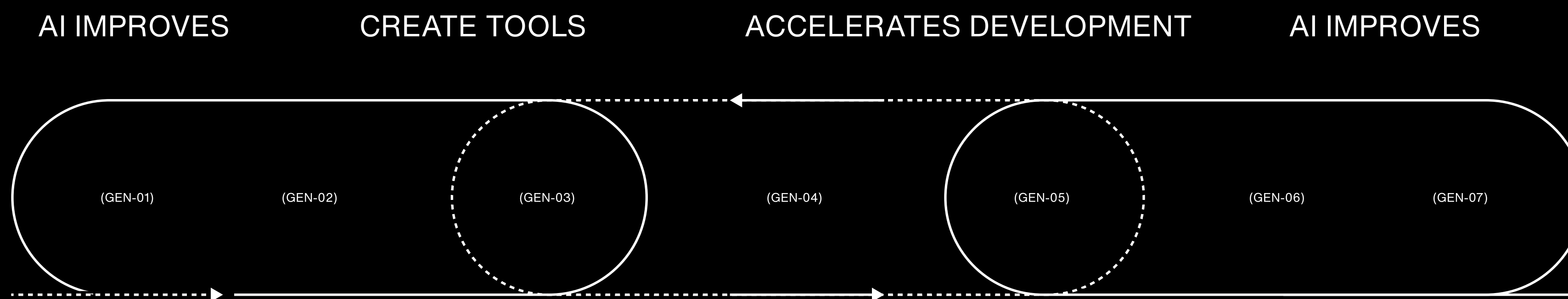
(V03)

(V06)

So we can think of digital evolving like this:



While AI follows a different logic:



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# POST

We are moving past the moment of euphoria. That phase where it felt like everything could be solved with a well-crafted prompt.

Now we enter a deeper stage of understanding. What becomes possible, what was not viable before, and, maybe the most anxiety-inducing part, which physical steps may be replaced by AI. It's a period of intense exploration, where new applications start to align with the traditional process.

WE KNOW THIS EVOLUTION WILL MOVE FAST, AND WE MAY NOT EVEN NOTICE THE TRANSITION SO CLEARLY. THAT'S EXACTLY WHY THIS REPORT EXISTS. TO REFLECT ON IT WHILE IT'S STILL UNFOLDING.

# ECSTASY

Landscape AI Perspective



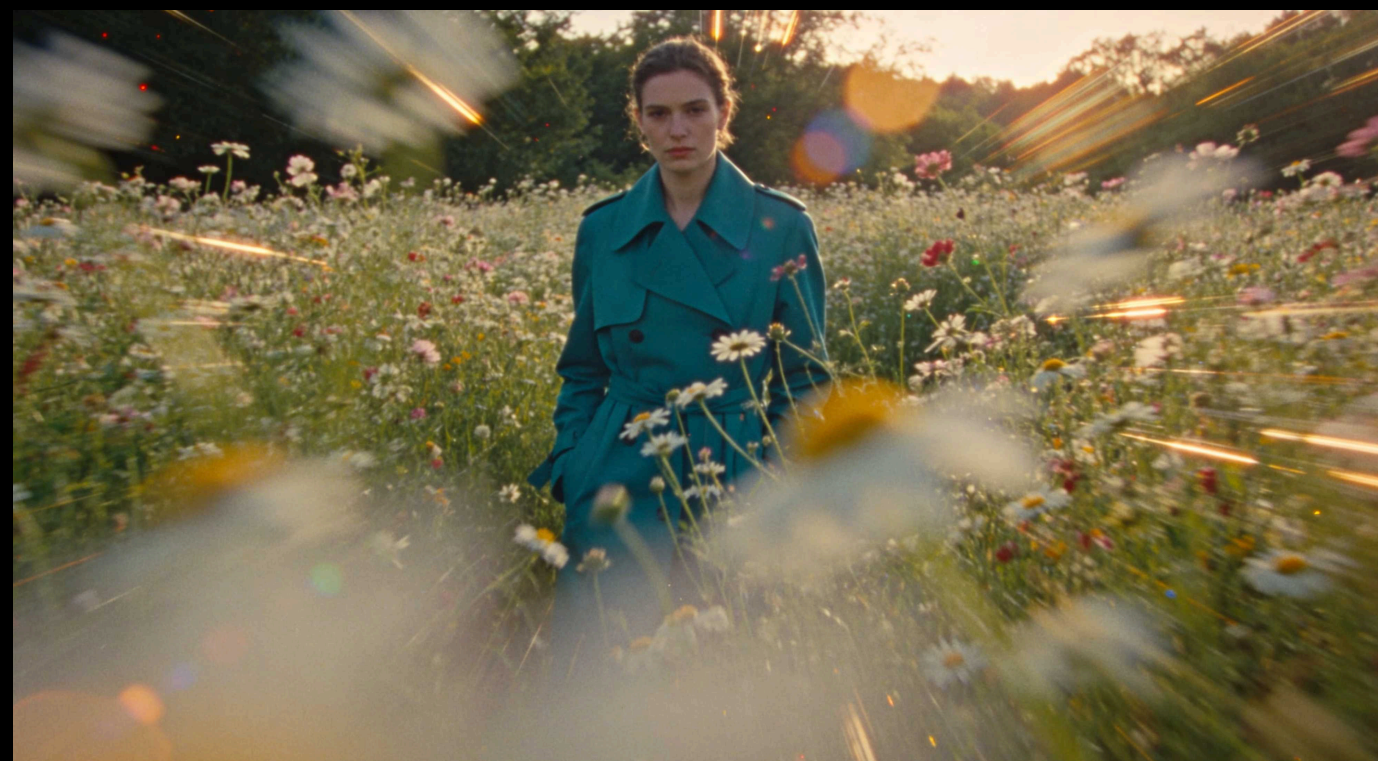
# POSSIBILITIES AND SUBSTITUTIONS

At Landscape, we see it as naive to assume AI will only replace secondary tasks. It echoes what many photographers believed in the early 2000s, when digital cameras first appeared and were seen as tools to replace Polaroids for light tests.

We believe much more in the opportunity to take ownership of these shifts and accelerate our Craft at Scale mission across the ecosystem. But craft comes first. So we move with care.

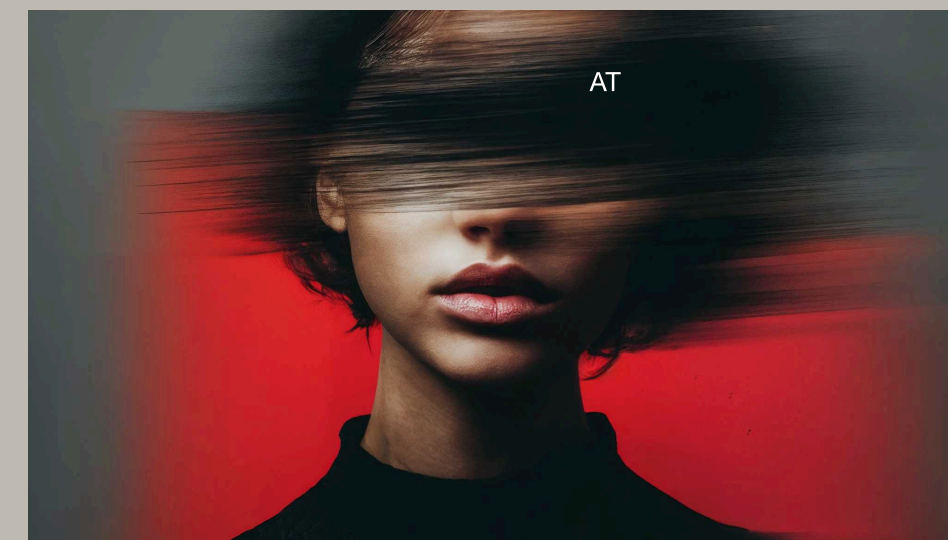
The real challenge is taking the risk at the budgeting stage. Believing we are ready to replace certain steps with generative AI, without putting at risk the level of quality we are known for.

The most effective way to implement AI so far has been to run it in parallel with the current process and validate it in real productions. This way, if the outcome doesn't reach the expected level, there is still time and budget to execute it the traditional way.



SO FAR, THIS HAS BEEN THE PATH LANDSCAPE HAS BEEN FOLLOWING AND EVOLVING FROM: TRADITIONAL WAY + AI WAY. THE BEST ONE WINS.

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TRADITIONAL



GEN-AI



If AI proves efficient,  
 we document it and put it into practice  
 If not, we test it again  
 on the next project as  
 the technology evolves.



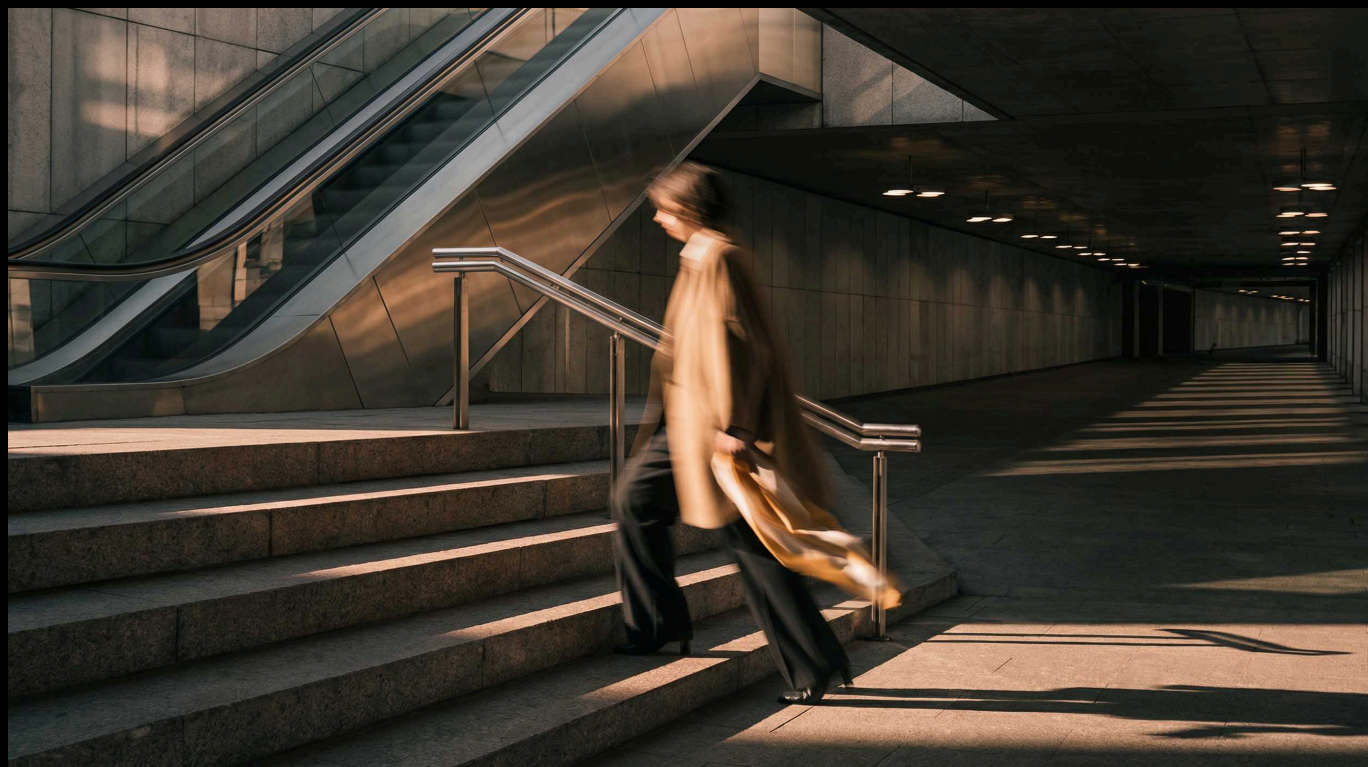
Landscape AI Perspective

# LEGAL

Landscape works with some of the world's most relevant brands, and all of them are cautious about the use of Gen AI in their productions. There is a genuine interest in understanding what can and cannot be done, and especially the risks involved.

# VISION

The signals we see suggest that copyright around training data is unlikely to become a definitive limit. Even generative tools can't precisely trace which references contributed to each output. In many ways, this mirrors human creation, which has always drawn from references to produce something new. Machines are now operating within that same logic, and we will need to learn how to work with it.



ONE THING IS CERTAIN: NO ONE HAS A CLEAR ANSWER YET.

TO ACCELERATE IMPLEMENTATION AND MAKE THIS TERRITORY CLEARER, IN PROJECTS FOR BRANDS WE'VE REDUCED OUR DON'TS TO TWO KEY POINTS:

PEOPLE ————— MUSIC

Landscape AI Perspective



# PEOPLE

LANDSCAPE BELIEVES PEOPLE  
NEED TO BE FOUND.

HOW THEY ARE CAPTURED, WHETHER ON FILM, SENSOR, OR  
THROUGH GENERATIVE MEANS, MATTERS LESS. WE WILL  
FIND THE RIGHT PEOPLE AND FROM THERE CREATE OUTPUTS  
THAT MOVE AND CONNECT.

# MUSIC

WE CAN MAKE MUSIC BIGGER, MORE  
REFINED, AND BETTER PRODUCED.

BUT THE ORIGINAL CREATION WILL STILL COME FROM  
MUSICIANS. IT'S A FIELD WHERE AUTHORSHIP IS CLEARLY  
DEFINED, AND THE RISK OF CREATING SOMETHING THAT  
ALREADY EXISTS IS HIGH.



Landscape AI Perspective



# GEN AI

# AND

# ITS

# CURRENT

# APPLICABILITY

## PACKSHOTS

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Presenting new packaging or creating product renders is one of the areas that has advanced the most with generative AI. Today, it's already possible to achieve a high level of consistency and texture.

This process allows labels to be adapted for different markets and significantly reduces both photography and post-production costs.

## VISUAL ASSETS

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The demand for supporting assets for campaigns and digital products has grown much faster than traditional production can keep up with. Training models to generate many of these assets consistently is something Landscape is already developing for major brands, significantly increasing output and reducing turnaround time.

## STILL SPIN OFFS

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As digital products become increasingly visual, still photography starts to carry the brand presence across the entire user journey. The challenge is that this journey is often long and multi-layered, which means content from a single photo shoot runs out quickly.

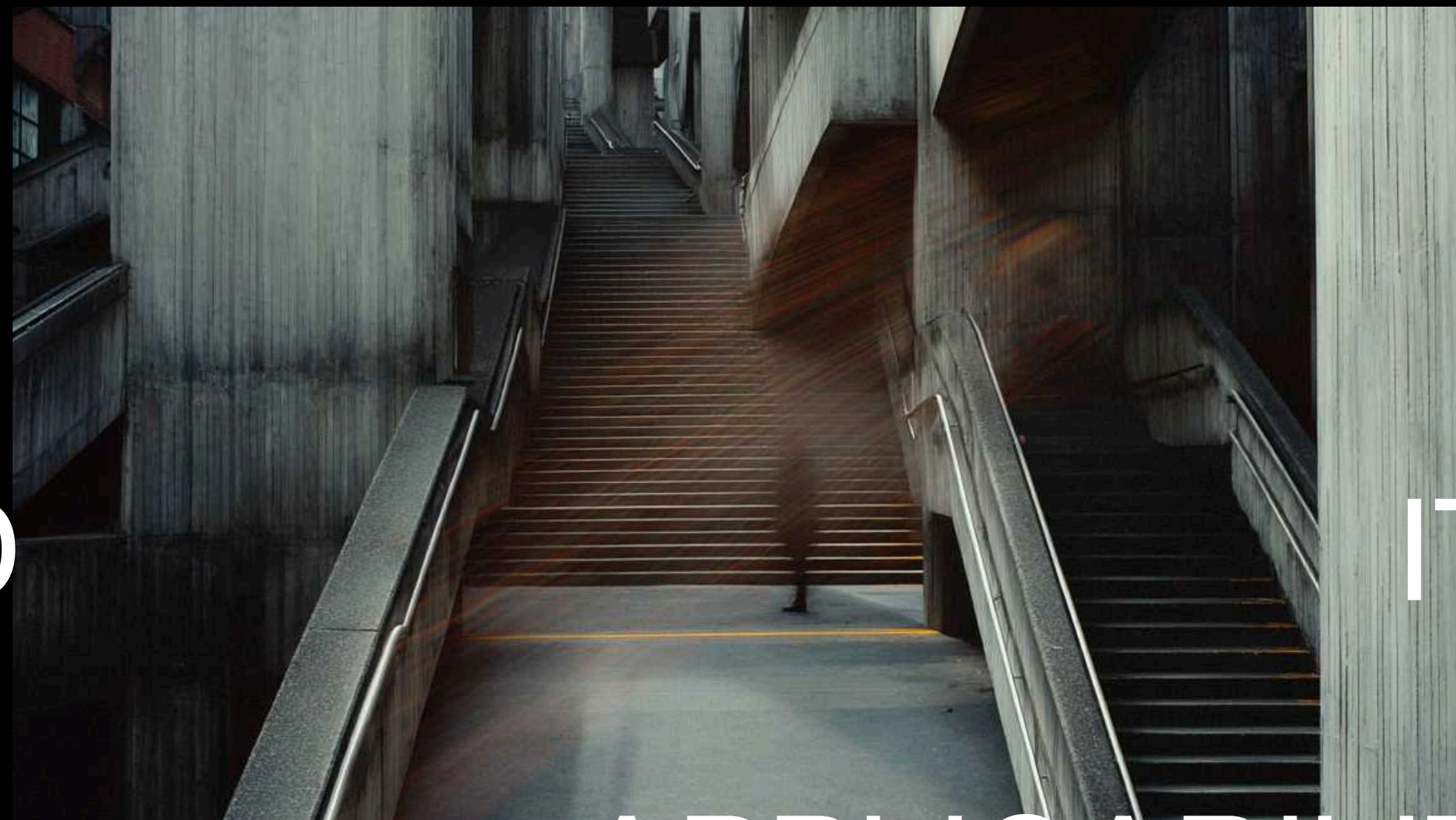
We are significantly expanding this volume of imagery, using the same aesthetic choices from the original production, ensuring visual consistency and creative control.

Landscape AI Perspective

# GEN AI CURRENT

# AND

# ITS APPLICABILITY



## B-ROLLS

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An important ingredient in large-scale campaigns is the extra scenes that build context for the narrative. These are often the moments that make the film stand out.

Creating supporting scenes with AI helps reduce pressure on shoot days and keeps the focus on what truly needs to be captured live. Inserts and transitions can be handled by AI, blending naturally into edits that are still mostly built from real footage.



## PREVIZ

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An important ingredient in large-scale campaigns is the extra scenes that build context around the narrative. These are often the moments that make the film stand out.

Creating supporting scenes with AI is a way to reduce pressure on the shoot day and focus on what truly needs to be captured live. Inserts and transitions can be handled by AI, blending naturally into edits that are still primarily built from real footage.

## DIGITAL TWIN

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Brand needs don't always fit within the limited time celebrities can dedicate to shoots and photography. Digital twins emerge as a relevant solution to extend that time, enabling new outputs to be generated from the original asset, as long as usage is pre-approved by the talent for specific platforms and contexts.

Landscape AI Perspective

# GEN AI CURRENT



# AND

# ITS APPLICABILITY

## 3D CHARACTERS

Some brands rely on animated characters as a core part of their branding. Training AI models to generate these characters more efficiently is a way to significantly expand their presence across different assets, without making the campaign cost unviable.

## SET EXTENSION

Expanding locations and making them more compelling is a powerful way to create memorable scenes. However, doing this entirely in post-production is often expensive and time-consuming.

AI allows us to extend what was captured, adding production value with greater predictability and a high level of finish.

## CROWD

Scenes with large numbers of people, like stadium crowds, aerial views of massive gatherings, or similar situations, have always been complex to execute, whether on set or in post.

AI opens up the possibility to create visually dense, populated films in a simpler, more controlled, and more efficient way.



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# CONCEPTUAL

The ease of achieving results that once required significant investment tends to reduce the gap between leading brands and smaller companies. This can lead to more basic uses of AI being perceived as cheap and associated with lower quality.

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**KEEPING BRANDS RELEVANT WILL REMAIN THE WORK OF TEAMS WITH STRONG STRATEGY COMBINED WITH HIGHLY CREATIVE TALENT.**

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Even with more powerful tools, the gains in time and cost may not be as significant as expected. There's a risk of inflated expectations around speed and performance, which in practice can turn into frustration, as the process is still demanding and, at times, slow to reach a result that meets the standards of a high-end brand.

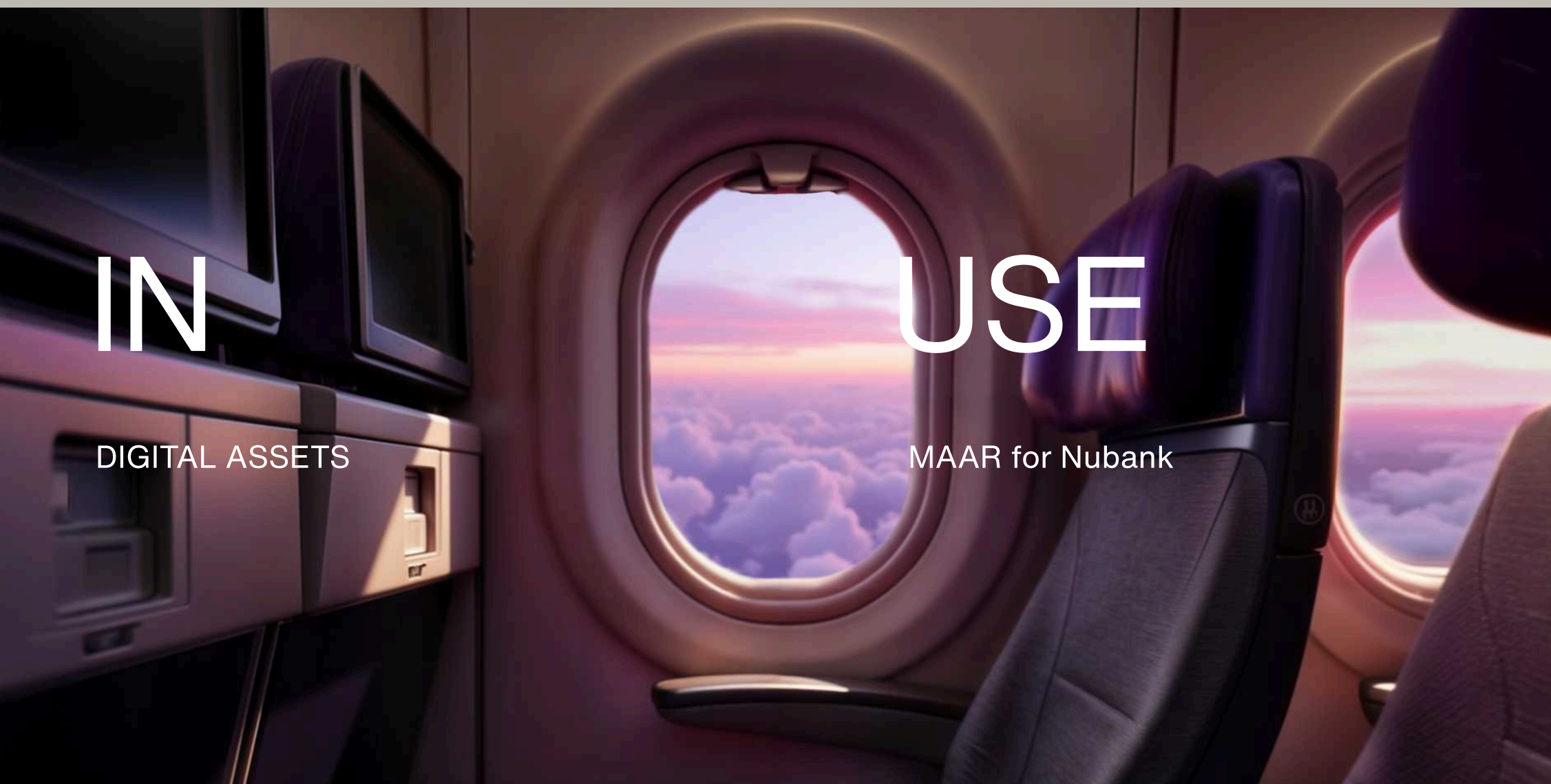


# RISKS

We will also see a surge of work coming from professionals and companies with no reputation to protect, often unaware of the level of delivery required in truly rigorous processes. Because the mission goes far beyond creating a striking image or video. The real challenge remains producing assets that consistently contribute to building the brand.



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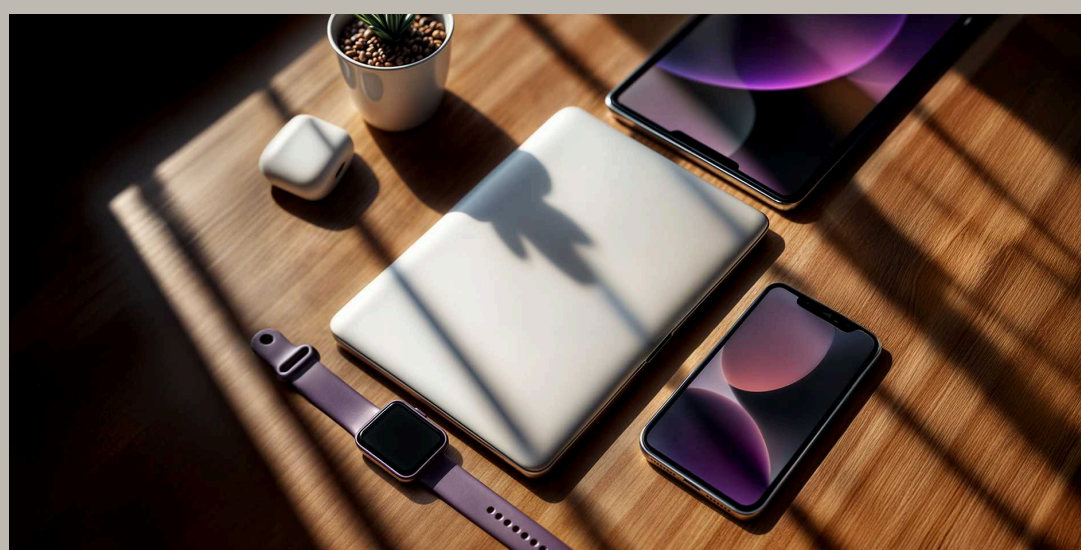


IN

USE

DIGITAL ASSETS

MAAR for Nubank



AT



LANDSCAPE



Nubank needed 40 photographic images in three different formats, for two distinct products. Each one had to balance functionality (app icons), emotional connection with diverse audiences, and full brand consistency, all within an aggressive timeline.

We developed three formats guided by specific visual directions, seamlessly integrated into Nubank's design system, while elevating how financial products are visualized.

Landscape AI Perspective

# IN USE

PACKSHOTS

Previz SWT&Co



# AT

# LANDSCAPE

The design studio Swt&Co began incorporating AI into its process with a clear goal: to present packaging with greater precision and impact for global clients. The technology made it possible to elevate packshots, ensuring absolute fidelity in details, from materials to reflections, even at early stages of creation.

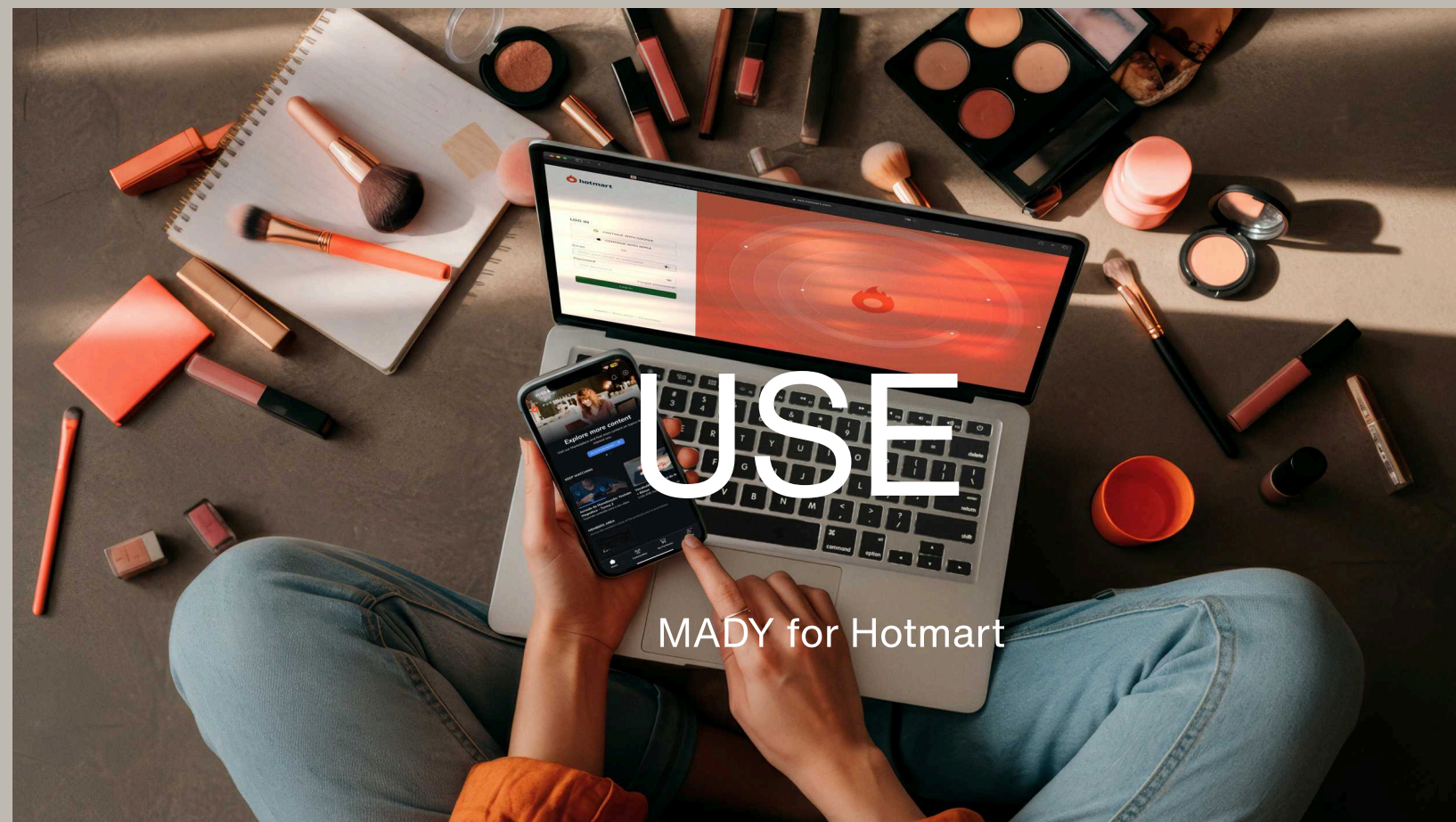
Over time, the image quality reached such a high level that it moved beyond internal use. Some clients began licensing these visuals directly for their own communications.



Landscape AI Perspective

IN

STILL SPIN OFFS



USE

MADY for Hotmart

AT

LANDSCAPE



Hotmart carried out a photo shoot but needed to significantly expand the volume of images to avoid repetition across assets. MADY used AI to extend the original material into 25 additional outputs, maintaining aesthetic consistency and alignment with the initial shoot.

This is a model we believe in: starting from a real production and expanding its impact with Gen AI, gaining scale without compromising quality.



THE

SEARCH

OF



AT

SCALE.



Landscape AI Perspective



IN

USE

POST, CROWD, 3D CHARACTER

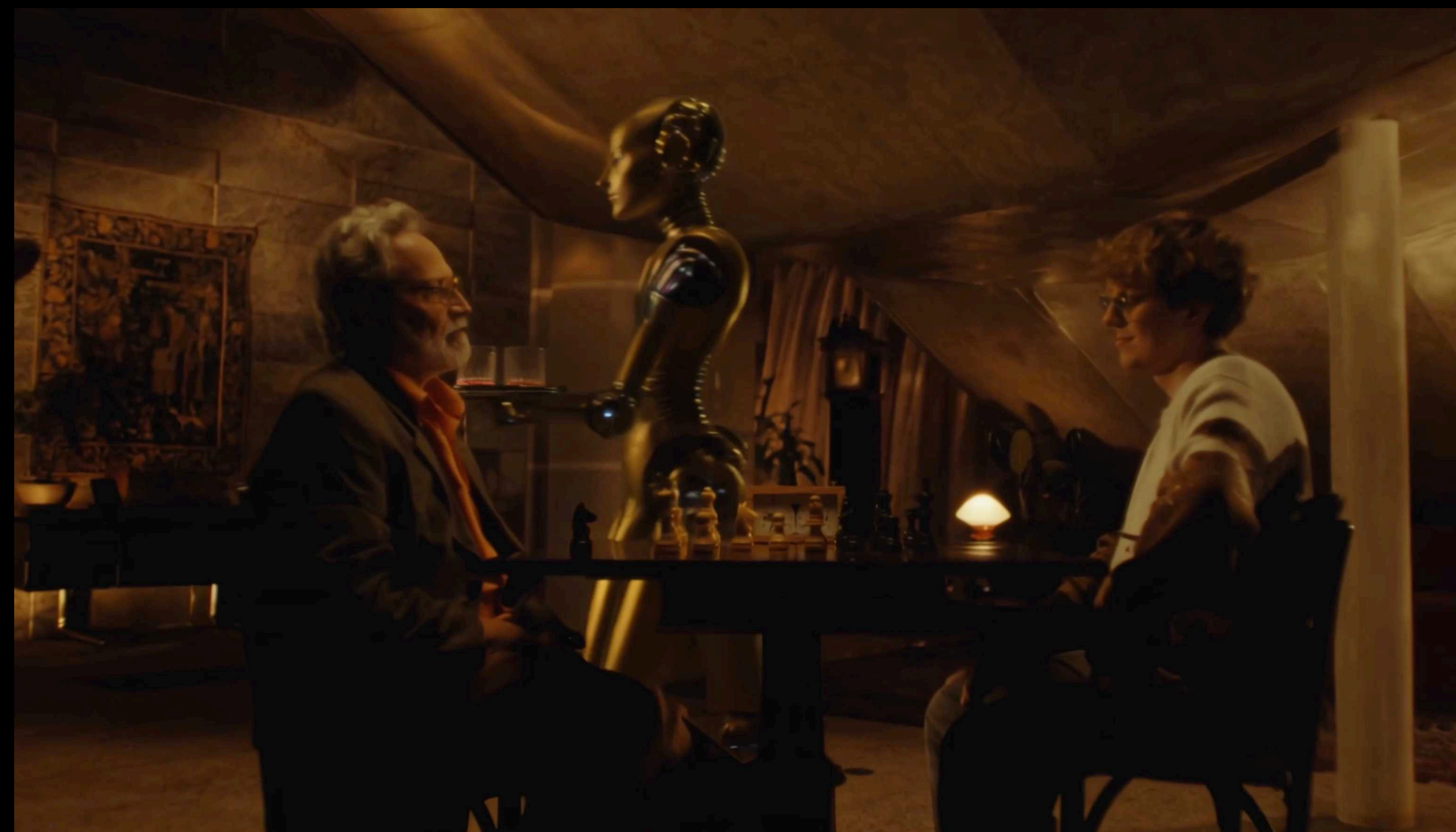
VOODOO, LOTHUS & HUB

AT

LANDSCAPE

Replacing complex 3D pipelines with new ways of generating characters and crowds opens room to increase production value without exceeding timelines or budgets.

That gain, however, comes with rigor. Precise on-set planning and strong integration with post-production remain essential to reach truly meaningful results.



Landscape AI Perspective

IN

USE

AT

LANDSCAPE



Santa Transmedia incorporated AI into the development of storyboards for the Zap Imóveis film, aiming for a more faithful and engaging preview of the project. The use of the technology brought clarity and speed to pre-production, making collaboration with client and agency smoother and aligning expectations early on.

The frames also reached a beautiful level of finish, almost like final illustrations, already defining the tone, rhythm, and atmosphere of the film before production even began.



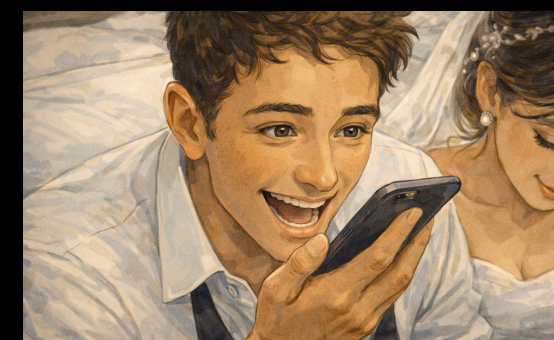
(01) STORYBOARD



(02) FIDELIDADE



(Fig.01)



(Fig.02)



(Fig.03)

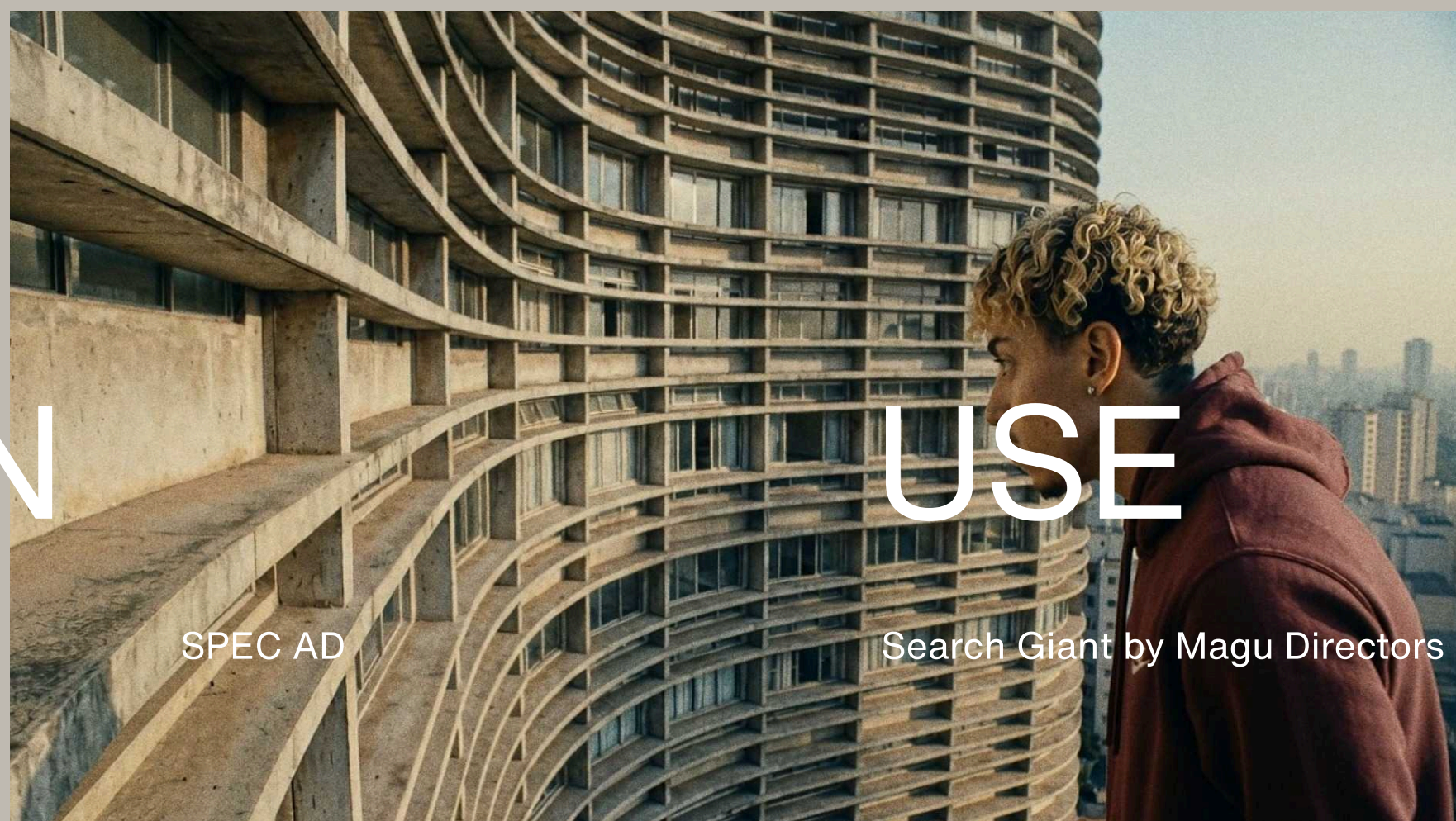


(Fig.04)

(03) FRAME

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# IN USE



SPEC AD

Search Giant by Magu Directors

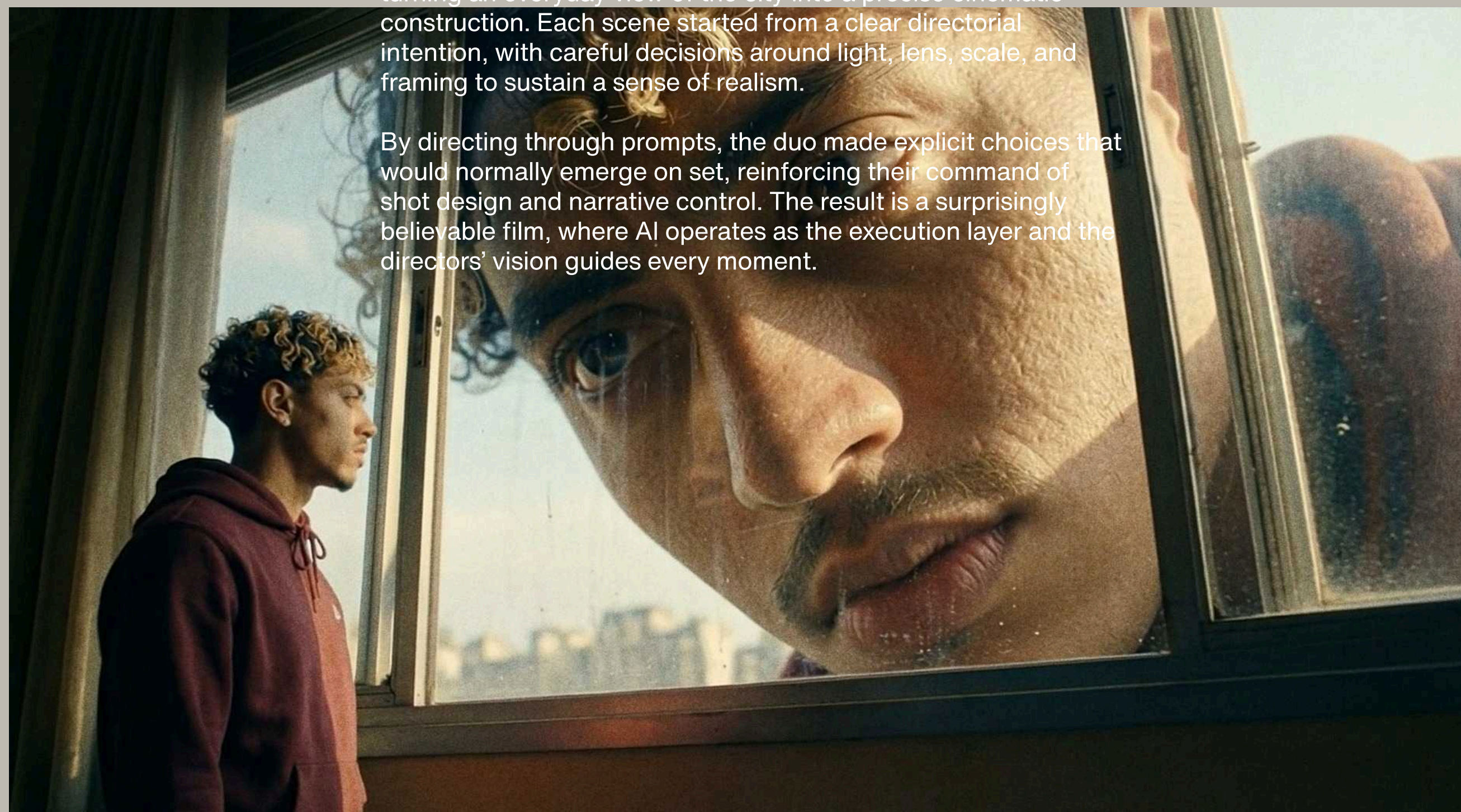
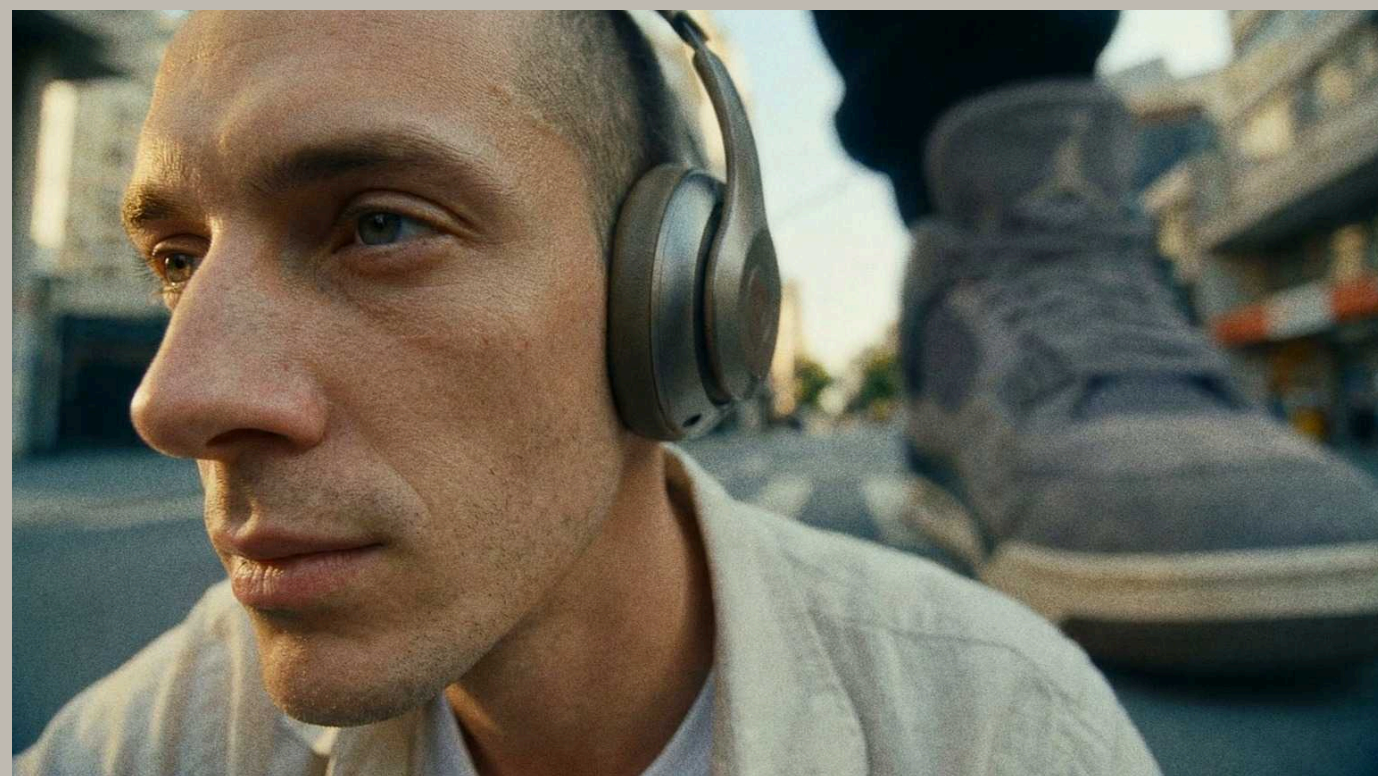


# AT

# LANDSCAPE

The directing duo MAGU created The Giant Search as a radical field of experimentation, pushing AI tools beyond isolated images and placing them in service of a consistent narrative. The film follows a giant moving through the streets of São Paulo, turning an everyday view of the city into a precise cinematic construction. Each scene started from a clear directorial intention, with careful decisions around light, lens, scale, and framing to sustain a sense of realism.

By directing through prompts, the duo made explicit choices that would normally emerge on set, reinforcing their command of shot design and narrative control. The result is a surprisingly believable film, where AI operates as the execution layer and the directors' vision guides every moment.



# WRAP UP

Staying curious and building ways to learn and implement will be the safest way to move through this shift, adapting while taking advantage of everything that helps us move faster.

But never, under any circumstances, putting the quality of our craft at risk.

That's what brought us here.

THANKS.

LANDSCAPE IS A PRODUCTION ECOSYSTEM  
FOCUSED ON TECHNOLOGY TO ACHIEVE  
CRAFT AT SCALE.

AN ECOSYSTEM OF PRODUCTION COMPANIES AND  
CREATIVE STUDIOS OPERATING AT A GLOBAL STANDARD  
OF QUALITY AND GOVERNANCE.

landscape