

# Palo Alto Networks Unveils AI-Generated Ad Campaign, Showcasing Secure Innovation in Action

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The **"Be A Genius. Deploy Bravely"** campaign embraces the new age of advertising and encourages customers to deploy AI bravely

SANTA CLARA, Calif., Sept. 18, 2025 /PRNewswire/ -- Palo Alto Networks (NASDAQ: PANW), the global cybersecurity leader, today announced the launch of its latest advertising campaign, developed using a transformative, AI-powered process. The new approach allowed the company to move from concept to final production in a fraction of the time and cost of traditional methods, fully embracing the new age of advertising that is faster, more intelligent, and significantly more cost-effective.

The campaign, which consists of a ten-part series of ads featuring well known innovators from the past like Benjamin Franklin, Marie Curie and Leonardo da Vinci whose discoveries led to the formation of new industries, was created entirely with AI. The series is currently running across major business media outlets including CNBC, The Wall Street Journal, Forbes; Fortune and are also on social media platforms like YouTube and LinkedIn as part of an extended reach, multi-quarter brand campaign.

View ["Be A Genius. Deploy Bravely."](#)™ 'previews

By using AI tools, including Google Veo, Gemini and Artlist the Palo Alto Networks marketing team dramatically accelerated key phases of the creative lifecycle, including concept creation, content generation, and multi-language localization. More specifically, their in-house creative team was able to leverage AI as a partner to suggest ideas, write copy, and generate visuals without the need for expensive photoshoots, video production or external agencies.

The team also used AI to assess and predict the creative's effectiveness. Before a scene was finalized, AI models analyzed the scripts and storyboards to evaluate their potential engagement and emotional resonance with target audiences. This data-driven approach allowed them to refine messaging and visuals for maximum impact, ensuring the final assets were optimized for performance from the very beginning.

As a result, production timelines were reduced from an average of nine months for a major advertising campaign, down to just one week per ad video. Previous campaigns cost tens of millions of dollars to produce, while the expense of one of these AI-generated ads was less than \$1,000. Finally, the total number of internal employee hours spent developing and launching the AI-generated campaign was reduced by a factor of 20 vs. the traditional approach that required engaging multiple creative agency partners.

**Kelly Waldher, Chief Marketing Officer at Palo Alto Networks, commented:**

"The AI revolution is here, and it's transforming every aspect of business, including marketing. We're embracing AI to not only tell our story but to set a new industry benchmark for speed, engagement, and efficiency. This allows us to maximize our share of voice in the market and ensure our story is seen and heard on the world's most influential platforms. And, we are showing our customers that we're just as excited as they are about leveraging AI's capabilities, and doing it securely. By using AI tools from idea to global launch, and in record time with minimal cost, we're demonstrating what it means to adopt AI innovation bravely."

Palo Alto Networks' internal marketing [AI transformation](#) mirrors the journey customers are on, emphasizing the critical need for organizations to feel confident leveraging AI to reimagine every facet of their business. As companies race to harness the power of AI, enabling its safe adoption has never been more vital. [Prisma@AIRS](#)™, the world's most comprehensive AI security platform, was designed specifically for this purpose. By securing models, data, apps and AI agents across every stage of the AI lifecycle, Palo Alto Networks enables organizations to unlock the immense value of AI innovation and [deploy bravely](#).

**About Palo Alto Networks**

As the global AI and cybersecurity leader, Palo Alto Networks (NASDAQ: PANW) is dedicated to protecting our digital way of life via continuous innovation. Trusted by more than 70,000 organizations worldwide, we provide comprehensive AI-powered security solutions across network, cloud, security operations and AI, enhanced by the expertise and threat intelligence of Unit 42. Our focus on platformization allows enterprises to streamline security at scale, ensuring protection fuels innovation. Explore more at [www.paloaltonetworks.com](http://www.paloaltonetworks.com).

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