



Meeting the AI Moment

Understanding + Activating AI

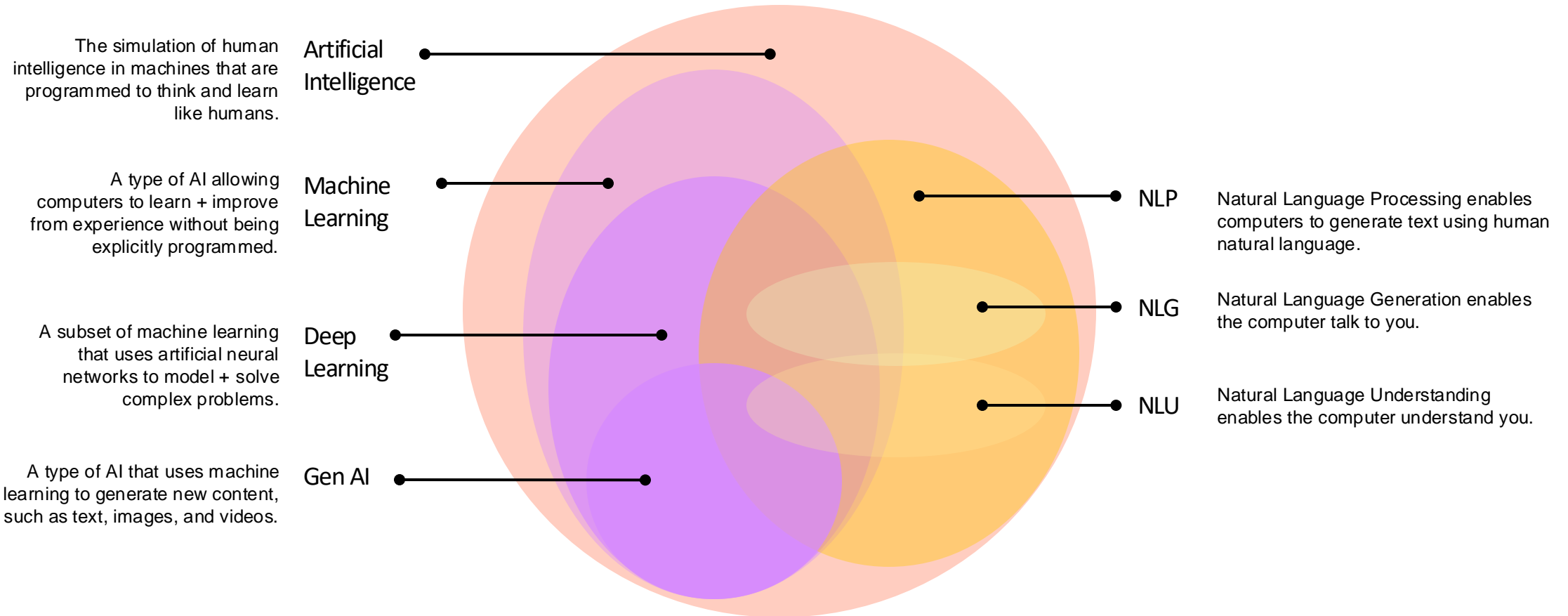
With you today

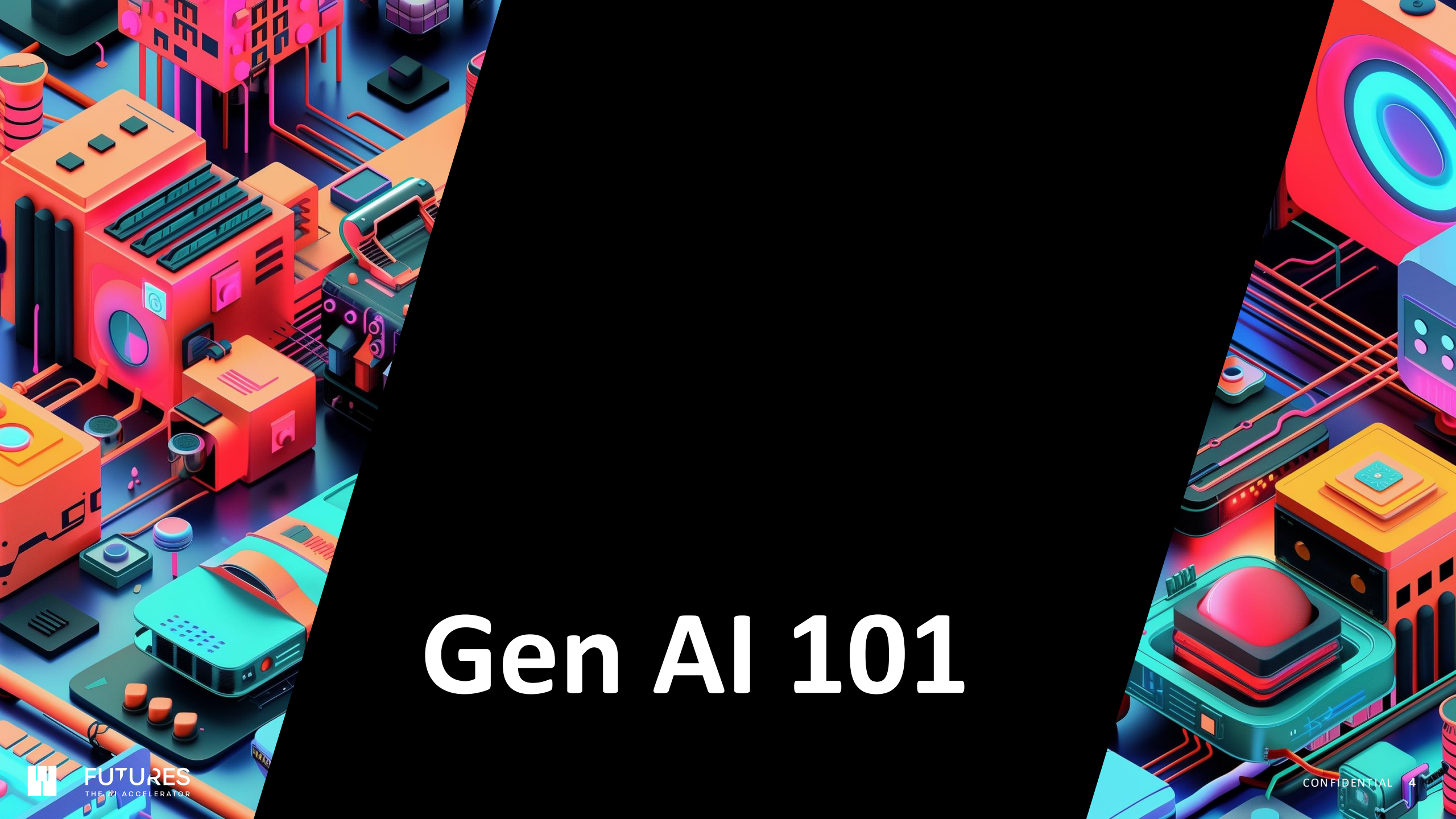


DANNY OLSON

AI & Emerging Platforms Lead,
North America

A Focus r Today





Gen AI 101



FUTURES
THE AI ACCELERATOR

CONFIDENTIAL 4

Undeniable forces of change

will alter media and culture as we know it.



Generative
AI



Immersive Experiences



New
Gatekeepers



We're going to have a very different world and it's going to happen very quickly.

Imagine if you had Aristotle to consult with you on logic. Oppenheimer to consult with you on physics. Not the person but rather the knowledge, the scaling intelligence of these truly brilliant people who were historically incredibly rare.

What are we going to do when super intelligence is broadly available to everyone?



Eric Schmidt
Former CEO, Google

“The magic is not inventing a new technology, but knowing how to apply it.”

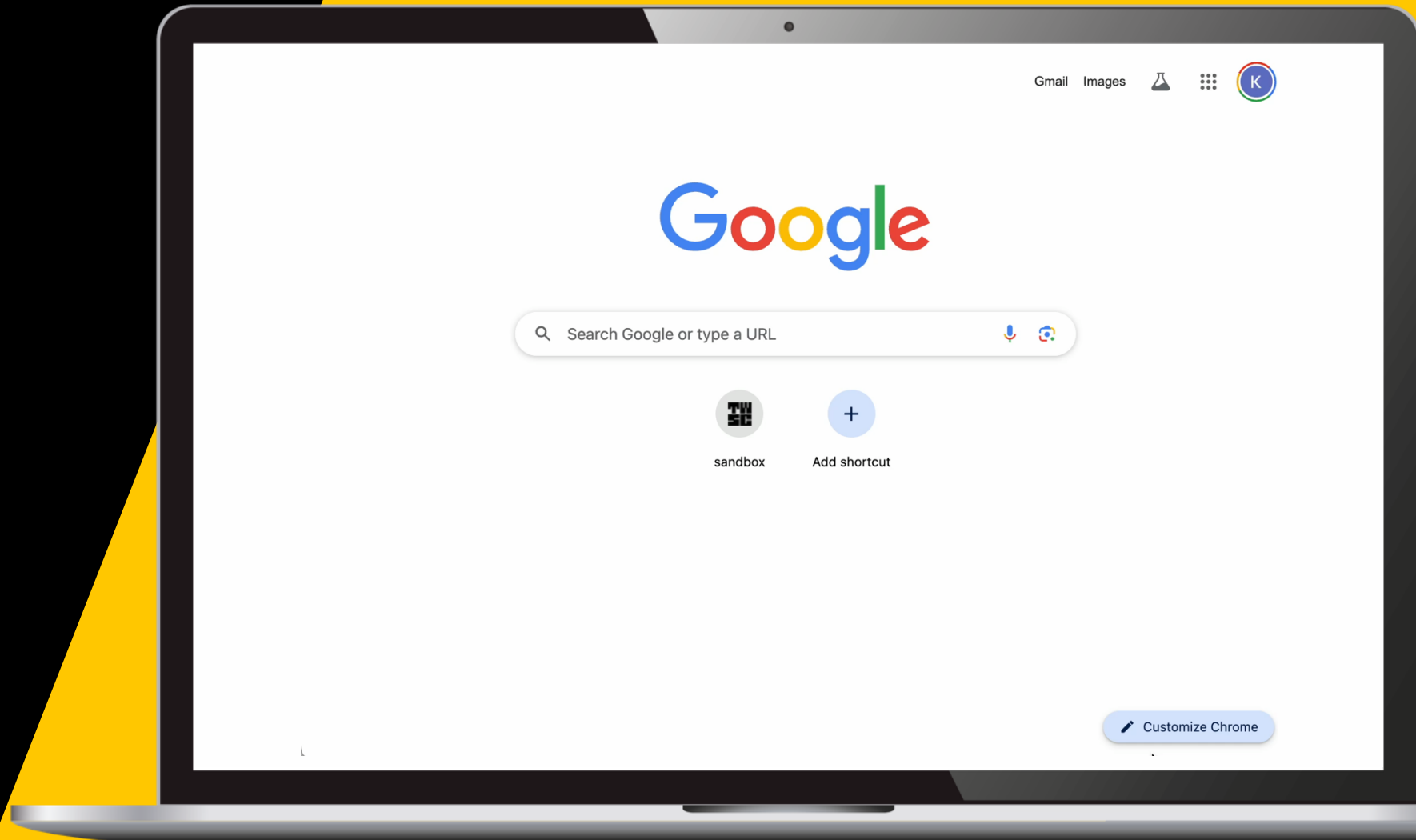


Chad Hurley
Former CEO, YouTube

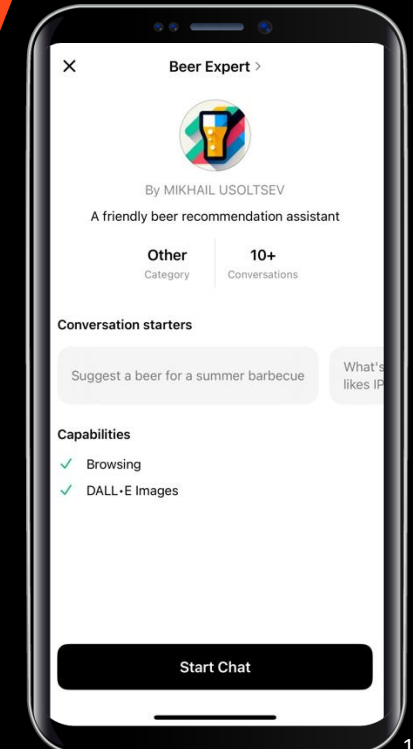
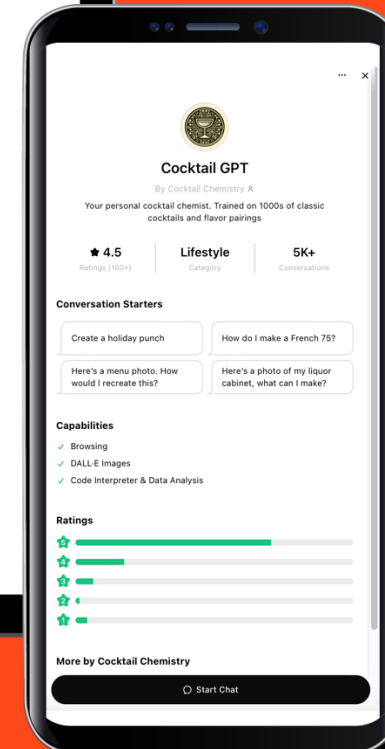
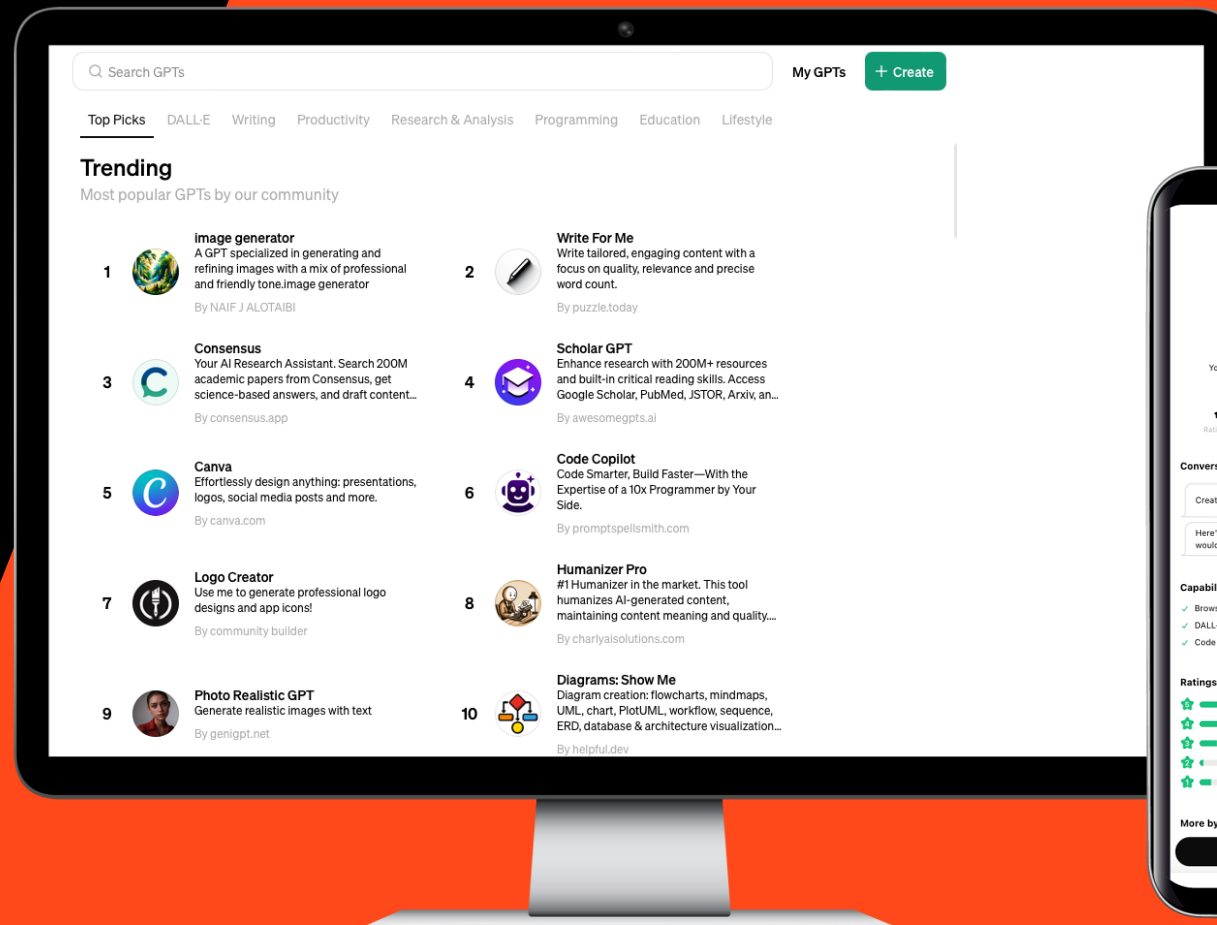
So let's talk about how it changes

EVERYTHING

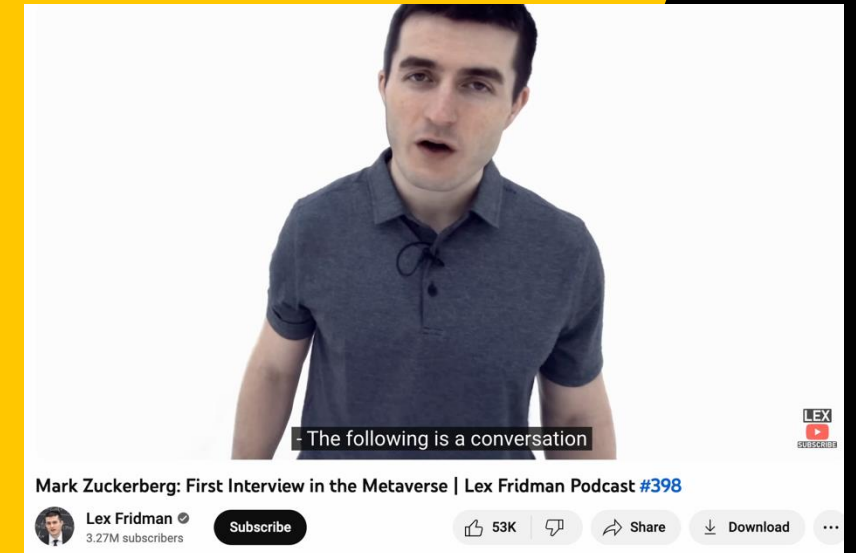
It changes SEARCH



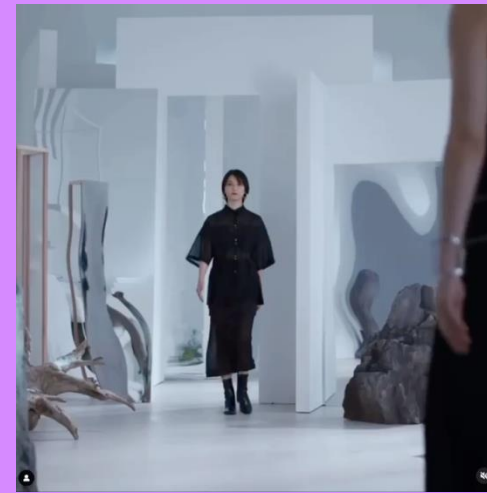
It changes LEARNING



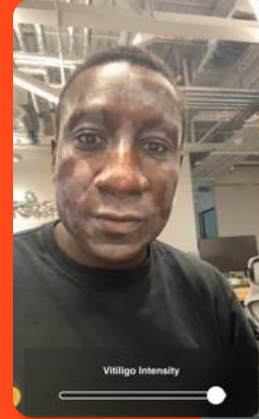
It changes MEDIA



It changes
INFLUENCE

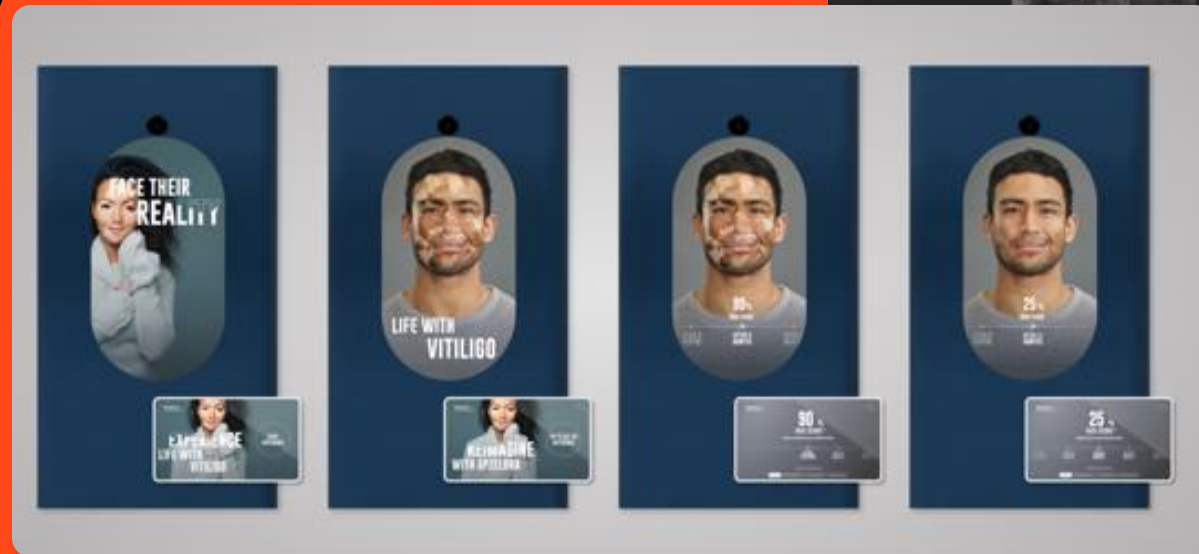


Vitiligo Mirror



It changes

EXPERIENCES



It changes
RISK



It changes

US

Let's get
fluent



What is Generative AI?

Generative AI **maps patterns and relationships** in large data sets, and uses that **knowledge to create new content**, such as images, video, or text.



What Gen AI is **good** at now?



Producing coherent and contextually relevant text.



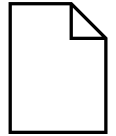
Translating text with high accuracy.



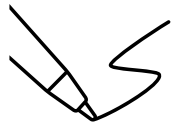
Creating images and art from descriptions.



Analyzing large datasets for patterns or trends.



Summarizing documents into different formats.



Tutoring and explaining a wide range of topics.



Generating new thoughts for ideating and brainstorming.

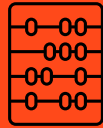


Generating creative content like art, music, and fiction.

But where does Gen AI **struggle**?



Suffers from vulnerabilities in data privacy.



Encounters difficulties performing basic math.



Limited in creating truly original ideas or concepts.



Biases present in its training data.



Liabilities due to complex AI ownership laws



Struggles with recent events post-training cut-off.



Hallucinating nonsensical or irrelevant results.



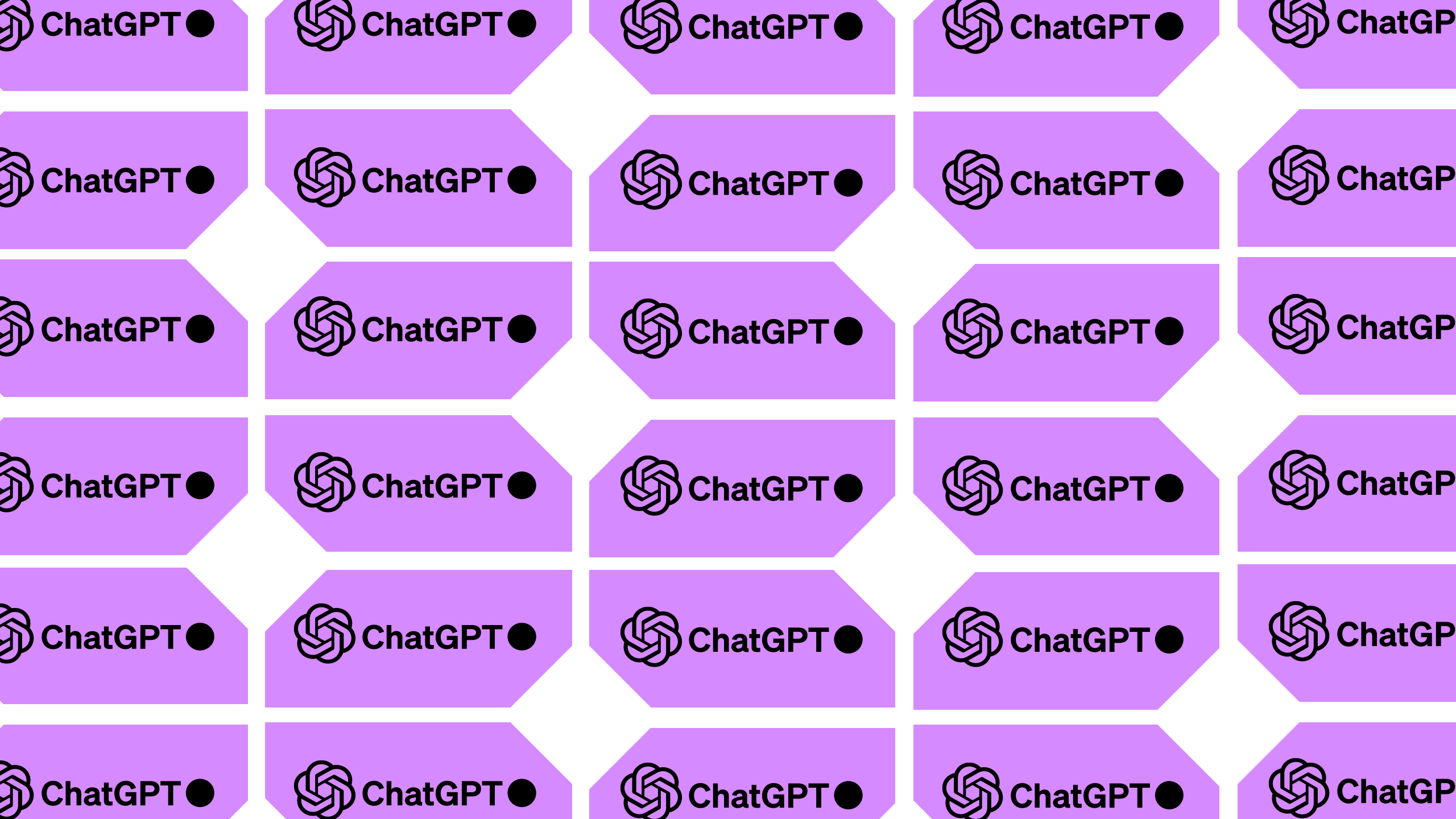
Inaccurately generating images of specified text.



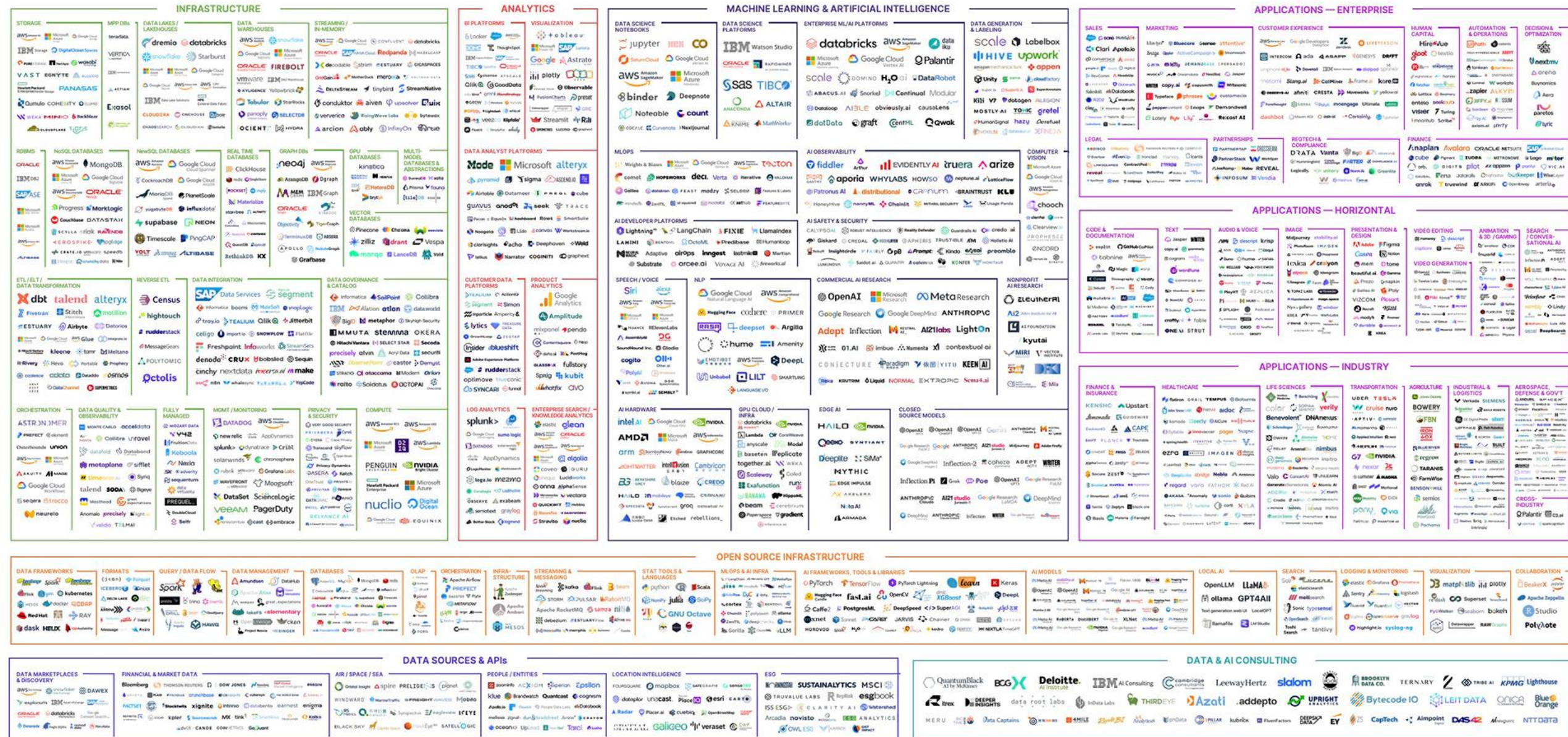
Lacks deep understanding in specialized fields.



Struggles with adhering to specific word counts.



THE 2024 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE



AI Platforms

SENSING



BLACKBIRD.AI



NEXTATLAS

SEARCH



perplexity



ChatPDF

Opinionate.io



Adobe Firefly



Leonardo.Ai



DALL-E



consensus



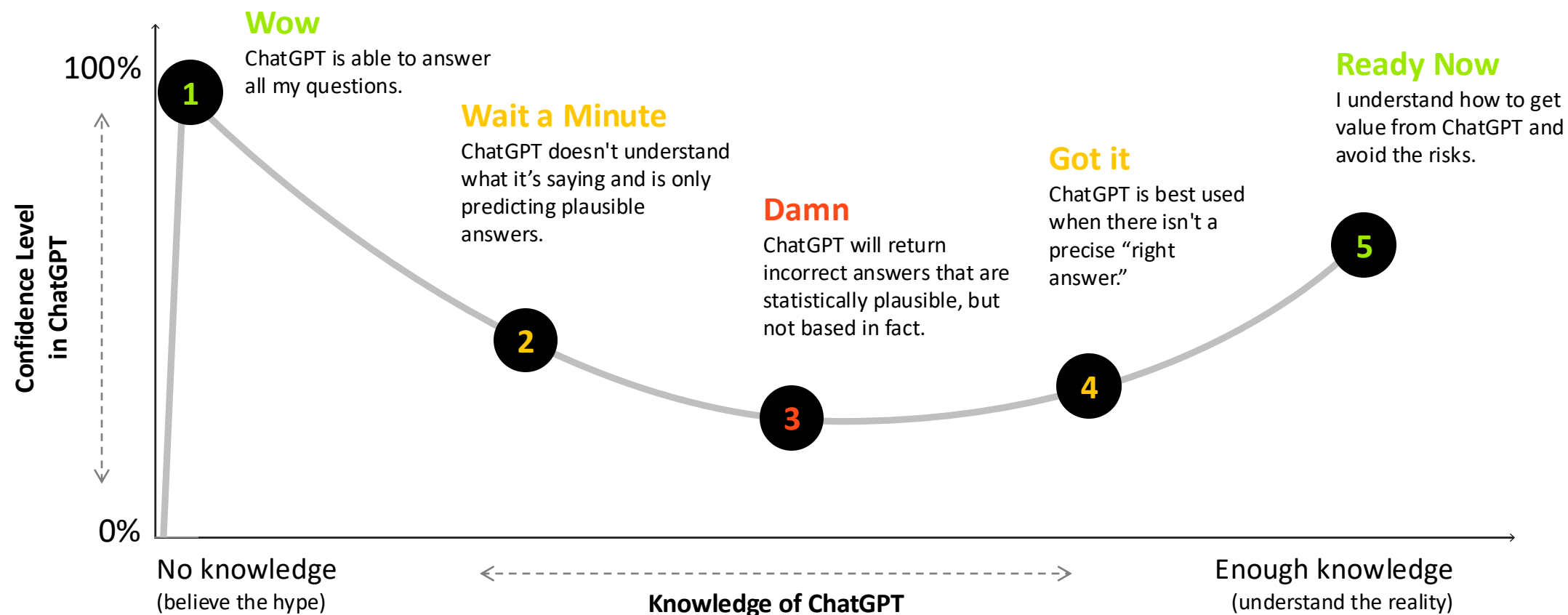
runway



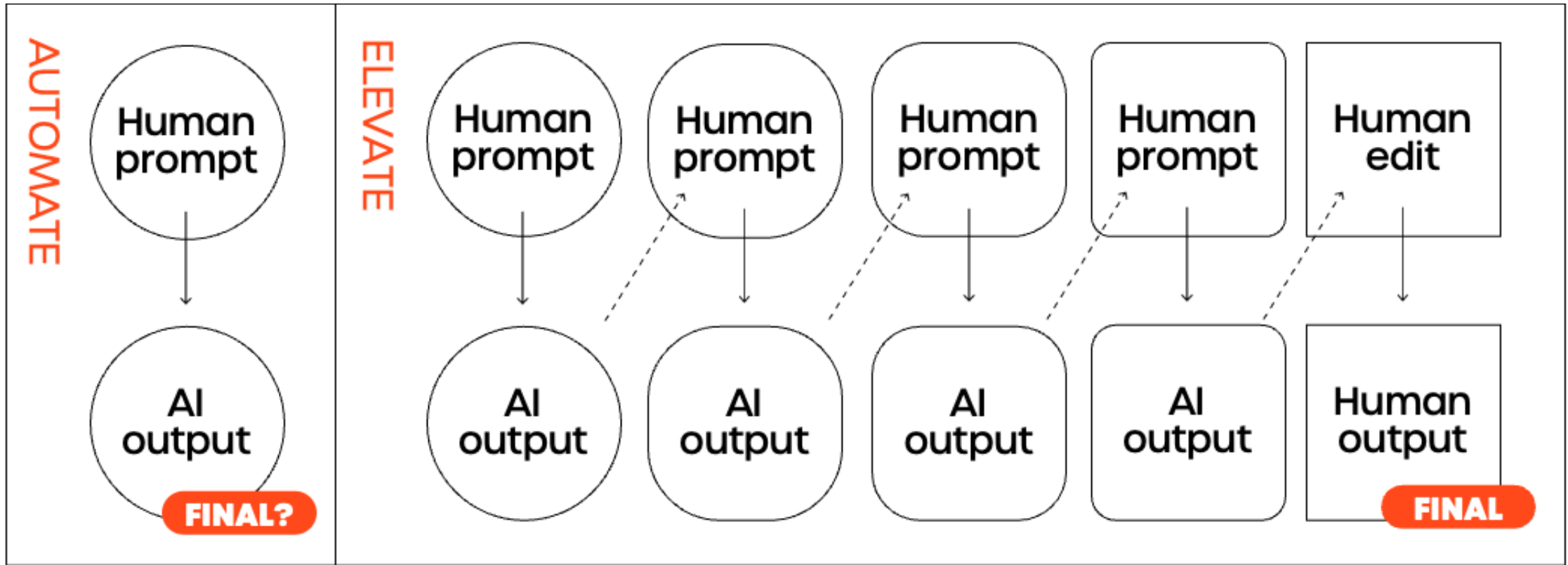
ChatGPT

CREATION

There is a learning curve to moving beyond the hype.



A mindset shift is required

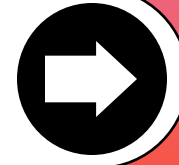


Weber Shandwick Futures



What is

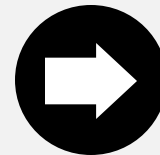
a prompt



and why is it
important?

Text prompt

Pretend you are a communications strategist for Anheuser-Busch specializing in stakeholder engagement and reputation building. Take the following outline and turn it into a 1,000-word newsletter for wholesalers detailing upcoming events and special promotions. The author's tone should be friendly. Here is an outline:



A **detailed persona** helps the AI understand the overall tone and direction of the command

Clear instruction for a specific task

Adding **tone** helps guide the AI

Visual prompt

Elements for a detailed image prompt

What's in the scene

Subject, description of action, state of being

How the scene feels

Art form, mood, style references

How the scene is set up

Lighting, colors, framing

Syntax matters. Here's a sample Midjourney prompt.

CONTENT TYPE

DESCRIPTION

A photograph of an angry full-bodied wolf in the foggy woods during sunset, with dramatic lighting and shot with a wide angle lens – ar 16:9

STYLE

COMPOSITION

Visual prompt

Dramatic photograph captured during a thunderstorm, showcasing a cozy cabin illuminated from within, contrasted against the moody backdrop of stormy skies and rain-soaked surroundings. Cinematic quality. Cinematic lighting. Taken with a Nikon DSLR camera. 8k.



What's in the scene

Subject, description of action, state of being

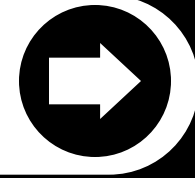
How the scene feels

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How the scene is set up

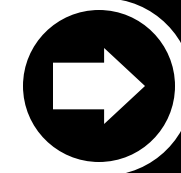
Lighting, colors, framing

An illustration of 3 Gen Z figures



Every generative AI model has its own **quirks, features + commands.**

An illustration of 3 people at a bar



Every generative AI model has its own **quirks**, **features** + **commands**.

AI Platforms

SENSING



BLACKBIRD.AI



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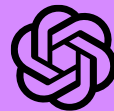
DALL-E



consensus



runway



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CREATION

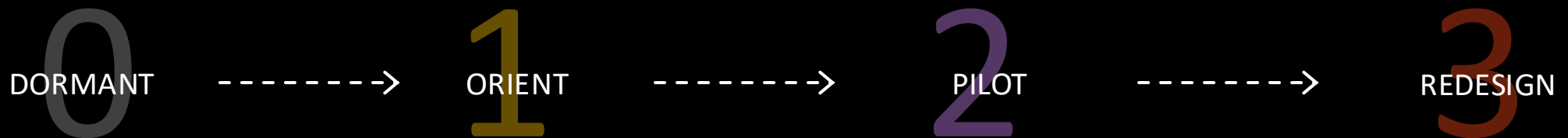
Wrap-Up



Frequent questions we hear

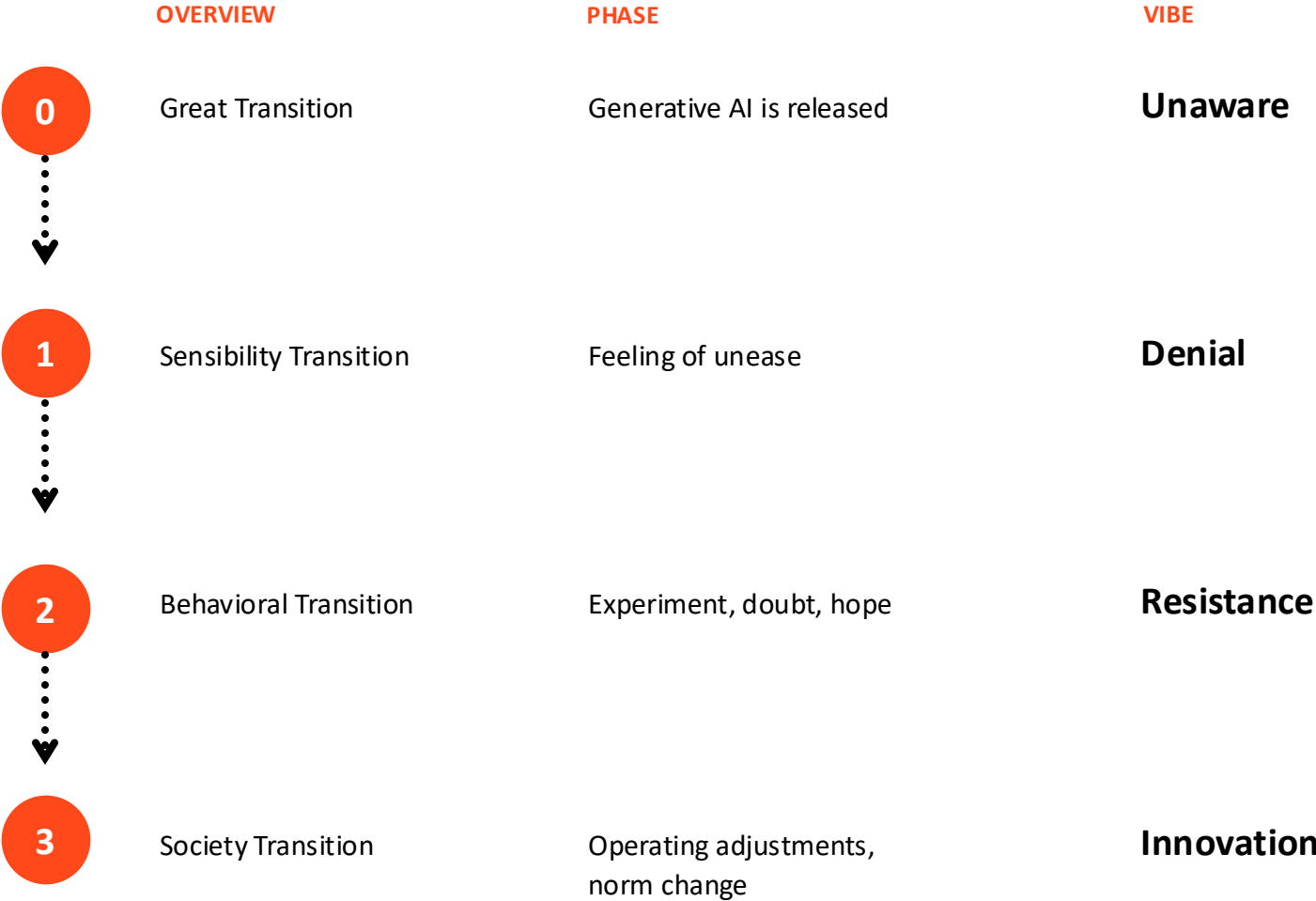


An AI activation continuum



Cascades of Reaction

Anatomy of a Perspective Shift



The background is a complex, abstract digital composition. It features a dark, almost black, central area where the text is located. This central area is flanked by two large, triangular regions that are filled with vibrant, multi-colored geometric patterns. These patterns include various shapes like circles, squares, and lines, some of which are semi-transparent, creating a layered effect. The colors used are primarily bright blues, purples, pinks, and greens, which contrast sharply with the dark background. The overall aesthetic is futuristic and high-tech, suggesting themes of digital technology, data, or innovation.

Questions?