

*(My name is)*

**WANIS**



*Wanslez Quaresma*  
*Global Creative Director at VML*

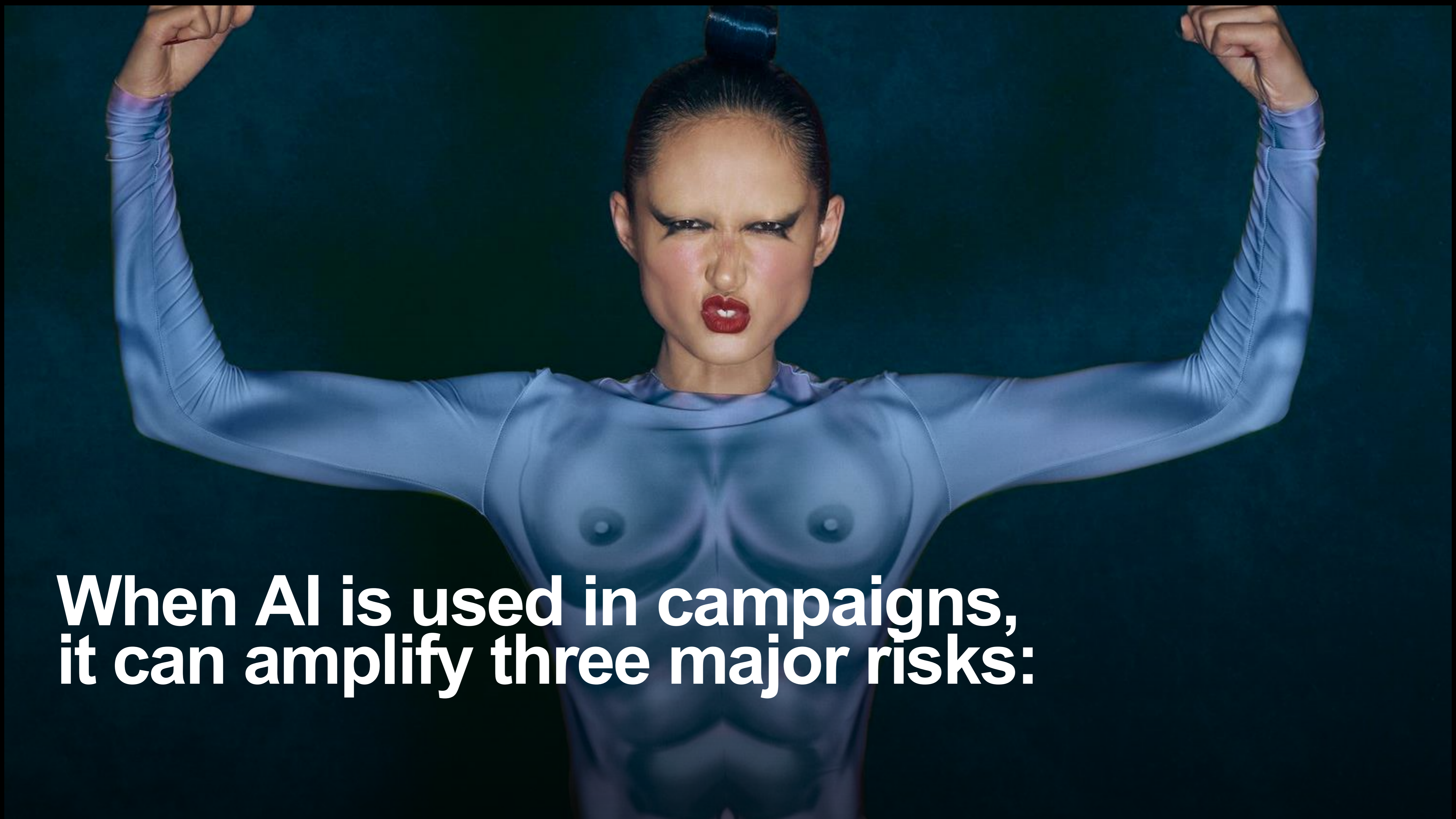
I believe in the power of design, and I believe that images generate emotions and feelings that people connect with. When I go to work and see 90% of people on the metro holding their phones—watching or chatting—I can't imagine communication being represented through a single medium like print or TV. It's about creating communication that truly engages.

*Portfolio:*  
*<http://wanslez.com>*

A man with light brown hair, wearing a brown corduroy jacket over a blue shirt and a patterned tie, is shown from the chest up. He has a wide-eyed, open-mouthed expression of surprise or shock. The background is a blurred indoor setting with green and blue lights. The entire image is framed by a thin green border.

# AI ETHICS AND IT'S IMPACT ON OUR INDUSTRY

**AI ETHICS IN ADVERTISING IS  
ABOUT RESPONSIBILITY IN  
REPRESENTATION,  
AUTHENTICITY, AND TRUTH.**



**When AI is used in campaigns,  
it can amplify three major risks:**

A woman with dark hair, wearing a blue blazer and a red and white patterned scarf, is looking off-camera to the right with a serious expression. The background is a textured, brownish wall.

# Bias & Stereotypes

reinforcing harmful assumptions about gender, nationality, or social roles.



# Manipulation & Authenticity

fabricating voices, data, or results.



# Cultural & Emotional Relevance

producing content that feels disconnected or insensitive.

**BUT TO TALK ABOUT  
AI ETHICS, WE NEED  
TO TALK  
ABOUT SOMETHING  
ELSE**



# The Stereotypes



**Schnitzel  
is not the German  
national food**


**3 million people in  
Germany have  
Turkish roots**



**Schnitzel is originally from Austria.**



YouTube Bad Bunny Superball



**Bad Bunny's Apple Music Super Bowl Halftime Show**

NFL and 2 more Subscribe 3.8m Share Connect Save

109,969,989 views · 9 Feb · #AmericanFootball #NFL #Football

Watch the world's biggest artist on the world's biggest stage at the Apple Music Super Bowl LX Halftime Show. Get 3 free months of Apple Music and listen to Bad Bunny in Spatial Audio, access exclusive playlists, interviews, and more: <https://apple.co/SuperBowlOffer> \*New subscribers only. Plan automatically renews at your region's price per month until cancelled. Terms apply. ...more

Bad Bunny is currently considered one of the most-viewed music artists ever on YouTube

# English is not the American National Language

About 45 million  
people *speak*  
*Spanish at home*  
which is roughly 14 %  
of the U.S.  
population



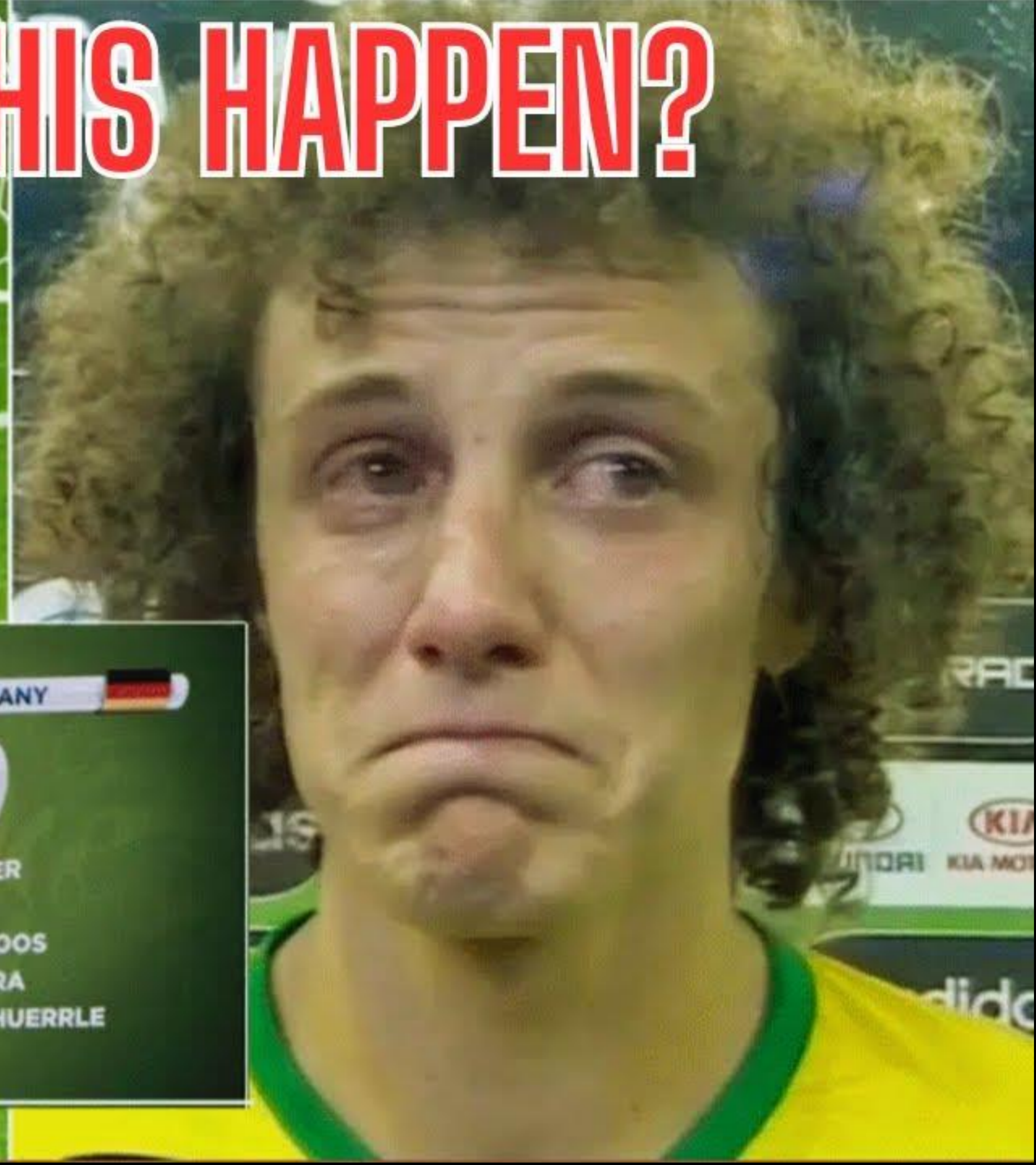
Football  
Is not the Brazilian  
National Sport

# HOW DID THIS HAPPEN?



FULL TIME

BRAZIL	V	GERMANY
1	-	7
90' OSCAR		11' MUELLER 23' KLOSE 24' 26' KROOS 29' KHEDIRA 69' 79' SCHUERRLE



**The point is...**



Let's be  
human first

Because...

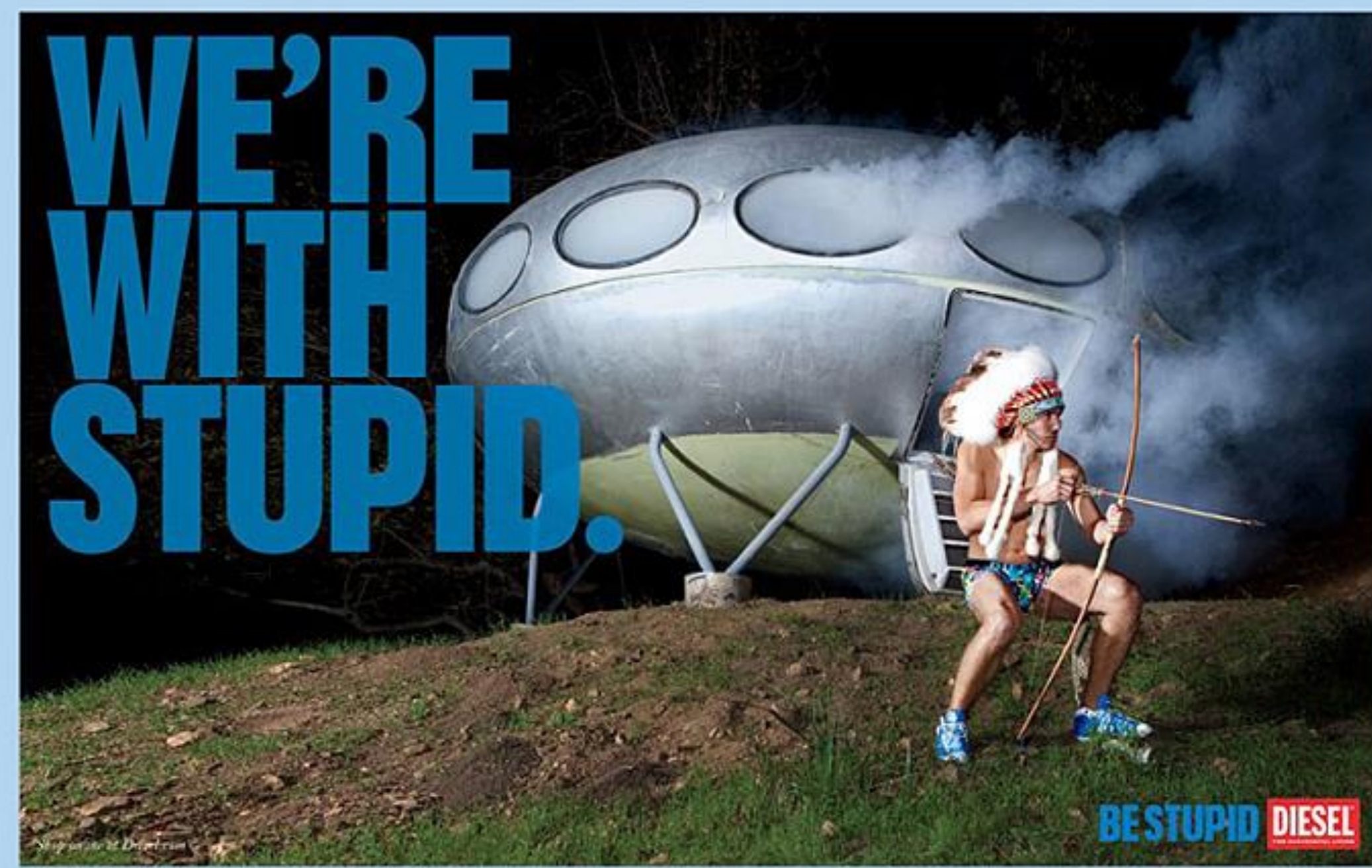
We still need these guys to buy our products



**YOU'LL  
CREATE  
MORE.**

Shop online at Diesel.com

**BESTUPID DIESEL**



**WE'RE  
WITH  
STUPID.**

Shop online at Diesel.com


**BESTUPID DIESEL**



**SMART  
PLANS.  
STUPID  
IMPROVISES.**

Shop online at Diesel.com


**BESTUPID DIESEL**



**WE'RE  
WITH  
STUPID.**

Shop online at Diesel.com

**BESTUPID DIESEL**



**STUPID  
MIGHT FAIL.  
SMART  
DOESN'T  
EVEN TRY.**

Shop online at Diesel.com

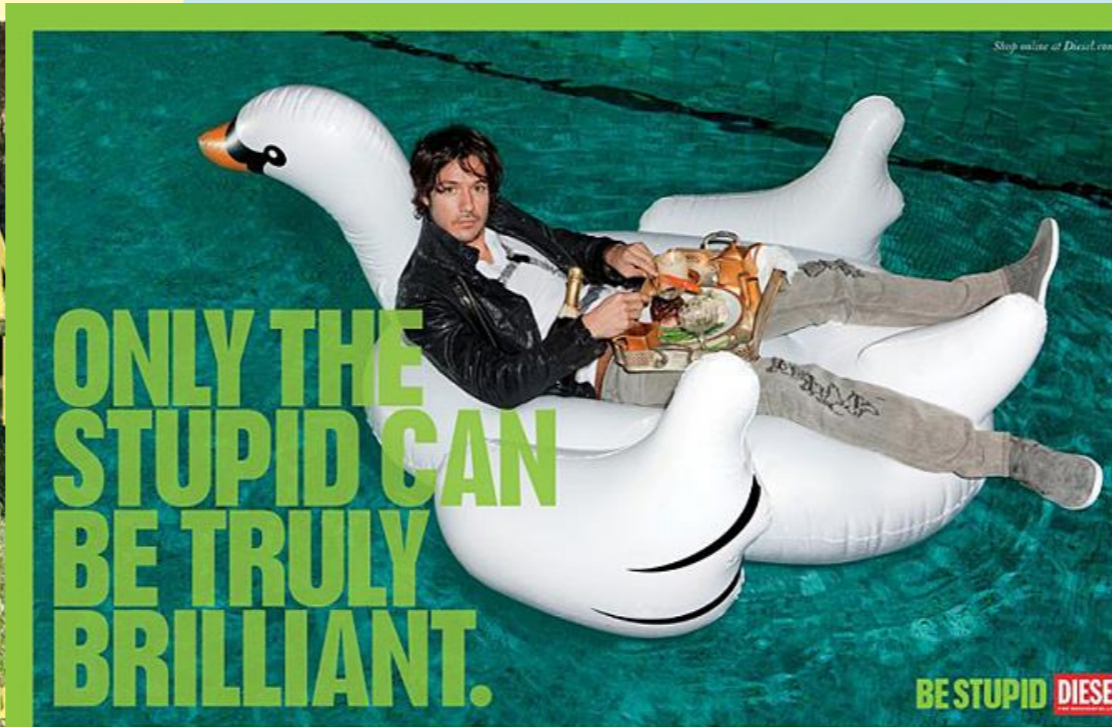
**BESTUPID DIESEL**



**SMART  
MAY HAVE  
THE BRAIN  
BUT STUPID  
HAS THE  
BALLS.**

Shop online at Diesel.com

**BESTUPID DIESEL**



**ONLY THE  
STUPID CAN  
BE TRULY  
BRILLIANT.**


Shop online at Diesel.com

**BESTUPID DIESEL**



**We already live  
in a new world.  
We need to  
understand  
our audience**



A futuristic scene set in a vast, open field under a blue, twilight sky. In the foreground, the silhouettes of two people are visible, looking towards the horizon. In the middle ground, a person stands with their back to the camera, looking up at a large, glowing, disc-shaped UFO hovering in the sky. The UFO is emitting a bright light from its underside, creating a misty glow on the ground. The overall atmosphere is mysterious and awe-inspiring.

It's already hard to identify what is true  
and what is not true with AI.  
It's the moment where Ethics should be  
applied in our projects.

# Unbelievable, but true.

# CASE 01

Consul APPLIANCES PRESENTS:

# MORE EFFICIENT



# WAY TO PAY



**Positioned Consul  
appliances as tools for  
energy efficiency and  
financial savings.**

# Immediate Public and Market Backlash

AdAge

## What the DM9 Cannes Lions Scandal Reveals About the Future of Creative Trust

Cannes Lions revoked DM9's Grand Prix over AI fakery in a campaign video, sparking resignations and setting new standards for creative integrity and AI ethics.

July 1, 2025



**CANNES LIONS IS  
INVESTIGATING A  
GRAND PRIX WINNER**

Paying the electricity bill is a struggle,  
it costs a fortune.

A close-up shot of a middle-aged man with a grey mustache and wide, staring eyes, looking shocked or surprised. He is wearing a light-colored collared shirt under a dark jacket. The background is dark and out of focus, showing a doorway with light coming through.

**Consequences...**

Awards rescinded / withdrawn  
Cannes Lions **revoked the Grand Prix**  
and other Lions won by the agency,

Internal changes & apologies  
co-president and chief creative officer of  
the agency, **resigned** and assumed  
responsibility for the manipulated case  
materials.

The episode fueled broader debate and  
criticism within the creative industry  
about **transparency and integrity** in  
award submissions

The Brazilian agency's Creative Data Grand Prix win has been withdrawn after it was found that AI-generated and manipulated footage was used in its case film, resulting in the jury being presented with inaccurate information during their deliberations.



# CONSUL “EFFICIENT WAY TO PAY

Case video included manipulated or fabricated audiovisual material.

Awards were revoked.

Ethical issue: **Truthfulness & transparency in AI-generated or altered content.**

Risk: AI can fabricate credibility (fake testimonials, altered footage).

Ethical theme: *AI must not distort reality or mislead audiences.*

# CASE 02



copy nothing

Jaguar unveiled a  
*brand repositioning*  
and promotional video  
centered on the  
slogan “Copy  
Nothing”

# Immediate Public and Market Backlash

The campaign went viral rapidly — but much of the attention was negative, especially on social media platforms like X,

where commentators and influencers mocked it for lacking any focus on vehicles or product relevance.



A close-up shot of a middle-aged man with a grey mustache and wide, staring eyes, looking directly at the camera with a shocked or terrified expression. He is wearing a light-colored collared shirt under a dark jacket. The background is dark and out of focus, showing a doorway with light coming through.

**Consequences...**

Reputational Risk.  
Even though Jaguar intended the campaign as a bold *brand narrative*, the *public debate shifted* toward perceived absurdity or irrelevance



Sales Misattribution  
Some reports attributed *sharp declines in sales* to the campaign backlash

Agency Relationship Changes

Learned Lessons for the Industry  
Marketing professionals now cite “Copy Nothing” as a *case study in high-stakes brand communication*, especially when product availability is distant and consumer expectations are rooted in tangible offerings.



# JAGUAR – “COPY NOTHING”

Abstract brand campaign disconnected from product.

Criticism focused on irrelevance and identity confusion.

Ethical issue: **Representation & brand authenticity.**

**Risk: AI-driven or hyper-stylized campaigns may prioritize aesthetics over meaning, reinforcing superficial diversity or tokenism without substance.**

**Ethical theme: Representation must be meaningful, not symbolic.**

# CASE 03



# McDonald's Netherlands AI- generated Christmas campaign

The ad was *heavily created with generative AI* rather than traditional live actors/sets, showing chaotic Christmas scenes (e.g., Santa stuck in traffic, snow mishaps) and flipping the classic holiday sentiment into a more cynical one.

The tagline suggested that, amid holiday stress, people might seek “refuge” at McDonald’s until January.

# Immediate Public and Market Backlash

+ NEWS + AI + ENTERTAINMENT

# Somehow, this AI-generated McDonald's ad about hating Christmas was a flop / Viewers weren't lovin' it.

by + **Stevie Bonifield**

Dec 9, 2025 at 11:52 PM GMT+1

   |  29 Comments (All New)



Image: McDonald's Netherlands



 nypost · Follow

 nypost · 10 w  
Viewers were not lovin' it. 😞  
McDonald's has taken down a Christmas ad that was allegedly entirely produced with artificial intelligence after the brand was slammed with an onslaught of backlash from unhappy customers. See more at the link in bio. 📍: McDonald's Netherlands



For you ▾

 tyerrannosaurus · 10 w  
"As real as their hamburger meat" is savage! 🤡🤡 

9 likes Reply

 elletmeng · 10 w  
🤡🤡🤡 

Reply

 366   
11 December 2025  
 Add a



POWERED BY: QUAN.LIFE

A close-up shot of a middle-aged man with a grey mustache and wide, staring eyes, looking shocked or surprised. He is wearing a light-colored collared shirt under a dark jacket. The background is dark and out of focus, showing a doorway with light coming through.

**Consequences...**

**Comments disabled:** McDonald's Netherlands quickly turned off comments on the YouTube video due to the volume of criticism.

**Campaign removed:** Within days, the advert was taken down from McDonald's official channels and is no longer publicly available.

**Official statement:** McDonald's said the campaign aimed to reflect holiday stress *but recognized* that for many people the season is "the most wonderful time of the year," and affirmed commitment to "Good Times and Good Food."



It's the most terrible time of the year.

# MCDONALD'S NETHERLANDS – AI CHRISTMAS CAMPAIGN

Used generative AI to create a Christmas ad.

Backlash centered on emotional disconnect and artificiality.

**Ethical issue: Authenticity & cultural sensitivity — using AI for a deeply emotional holiday moment made it feel impersonal and “soulless.**

**Risk: AI can flatten cultural nuance and produce generic representations.**

**Ethical theme: AI must respect emotional and cultural context.**

+ NEWS + AI + TECH

**An AI-generated radio host in Australia went unnoticed for months** / The show, called Workdays with Thy, uses the AI-generated voice and likeness of a real person during a four-hour segment.

by + Emma Roth

Apr 25, 2025 at 5:03 PM GMT+2

   | 13 Comments (All New)



BCG

EXPLORE OPPORTUNITIES

   Read in app

Calvin Klein has apologized for an ad that featured Bella Hadid kissing a computer-generated model after backlash on social media about LGBTQ representation.

The internet buzzed for days, in large part because the AI-generated beauty showed up in Vogue, the fashion bible that dictates what is and is not acceptable in the industry. The AI-generated model was featured in an advertisement, *not* a Vogue editorial spread. And Vogue told TechCrunch the ad met its advertising standards.

To many, an ad versus an editorial is a distinction without a difference.

TechCrunch spoke to fashion models, experts, and technologists

**Thank  
You!**

