

GENERATIVE ARTIFICIAL INTELLIGENCE

PERSPECTIVES MARCH 2023

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GENERATIVE A.I.

Welcome to your March Hexletter.

Where we pull apart the ways that brands are getting creative with generative AI and unpack what the opportunities are for marketers.



Vermeer's Girl with the Pearl Earring, Extended by A.I

Why does this opportunity space matter so much now?

For years, conventional wisdom amongst futurists was that artificial intelligence and automation would come for the jobs of blue collar workers whose jobs involved repetitive and manual tasks.

Truck drivers, retail cashiers and warehouse workers would all lose their jobs to robots, while white-collar workers in creative fields like the arts, entertainment, media and marketing would be safe.

Well, an unexpected thing happened recently:

A.I. entered the creative class

Generative A.I. is a category of machine learning where computers can generate original content in response to simple text prompts from a user.

With the likes of ChatGPT & MidJourney becoming some of the most hyped tools of modern times, really catching fire amongst creative communities.

Today text and static images are the most mature applications of this nascent tech, but there is work well underway in virtually every creative domain from animation, to sound effects, to audio, to the generation of photorealistic virtual avatars with full personalities.

For this month's Hexletter, we will illustrate some of the ways that AI powered creativity is impacting the production of different types of content experiences, before unpacking what the opportunities are for financial institution marketers.

GENERATIVE AI. SO WHAT IS IT?

Generative Artificial Intelligence (A.I.) describes algorithms such as ChatGPT that can be used to create new content, including audio, code, images, text, simulations, and videos. Recent new breakthroughs in the field have the potential to drastically change the way we approach content creation.

The paragraph you just read was sourced from the chatbot ChatGPT, which with simple text prompts can organise the world's information around your question or generate original content using A.I. and machine learning.

See the image below on the left, this is an original by Michaelangelo.



The images on the right, these are original A.I. art in the style of Michaelangelo, created in seconds, with profound implications for content production.

What's going to change? *Let's start with an exaggerated use-case*

A.I. powered creativity is nothing new in certain domains, especially computer games. The earliest games like Pong harnessed the earliest forms of AI to create opponents for players. ***Fast-forward 40 years and A.I. is being used to help build the games as well.***

Computer games are a good analogue for everything we build in advertising and communications, because they represent the most complex type of media production requiring the broadest range of artistic, technical and production skills. Skills that virtual assistants within computer games design departments are starting to do some serious heavy lifting with.

To contextualise what's becoming possible with AI powered tools, it makes sense to look at just how much people-powered effort is required to make a blockbuster computer game. Consider a game like Red Dead Redemption 2, which at the time of release was one of the most expensive games ever produced, costing nearly \$500 million to make but grossing over \$3BN.



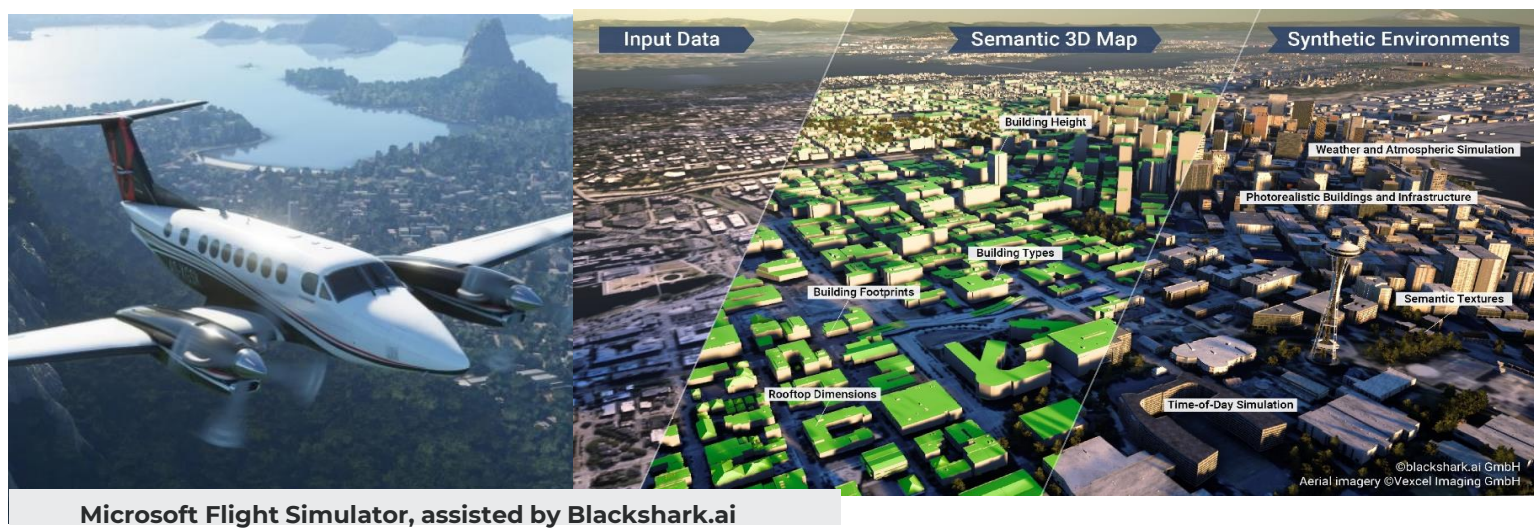
Red Dead Redemption 2 by Rockstar Games

RDR2 took nearly 8 years to build by hand, featuring more than 1,000 non-playable characters (each with their own personality, artwork, and voice actor), within a fully immersive world nearly thirty square miles in size, with more than 100 missions split across six chapters, and almost sixty hours of music created by over 100 musicians.

Everything about the game is **big** in comparison to similar games within its genre.

Now compare Red Dead Redemption 2 to Microsoft Flight Simulator, which is not just big, it's incomprehensibly massive. Microsoft Flight Simulator enables players to fly around all 197 million square miles of Planet Earth.

How did Microsoft build such a massive game? By getting an AI to help build it. Microsoft partnered with blackshark.ai, and trained an AI to generate a photorealistic 3D world from 2D satellite images.



This is an example of a content experience, in this case a computer game, that would have literally been impossible to build without the assistance of A.I. and furthermore, benefits from the fact that these AI models can be continually improved over time.

Flight Simulator the game wasn't created with a single text prompt, but as an extreme use-case of an AI-powered content experience it serves as a useful reference point for what marketers of the near future may be able to create with prompts as part of their generative A.I. toolkit of the near future.

Regardless of exactly where Generative A.I. nets out... the following will likely be true

1. There will be a generative AI tool to help produce every possible type of creative asset

So far 2D image generators like Stable Diffusion, or MidJourney or text generators like Chat GPT have generated the majority of mainstream excitement around Generative AI due to the eye-catching nature of what they can generate with little to no effort.

But already there are Generative AI models for virtually all assets involved in computer games, from 3D models to character animations, dialogue and music -> ripe for porting into advertising and comms

2. The cost of producing content across different forms will drop, going effectively to zero

Some of the greatest excitement is over the dramatic reduction in time and cost. Especially in concepting and taking thoughts into volumes of ideas that can then be discussed, debated and then potentially taken into actual production.

Specialists interviewed on the subject told us that their time to generate 2D concept art has dropped down from 30 days to a single hour: a 150-to-1 reduction.

In theory similar savings in time will be possible across the entire production pipeline.

3. "Prompt Engineers" will become as sought after tomorrow, as software engineers are today

People that master which types of prompts can generate the most desirable outcomes will create a whole new and highly sought after discipline within creative industries.

4. We are still in the infancy of this revolution

Despite all the recent excitement, we are still just at the starting line.

There is an enormous amount of work ahead as we figure out how to harness this new technology for marketing, and opportunities will be created for those who move quickly and experiment.

CAMPAIGNS & CONNECTIONS

The first space to start, is to think how these disruptive new technologies might help a brand and business stand out within ongoing advertising and communications.

Tools like Dall-E & MidJourney can create new imagery instantaneously, but how can those images strengthen, reinforce or change what a brand means to consumers if the Generative A.I. tools haven't been trained on a brand's design guide.

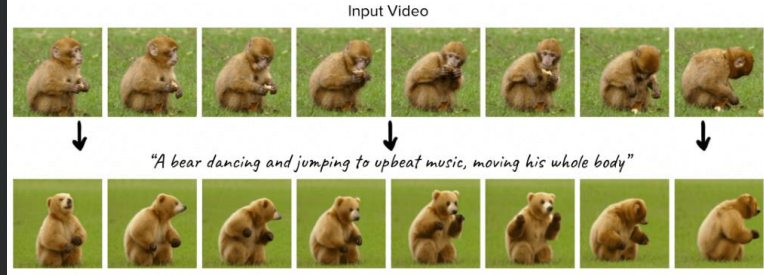
One brand who have managed this tension brilliantly is Heinz, who proved that even computers prefer its ketchup with a marketing stunt that put OpenAI's Dall-E 2 generator to task creating a series of sauce-inspired images.

This was a perfect follow-up to the campaign that had people draw their own impressions of ketchup, proving that Heinz is synonymous with ketchup, whoever (or whatever) you ask.

Another aspect of content production that will soon be getting an A.I. powered makeover is video.



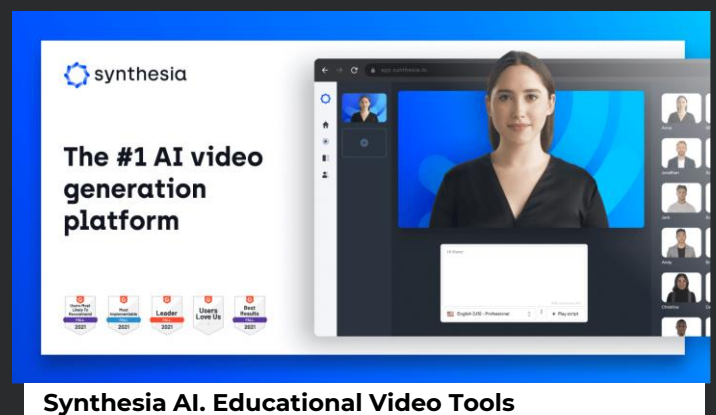
Dreamix by Google. Video Diffusion



To give you a sense of what's coming, tools such as Google moonshot Dreamix will allow people to generate video in the same way Heinz' saucy imagery was created with a few simple text prompts in Dall-E.

Although current A.I. powered video platforms are more constrained in their outputs, tools such as Synthesia are enabling brands and businesses to create studio-quality video in the cloud with the touch of a few buttons.

Today, face-to-camera video is the style of video being most commonly utilised.



Choose your presenter, type in your script, get your Synthesia video. Create your own A.I. avatar



Apparently, when the team fed the software random ketchup-related phrases, the results were overwhelmingly plastered with elements of Heinz' signature branding.



Cadbury put this tech to use, to enable small local businesses to make India's biggest celebrity – Shah Rukh Khan – their own brand ambassador in bespoke social media videos generated for their store or salon.



The generative A.I. video technology created a digital avatar of Shah Rukh Khan by recreating his face and voice, one for each of the four types of shop in the Cadbury distribution network: fashion, footwear, general and electronics.

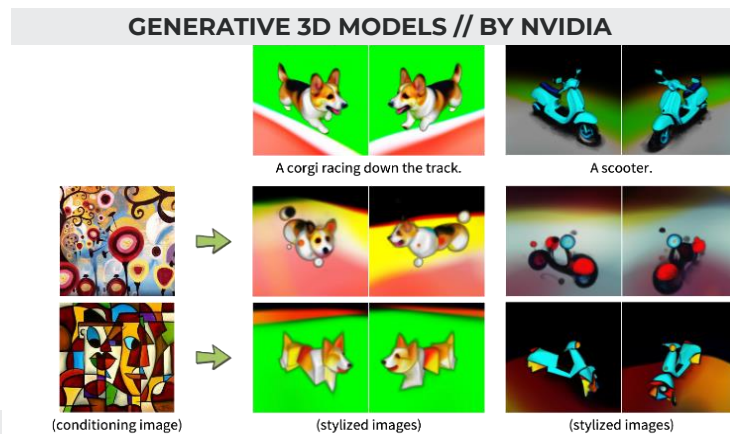
Local store owners were given access to a platform to create and share their own versions of Shah Rukh Khan-My-Ad where he promotes their individual stores and at the same time promotes Cadbury's.

A generous piece of work that sells the stores and sells Cadbury's too; which shows just how democratised video production is becoming and will become.

Another touchpoint getting an A.I. powered upgrade is Digital Display & OOH. Where many of the most spectacular 3DOOH sites we've seen breaking beyond the frame in recent times were built within Unreal Engine – Epic Games 3D design software.



3D OOH built within Unreal Engine // Epic Games



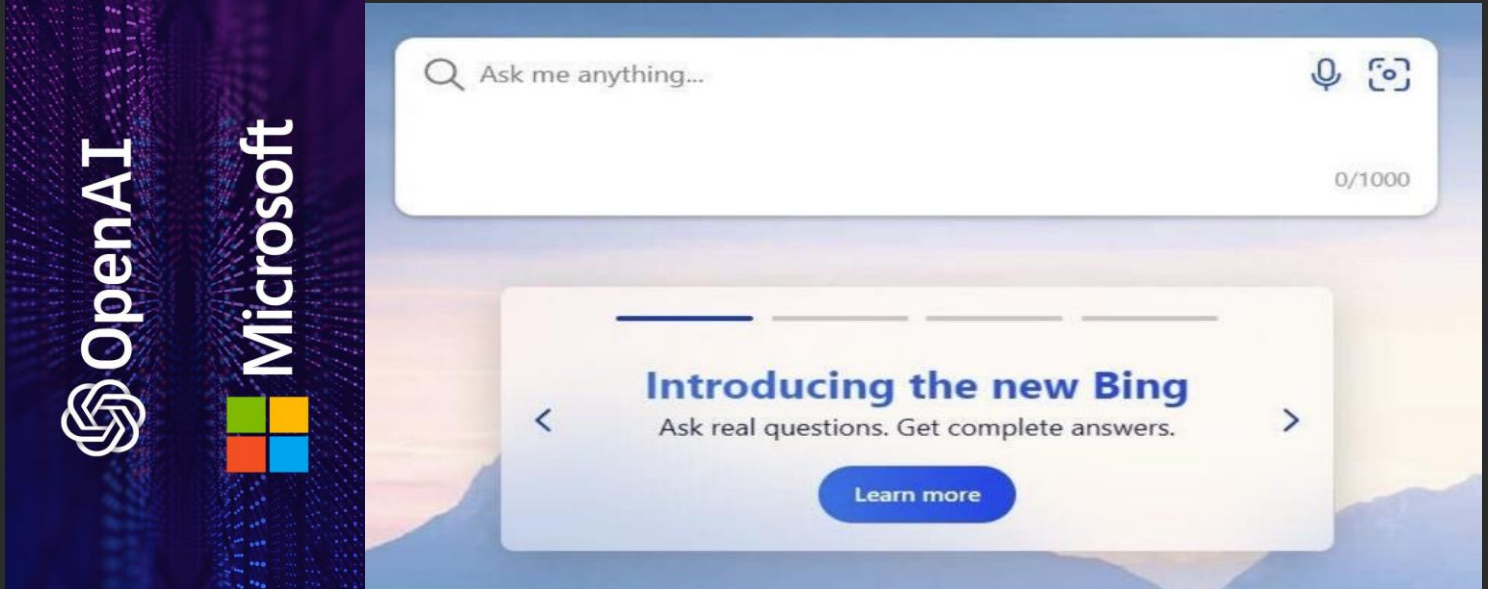
Software companies, academic researchers and programming talent are aiming to further democratise 3D animation and production to make displays such as Nike's billboard above, generatable with a few prompts as opposed to with hundreds of hours in editing software.

Nvidia's research labs are experimenting Magic3D, a new text-to-3D content creation tool that creates 3D mesh models with unprecedented quality. Together with image conditioning techniques as well as prompt-based editing approaches, they're aiming to provide users with new ways to control 3D synthesis, and create new avenues to various creative production applications.

CONTENT & UTILITIES

More significantly than art direction or copywriting, there is potential for Generative A.I. to completely change the way we search, discover and access information across the internet moving forwards.

Currently people have to sift through longlists of algorithmically (and revenue) optimised links when they search for things via Google or BING, but that could dramatically change towards curated answers with services like Chat GPT being integrated into search engines as per the visual representation below that has surfaced across Reddit forums on A.I.

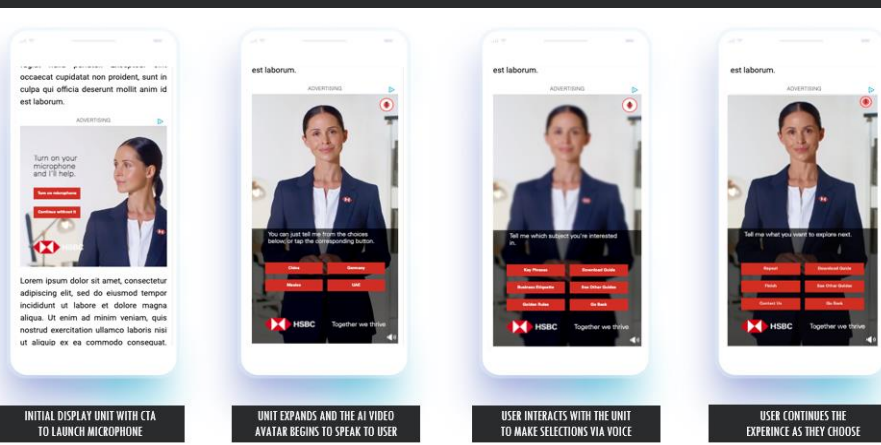


Websites and utilities that are heavily text based to create SEO advantage, may need to be transformed to be visible and present within Generative A.I. systems and answers.

If this behaviour reaches any form of tipping point, people will also change how they expect brands, products and services bring information to them moving forwards.

HSBC are already experimenting with new interfaces like this, with a content platform called "International Business Guides" to engage people in the process of moving their business or their money overseas.

The tool transformed tens of thousands of words of advice on "how to do business" in 90 countries, into a cloud-based chatbot advisor voiced, visualised and relayed by a synthetic media avatar – with it helping more people, with more information, in more digestible ways that have helped elevate HSBC's perceived international standing.



Imagine a customer care representative, replacing traditional website. Helping you identify your financial need. Helping you get more out of your bank.

CREATORS & COMMUNITIES

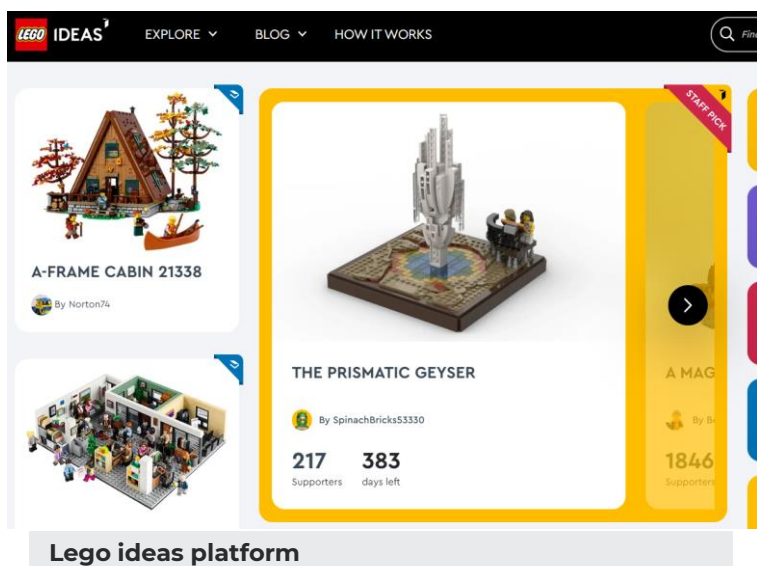
The last space we'll touch on is the next level of user-generated and co-created content we'll see being unlocked courtesy of the power of Generative A.I.

In certain domains fan art and user generated content and experiences have long been a potent part of a marketers arsenal.

Be that for comms-based collaborations, such as BBC tapping into fan-artists to create promotional materials for the last series of Peaky Blinders.....



or even for new product lines, such as LEGO's ideas platform that encourages people to upload their ideas for new sets to a platform the community then upvotes into existence – in return for kudos and 5% of royalties.



AI-powered assistants will democratise creativity and extend marketing and new product development into completely new domains.

Let's illustrate where the puck is heading with some recent cases.

When Nike teased their upcoming collaboration with jewellers Tiffany & Co. with a spread on the front of the New York Times, fans immediately jumped onto MidJourney to start musing what it might look like.



Some might say that what the fans came up with was more compelling than the real release

“It’s not fair to judge the actual product (for which a ton of work was no doubt put in by both brands) against the whimsical output of AI prompt engineers and artists” adding, “but as AI art goes mainstream and people continue to play with brand IP... expectations will have to be considered.”

Fashion Branding Expert Michael Mirafior

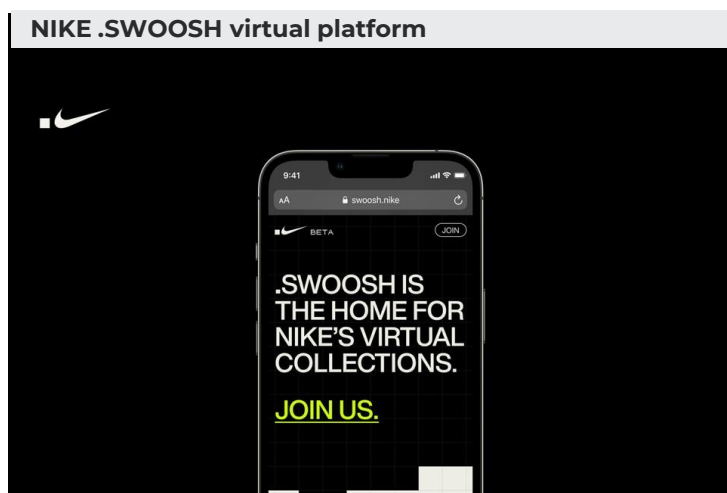


Nike x Tiffany & Co. A.I. Powered fan creations



Nike x Tiffany & Co. The Real Thing

The potential at the intersection of democratised creativity and web3 has seen Nike make a savvy move in the creation of its .SWOOSH platform, a web3-enabled platform that will become a new, inclusive digital community and a home for Nike’s & Nike’s fans virtual creations.



Currently in beta, Nike will grow the platform by inviting in a diverse, equitable community, then launch its first digital collection — shaped by its members — in 2023.

Shortly after the first digital collection drops, members will be able to enter a community challenge to win the opportunity to co-create virtual products with Nike.

Those winners can earn a royalty on the virtual product they help co-create and we’re likely going to see an explosion in platforms being created and facilitated by brands to tap into the talents and passions of fan groups moving forwards.

IN SUMMARY. GENERATIVE AI

The power of Artificial Intelligence for creativity has been locked away from the masses, within enterprise tools that require thousands of hours of training to master.

With the likes of Dall-E, MidJourney & Chat GPT – we're seeing the democratisation of creative tools and outputs that are giving anyone with a little curiosity the power to create stunning concepts and content in seconds.

As this levels up the playing field, giving individuals and start-ups the ability to concept and create with less requirement for expensive design resources – how do we ensure that what we're putting into the world sets us apart for the right reasons? No just using these tools to make things faster and cheaper but to make things better.

On the next page are a list of tools for you to start experimenting with for your own Generative A.I. journey

We look forward to seeing what you go on to create.

Your HSBC Team at PHD

30+ Generative A.I Tools For You To Experiment With

1. Finta: Automate your entire fundraising workflow
-> <https://lnkd.in/eNztrtXu>
2. Cleanvoice: Automatically edit your podcast episodes
-> <https://cleanvoice.ai/>
3. Podcastle: Studio quality recording
-> <https://podcastle.ai/>
4. Flair: Design branded content in a flash
-> <https://flair.ai/>
5. Illustroke: Create killer vector images from text prompts
-> <https://illustroke.com/>
6. Beatoven: Create unique royalty-free music
-> <https://www.beatoven.ai/>
7. Patterned: Generate patterns for your product using AI
-> <https://www.patterned.ai/>
8. Stockimg: Generate the perfect stock photo you need
-> <https://stockimg.ai/>
9. Copy: AI-Generated copy, that actually increases conversion
-> <https://www.copy.ai/>
10. CopyMonkey: Create Amazon listings in seconds
-> <http://copymonkey.ai/>
11. Ocoya: Create and schedule social media content
-> <https://www.ocoya.com/>
12. Unbounce: Write high-performing cold emails
-> <https://unbounce.com/>
13. Vidyo: Make short-form videos from long-form content
-> <https://vidyo.ai/>
14. Maverick: Generate personalized videos
-> https://lnkd.in/dmrkz_ah
15. Quickchat: AI chatbots that automate customer service
-> <https://www.quickchat.ai/>
16. Puzzle: Build an AI-powered knowledge base -> <https://www.puzzlelabs.ai/>
17. Soundraw: Stop searching for the song you need. Create it.
-> <https://soundraw.io/>
18. Cleanup: Remove any wanted object from your pictures
-> <https://cleanup.pictures/>
19. Resumeworded: Improve your resume and LinkedIn profile
-> <https://lnkd.in/d9EurcnX>
20. Looka: Design your own beautiful brand
-> <https://looka.com/>
21. theresanaiforthat: Comprehensive database of AIs
-> <https://lnkd.in/dKhqaaF3>
22. Synthesia: Create AI videos by simply typing in text.
-> <https://www.synthesia.io/>
23. Descript: New way to make video and podcasts
-> https://lnkd.in/d_Kdj35E
24. Otter: Capture and share insights from your meetings
-> <https://otter.ai/>
25. Inkforall: AI content
-> <https://inkforall.com/>
26. Thundercontent: Generate Content with AI
-> <https://lnkd.in/djFxmZsZ>
27. Pragma: Centralizes knowledge for easy reference
-> <https://www.pragma.ai/>
28. Murf: Turns your text into a human-sounding voice
-> <https://murf.ai/>
29. StockAI: Massive collection of free, AI-generated stock photos
-> <https://www.stockai.com/>
30. Lex Page: An AI-enhanced word processor
-> <https://lex.page/>
31. Browse: Extract data from websites easily
-> <https://www.browse.ai/>