CASE STUDY

X CORY DOBBIN

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Cory

FLORA

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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."

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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.”

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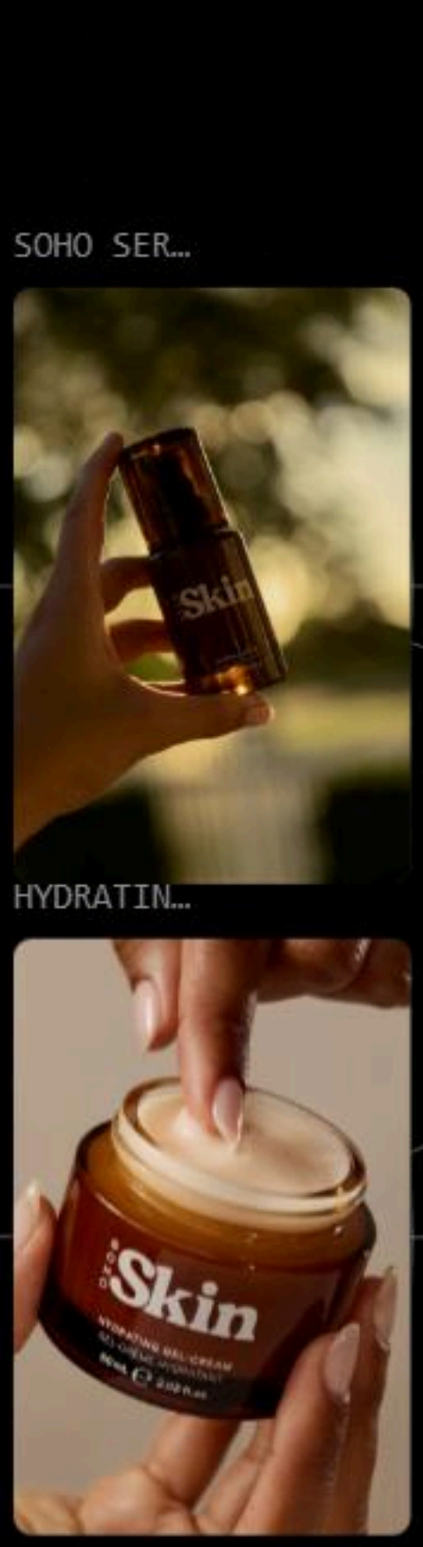
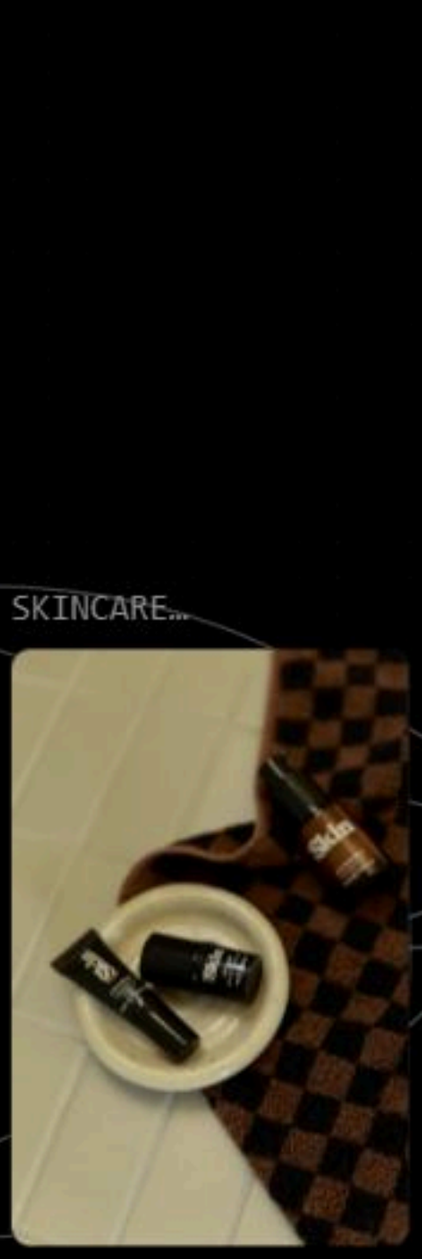
5 Tools, 1 Editor.





FLORA Powered Workflow

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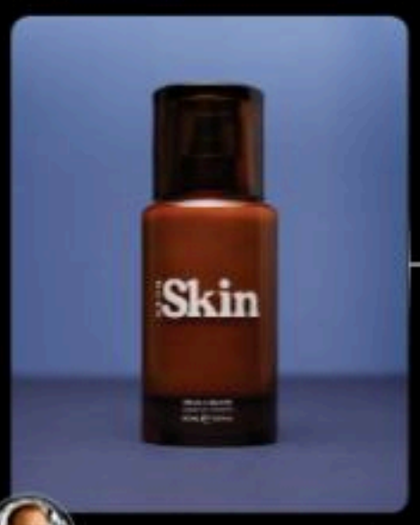
IMAGE AD...

"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.

Incorporate the brand 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 enhanced image as closely as possible.

SOHO SKI...



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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 templatize workflows for clients**

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

Cory Dobbin

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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.