

Amazon Ads Expands AI-Powered Video Generator to Australian Brands

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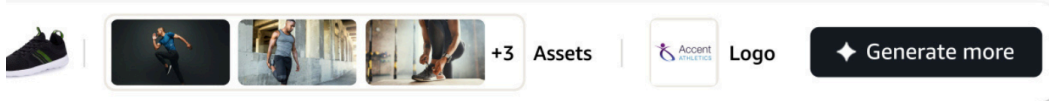
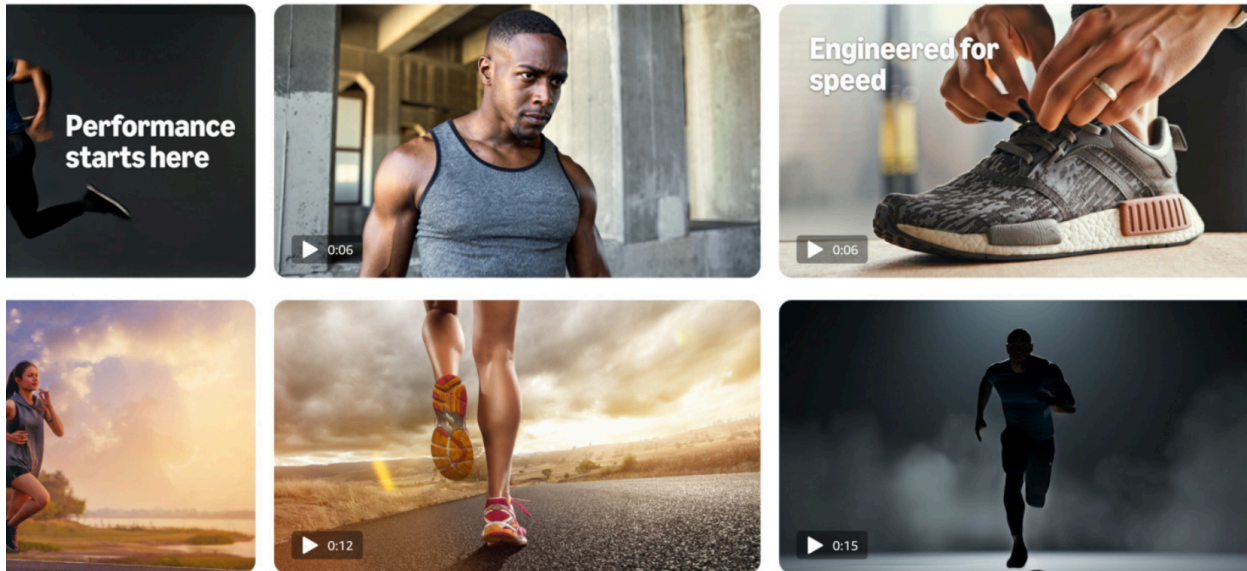


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Opening video ads up to new advertisers, managing director Willie Pang said the brand is "democratising access to sophisticated video advertising tools"



Amazon Ads has announced the expansion of its AI-powered 'Video Generator' to Australian businesses and brands. This simple-to-use creative tool enables businesses of all sizes to easily create high-quality video ads in minutes.

With 'Video Generator', advertisers simply upload product images, existing product videos, or a product detail page from Amazon.com, click "generate" and receive six realistic, high-motion videos that show products in action — all at no additional cost.

'Video Generator' leverages existing product pages and Amazon audience insights to craft multi-scene videos with smooth transitions and background music, whilst its intelligent summarisation capabilities extract key clips from existing videos for optimised ad formats.

These capabilities ensure 'Video Generator' creates professional-quality videos that showcase products in realistic scenarios, bringing the product to life.

'Video Generator' requires no video production expertise, specialised equipment, or additional budget. Brands that previously lacked video production resources can utilise this tool to create engaging video ads that resonate with their customers.

For Australian small and medium-sized businesses (SMBs), 'Video Generator' also addresses a critical time-saving need. 2025 research commissioned by Amazon Ads found that SMB marketing leaders estimate they could save approximately 7.3 hours each week — about 45 working days annually — by implementing AI tools to create and manage their advertising campaigns.

With 'Video Generator', these time savings become reality, allowing small business owners to focus on what matters most: growing their business and serving customers.

Willie Pang, managing director of Amazon Ads Australia and New Zealand, said, "Video advertising has traditionally required significant resources that put it out of reach for many small and medium-sized businesses. For SMBs in Australia, time and resources are precious — every hour saved can be spent growing the business or serving customers better.

"With 'Video Generator', we're democratising access to sophisticated video advertising tools, empowering Australian SMBs to infuse creativity into their brands. Now, businesses of all sizes can create compelling video content that brings their products to life and drives real business outcomes"



Willie Pang, Amazon Ads Australia and New Zealand MD.

The tool offers advertisers powerful capabilities.

Showcase products in action: Create realistic, high-motion shots of products being used in everyday situations — like a watch on someone's wrist or a toy being actively played with — to help shoppers visualise them in their daily lives.

Multi-scene storytelling: Create engaging multi-scene videos with smooth transitions, text animations, and background music, enabling brands to showcase their products in different ways and settings.

Have choice and variety: Brands can generate six different video options in just three to five minutes by clicking "generate".

Intelligent video summarisation: Advertisers can upload existing videos from social media, demos, or tutorials, and let Amazon's advanced AI technology identify key clips, extract them, and summarise them into optimised ad content to generate a new video that is in the right format and length to be used in an ad campaign.

Brand customisation: Incorporate logos and modify headlines to maintain brand consistency. Comprehensive editing tools allow advertisers to adjust logo placement, giving them more control over the final video ads.

One-click transformation: Transform product photos into multi-scene video ads instantly, helping shoppers better understand product benefits and make more informed purchasing decisions.

Brands in the US that have used 'Video Generator' since its launch last year have already seen significant benefits, with tens of thousands of campaigns submitted through the tool. The technology has shown strong growth, with more than a four times increase in the number of campaigns submitted using 'Video Generator' in Q3 2025 compared to Q2 2025.

Notably, more than 60% of products promoted using 'Video Generator' had never been advertised before on sponsored brand video, demonstrating how the tool is opening video advertising to new advertisers.

Chao Wang, operations manager at Australian stationery brand Vignette, said, "Before Creative Studio's 'Video Generator', creating high-quality ad creatives used to take us days, sometimes even weeks.

"Having access to tools like 'Video Generator' is a game-changer for a small business like mine because we can now create product videos in a fraction of the time, which allows us to test more ideas and move quickly. It helps us showcase our products in a much more engaging way, which has improved both our click-through rates and overall conversions."

In Australia, during the beta launch, more than 12% of advertisers launching sponsored brand videos for the first time used videos created with 'Video Generator'.

'Video Generator' is now accessible via Creative Studio in Ad Console, providing a centralised location for Amazon Ads' creative tools. This integration streamlines the ad creation process for Australian advertisers, making it easier than ever to develop compelling creative assets.

Amazon Ads' journey with generative AI for advertising began with 'Image Generator', which simplified still image creation. With 'Video Generator', Amazon Ads is taking another significant leap forward in creative capabilities — all whilst maintaining the simplicity that makes these tools accessible to advertisers of all sizes. This commitment to innovation means 'Video Generator' is rapidly evolving, with the underlying models improving daily.

'Video Generator' is available for sponsored brands' videos, at no additional cost to advertisers.