



Alison.ai Announces Launch of the world's first 'Creative Genome,' an Agentic AI Strategist and Video Generation Engine

DE, UNITED STATES, October 20, 2025 /EINPresswire.com/ -- [Alison.ai](https://alison.ai), the creative intelligence leader for data-driven creative workflows, today announced the launch of its new Creative Genome, an AI strategist agent, and Agentic Video Ideation Flow. This release marks a significant step forward in AI-powered creative optimization, underscoring a shift in the market where advantage moves from simply generating content to intelligently guiding creation.

Introducing Agentic AI for Creative Strategy

The new modules represent a new era of “agentic AI” in marketing. Unlike systems limited to analysis, agentic models take initiative by providing actionable, strategy-ready outputs. With the AI strategist and video generation engine working in tandem, Alison.ai delivers an end-to-end solution that unites insight, strategic direction, and execution on a single platform.

Video Generation Powered by the Creative Genome

Alongside the strategist agent, Alison.ai is introducing the Agentic Video Generation Flow, designed to address growing demand for video formats. By combining data-driven insights with automated generation, teams can move from idea to multiple test-ready creatives in a fraction of the time.

This system draws on Alison.ai’s proprietary “Creative DNA” framework, which deconstructs every creative into fundamental elements, analyzing visuals, concepts, and features that influence performance. The result is a more structured and repeatable process for creating content optimized for impact.

Key features of the video ideation engine include:

- Fresh creative concepts: Generates new video ideas rather than just variations.
- Data-driven frameworks: Uses performance and creative data to generate videos based on effective features and trends.
- Multi-output generation: Produces multiple creative variations from a single brief.

- Custom preferences: Adapts outputs to brand guidelines, voiceovers, and audience segments.

A Smarter Approach to Creative Strategy

The Creative Genome introduces an approach Alison.ai describes as functioning like an “intelligent conductor” of AI marketing. Built on a proprietary data taxonomy and element-level analysis, the system creates a feedback loop where more data drives stronger insights, further strengthening outcomes for clients.

By integrating campaign performance data, market trends, and creative ideation, Alison.ai enables marketing teams to reduce guesswork, accelerate campaign growth, and achieve predictive precision. The combined strategist and video ideation modules provide a continuous cycle of insight, generation, and evaluation.

Key capabilities include:

- Unified oversight across platforms and campaigns.
- Actionable recommendations with brand-aligned strategies.
- Accelerated workflows for briefs and optimization.
- Smarter iteration cycles based on direct performance impact.
- Real-time feedback to minimize bottlenecks.

This platform enables teams to iterate existing assets, generate new ones with confidence, and evaluate effectiveness before committing spend.

Why It Matters

The updates aim to reduce silos in marketing teams and create a more connected, responsive platform. For media teams, it means faster testing and scaling with reduced production delays. For creative teams, it offers stronger starting points and actionable insights. For data teams, it aligns content production with measurable performance.

As Asaf Yanai, CEO of Alison.ai, explains:

“The creative landscape has fundamentally changed. The problem isn't a lack of content, but a lack of intelligence to guide that content. Our new ‘Creative Genome’ technology, powering our agentic platform, serves as the ‘Intelligent Conductor,’ ensuring that the significant investment in AI-driven creative is not wasted. We are making AI-generated content accountable and effective, allowing marketers to focus on strategy and storytelling, not just production.”

Looking Ahead

Alison.ai emphasizes that this launch represents the beginning of a broader roadmap for its agentic AI platform. Future developments will expand the strategist agent's capabilities through cross-platform analysis and market metrics. The company highlights that these tools are not designed to replace creative teams, but rather to augment them with bandwidth, insight, and precision, freeing marketers to focus on high-level strategy and storytelling.

About Alison.ai

Alison.ai is a creative intelligence platform transforming how brands build and optimize advertising. By analyzing billions of tags, features, and creatives, Alison.ai provides data-driven insights that help teams produce impactful video content and maximize performance. With a mission to replace guesswork with precision, the company empowers marketers through AI-powered strategy, faster workflows, and evidence-based creative decisions that consistently drive stronger results.

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