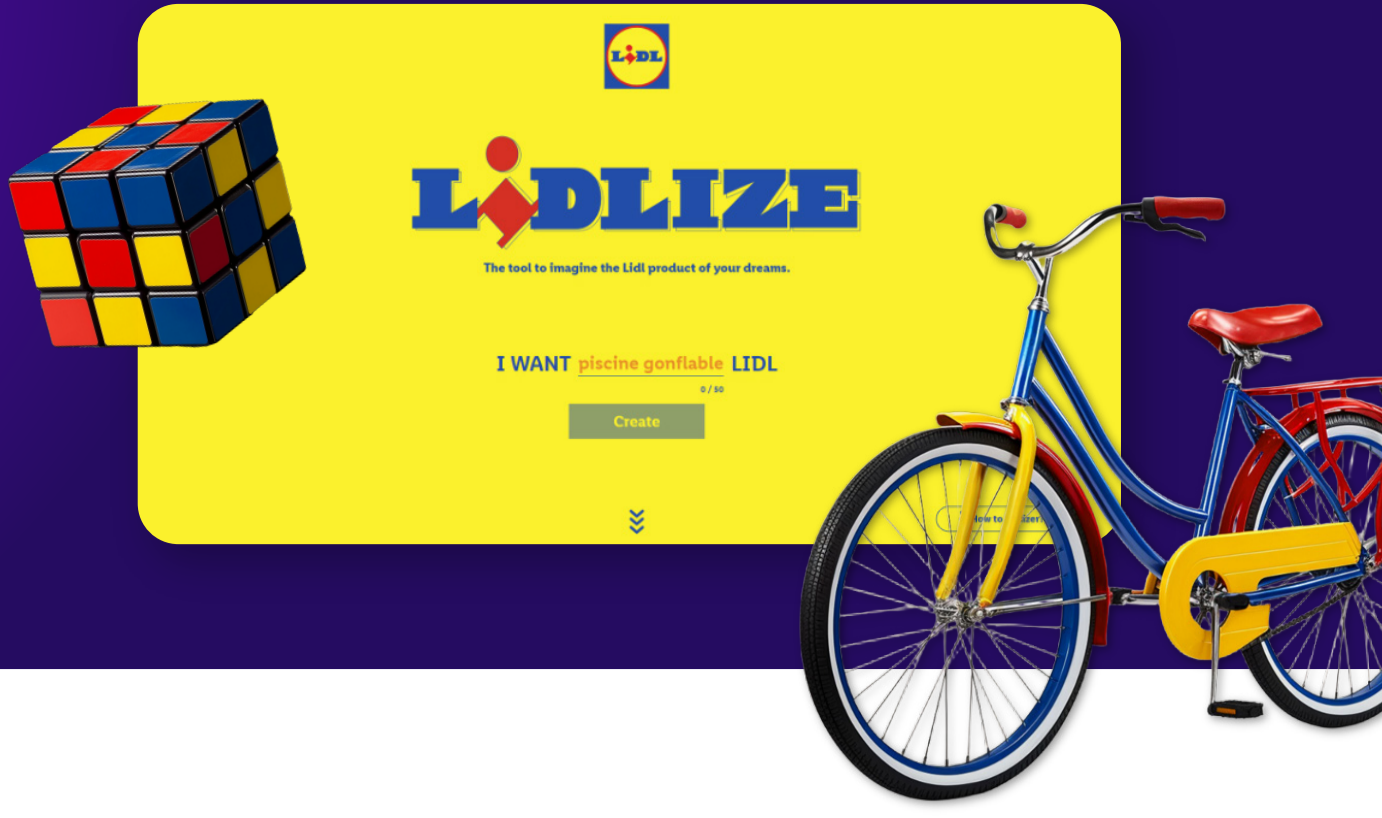




Lidelize This!

Personalized, Online Marketing,
Brand Engagement for a Global
Grocery Giant

Achieving Safe, On-Brand AI Generation at Scale



The Client

In collaboration with Publicis' creative agency Marcel, Marcel harnessed Bria's Text2Image tailored models and Visual Gen-AI Capabilities to transform Lidl France's brand identity into an interactive, personalized viral campaign.

Challenge

Deliver High-Fidelity, On-Brand AI Generation at Speed and Scale

Marcel used the Lidl France brand to redefine retail marketing by transforming everyday items-scooters, umbrellas, mugs—into symbols that reflect its iconic identity. In partnership with the global ad agency, Marcel harnessed Bria's Gen AI solution to enable Lidl's customers to personalize visuals in the brand's distinctive style, while ensuring safe, high-quality online outputs.

Development Requirements:

- **High-Fidelity, On-Brand Visuals:** Maintain visual integrity with Lidl's colors (red, blue, yellow) and avoid common generative errors (e.g.: object distortions).
- **Multilingual Support:** Enable text-to-image generation for English and French inputs.
- **Scalable, Low-latency Infrastructure:** Support potentially high traffic with minimal latency.
- **Ethical Compliance and Content Moderation:** Ensure copyright safety and uphold responsible practices in compliance with EU's AI Act.

Solution

A Streamlined Web App Built on Bria's High-Quality, Compliant, and On-Brand Gen AI building blocks

Marcel's development teams sought a Visual Generative AI solution that could meet their stringent requirements: maintaining Lidl brand compliance, producing high-quality visuals, ensuring copyright safety, and supporting seamless online deployment. After exploring various alternatives with Stable Diffusion 1.5 to the SD XL Turbo series, Bria emerged as the only solution capable of addressing all their needs. Trained on 100% fully licensed, commercial-grade datasets, Bria delivered on-brand, tailored, and high-fidelity outputs while adhering to strict ethical and technical standards.

The Development Process: BRIA Inside

Tailored Model Generation

To meet Marcel's and Lidl's campaign goals, Bria's creative and solution experts worked closely with them in a structured, iterative approach to build a custom Visual Gen-AI model tailored to Lidl's visual identity. Bria's experts helped build Lidl's on-brand visual dataset to create on-brand LoRa using automatic training, focusing on colors, composition, size, texture, and aesthetic qualities, while also developing a scalable, high-fidelity solution using Bria's capabilities for fast generation and effective prompt engineering in online campaigns.

Leveraging Bria's **automated training pipelines** to ensure consistent, high-quality output, the model was refined until it achieved precision in capturing Lidl's signature color, texture, and composition elements.

Latency Optimization

For real-time online marketing, inference time is critical. Initial generation times of 8 seconds were reduced to a swift 2 seconds using Bria's **Fast Low-Rank Adaptation (LoRa)**, ensuring a frictionless user experience in high-traffic online campaigns.

Prompt Efficiency

Behind the scenes, Marcel incorporated advanced large-language model (LLM) logic into their systems to dynamically generate structured prompts. This ensured uniformity across outputs while varying only the objects or specific elements, minimizing manual input. Designed for accessibility, Marcel's system removed the need for users to be prompt engineers. This democratized the creative process, empowering consumers to engage intuitively with Lidl's branded content. Negative prompting further refined outputs by specifying elements to avoid, helping sidestep common visual errors such as unrealistic object deformations.

Language Adaptation

To enhance user engagement, Marcel added a layer of prompt translation to support French-language inputs. This reduced friction for non-English-speaking users, broadening the campaign's accessibility.



Using Bria's Visual Gen-AI capabilities, users were able to rapidly iterate on visual assets, thanks to scalable infrastructure on AWS and custom models hosted by Bria. The pipelines integrated seamlessly into the web app Marcel built for the campaign. The solution supported high user volumes without latency, even during peak times. Leveraging multiple influencers for distribution, the campaign went viral, reaching a vast audience. Additionally, Bria's multi-layered content moderation ensured that all outputs aligned with Lidl's playful yet ethical standards, preventing any offensive or inappropriate content.

Bria's attribution technology maintained rigorous tracking and ensured all AI-generated content had a transparent origin and enabled data partners to rightful compensation to content creators. This approach aligned with Lidl's, Marcel's and Bria's commitment to ethical AI, reinforcing consumer trust and adherence to emerging regulatory frameworks such as the EU AI Act.

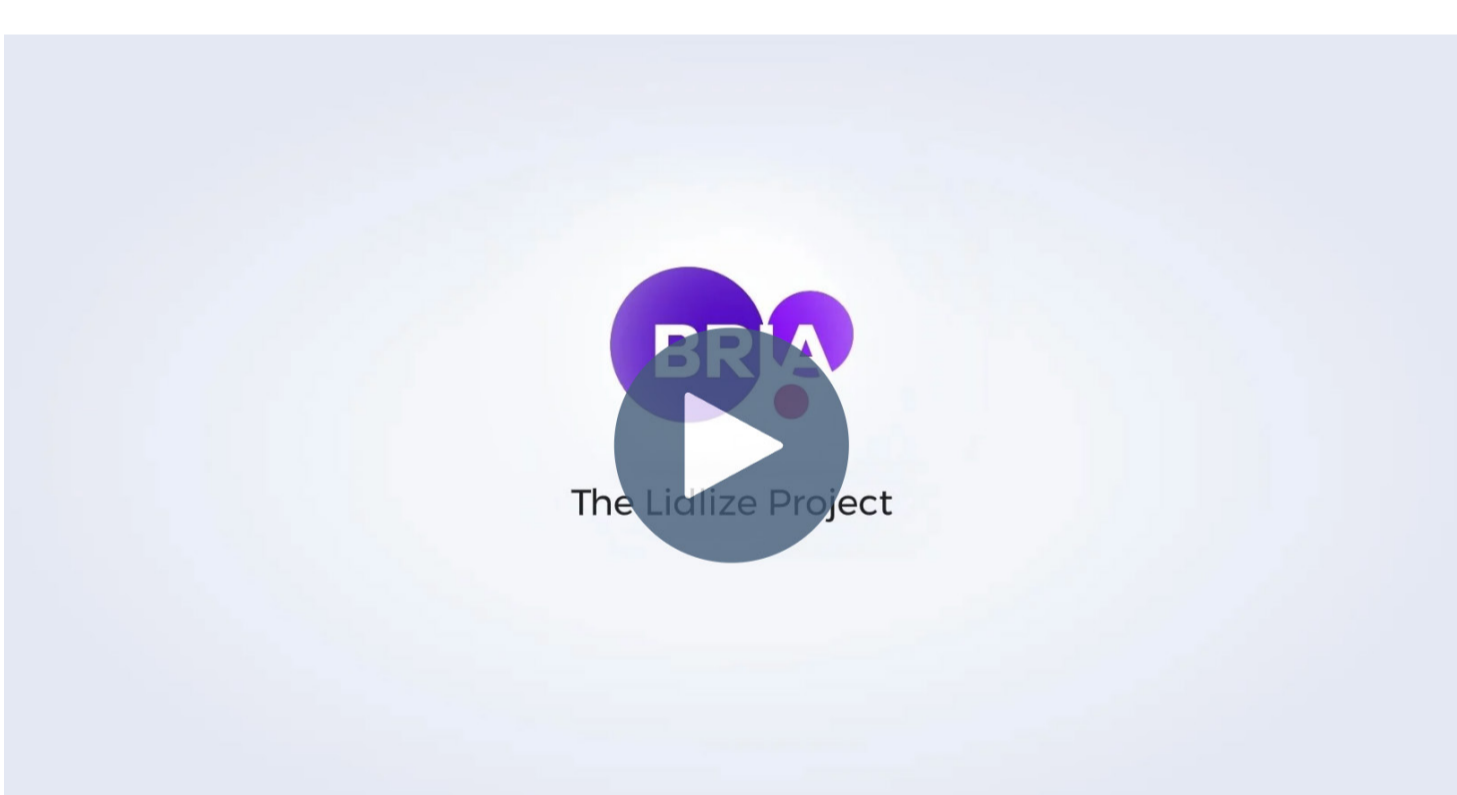
"We went through semantic moderation via OpenAI, defining moderation via spaCy. All we needed was our perfect engine which we ended up finding in the Bria engine... [After our initial testing], we turned to new emerging engines. Bria offered a serious alternative just as powerful as most current engines, but with datasets that respect copyright."

Christophe Sennet, Technical Director, Marcel Worldwide (Publicis' agency in France)

The Results

A Viral Marketing Campaign Increasing Customer Engagement

With over **1.7+ million** unique visuals generated by users in three weeks, the "Lidelize" campaign was a resounding success. The technology enabled customers to incorporate Lidl's personalized branded imagery into their creations, amplifying brand visibility through user-generated content shared across social media platforms.



Credit: Lidl campaign webapp

"We blew away the client's predictions. Some clients are interested in deploying the same operations for themselves too. Congratulations everybody on this beautiful project and impressive technology."

Christophe Sennet, Technical Director, Marcel Worldwide (Publicis' agency in France)

"Never in my wildest dreams did I expect we would reach almost 2million generations. All created by users! With peaks over 1K requests per minute. It smashed all our predictions. The tech worked perfectly and auto-scaled. People went wild creating items in LIDL's style."

Oded Lavie, VP Innovation and Global Gen AI Partnerships, Publicis

Technical Highlights and Impact



Risk-Free and Ethical Content Generation

Bria's ethically sourced data and content moderation pipelines ensured safe, compliant outputs, strengthening consumer confidence and Lidl's brand reputation.



On-Brand Content Generation

Bria's tailored LoRa and Fast model allowed Marcel and Lidl to maintain strict visual coherence with the brand's aesthetic.



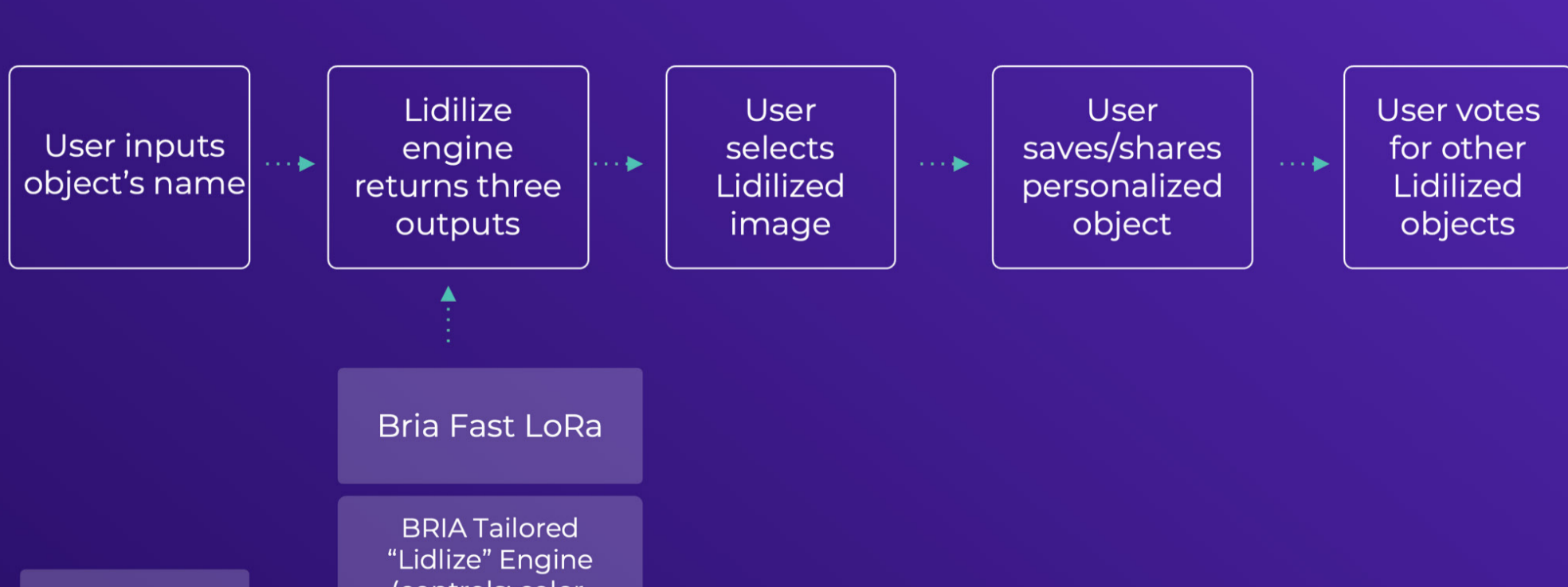
Cultural Connection

Through Gen-AI-driven personalization, Marcel and Lidl were able to turn the generated products into cultural icons, highlighting how retail brands can leverage generative AI to drive consumer engagement beyond transactional interactions.



Scalable, Low-Latency Infrastructure

Bria's Models hosted on AWS and Bria's API integrations facilitated seamless scaling, with minimal latency even under heavy loads, supporting the campaign's viral growth.



Marcel's collaboration with Bria demonstrates the effectiveness of Visual Generative AI in retail marketing for their client, Lidl. By leveraging Bria's Building blocks, Marcel was able to deliver high-fidelity, on-brand visuals at scale for Lidl, utilizing LoRA Fast technology for low-latency performance and AWS-native scalability.

Bria's APIs facilitated seamless integration, ensuring consistent visual outputs while maintaining ethical standards and regulatory compliance. With Bria's fully licensed datasets and robust content moderation systems, Marcel and Lidl launched a viral, user-generated campaign that significantly increased customer engagement. This case highlights how Bria's Visual Gen-AI solutions empower retail marketing efforts, balancing innovation with safety, scalability, and brand integrity.

To explore technical documentation or start building with Bria's Models and APIs, visit our [Developer Platform](#) >

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Build Solutions That **Redefine You.**

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