

St John Ambulance

Retail

[Visit our website](#)



AI-powered ads and campaign management

St John Ambulance increases creative agility and scale with generative AI

The goal

Imagery is a powerful storytelling element for St John Ambulance—a first aid charity continuously ensuring that help is always close in an emergency.

As a non-profit, St John Ambulance needed to boost creative efficiency to:

- Lower production costs
- Increase agility
- Improve performance
- Protect brand identity

By embracing generative AI, they reduced manual design work, maintained brand consistency, and created more relevant, high-quality assets. Committed to ethical AI, they found it essential to scaling creative output while staying true to their values.

The solution

St John Ambulance partnered with Skayl and Microsoft Advertising to streamline creative production. Using Ads Studio and Copilot, they were able to:

- **Customize visuals** with AI-generated backgrounds tailored to workplace settings—like offices and construction sites—for their AED product ads.
- **Maintain brand consistency** by aligning every asset with their guidelines and campaign tone.
- **Boost agility** with instant background removal and replacement, allowing rapid iteration.
- **Improve performance** by A/B testing Copilot-enhanced visuals, leading to stronger engagement.

By integrating Copilot into their top-performing campaigns, they refreshed creative assets, overcame resource constraints, and scaled with ease.

"By leveraging Microsoft Advertising's Copilot background generation tool, our team was able to overcome resource constraints, tackle creative fatigue, and scale campaigns while maintaining consistent branding. This breakthrough allowed us to engage a broader audience than ever before, helping ensure our lifesaving first aid equipment gets into the right hands—and ultimately, saves more lives."

Jude Pearson

Head of Marketing
St John Ambulance

The results

By integrating Copilot into their top-performing campaigns, they refreshed creative assets, overcame resource constraints, and scaled with ease.

30%

Increase in
return on ad
spend (ROAS)

22%

Increase in click
through rate
(CTR)



Ready to get started with us?

Microsoft Advertising | End-to-End Digital Marketing Solutions for Advertisers and Publishers | Microsoft Advertising