



THE GREAT AI SWINDLE

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Who's talking?

114

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NICHTRAUCHER

wrage/antwort – Folker Wrage

Copywriter-Creative Director-CCO-Consultant
Ogilvy-McCann-Publicis-Saatchi-Burnett-Leavingstone
Germany-Switzerland-Turkey-Georgia and back
wrage/antwort - creative marketing support since 2013
EBRD-ADC-IADAS-IAA. Vinyl count at 9298.



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What are we talking about?

114

NICHTRAUCHER

Topics

- Artificial Intelligence.
- Creativity.
- Your Brand.
- Competitive Advantage.



Part 1: It's the brand, stupid!

4 Reasons why brands are suffering

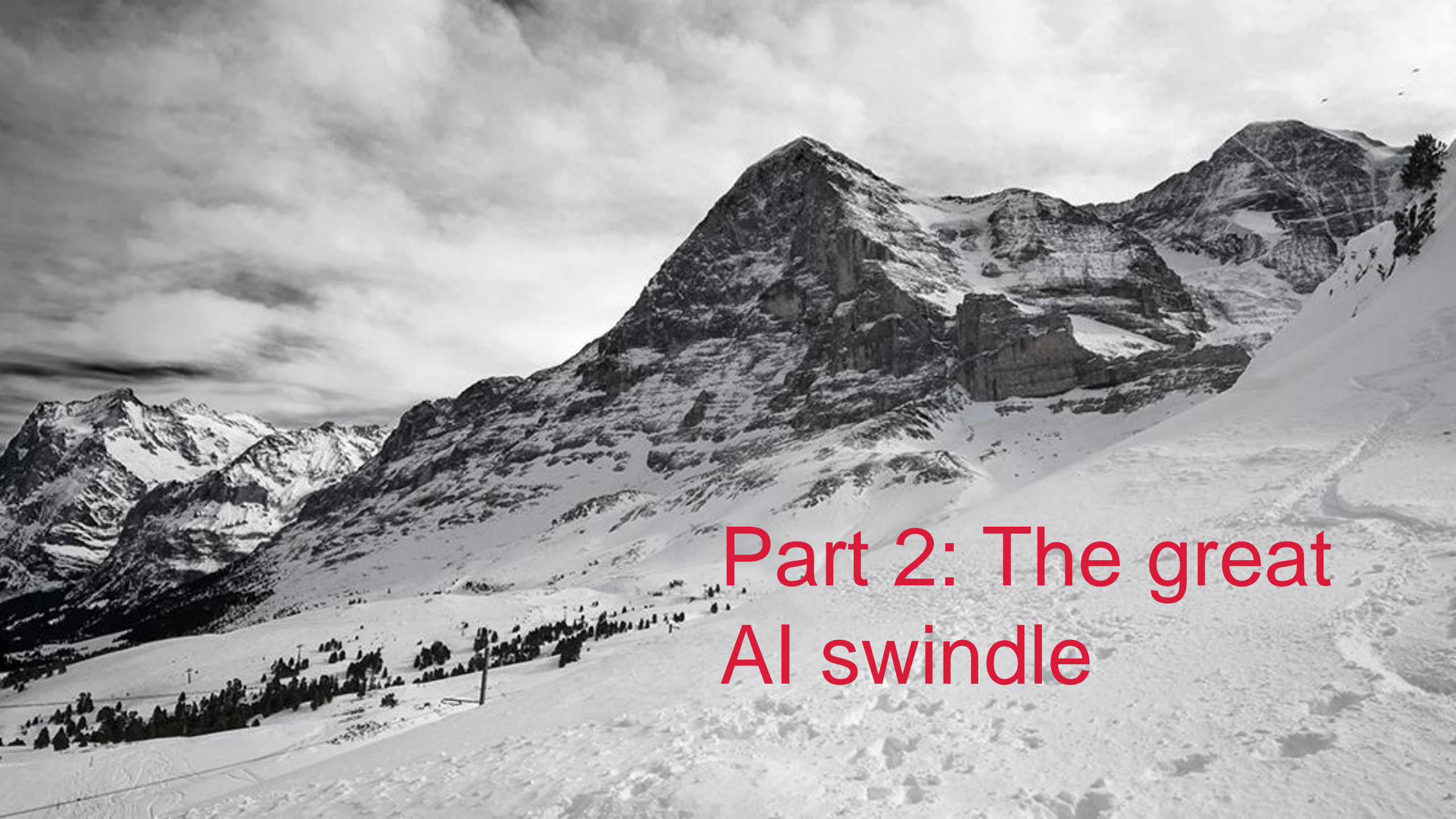
1. Total focus on what is measurable short-term.
2. Heavy shift away from owned media.
3. Leadership putting sales over brand.
4. Marketing too busy chasing KPIs.

But hey – no problem! AI is here to save us all.

- But is it?
- What are we using AI for?
- Saving money, delivering on financial KPIs, shrinking marketing even more, improving marketing automation tools, getting even deeper into our dependency on Social Media, abandoning creativity altogether.

But hey – no problem! AI is here to save us all.

- What are we NOT using AI for?
- **Building and strengthening our brands.**
- Why? See above. Hard to measure, the board doesn't understand it, and it's hard work.



Part 2: The great AI swindle

Is AI able to create world class campaigns? No.

- If that's what you want to do, go work with world class creatives.
- Maybe they will use AI, maybe not.

Is AI able to create a lot of crappy ads? Absolutely!

- Just look at social media, it's full of them.

Let's take a look.

Remember this one?

AI Models Replace Real People in Mango's Fast-Fashion Ads

(CNN)





Impressive? Maybe. But:

- AI added absolutely nothing.
- Mango saved money. That's all.
- No story.
- No imagination.

Let's take a look.

How about this one?



Biggest advertising AI fail yet.

- Creepy
- Sub-standard
- Disappointing

The root of the problem:

- Bad idea to begin with. AI can't save that.
- The idea of big corporate egos. Look what we can do. We did it first. We are superheroes.
- Result: shitstorm.

There is a reason why these kinds of ideas work best with AI:

A man in a denim shirt is sitting at a table, licking his fingers. In front of him is a plate with two chicken bones. To his right is a large bucket of KFC chicken. The background is a dimly lit restaurant.

EXTRA FINGER LICKIN' GOOD

Image by AI. Chicken by **KFC**



EXTRA FINGER LICKIN' GOOD

Image by AI. Chicken by **KFC**



No. We're not Coca-Cola.

Not KFC.

Not even Mango.

We can't pay the superstars of AI.

We have much smaller fish to fry.

Every day.



Part 3: Oh, you're
not Coca-Cola?

Using AI for your every-day work on your brand.

The most efficient way to shape a brand: Its visuals.

What you can do with AI:

Shape a unique visual identity for your brand.

1 – Create Unseen Visuals.

- Don't just use AI to create generic images that look like you bought them from Getty.
- Work with AI experienced creatives to come up with a unique look for your campaign.
- Stay consistent, think long-term. That's how you build a brand.

1 – Create Unseen Visuals.

- This is how we did it for Frankfurt Airport's retail marketing campaign.
- Topics: Support retail and restaurants, create awareness, promote special offers.
- Campaigns: typical retail seasons like Christmas, New Year, Spring and Fall, but also events like the Olympics or Football World Championships.



































COLORS



Frankfurt

Frankfurt Duty Free

Frankfurt Airport

2 – Create Unique Moving Images.

Combine new ways of generating images and video with “traditional” technology.

In our case:

- AI Visual Generation
- AI Image to Video
- 3D Modeling



↑ **C, D, E** ↑
B 1-19
↑ **Gepäckausgabe** | **Ausgang**
Baggage claim | **Exit**

3 – Say goodbye to stock photography.

Problem with stock: Brand fit, CI/CD conformity

Problem with creating image consistency: cost of photo shoots.

Solution (of course): Artificial Intelligence

3 – Say goodbye to stock photography.

1 Define a clear definition of photographic look.

2 Use existing material or let creatives build a reference base for prompting towards that look.

3 **FIRST** write briefs for every image. Not the content of the image, the **STORY** of the image.

4 **THEN** start prompting – with a designer that knows how to do it.









4 – Keep expanding, keep evolving.

Stay open-minded. AI platforms are constantly changing – you need to stay on top.

New campaigns, new topics, new products – they are all opportunities to stay consistent AND evolve.







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CREW-SHOP



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CREW-SHOP

EINLASS NUR FÜR
FLUGHAFEN
MITARBEITER &
CREW MITGLIEDER

ADMISSION
ONLY FOR
AIRPORT STAFF
& CREW MEMBERS





Part 4: Go, go, go

AI will not create great brands (yet).
But it sure helps you shape yours.

- It will help you get more out of your budget (don't let them cut your budget with AI as an excuse).
- It can revitalize your relationships with agencies.
- It will help you create visible brand consistency and increase brand value.
- It will help you differentiate from other brands.

Merci.

