



# A CASE STUDY WITH CORY DOBBIN



Cory



# 5 tools in 1 Building High- Converting Ads

Cory Dobbin has been in the ad game for over a decade. As the founder of **OTHERSIDE** and **[SEQUENCES]**, and former CEO of Shoelace, he's managed over \$500M in digital ad spend. But even with all that experience, building performance ads at scale was always a grind.

This wasn't just concept art. The goal was to anchor a fictional world into physical space, making it feel real, believable—and visually iconic. The twist? They weren't using massive production budgets or large teams. Just FLORA.



“Ad creation is noisy. It’s fragmented. It slows you down. I needed a faster way to turn ideas into high-quality assets without hopping between a dozen tabs.”

*Cory Dobbin*





# The Goal

Cory wanted to build a streamlined workflow for generating static ads that clearly communicate product benefits—with as little friction as possible. For both agencies and brands, the challenge is the same: get to clarity **faster**, and ship at **scale**.



# Before FLORA: A Stacked, Scattered Workflow

To create even one ad concept, Cory's previous process looked like this:

1. Use CustomGPT to generate a product-centric prompt
2. Copy that into ChatGPT to rewrite for visual generation
3. Paste into Midjourney or a gen model to create imagery
4. Manually iterate until it looked right
5. Upscale externally
6. Use Kling or Runway to animate between versions
7. Repeat... and repeat again

*"It wasn't just time-consuming—it stunted the creative process. Every jump between platforms broke flow."*



# After FLORA: One Workflow, Fully Integrated

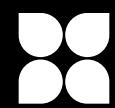
When Cory found FLORA, the lightbulb went off. He rebuilt his entire ad creation stack into a single, repeatable system inside the platform.

His FLORA workflow:

- Starts with a Text Block to auto-generate ad concepts
- Connects to Image Blocks that output multiple static ad variations
- Swaps in new products with ease to generate fresh visuals on demand
- Iterates in seconds—not hours

## ***The result?***

*“Once the workflow was set up, it was instant. Just drop in a new product and hit go. The ads generate themselves.”*



# 5 Tools, 1 Editor.



TEXT

```
{
  "guide": {
    "sections": [
      {
        "title": "1. Start with the Hook",
        "emoji": "💡",
        "tips": [
          "Use bold, emotionally-resonant or curiosity-driven copy.",
          "Leverage contrast, wordplay, or stats."
        ],
        "examples": [
          {
            "brand": "Java Coffee",
            "hook": "Less than $1 per cup. Try 'A script writer at a mundane meeting in Paris.'"
          }
        ]
      }
    ]
  }
}
```



BRAND AE...

```
## Brand Aesthetics Outline
### 1. "Overall Tone"
- "Vibrant yet Earthy": The brand utilizes warm, earthy tones with rustic elegance, evoking a sense of natural beauty.
- "Simplicity": Emphasizes minimalism in product design and backgrounds, focusing on the product rather than the packaging.
# "High Browns": Linear shadows are dominant, creating a sense of depth and texture.
I'm providing a set of visual assets (static images, social posts, or brand photos). Analyze them to understand the brand's aesthetic and vibe. For each image, break down the following:
Color Palette - Identify dominant and supporting colors and their emotional
```



CREAM CL...

Product overview: The cream cleanser is designed to gently remove impurities and makeup while providing hydration to the skin. Key ingredients include Aloe Vera, Coconut Oil, and Jojoba Oil, which serve to moisturize, soothe, and nourish the skin. Benefits include deep cleansing, improved skin texture, and maintaining skin's natural moisture balance. Notable features might include being suitable for all skin types, being vegan and cruelty-free, and having a nourishing formula. Customer feedback generally highlights the cleanser's effectiveness in removing makeup without drying the skin, moisture content, and skin

Outline a product overview, key ingredients & benefits, notable features, and customer feedback for the product in the following link:

<https://www.sohoskin.com/products/cream-cleanser?variant=48133816068196>



# FLORA Powered Workflow



IMAGE AD...

"Gently Cleanses and Nourishes" followed by bullet points listing benefits: "Deep cleansing | Hydrating | Suitable for all skin types." Complement this with a call to action like "Experience Nature's Touch" positioned gracefully at the bottom. Overall, ensure the composition is polished and engaging, with a soft focus on the product as the focal point in the advertisement, successfully appealing to a diverse audience seeking a soothing and effective skincare solution.

From the orange and product descriptions, the final image should be bold, polished, and visually compelling, while keeping the product as the clear focal point. Format the ad content in a way that mirrors the context provided on producing a high-quality product ad. In the prompt, note that the image should use the product in the provided image as closely as possible.



SOHO SKI...



SKIN CLE...



SOHO CLE...



SOHO CLE...



SOHO SKI...





# Deep Clean, Purely Nourished



Gently Removes  
Makeup

Hydrate &  
Soften

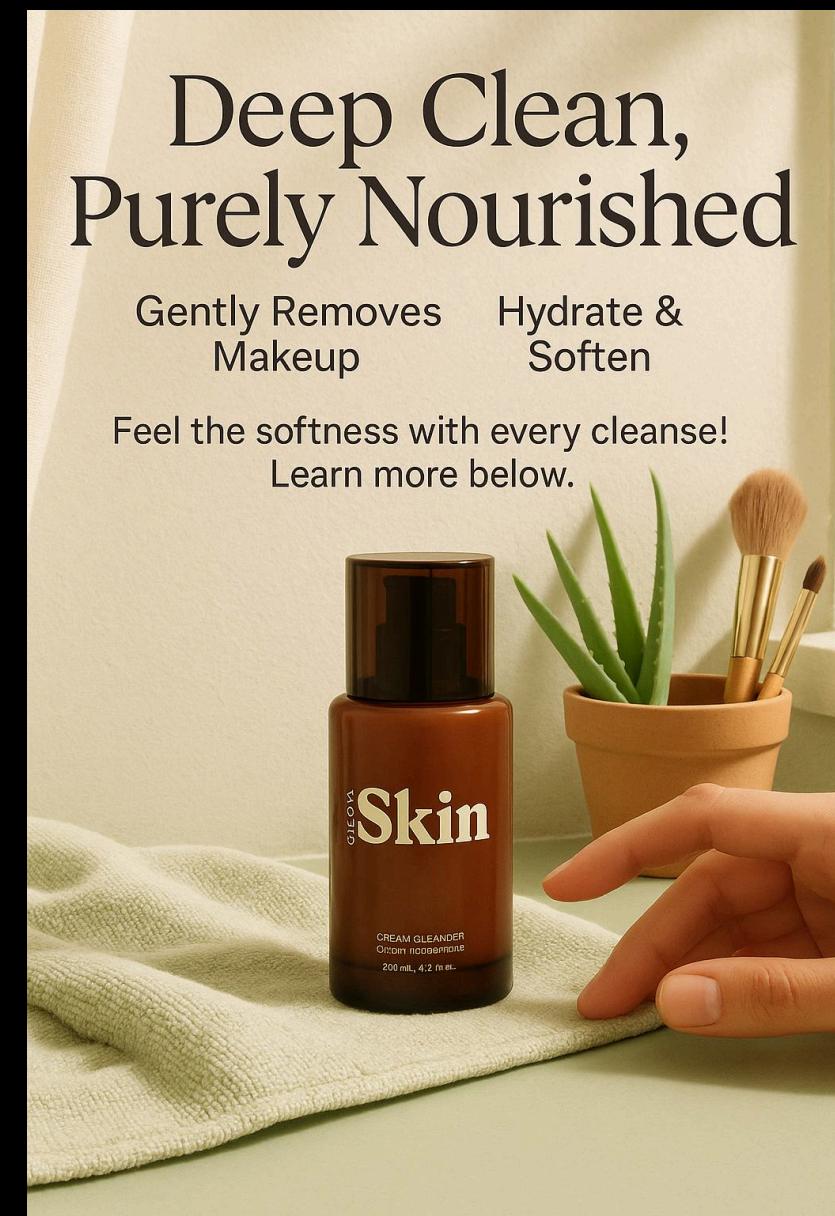
Feel the softness with every cleanse!  
Learn more below



# The Outputs

In just one session, Cory generated:

- **5 static ads that hit the exact specs and tone he needed**
- **Consistent quality across all variations**
- **End-to-end control without the need for post-platform editing**





FLORA eliminated the platform-hopping, versioning chaos, and creative bottlenecks. It gave Cory:

- **A clean, node-based system that's easy to scale and reuse**
- **Full control over LLM + image generation in one place**
- **The ability to duplicate and template workflows for clients**

“

FLORA brings everything under one roof. You create and iterate without hesitation—and that's everything in marketing.

*Cory Dobbin*





# Try Cory's workflow

Want to simplify your creative ops and move at speed?

Cory's full workflow is live inside FLORA. Start with his structure and build your own version in minutes.

Try the [Ad Generator Workflow](#) in FLORA.