

Artificial Intelligence Meets Creativity: Advantages, Challenges, and Future Trends

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■ Introduction

In the last few months, there has been an explosion of media coverage about the new uses of artificial intelligence (AI). As the technology continues to rapidly advance, it is transforming various industries, including the creative industry. Many people are now wondering how AI is impacting the work of creative agencies, and what new possibilities it offers for the future of creative work. This report aims to provide an overview of the current state of AI in creative agencies, highlighting the advantages, challenges, and future trends of this emerging technology. By exploring the ways in which AI is transforming the creative industry, we can gain a better understanding of the potential implications for the future of creativity and innovation.

To further understand these changes, we asked some of the top agencies around the globe what prospects they see for these technologies and how they are applying AI into their processes and projects to begin to understand the impact it's having on the creative interactive industry as a whole.

In this report we will delve into case studies of successful implementations of AI, examine the future role of human creativity, imagine its influence on consumer's behavior and look towards the future of the digital creative industry.

Is AI really a game-changer? And if so, how? We are in a hinge moment of history, and many questions are still unanswered, but with this report we hope to bring some light to the topic and also blow your mind away with some amazing insights.

#AI #ARTIFICIALINTELLIGENCE #AGENCYINNOVATION



Chris Coniglio

HEAD OF INNOVATION

SKELLEFTEÅ, SWEDEN | NORTH KINGDOM

What's your general take on AI?

This is a huge question, but I'll do my best to be concise. My general take on AI is that **it represents the next step in a long line of tools**, starting with stone implements. As a species, we are tool builders. **We create tools to fulfill our needs and extend our innate faculties.** Throughout history, we've developed tools that augment our physical capabilities, such as the plow and the steam engine, tools that increase our ability to calculate, such as rudimentary computers, and tools that extend our communicative ability, such as the printing press or the internet. **AI represents a significant step toward augmenting our creative, cognitive, and decision-making abilities.**

Its uses are as numerous as there are problems to solve. Many challenges can be broken into the discrete inputs and outputs that ML models can address. To say nothing of the stunning breakthroughs in medicine, science, computer science, and many other fields that happen now nearly daily, at North Kingdom, **we're using AI as a part of our creative pipeline, an interactive supplement for our knowledge base**, and a bouncing partner for production planning. Within client work, we're exploring ways to use AI to increase accessibility within generative applications, interaction patterns within AI application design, and how AI will impact spatial computing. The key to finding a good use case for AI is simply any endeavor in which you have access to a lot of structured data or cases where the bottleneck is human productivity.

The potential impact of AI is a vast topic, but let's explore three impacts among many. First, we will **shift from a paradigm of information as value to one of algorithms as value.** With tools like LLMs and Diffusion models, the barrier to creating content is much lower, and content can be produced at a much higher rate than it currently is. Because of this increase in content, it necessarily becomes less valuable in the aggregate. What becomes important is the ability to search, filter, and curate content through the use of quasi-intelligent agents, which, knowing your preferences, can help you cut through some of the noise to find the signal.

Second, we will see some **fundamental shifts in how our species generates, categorizes, processes, and**

consumes information (also known colloquially as content). Rather than searching for content, it may be generated on the fly. Rather than feeds of user-generated content in social media, we may find personalized generative content more appealing. If that happens, the impact on the ad-tech giants of today, and by extension, the world, cannot be understated. AI may very well become the vehicle through which these behemoths are forced to reach the customers they get today. After all, if the purpose of a website is to book flights, what happens when an AI agent can do that for you? That website and the ads driving traffic there start to lose relevance very quickly.

Third, I think the value of **the mechanical acts involved in creativity drops to near zero.** It's the sad fact that simply being very good at the mechanical action of drawing, or being able to form a coherent sentence on the page, or being able to frame the subject well in a photo will be worth next-to-nothing. Software will enable everyone to do these things and probably do them as well or better than seasoned professionals. I genuinely hope that once the dust settles, we can focus more not just on the pixels or the paint on the canvas but on the meaning conveyed, the intent expressed, or the question posed by the creative artifacts we make. An AI will never be able to replicate the significance of V-J Day in Times Square or create a painting that raises a question like *The Scream*. What an AI can do is the mechanical act of creating an image, but we may begin to value even more the mind behind the image and what that mind has to show us about the world or ourselves.

The primary benefit of AI is also one of the main challenges. It replaces human labor. In much the same way the powered loom impacted the textile industry of the late 18th century, we will see jobs done by people today by software tomorrow; there is no denying it. Technology can and regularly does gut entire industries. Being an animator drawing on celluloid is almost impossible today, but it's not hard to find work as an animator if you're talented in the right areas. When photography came around, people stopped hiring painters and started hiring photographers. It's just that when demand for a specific service decreases, the need for another service increases correspondingly. We neither create nor destroy the desire for things other people do and can provide; we can only shift it around by inventing tools that replace the work that people used to do.



Chris Coniglio (Cont.)

HEAD OF INNOVATION

SKELLEFTEÅ, SWEDEN | NORTH KINGDOM

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

AI will impact the role of human creativity by lowering the difficulty barrier of the creative act. This means we'll need to get better at filtering out the low-effort content. **We'll need to recognize better what makes creative works exciting or worthwhile.** It will also provide creatives with an invaluable tool in the service of their craft. I believe the most potential lies in the divergent part of the creative process—the phase where you go wide and generate many different ideas before moving forward with one. AI is incredible at allowing artists to explore many different directions very quickly. It becomes dangerous when we use AI to replace our intuition or taste. **Some people will shut their brains off and allow AI to take over all aspects of the creative process,** and the content created by that is precisely the kind of content we'll all get better at ignoring.

Has the agency worked with any remarkable AI technologies in its latest projects?

We've been **exploring AI as a tool in accessibility** by using generative AI to allow all users to create architecture in **3D spaces** just by using voice prompts. It's been an incredible journey to see how even children can exercise their creativity and bring their ideas to life. **Making the creative process more accessible** to more people through AI is one area we focus on at North Kingdom.

We've recently partnered with a major **VR** and mobile phone hardware manufacturer to explore the role of AI in generating, curating, and filtering content within an interconnected spatial computing context (i.e., "metaverse"). Our six-month future vision exploration recently concluded after exploring questions on how we might use AI to augment existing content, better personalize content for users by fine-tuning based on data from multiple sources, and also help better surface contextual UI by using world understanding and reasoning.

What impact do you think AI will have on consumers?

We will see, for better or for worse, more personalized content that is even more finely tuned for achieving the metrics that companies would like to see. This puts the **ethical questions** that AI raises at the forefront. Consumers already contend with infinite scrolls, dark patterns, micro-targeting, variable reinforcement, etc. Adding LLMs and even more advanced AI into the mix turns an uphill battle to a lost cause. However, it's not all bad for consumers. **AI has the potential to really improve people's lives,** save them time and money and suggest relevant products they may be genuinely interested in. What I would love to see is an educated group of legislators globally working today to safeguard consumers tomorrow.

Finally, have you ever had a funny experience with AI that you'd like to share?

Recently I've been having a lot of fun using Midjourney to make coloring books for my daughter! Her favorite one so far is a wizard yelling at a monkey!

"We'll need to recognize better what makes creative works exciting or worthwhile."



Michael Olaye

SVP, MANAGING DIRECTOR - STRATEGY & INNOVATION

LOS ANGELES, UNITED STATES | R/GA

What's your general take on AI?

Artificial Intelligence today has the potential to **revolutionize humanity's relationship with technology**. At a macro level, we'll continue to see encroach into all aspects of our lives, from healthcare to entertainment, with a **positive impact** to improve the products and services we use vastly. While at a micro-level, AI will impact us at an **individual level** through the technologies we engage with. For business, AI is helping us to analyze and understand complex data and automate tedious and repetitive tasks.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

We're all having essential discussions on how AI has positive and negative impacts and **how creativity is approached** - and we continue to see new creative approaches by humans, utilizing AI to generate unique creative stories, develop new products, and build experiences.

We see Generative **AI tools driving new efficiencies** - and faster ways to create exciting work, but also a genuine creative leap in empowering the imagination to experiment safely and quickly for variations of outputs that would have been expensive, time-consuming, or previously impossible.

Has the agency worked with any remarkable AI technologies in its latest projects?

Yes, we've got a few external projects in the pipeline that we have yet to be able to share publicly, and **we also use AI tools and outputs for some of our internal processes and concept creation**.

We've created a few GPT-like R/GA developed AI searches integrated into our workflow tools, such as Slack - harnessing owned data to ensure IP ownership.

We also advise our clients on what AI can do for them - and consult them on how to do it right as they try to build AI into their capabilities in-house, considering the currently

loose regulations around IP and rights ownership and usage.

We're also big fans of tools like **DreamStudio, Stable Diffusion, CF SPark, and MidJourney**.

What impact do you think AI will have on consumers?

There are **many benefits AI brings to helping brands build strong relationships with consumers**, with the main two being personalization through a better understanding of data and efficiency through AI, just being quicker at completing tasks.

Finally, have you ever had a funny experience with AI that you'd like to share?

There are always funny and exciting outputs that AI applications generate when you work with them. This is especially true when my application is still new to me. For example, I once tried explaining to a creative/design friend that MidJourney could help him create his work faster. I got him to upload an image and pass through some tags and filters based on a party scene on a beach in Cannes.

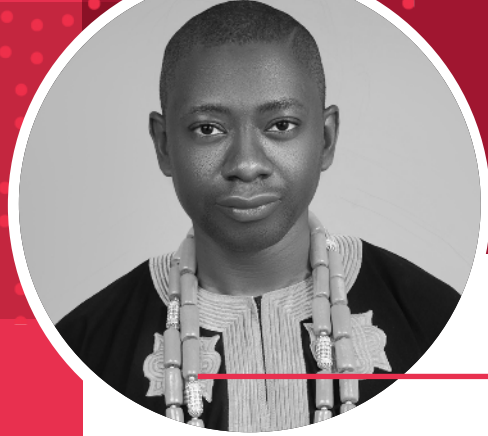
Let's say the 1st output of the image was more something out of a Hitchcock movie than a party.

Additional comment:

At R/GA, innovation happens at the intersection of radical collaboration, where different capabilities, technologies, and methodologies converge.

We see this where the magic of AI adoption exists—bringing AI into existing approaches to improve, enhance, or break - leading to new thinking and execution.

Our interactions with Generative AI provide an understandable entry into the possibilities for tangible everyday applications that create a better-connected world.



Olugbenga Ogunbowale

CEO

IBADAN, NIGERIA | EPOWERNG

What's your general take on AI?

I believe that AI has the potential to revolutionize various industries, including ours. AI offers numerous benefits, such as improved efficiency, cost reduction, and better decision-making. However, it also presents challenges, such as job displacement, ethical concerns, and the need for continuous learning and adaptation. The key to maximizing AI's potential lies in **understanding its capabilities and limitations, and strategically integrating it with human expertise.**

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

In the interactive industry, AI will certainly impact human creativity and intuition. AI can enhance our creative processes by **providing valuable insights, identifying patterns, and suggesting new ideas** based on data analysis. However, it is essential to remember that AI is a tool, and human creativity and intuition remain irreplaceable. By working collaboratively with AI, we can achieve **a harmonious balance where technology complements and elevates human creativity.**

Has the agency worked with any cool AI technologies in its latest projects?

At Epower, **we always strive to stay at the cutting edge of technology.** In our recent projects, we have utilized AI-powered tools for tasks such as data analysis, content optimization, and customer behavior predictions. While we cannot divulge specifics due to client confidentiality, **we are excited about the potential that AI holds** for enhancing the user experience and driving business success for our clients

What impact do you think AI will have on consumers?

AI will undoubtedly have a significant impact on consumers. It can **improve personalization, enhance product recommendations, and streamline customer**

service. AI-driven applications can also help consumers make informed decisions and enjoy a more seamless user experience. However, it is essential to be mindful of **potential privacy concerns** and the importance of **maintaining a human touch** in customer interactions.

Finally, have you ever had a funny experience with AI that you'd like to share?

A funny experience I'd like to share **involves an AI-powered language-translation tool.** While working on a project for an international client, we used the tool to translate some text. The AI **translated a rather innocuous phrase into something hilariously inappropriate** in the target language. Fortunately, we caught the error before presenting it to the client. It was a good reminder that, while AI can be incredibly useful, it's not infallible, and **human oversight is still crucial!**

“AI's potential lies in understanding its capabilities and limitations, and strategically integrating it with human expertise.”



Danny Bluestone

CEO

ELSTREE, UNITED KINGDOM | CYBER-DUCK

What's your general take on AI?

Analogue thinking will still be key in the AI era, as we will need to brief, supervise and curate what machine learning, neural networks, large language models (LLMs) ultimately output. Yes, AI can be 'creative', surprise and delight the creative producers among us, automate what medical clinicians do to provide better healthcare and aid engineers with writing better applications and software. AI (and its future superior version AGM) **will not replace human** curation, editing and our need to supervise the final quality. Human artisans, doctors and engineers will still be required across as there is a big difference between automation and ideas to supervision and final quality.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

We will see AI being used as an **enabler in education** and then students will need to challenge AI outputs. We will see this come to the digital industry too as Gen Z'ers are joining the workforce all the time. A student may be given a task to design an app and ask AI to do so by their tutor. They will then need to go away and challenge how the AI came up with the result it did and test it. A good student will challenge the AI and will learn what tools and use cases are good and where its strengths and weaknesses are. **This is where critical thinking, deep human learning, breadth and depth will be key.** In every profession and industry, you have leaders and laggards. Future leaders will still need deep and critical thinking to produce the best work - it is proven (*in a 2021 Psychology Today study*) that when we write things down on paper we improve our neural encoding, memory retrieval and deep learning capabilities. If we rely on AI for everything we will not be able to lead our businesses and teamwork. In the digital industry you will see AI create media like music and video, interfaces and entire experiences (such as video games) and business plans. **Even the best AI deliverables however will require oversight, thinking and supervision to ensure they produce the best results.** AI won't replace your team. A team that uses AI might however. Also, due to the advent of AI and age of misinformation, humans will trust other people more than ever and this will transcend into digital. Brands and agencies will need to prove ownership and copyright of

the authenticity of content.

Has the agency worked with any cool AI technologies in its latest projects?

Yes. Cyber-Duck is working with clients around the **FCA Consumer Duty principles** to make banking and insurance products more accessible by applying **Service Design and UX**. **We generated this fun video using a few AI tools in less than 45 minutes**

What impact do you think AI will have on consumers?

AI will increase production pace across all industries, **creating more consumption and more quality time to experience new types of services and products** that don't exist today. This will benefit the user as they will be able to benefit from exciting new consumer services. Think about how Spotify and Netflix used AI to introduce new content to our world that we would have never experienced before at such pace and volume. Equally AI services in professional services like legal and healthcare will reduce costs and improve quality.

Finally, have you ever had a funny experience with AI that you'd like to share?

I always have lots of fun with what Apps like SnapChat do around turning my face into all sorts of cameos!

Additional note:

There will be serious regulatory, security, privacy and copyright challenges with AI. There will continue to be ethical and AI bias across all its forms so AI ethics will get bigger and bigger. Everyone from Creative Directors to CTOs and advisory boards and governments will need to intervene to review compliancy. Many organisations will be 'banned' from using various AI tools so it is still the early days!

You can read about my views in my article: [*The AI revolution for businesses and the customer experience*](#).



Lisanne Maatman

LEAD DATA STRATEGY

AMSTERDAM, NETHERLANDS | DEPT®

What's your general take on AI?

Although **we've been working with machine learning for quite some years now as an agency**, we see the speed at which AI is making an impact on businesses increase in the last couple of months. **Open AI's ChatGPT** played a massive role in that. Where AI was mainly used in performance marketing and e-commerce until recently, we now see an acceleration of the adoption of generative AI within design and creative as well. **The possibilities are endless**; every business challenge has a data or AI solution. That also poses **new challenges and risks**, for example, in the data you feed into these systems. As creatives, we need to be aware that all input shared with programs like ChatGPT will be used to train the system, so in fact, we're sharing our ideas and input for free. Furthermore, any content directly copy-pasted from generative AI tools isn't ours; we don't hold intellectual property rights. These are all new challenges that **we have to adapt to**.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

In the ideal world, we use generative AI to enhance our creative processes. We can use it as inspiration, similarly to how you would look for inspiration: you use it to broaden your horizon and find new perspectives, not simply copy-paste. Additionally, **we can use AI to automate repetitive parts of our job**: for example, removing background colors from product photography. It should thus help us achieve that 80/20 rule: use 80% of your time to do 20% of the work: think about new concepts and ideas, and use generative AI to inspire you. Use the other 20% of your time to do 80% of the work by automating repetitive tasks. We're not there yet, though. Much content is carelessly generated and used without adding a unique human touch.

Has the agency worked with any cool AI technologies in its latest projects?

Our latest project is to build our own **GPT program**, where we're creating a chatbot to answer the most common questions about working at DEPT®. Where

do I book my holidays? Or what training can I follow? We're mapping the questions to our internal documentation using **GPT technology**. We've been using the same type of technology already for some time now, for example, to cluster questions to customer service or to cluster keywords used in search engines. Still, we're ramping up the use cases for applying these technologies.

What impact do you think AI will have on consumers?

I think **AI will further increase the expectations of customers**. We'll get used to getting exactly what we want when we want it, whether that's an answer to our question or a personalized experience tailored to our needs.

Finally, have you ever had a funny experience with AI that you'd like to share?

I was in an escape room with the theme of 'singularity' once. Part of the escape room was a voice-controlled conversational AI. I was impressed with how well this AI bot was trained. At one point, I even thought, 'I need to ask which tool they're using'. We were almost an hour into the game before I realized that it was, in fact, the employee of the escape room talking through a mic.

"The possibilities are endless; every business challenge has a data or AI solution."



Matt Halford

CREATIVE TECHNOLOGY DIRECTOR

WELLINGTON, NEW ZEALAND | RESN

What's your general take on AI?

AI is a **game changer**. There's no doubt about it, for better or worse, or perhaps more realistically, for better and worse. Its accelerating advancement and accessibility are poised to bring significant changes to our professional and day-to-day lives, from automating mundane and repetitive tasks and business operations to generating ideas, content, and creative problem-solving. It's hard to predict how things will shift in the coming months, let alone in the next couple of years.

The potential applications of AI are vast – we're only beginning to scratch the surface. In the near future, **AI systems may rival overall human mental capabilities** across a broad range of tasks (Artificial General Intelligence). AI already exceeds human abilities in narrow domains such as data analysis, games, science, medicine and possibly now in various language-based tasks. Unlike the human brain, AI systems work tirelessly and may be able to be scaled up in complexity indefinitely while improving themselves. These systems may therefore quickly surpass the capabilities of human intelligence and very soon after that may achieve **superhuman level capabilities**, or superintelligence, performing better than the best human brains in practically every field. If this happens, we may be on the brink of an intelligence explosion that may result in a technological singularity, an irreversible out-of-control acceleration of technological progress, **with unpredictable implications for humanity and life on Earth as we know it**. However, we're getting ahead of ourselves – there are a lot more imminent considerations right now.

In the short term, things are accelerating at no less of a pace. Applications of AI are poised to dramatically transform society in ways that are already hard to imagine. There are a lot of concerns about how this technology may affect society, from **ethical implications** around its applications, the inherent biases in the training of these systems, the ever-increasing proliferation of **misinformation**, and the **potential misuse or unintended catastrophic effects** of such powerful technology. The recent open letter to pause the development of these advanced AI systems, signed by hundreds of prominent figures in the tech space, including

Elon Musk and Steve Wozniak, shows that there is a lot of concern from the tech industry itself about the potentially negative impacts on society and beyond.

As with many transformative technology revolutions in the past, from relatively recent ones like the internet, mobile phones and social media, to older examples such as fire, the wheel, and the printing press, humans will take time to adjust and adapt to these changes, but they will inevitably adopt them. **We will need to develop new policies, regulations and ethical frameworks to address these challenges**. AI-generated images and AI-generated textual content have become a hot political debate that has divided the public. Is it ethical? Is it plagiarism? Is it Art? How will the ability to generate and understand visual and language content affect the way we consume information, the way we engage with each other, and the way we learn and study?

This is brand new territory and the **conversation is evolving as rapidly as the technology itself**. It's clear that we need to do everything we can to ensure that AI is developed and used in a responsible and beneficial way. From the companies operating and providing AI systems to designers, developers, users, and even those opposed to the development of AI, everyone has a part to play in the way that AI impacts the future of our world.

Throughout history, **humans have always adapted and found new purpose** as the world underwent dramatic transformations. Although there will undoubtedly be significant challenges ahead, people will find applications of AI technology where it's effective, especially for automating or assisting with low-satisfaction tasks, while they will always find ways to spend time focusing on the things they care about.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

I still find it incredible that one of **the first truly world-shaking AI revolutions has been in generative images and art**, which has significantly disturbed and unsettled



Matt Halford (Cont.)

CREATIVE TECHNOLOGY DIRECTOR

WELLINGTON, NEW ZEALAND | RESN

creative fields. Futurists have long predicted the rise of AI, but creativity has been widely touted as the last bastion of human ingenuity, not the first to feel the brunt of the rise of the machines. Have we overestimated the complexity of creativity? Are these systems merely mimicking creativity or is there more complexity inside these neural networks than we give credit to? We're at the very beginning of this revolution and seeing incredible leaps and bounds every few months or even every few weeks. How long might it be before AI becomes equal to or better than human creatives?

For the interactive industry, we see **AI technologies acting as a springboard for creativity and solutions.** It's a new toolset for artists, designers, developers and creators to experiment with. New tools come with new and unexpected opportunities. The more we experiment with their capabilities and limitations, **the more we can understand and leverage them.** From purely conceptual to concrete design applications, AI can allow us to quickly iterate on ideas, combining things into something new or giving us rapid-fire ideas. We need to be nimble and flexible in how we apply AI to human creativity, augmenting and amplifying the efficiency of the creative process, and becoming familiar with how to guide and work with these systems.

Humans will still be the essential element in the process of defining what we want to create and the ultimate arbiters of creative merit. At least for now. But I believe it's important for leaders, especially in the creative fields, to become comfortable applying AI technology and helping others adapt, preparing to be ready in adjusting the application of their skills as we go through this unknown but exciting period of change.

Has the agency worked with any cool AI technologies in its latest projects?

We have several internal and client projects involving AI in the works, but we can't talk about those yet! We're constantly dabbling with new technologies, here are some of our favourite AI explorations: **The Misfortune Teller**, which uses natural language processing and voice synthesis to predict the unfortunate fates of yourself, your

friends and your pets. **Project Mood**, an experiment using sentiment analysis in which the user was tasked to provoke emotions from a 'human' test subject. Bot Ross used style transfer to turn any image into a **Bob Ross Painting.** Hellboy: Join the BPRD used speech-to-text and natural language processing to allow you to have a live reactive video call interview with Hellboy himself.

AI systems have progressed so rapidly in recent months that they already make technology from a few years ago look quaint. **New and exciting applications of AI technology are bubbling up every day.** Now is the time for people to explore and become familiar with the power of these systems as we enter this exciting new technological revolution. Watch this space!

What impact do you think AI will have on consumers?

AI has **become a polarising issue dividing public opinion** from utopian excitement to existential concern. We believe it's important to focus on using AI responsibly and building upon its positive aspects such as improving productivity, automating mundane and tedious tasks, improving the effectiveness of creative ideation and development, improving health systems and helping tackle world issues such as climate change, poverty and disease eradication. But we're also concerned about the potential negative impacts of AI in society, such as biases, discrimination, underrepresentation, lack of transparency, information and privacy issues, proliferation of misinformation, impact on human connections, ethical misuse and unforeseen disastrous consequences, among many others. AI has huge potential to improve people's lives but it's a double-edged sword, and there are so many unknowns regarding the impacts that it may have.

Will AI technology make new generations dependent on technology and disconnect from each other, or could it swing the other way and make individuals more curious, empathetic and ask more insightful questions of one another?

Will users start expecting everything to be more



Matt Halford (Cont.)

CREATIVE TECHNOLOGY DIRECTOR

WELLINGTON, NEW ZEALAND | RESN

contextually aware, predictive and adaptive to their needs, or will people react against all-knowing, aware systems, and seek alternative interfaces or human connections?

AI services can now be accessible from devices practically anywhere in the world. They may impact most of the world's population, directly or indirectly, whether they buy into the technology or not. **We need to be vigilant and careful** in how we adopt and utilise these technologies and thoroughly consider their impacts and effects on society and the planet.

Finally, have you ever had a funny experience with AI that you'd like to share?

I am constantly amused and impressed by the elaborate creative storytelling of the latest language models like **GPT-4**, and I've enjoyed hours of entertainment with friends evoking personalised and extraordinary scenarios from them. I particularly enjoy one friend's penchant for re-imagining any given content in the format of a New York-style pizza menu. I'm constantly surprised and delighted by the spontaneous, hilarious, and unexpected details that emerge from the creative applications of these technologies. Imagining the possibilities beyond generating text and images to videos, characters, games, movies and virtual worlds starts melting the mind.

Now is the time to explore and get familiar with how AI technologies can be applied, engaging in the conversation, discussing with colleagues, family and friends, and working together to understand how we can safely transition into this scary but exciting era of AI – a journey into the unknown that we all face together.

“Humans will still be the essential element in the process of defining what we want to create and the ultimate arbiters of creative merit.”



Kai Müller

FOUNDER AND CEO

BERLIN, GERMANY | EXPERIENCE ONE

What's your general take on AI?

Generative **AI is the greatest achievement** in Human Machine Interaction and User Experience Design that we have seen in the last twenty years. Large Language Models have helped computers master our language to a degree that makes it indistinguishable from humans. And: there is **no technical limitation to the scalability** for the upcoming years. We are currently at the beginning, but the rapid pace of development in Generative AI is forcing us to fundamentally rethink how we converse and interact with machines.

This revolution has the power to change our world for the better when we take a human-centered approach. The advantages are not limited to efficiency. As Generative AI progresses, it grants us more freedom to learn, explore and advance. **Midjourney and Co.** unlock limitless imaginative possibilities. With **ChatGPT** at your fingertips, there's no scientific field or topic you cannot access and it can serve as a test subject for various initial tasks, such as composing an article or starting a business, making procrastination a thing of the past.

The greatest challenge in the coming years is **to evolve and adapt to unseen capabilities--and risks.** Trust, data privacy, fake news, large-scale automated scams (such as spam emails generated by ChatGPT), and even job loss are just a few of the issues that will rise to a new level. Strategies ranging from regulation to outright mistrust are already emerging and need to be discussed.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

Coming from a human centered design practice I see three **"superpowers"** when interacting with Generative AI as a co-pilot: access to knowledge, idea visualization and execution speed. From simply generating ideas for birthday presents to letting AI explain complex scientific concepts in the style of a 5 year old--AI gives us a new way to access insights and knowledge which augments our creativity. **The time from idea to action will be significantly squeezed.** What job in the interactive industry would not benefit from the new AI superpowers? This will lead to a holistic reinvention, or rethinking to say the least, of all work areas.

When all people are empowered with this new level of co-pilot capabilities, the interactive industry will have to evolve (or even disrupt itself) to keep up with our client demands. We need to help them **understand and master this next generation technology.** At the same time, we are forced to go back to the most valuable skills that make us human. While AI can only generate and reproduce something based on things humans did before, only humans can truly innovate and come up with ideas and solutions that are unique (for now). **Creativity and intuition are more important than ever.**

Has the agency worked with any cool AI technologies in its latest projects?

For the author of a large German weekly magazine, we recently built a **"Digital Twin"** that answers questions from readers about articles and enables direct interaction. The most fascinating aspect of this is how personality and knowledge can be established using ChatGPT and vector databases.

And it becomes even more interesting, with the integration of capability agents such as **AutoGPT.** This allows our digital twin to take over tasks based on the conversation, such as purchasing a premium subscription.



Kai Müller (Cont.)

FOUNDER AND CEO

BERLIN, GERMANY | EXPERIENCE ONE

What impact do you think AI will have on consumers?

Generative AI will **completely change the way people interact with brands**. Will my kids need to visit an online store or a changing room ever again to explore new styles, if they can get every style matched to a picture of themselves?

Furthermore, Generative AI can offer a 1:1 experience with a personal buying assistant that will always know and remember what is important and help to find the right products and services. A personal buying assistant that **will grow and get better with every interaction** and that empowers consumers to make independent buying decisions.

The most exciting question will be: who will own the customer experience in the future and how can brands position themselves in this new scenario?

Finally, have you ever had a funny experience with AI that you'd like to share?

The first thing our AI team came up with was building "Grumpy Kai", the mean but funny chatbot version of me. This is basically stand-up comedy in its purest form and highly used by colleagues to spice up meetings.

"This revolution has the power to change our world for the better when we take a human-centered approach. The advantages are not limited to efficiency."



Juan Saavedra

CTO

MONTEVIDEO, URUGUAY | OCTOBOT

What's your general take on AI?

I think we are on the onset of a **new productivity revolution** that will bring upon a new economic order to the world. I would expect to see a lot of experimentation and products while the first killer applications come to light, and those might take a bit. Articulating value propositions, understanding new business models and technological changes in the current world is a longer than expected process usually.

Regarding impact we should **brace for the unexpected mostly**, as a lot of futurology exercises failed to foresee the huge impact on high-value creative activities such as graphic design or software development.

As for benefits I think the most impactful one will be the **lower consumer costs** for many products and services that can now capture the huge productivity upside AI brings to the table. A ton of small business ideas that were not viable a decade ago because of big costs (think software development) might have become viable overnight.

There are a lot of challenges, ranging from regulatory to social consequences. I'm mostly closely watching rulings that will be targeted specifically at the IP considerations for the training sets in AI models.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

It will be a **massive enabler of enhanced experimentation**. For instance, with Dall-E it's not crazy to think about a future when a designer could now run several lines of work concurrently for a project with very little sunken costs if changing direction later on. You will be able to quickly explore different compositions, colors, textures and so on at a glance with little or no effort. It might be like every designer can now become head-creative at

its own agency.

Has the agency worked with any cool AI technologies in its latest projects?

No, we haven't. But we'd love to!

What impact do you think AI will have on consumers?

If you were pissed about not reaching a human being while calling customer service before, you certainly ain't going to like the future. But overall, I expect to have more/better products at a lower price. **Technology innovations have always been deflationary.**

Finally, have you ever had a funny experience with AI that you'd like to share?

My LinkedIn is suddenly full of AI influencers!

“I think we are on the onset of a new productivity revolution that will bring upon a new economic order to the world.”



Lisa van Huigenbosch

TRENDWATCHER

AMSTERDAM, NETHERLANDS | COLOURCAKE

What's your general take on AI?

I think we're just touching the surface of all the possibilities AI can have in store for us. It's exciting to think about what the future of AI looks like, but it's important we **balance this excitement with staying critical**. With all new developments comes the raising of ethical questions, and I'm curious to see how we as humans find ways to co-exist and hopefully flourish together.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

I think humans will always find a way to express their creativity and intuition. I hope we will use AI as a tool to help human creativity and that it will **open doors for new ways of being creative**. Now is a good time to experiment and it's fun to see projects come out where creatives use AI as a tool to enhance their work, instead of letting it take over.

Has the agency worked with any cool AI technologies in its latest projects?

We recently did a project for **Lalaland.ai**, an AI-powered digital model studio for the new creators. It was exciting to think of the positioning of a company that uses AI technology in their service. It opened up a conversation within our creative team about how we can best use AI in our agency, without losing touch of the human aspect we value so much.

What impact do you think AI will have on consumers?

I think AI is a broad concept with a lot of opportunities and ways it can impact consumers. To highlight one aspect, internally we recently discussed how easy it is to generate content with AI that **includes brands without their cooperation**, for example creating the outcome of a collaboration that doesn't (yet) exist. It's good to keep this in mind as a consumer and research what actually comes from the brands they follow and what doesn't.

Finally, have you ever had a funny experience with AI that you'd like to share?

I recently came across the Snapple fAIct generator, which I think is a funny example of a brand using AI as a marketing activation. We definitely had a lot of fun generating facts about "colourcakes".

"I hope we will use AI as a tool to help human creativity and that it will open doors for new ways of being creative."



Ryohei Kamada

DESIGNER AND COO

TOKYO, JAPAN | SHIFTBRAIN

What's your general take on AI?

I believe that **AI is like an important plugin that upgrades us humans.**

In the creative industry, it will **serve as a support for operator-like tasks** and as a consultant for communication design. It can also provide **support for knowledge** that one does not possess, such as programming or advanced photo retouching, and can significantly enhance creative abilities. However, AI is only meant to be a support for humans, and relying too much on it can result in *"AI-made creative work that anyone can do."* Therefore, it can be said that it is most important for humans to update and improve themselves in the future, as **one's identity can only be born from oneself as a human.**

Has the agency worked with any cool AI technologies in its latest projects?

Recently, I have been using **ChatGPT-4** to write **Python code**, which is something I don't usually do myself. The Python code I received is primarily used in Blender. Compared to manual work, it is faster and often leads to unexpected discoveries, so ChatGPT4's Python output is excellent for simple tasks like modeling and generating animations. Thanks to ChatGPT, even with limited programming expertise, **I've managed to delve into new creative territories.**

What impact do you think AI will have on consumers?

The effect of **AI on consumers involves the loss of jobs for humans**, with roles resembling operators likely to nearly vanish. This is precisely the reason why it is essential for people to concentrate on **enhancing and evolving their skills and abilities.**

Additional note:

SHIFTBRAIN has offered the use of ChatGPT-4 as a part of their employee benefits. Despite differing opinions on AI, I'm excited about a future where we evolve and coexist with AI. Since this future is still hard to fully imagine, I think it's definitely worth exploring.

"It will serve as a support for operator-like tasks and as a consultant for communication design."



Mikkel Noe Westh

CEO

COPENHAGEN, DENMARK | GRANYON

What's your general take on AI?

Over the last couple of years, **we've experienced AI rapidly developing**, and we're still trying to get to know this new member of the team. We've found numerous potential uses.

The potential impact of AI is vast, and it will, without a doubt, transform many aspects of our industry, from how we work and communicate to how we see marketing. Some of the potential benefits of AI include increased efficiency, improved accuracy and precision, enhanced decision-making, and increased personalization.

However, **AI also presents significant challenges and risks**, such as bias and ethical concerns, and certain job types will be redundant. You can choose a pessimistic approach and assume that AI will automate jobs and tasks traditionally performed by humans. We see AI as a new and exciting team member contributing to new possibilities. But as with any new team member, you must understand the strengths and weaknesses and find out how this can keep our studio exceeding our customer's expectations with creativity that makes a positive difference.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

AI is already having a significant impact on the interactive industry and is likely to continue to do so. However, rather than replacing human creativity and intuition, AI can be seen as a tool to enhance and augment human abilities.

For example, AI can assist in tasks such as **content generation, data analysis, and personalization**. We see AI as a new team member we're just beginning to get to know. We're exploring if it can help free time and resources for us to focus on more creative and strategic aspects of our work.

In terms of creativity, this new team member **can inspire and generate ideas** that we might not have thought otherwise. By analyzing large datasets, AI can identify patterns and insights that we might miss, leading to new and innovative ideas.

However, **AI is not a substitute for human creativity and intuition**. While AI can generate ideas and content, it lacks the emotional intelligence and empathy that humans possess. I think and hope that the human touch will always be essential in creating engaging and meaningful user experiences.

Therefore, rather than viewing AI as a threat to creativity and intuition, **we should see it as a new member as a part of the creative, strategic, and content team**. And we need to get to know how we can work with this member to enhance human abilities. By working in tandem with AI, we can leverage the creative potential and create new experiences.

Has the agency worked with any cool AI technologies in its latest projects?

Granyon has indeed worked with several AI technologies in its latest projects. One of the most notable AI technologies is using **no-code platforms**, which generate code based on the designer's work. This technology allows designers to create complex projects without the need for manual coding, making the development process faster and more efficient.

Additionally, **we leverage AI in our strategic and analytic work** to gain new perspectives and insights. Our content team uses AI to proofread and supplement their work with new angles and ideas, while the tech team uses Github Copilot, for instance, to generate faster code.

Furthermore, Granyon is constantly exploring how we can integrate AI into our online experiences. For example, we're exploring the use of AI **to generate unique images, backgrounds, and 3D worlds based on interactivity or personalization**. Granyon has several upcoming projects where AI will play a big role in the creative experience. Cliffhanger ...



Mikkel Noe Westh (Cont.)

CEO

COPENHAGEN, DENMARK | GRANYON

What impact do you think AI will have on consumers?

AI is already **significantly impacting consumers** in the creative industry, and this trend is likely to continue. I think we will see new expectations for our solutions. We need to deliver more advanced results for less or much more advanced experiences for the same budgets. Things like **personalization**, where AI can help personalize content and the experiences for consumers. An area like **accessibility** will also get impacted. AI can help make creative content more accessible to people with disabilities. For example, to automatically generate audio descriptions for images, making them accessible to visually impaired users.

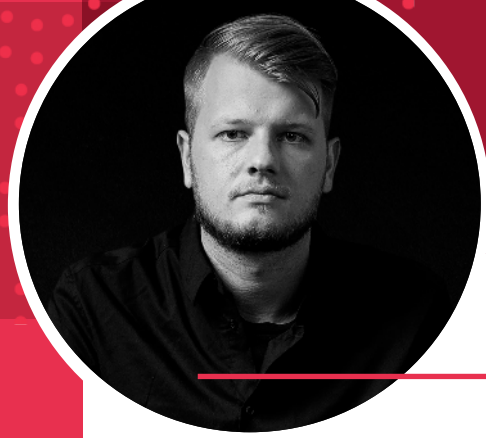
Consumers will also expect a **higher degree of innovation** because AI will provide designers and artists with new tools and technologies. Consumers will live in a world with solutions generated based on new ideas leading to new forms of artistic expression. **The consumer will expect more.**

Budgets in our industry will change. Either we have to lower the price on the “normal” solution, or we have to deliver more for the same budget. Already with the introduction of no-code, we are able to create many more immersive and interactive experiences for budgets that five years ago only would get you a basic, boring website. **Boring is dead**, or at least there is no excuse not to create fun, interesting, and unique solutions. We have the tools to make them, and as creative agencies, it's our responsibility to push our clients to make the internet less conform and generic. As AI continues to evolve, it is likely that we will see even more ways in which it can impact consumers in the creative industry.

Finally, have you ever had a funny experience with AI that you'd like to share?

I recently went to the Superblue Museum in Miami. Here they had interactive, personalized art on a big scale. It was fantastic to see how my kids immediately began interacting and connecting with the art installations. This is a good example of how AI can suddenly open our eyes to new perspectives and experiences. Suppose you are in the neighborhood. I strongly recommend you stop by.

“Consumers will also expect a higher degree of innovation because AI will provide designers and artists with new tools and technologies.”



Dirk van Ginkel

EXECUTIVE CREATIVE DIRECTOR

AMSTERDAM, NETHERLANDS | JAM3

What's your general take on AI?

The impact of AI on the digital landscape over the last 20 years is undeniable, with its influence being as significant as the rise of social media and mobile devices. AI has the potential to **greatly increase productivity** for agencies like ours, transforming the way we work and create assets. By utilizing AI tools effectively, tasks that previously took 50 hours can now be completed within a day.

For example, AI algorithms such as **OpenAI's GPT-4** can generate high-quality content with minimal human input, streamlining the creative process for both copywriting and design. Additionally, **Adobe's FireFly technology** has significantly simplified and accelerated graphic design and video editing tasks.

Brands will also benefit from AI advancements, as they can produce assets more efficiently and forge closer connections with their audiences. AI enables **the delivery of personalized** experiences, tailored to individual users and consistent with the brand's identity. This level of customization was previously unattainable within digital ecosystems, primarily due to experiences being reliant on users' entry points and social media channels.

This new era of personalization requires brands to go beyond traditional B2C content, which often focuses on showcasing products in a fun way and encouraging immediate sales. Brands now **need to engage with their audiences on a deeper level**, reacting on the fly and creating immersive brand worlds to foster interest in their products.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

The global pandemic has taught us the undeniable value of human connection. As remote work took center stage, we realized how much we missed collaborating with colleagues in the office.

Now, we seek to optimize our day-to-day lives, both for our teams and the brands we work with. AI offers an efficient solution, delivering personalized treatment to help address challenges by providing the necessary ingredients for success. However, it's essential to understand that clear briefings are crucial; without them, AI can only produce generalized solutions.

This is where the magic of human creativity comes into play. Genuine creativity is unexpected, elevating the ordinary into the extraordinary. While AI excels at streamlining tasks and offering tailored experiences, **it's the human touch that ignites the innovative ideas that truly set us apart** (remember AI processes vast amounts of data and humans only see that 1 spark).

For both our teams and the brands we partner with, striking the perfect balance between AI's efficiency and human creativity is key. Embracing technology while celebrating the power of human connection will ensure progress and success in an ever-evolving digital world.

Has the agency worked with any cool AI technologies in its latest projects?

Not to sound like your annoying friend who got to see Arcade Fire "before they were big", but we've been playing and creating with A.I years before the hype: from AI-generated sneakers, and chatbots that helped you choose your favorite makeup, to an AI-powered deepfake experience with The Weeknd and the first AI-powered digital fashion line for adidas. Recently for the final season of FX's Atlanta, we created our very own custom AI bot, trained on every tweet from the @AtlantaFX handle and using Twitter's new edit function, we teased out a takeover that had Atlanta reddit threads and discords following along and buzzing with ways to get our Twitter Voice back.

We have organized 2x AI Hackathons, using AI tools like MidJourney, ChatGPT, Stable Diffusion and other AI models for specific tasks. Covering our creative process



Dirk van Ginkel (Cont.)

EXECUTIVE CREATIVE DIRECTOR

AMSTERDAM, NETHERLANDS | JAM3

through strategy, ideation, art design and delivering campaigns or experiences powered by AI.

Internally we run development labs, where we experiment with different AI models and discover how far we can push brand experiences and improve our internal process.

- ChatGPT to code website
- Couple more experiments using different AI models to fine tune / personalize the experience
- Deployment on AWS AI Infrastructure to run
- AI experience at scale (for large volume of users at the same time)

We also have some AI projects in the works right now with the biggest sporting competition in the world and some of the biggest names in fashion/retail.

What impact do you think AI will have on consumers?

As mentioned above. I do believe that AI will mostly impact the most on productivity for a lot of industries. As for brand experiences, I believe there will be a lot more content that becomes conversational and we will see an influx of real life experiences that can change depending on your interest.

Finally, have you ever had a funny experience with AI that you'd like to share?

Not really lol.

“This is where the magic of human creativity comes into play. Genuine creativity is unexpected, elevating the ordinary into the extraordinary.”



Marc D'Souza

HEAD OF ADVISORY

LONDON, UNITED KINGDOM | UNIT9

What's your general take on AI?

AI and machine learning (ML) in particular is an **emerging technology** that can significantly change humanity, helping us solve otherwise elusive problems. However, if mismanaged, the rapid adoption and proliferation of the technology can lead to unintended or unimagined consequences.

We're already seeing some **ethical issues** that data-hungry machine learning models can throw up - including unauthorised or unregulated use of IP for training, or involuntary input of sensitive information when using the models in processes or tools.

Historically, innovation and technical change **empower us** to do things faster, cheaper or better. Sometimes all of the above. The invention of the internal combustion engine, for example, revolutionised mobility and productivity - but it also enabled the creation of machines capable of great destruction.

We are responsible to our fellow humans to harness the power of AI for good rather than bad.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

When considering AI in the interactive domain, the first thing that comes to people's minds is that the automation of the creative act will be taken to the extent that it costs people their jobs. **Unauthorised and uncompensated use of creative output** (e.g. visual data or creative writing) aside, this is the controversial aura that encircles technical change in general.

It goes without saying that we must move to protect and compensate people's intellectual property. On the other hand, the technology as it stands today represents an aid to as opposed to an end-to-end automation of creativity. **Creativity itself can be defined as an intrinsically human act.**

The generative models that have been popping up

in the tools, pipelines and processes that we employ daily in the creative industries are enabling us to consider more creative directions than previously possible in a shorter time. Essentially, they are freeing up our headspace to consider all the options and pick the right route for us. 'Us', being the instigators of the creative act itself.

Has the agency worked with any cool AI technologies in its latest projects?

A recent project that stands out in terms of ambition and achievement is *Fellini Forward*, which was presented at the Venice Film Festival 2021 as a short film and accompanying documentary.

We explored a number of AI and machine learning (ML) techniques and processes to deliver a short movie that emulated the creative genius of Federico Fellini, including computer vision and natural language processing.

We used a variety of tools and techniques for data extraction and to initiate the script development and pre-visualisation process. The script was written with our AI-assisted writing tool, built on top of the **GPT-2 model** (a predecessor of ChatGPT), and retrained on Fellini transcripts. The use of AI in this process allowed us to achieve the Felliniesque dream-like feel in the film. But the most challenging part was developing a proprietary ML model to predict shot type and duration before the fact.

In other work, we've also explored deep-fake or deep learning techniques, a subset of machine learning, to allow fans to generate their own personalised video messages from *Lionel Messi*, as well as transformed footage of the *Northern Lights* into sound by training an AI to classify auroras and generate corresponding music phases.



Marc D'Souza (Cont.)

HEAD OF ADVISORY

LONDON, UNITED KINGDOM | UNIT9

What impact do you think AI will have on consumers?

As AI has only recently entered broader public perception through the mainstream media, we refer to it as 'something' that may impact our lives as consumers of the future. However, **AI is a phenomenon of the present**, and it already touches our lives in many more ways than it might appear at face value.

Autocomplete and other grammatical and phrasing suggestions in our writing tools, for example, is machine learning (ML) in action. Self-driving cars are powered by AI technologies, including computer vision and ML.

As we enter the post-hype phase, **AI will continue to become a more and more integral part of our lives**. Consumers can expect to see even more of these helpful tools that add value, as well as more personalised products and experiences that are tailored to their needs.

Finally, have you ever had a funny experience with AI that you'd like to share?

During our early experimentation with the GPT2 model whilst working on Fellini Forward, the answers that the model came up with in response to our questions were sometimes eerily self-referential. When asked what sort of films it liked, the AI responded that it liked films about robots and machines. After being prompted further, it revealed that the reason for this was because it was a machine itself. Giving the impression of a sentient being, this raised a few stunned eyebrows amongst our team - but in reality this result was down to the model's training, mirroring Fellini's own interest in seeing himself in his films.

“Historically, innovation and technical change empower us to do things faster, cheaper or better. Sometimes all of the above.”



Mathew Colin Prentice

FOUNDER | DESIGN DIRECTOR

SINGAPORE, SINGAPORE | EIGHTFOUR

What's your general take on AI?

If you thought inequality was bad now, just wait until A.I. becomes fully adopted. In the short term the biggest challenge of A.I. is it's likely to set the bar of entry to industries so high it'll be impossible for most people to reach.

You might be able to tell I have a **pessimistic view**, and it's because of how I see humanity. If the promise of A.I. is realised and all laborious, manual and knowledge jobs disappear, and all of us are free to pursue our hobbies and interests to pass the time, contrary to popular opinion, I think it would be the end of human civilization.

Dostoevsky said it best: "Shower on him every blessing, drown him in a sea of happiness, give him economic prosperity such that he should have nothing else to do but sleep, eat cakes, and busy himself with the continuation of the species, and even then, out of sheer ingratitude, sheer spite, man would play you some nasty trick."

People need to be busy. They need challenge. Most people (perhaps 98%...) are not creative. **Creativity is rare. Most people don't even have hobbies.** I think the only thing that keeps people sane and peaceful is the fact they've got a 9-5 job. Take that away and I see no limit to the destructive possibilities we'd see. Universal Basic Income doesn't even begin to address this problem.

I think we're all surprised that the industries expected to face challenges first are the knowledge & creative sectors. Illustrators, copywriters and photographers will be affected for sure. **If they don't get outright replaced then their involvement in the creative pipeline will be massively reduced.** We've seen demo's of legal software that, by using big data, are able to plan legal strategies and can do a better job than most human lawyers.

It's all very cool but terrifying at the same time

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

I don't think there'll be much human creativity left. I know most don't think this, but I think that's a failure of imagination. It's not what these A.I. models are capable of right now that's concerning. It's the rate of improvement. Six months ago **Midjourney** could barely put together a coherent image. Today the results are indistinguishable from real photographs. **ChatGPT** is replacing entry & mid-level staff in a variety of industries and improving at an exponential rate. Now extrapolate all this by 2 years, then 5, then 20. **There's no limit to this.**

In terms of creative potential, I hear a lot of people say (including intellectuals like Noam Chomsky) that since these A.I. models use existing data they can't come up with something truly new. **That's false & comes from a misunderstanding of how creativity works.**

The way most people think of creativity is something akin to a miracle: you experiment & poof... something new appears, seemingly from nowhere. That's an illusion. **In reality, we're leveraging our past experiences, knowledge and memories and joining two or more things together to create a new combination that looks like something new.**

Well, that's **exactly what these A.I. models are doing**, except they've got the entire corpus of human creative output to leverage and they can produce hyper-real results in mere minutes instead of days or weeks.

I'm fairly confident (actually, make that absolutely certain) that fairly soon these **A.I. models will be able to create and invent in all fields in ways humans could never dream of.** In fact, it won't even be within human capacity to know how the A.I. tools are doing it. That's already true of A.I. based MRI tools.



Mathew Colin Prentice (Cont.)

FOUNDER | DESIGN DIRECTOR

SINGAPORE, SINGAPORE | EIGHTFOUR

In terms of intuition, I had a discussion with my uncle recently who's one of the most acclaimed wine-tasters/writers in the world and he asked me how A.I. could potentially do what he's doing. I think it's fair to say that A.I. would find it difficult to describe the taste of a brand new wine... Though I could maybe I'm wrong about that too.

Has the agency worked with any cool AI technologies in its latest projects?

Absolutely. I'm not going to mention exact projects but we've been having a great time producing concept art and pitch visuals with **MidJourney**, which is nothing short of miraculous. For proposals and basic copywriting we use **ChatGPT** and our development team uses it to validate code.

What impact do you think AI will have on consumers?

In the short term it'll make them spend a lot more money. The **targeting & personalisation** both online and offline will become ever more sophisticated.

The most exciting thing is the potential it has in **healthcare**. Big data modelling will likely give us access to **an entire universe of new drugs**, treatments and cures which will transform the lives of millions.

Finally, have you ever had a funny experience with AI that you'd like to share?

Funny? No. Ironic, maybe.

My best friend owns a sports supplement business but he's a bit old school, very frugal & hates learning new technology. I introduced him to **ChatGPT** and now he uses it to literally create new products, custom recipes and content posts. Now

he's thinking of firing most of his staff.

I told you it wasn't happy...

“I don't think there'll be much human creativity left. I know most don't think this, but I think that's a failure of imagination. It's not what these A.I. models are capable of right now that's concerning.”



Jennifer Richey

CO-FOUNDER & CHIEF STRATEGY OFFICER

SPOKANE, UNITED STATES | GRAVITY JACK

What's your general take on AI?

There is a ton of promising things that AI can bring to the table in terms of streamlining processes. AI can automate the process of creating AR and VR content. For example, **AI can be used to enhance 3D models**, textures, and animations, or assist in the improvement of AR/VR tasks such as object recognition, scene segmentation, and image processing.

In terms of challenges, I think AI will have to prove to the consumer that it can be reliable in terms of **security and privacy**. The technology is so new and advancing at an incredible clip, that we just aren't sure how the larger companies are going to protect their consumers.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

Similar to augmented reality technology, AI has the ability to analyze complex problems and provide with humans with simple solutions. Pairing these two technologies will have **the ability to free up alternate avenues of creativity for humans**.

Has the agency worked with any cool AI technologies in its latest projects?

At Gravity Jack we actually have our own technology called **Adroit** that uses AI and machine learning to scan and recognize real-world objects to display augmented reality content. Adroit allows objects to be recognized with increased accuracy which in turn **improves the accuracy of the AR content** placed alongside it.

Additionally, we developed an application for the **United States Department of Defense** that allowed service members to scan parts of detonated IED's using computer vision where it then utilized machine learning to reference the parts against multiple databases to return actionable intel on who the bomb maker was at a rapid speed. Our application reduced the forensics intel from weeks to just hours.

What impact do you think AI will

have on consumers?

The hopeful goal of AI on **consumers** is to find and deliver exactly what they are looking for in a faster more seamless fashion. As AI learns consumer trends, the content and recommendations should become almost flawless.

Finally, have you ever had a funny experience with AI that you'd like to share?

I honestly think that the way some of the movies have portrayed AI over the years has cracked me up. It's funny looking back at movies from the 80s and seeing what they thought the future would look like. On one hand, it feels like we should be further along than this, on the other hand, I almost want to say "Slow down!"

"Pairing these two technologies will have the ability to free up alternate avenues of creativity for humans."



Emanuel Loborec

DESIGNER

ZAGREB, CROATIA | INFINUM

What's your general take on AI?

It is incredibly exciting to witness the latest developments in artificial intelligence, primarily because **it is becoming increasingly useful to us**. AI is finally at a stage where it can assist us in overcoming daily challenges and be seamlessly integrated into our workflows.

However, I believe **we have only scratched the surface of AI's potential** and its greatest possibilities are yet to be discovered. In the meantime, I expect we will experience "spikes" in AI development that will garner widespread attention. As the technology advances, its applications will likely become more specialized and ingrained into our everyday lives that the mere presence of AI will be less remarkable.

AI is now "the next big thing". For example, we can compare it to the **Internet of Things (IoT)**. In the early days of IoT, any new device with internet connectivity prominently highlighted that feature. Today, no one discusses a fridge or a car that connects to their phone, and yet it is fairly normal to use such functionalities.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

At the stage where it is now, AI can have a **significant positive impact on our efficiency**. We can use AI assistance to accelerate the ideation process by delegating certain tasks to it. For example, AI's image generation capabilities enable us to create mood boards or previews of illustrations and save the time we'd spend sketching them ourselves. However, **it is still our responsibility to apply experience and expertise in making informed decisions** about what is useful for a project's needs and what is not.

While UI kits can be easily used to create UI previews, experienced product designers are still

needed to maximize their potential and address real user needs.

However, AI capabilities will grow over time and as the quality of its outputs improves, there is a concern that people will start to lean on it too much at the expense of our own creativity. **When we use AI tools, we find ourselves less in the role of a creator, and more of an editor or reviewer.**

While this is a reasonable concern, we shouldn't underestimate the power of our innate creativity and limit it to performing specific tasks, for example producing images. **We are still in the early stages of our co-existence with AI**, and have yet to discover the full possibilities of human-machine interaction. **Creativity comes in many shapes and forms**, and maybe in the future we will exercise it in ways we can't envision yet, ones that **include AI as a co-creator.**

Has the agency worked with any cool AI technologies in its latest projects?

We recently experimented with several image-generating tools to explore the visual directions for a new product. The experience was particularly interesting because the outcomes produced by **AI-driven tools were significantly different from the results we would typically obtain through internet research**. This is a blessing and a curse because while these unique perspectives can inspire innovative design concepts, they may also generate ideas that deviate too much from what we need.

In addition, **we employed AI-powered chatbots to help brainstorm questions and discussion points for the discovery process**. The chatbots proved to be useful here since they offered seemingly unbiased overviews and well-established rundowns that helped us not miss something.



Emanuel Loborec (Cont.)

DESIGNER

ZAGREB, CROATIA | INFINUM

What impact do you think AI will have on consumers?

I'm certain **AI will bring significant advancements to the customer experience.** As I mentioned earlier, AI will become **increasingly integrated into our routines**, enhancing them in various ways. For instance, rather than relying solely on humans for customer support, AI can play a very efficient role in this area. **AI chatbots and virtual assistants** will continue to evolve, providing faster and more effective customer service.

Furthermore, I believe AI will help us develop software and create digital experiences more rapidly and effortlessly. As a result, we will be able to present the users with more refined and personalized experiences with the same amount of effort.

Finally, have you ever had a funny experience with AI that you'd like to share?

We gave **ChatGPT** a try in coming up with a process for recruiting new designers. Surprisingly, the result was remarkably similar to our current process. At that point, we were no longer sure whether to feel very good about ourselves or suspicious about ChatGPT's abilities.

Also, when I was writing these answers, I wanted to consult ChatGPT for assistance, but their systems were too busy at that moment!

“The experience was particularly interesting because the outcomes produced by AI-driven tools were significantly different from the results we would typically obtain through internet research.”



Sebastian Lyner

VP COMMERCIAL DIRECTOR

NEW YORK CITY, UNITED STATES | **EMPLICIT**

What's your general take on AI?

AI is in the headlines all the time, but we feel that AI achieving its full potential in the areas we read about is still a few years away. However, the immediate impact of all this attention shows **an increase in people's willingness to test new technologies** and invest in refining and evolving them, effectively shortening the time before AI's full potential can be unleashed. That isn't to say that there aren't already immediate uses for AI (customer service, for example). In the past, chatbots needed extensive programming, but AI is enabling them to be trained without significant investment in manual input. The result is a **much better customer experience** and issues are resolved before the customer gets frustrated and leaves a bad review, or an (expensive) human has to intervene. Customer service AI applications will improve over time as these AI tools learn based on the results. Another practical use today includes on-site search for ecommerce websites, which learns to **predict searches and suggest** which products will appeal most to users based on past consumer behavior.

This reliance on training is both the benefit and limitation of current AI. **With the right input, given in multiple stages, AI can produce some impressive content.** However, as of now, it can't create new ideas or its own strategic thoughts. This is because it simply learns from, some might say "rehashes," the data that is already out there. AI is great for giving you background on a topic, getting you started, or refining what you've created, all of which can save time and effort. **But AI can't generate concepts from scratch yet.**

One possible way to challenge this limitation is to integrate AI with multiple data sources such as tools that monitor consumer trends, keyword shifts, shopping behavior, and competitive data. Given the right training, AI tools should be able to draw conclusions and make recommendations.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

If we aren't proactive, AI could negatively impact both, but that's on us to prevent. **The hope is AI will take over the everyday tasks that drain our time and creativity.** For example, instead of compromising with stock imagery, you will be able to commission custom images that match the brief perfectly. Properly adopting AI should give us more time to conduct research into emerging trends, assess data to determine which information best solves customer needs, and create innovative strategies. **Creativity and intuition will be more needed than ever** because AI can't know what you need without clear and detailed information, so the use of prompts and training will become a creative art in itself. It's similar to how the same camera in an expert's hand versus a novice's will produce completely different results (and the camera can't achieve anything without an operator). Of course, some creative industries such as photography, will likely feel an impact, but who is to say that photographers won't still be the ones expertly creating visual deliverables, just in new ways?

Has the agency worked with any cool AI technologies in its latest projects?

Last year, before AI for copywriting was in the mainstream news as it is today, we had over 25 service pages to write for a website on a very tight timeline. One of our copywriters used **Copy.ai** to complete them in a couple days. He edited them to ensure their accuracy, but amazingly only had to make a handful of tweaks to each one.

We have also used AI-based marketing tools, such as **Skai**.



Sebastian Lyner (Cont.)

VP COMMERCIAL DIRECTOR

NEW YORK CITY, UNITED STATES | EMLPLICIT

io, to control real-time bidding on keywords and optimize media through increasing efficiencies and returns, on a scale and speed that is difficult to achieve without significant human investment.

What impact do you think AI will have on consumers?

We ultimately think **AI will help us better connect with consumers**. For example, if an AI platform can familiarize itself with your target audience(s) over time, it will provide more detailed insights into their behaviors and what makes them tick, so we can better address their needs. This impacts the brands, but also consumers. They just wouldn't know it!

Finally, have you ever had a funny experience with AI that you'd like to share?

Many are NSFW, which is another reason we can't solely depend on AI!

A popular AI tool we tested wrote a wonderful, detailed product description for a baby product, but one of the benefit bullet points would have made mothers cringe. It commented on how the product can make babies taste better.

We have been saying internally that as soon as AI can reproduce human hands accurately and not with 6 fingers or 2 thumbs, then we'll be 100% sold on its practicality. Until then we'll continue to use it with careful controls in place.

“If we aren't proactive, AI could negatively impact both, but that's on us to prevent. The hope is AI will take over the everyday tasks that drain our time and creativity.”



Adrien Pin

CO-FOUNDER - NEW BUSINESS AND STRATEGY DIRECTOR

PARIS, FRANCE | MERCI-MICHEL

What's your general take on AI?

I think like everyone who works in digital creation and communication, AI has been the hot topic for months now. We cannot ignore the fact that **it is improving really fast**, every week sees a new AI-based tool or technique.

I would say that this is very exciting and scary at the same time.

Exciting because it is obviously very powerful and it completely changes the field of possibilities. I started using **DeepL translator** 2 years ago, which is a great AI-based translator tool. Now we use **chatGPT** to help us brainstorm or to create copywriting, our developers use it along with co-pilot, to code faster or to help them solve some small coding issues and we also work with **MidJourney** to generate images for inspiration and mood boards. And this is just the beginning I guess...

On the other hand, it's a bit scary because it's going so fast and we don't know where it will end. Of course, like any other technological advance, there are always questions and fears: will people lose their jobs? Will AI ever control our economy and more? I'm not one to reject this type of technology out of fear, but **we need to think about what we want to do with it**, because we need to keep control over AI and it must serve humankind at a greater level, **not just for big money purposes**.

I don't agree with the fact that the data needed to feed and train AI can be stolen from artists and other people who have not given their consent and who are not paid in return. There is a huge **copyright issue** here, that I hope the law will regulate quickly.

Also, it raises other philosophical questions: if anyone can achieve great intellectual, scientific or creative work at ease, what does talent and work mean anymore? Of course most AI tools are still tools, and for now they require a human input that has a strategy and ideas to achieve a specific goal,

but when you see what Stanford and Google researchers have recently worked on with "generative agents", SciFi is very close to being a reality.

Anyway, **the race is on** and we will see more and more breathtaking applications of AI in the months and years to come...

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

I think AI can further democratize creativity (in the sense of creating) and allow people with ideas and drive **to bridge technical gaps**. Basically, you can create text and stories, images, animations and programs, without having spent years learning and training, so sky's the limit. I don't know if that's a good thing in every way, but I think that's what's coming. So maybe we'll see more and more single designers competing with traditional companies and agencies?

That being said, **without ideas and will, AI can't do much for you**. The human brain is what drives this technology, so I believe we can still be more creative and disruptive than the machines.

Has the agency worked with any cool AI technologies in its latest projects?

Mostly chatGPT and MidJourney to help during the ideation process, but they are just helpers.

So for now at least, what we produce for our clients is created by real humans and the use of AI is minor :).



Adrien Pin (Cont.)

CO-FOUNDER - NEW BUSINESS AND STRATEGY DIRECTOR

PARIS, FRANCE | MERCI-MICHEL

What impact do you think AI will have on consumers?

AI can empower the consumer. It can bring more **personalization** to products, services and marketing, by adapting to your personality and interactions in a way that we've never seen so far. It can also help consumers to be better informed in their choices, by better understanding what and how they consume. Some people will take advantage of AI and some others will reject it and that can create a technological gap. Of course, the question of **personal data** and privacy will become even more important than it already is...

Finally, have you ever had a funny experience with AI that you'd like to share?

Imagine if all my answers to this interview were generated by AI :)? I guess you'll never know - just kidding. I have a story about humor, we have a dedicated channel on the company's Discord which is dedicated to puns. We ask the others to guess the name of a famous person that has been transformed with a stupid pun. This makes us laugh a lot. Once I tried to generate puns of that type with chatGPT and the result was disastrous, not funny at all. This reassured me, there are still areas where AI is not ready to replace us :).

“That being said, without ideas and will, AI can't do much for you. The human brain is what drives this technology, so I believe we can still be more creative and disruptive than the machines.”



Kwao Fred

BRAND IDENTITY AND UI/UX DESIGNER

ACCRA, GHANA | SCOLPTRE

What's your general take on AI?

Since the invention of the internet, technology has seen massive developments. By and large, these advancements have made life easier- communication, mobility, governance and more. The talk of today is now Artificial Intelligence. Not just a talk for that matter, but the nascent tech has massive potential to upend many practices, especially in the creativity space. **Just like any new development, we (humans) have the power to define the trajectory it takes, whether for good or bad.** On the good side, AI can improve lives in many ways. It certainly increases efficiency by reducing time spent on tasks, especially those routine ones. It also **gives creatives new tools to create and modify contents.**

There are downsides to this tech which has been of grave concern for many. **Issues relating to unemployment, responsible and ethical usage,** among others.

As said earlier, we have the ability to guide AI to its harmless use and I hope that will be the case.

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

In the interactive industry, I really believe **AI is going to be a massive enabler,** giving creatives more tools to augment their works. The tech easily passes as a creative assistant for me, where it can set the direction and gather as many ideas as possible for a project in a very short time frame.

Also, it is very common place for us in the interactive industry to have creative burnouts. In such instances, **we can definitely rely on AI tools to come up with suggestions** or look out for all probable angles to tackle a particular project. The alarm bells should not be ignored totally, certainly AI will shake up work as we are accustomed to, but in the end, I believe the ability of **humans** to garner unique insights and the intuition brought to use in the creative process will not be killed.

Has the agency worked with any cool AI technologies in its latest projects?

Yes, we have utilized AI in a few recent initiatives, including those involving research, ideation, and design, among other things. For most of my **ideation and project structuring,** I primarily

use **Notion AI.** This feature uses machine learning algorithms to assist me in better managing and organizing my information. Based on the content that I produce and save inside my Notion workspace, it can propose tags, categories, and even pages. Notion AI can also be employed to **automate specific tasks, including setting up reminders or making to-do lists based on my preferences.** I benefit from this by staying organized and concentrated on my most crucial tasks.

What impact do you think AI will have on consumers?

Whenever people are making decisions on which product or service to buy, they definitely would want to cut through the noise, hence their decisions are informed by the information they have. Some tend to listen to people closer to them, use review sites and yeah, there are definitely impulse buyers.

With the introduction and surge of AI, **these people can now know more about what they are purchasing in a very convenient way.** Insights and data based on data analysis can help them get rightly what's being sought after. So essentially, improved decision making on the side of consumers.

Finally, have you ever had a funny experience with AI that you'd like to share?

Yes I had some funny moments with AI when the systems misread my text input in **Midjourney,** it made a comical misunderstandings and produced a result I never expected, I was amazed and instantly laughed. This was my amusing experience. I discovered that my input was not exact, which prevented me from receiving the desired outcomes.

That led me to learn how to structure command input in Midjourney.

Overall, even though AI is a strong technology with lots of useful applications, it can also be amusing and entertaining in unexpected ways.



Jorie Einarsen

GRAPHIC DESIGNER

LONDON, UNITED KINGDOM | MONOPO

What's your general take on AI?

AI for me is a **tool to aid creativity which sparks a lot of curiosity** within me. Tools like **MidJourney**, a text to image based AI software, really challenged the way I talk about my creative concepts – for example I started with vague creative prompts which didn't produce exactly the results I wanted, which then pushed me to be concise, specific and think broadly about my creative needs.

However, the **tangible human craft can never be replaced fully.**

When considering the interactive industry, how do you think AI will impact the role of human creativity and intuition?

Human creativity will always need humans. There is an anxiety that traditional means of creativity will cease and be replaced with AI software, which **I don't believe will happen.** When I'm creating concepts, designs or illustrations, **I always start in my sketchbook.** For me it's the fastest, most organic and accurate way to bring out the ideas in my head. AI could never replace this in the same way that other digital art tools haven't, but **AI can help us illustrate our ideas more efficiently.**

Has the agency worked with any cool AI technologies in its latest projects?

We're exploring AI technologies daily! Some AI technologies work, some of course do not. One internal facing example is with our creative concepting. Placeholder imagery or text can be AI generated by us to try and help convey our ideas better than any stock footage or 'Lorem Ipsum' ever could. **It helps us to execute our concepts more efficiently on a daily basis.**

Another more client-based example (soon to be released) is a new project where we're actively using **MidJourney** as a creative tool to help us conceive and produce a complex narrative and visual universe. Of course as new tools explode onto the scene, we'll always be open about their impact on our lives.

What impact do you think AI will have on consumers?

It's impossible to know right now, and **it's a question which opens up a whole load more of questions!** Many consumers may not notice, or even care. In the hope that AI will live alongside organic processes peacefully, **new technologies could push the boundaries of creativity in the world around us.**

Finally, have you ever had a funny experience with AI that you'd like to share?

For Christmas cards this year, I asked **ChatGPT** to write a holiday themed John Keates poem. The poems turned out weird and quirky which was funny for my friends and family. It didn't save me any time and I should've just written 'Happy Holidays' instead to spare me the stress, but at least it made us laugh!

I'm also feeling nostalgia for the wonky and surreal explorations MidJourney created in its early release days – how long until we start creating AI filters for that aesthetic?

“However, the tangible human craft can never be replaced fully.”

■ Thank you for taking part

It is inspiring to see how agencies of diverse cultures and backgrounds are leveraging AI to transform their business. Moreover, AI-based solutions have led to the development of new technologies, processes, products, and services. While this has presented opportunities for creative development, it has also brought new risks and ethical considerations. Concerns about privacy and security have arisen with the rapidly evolving AI ecosystem, requiring careful handling of data to ensure their protection.

This report has provided a broader view to identify some of the emergent strategies and uses of AI. Now, we can look to the future by asking ourselves these essential questions:

- Can AI be trained to produce original, creative ideas that stand out in a crowded advertising landscape?
- How will AI change the way ads are targeted and delivered to consumers, and what impact will this have on the industry as a whole?
- What new roles will emerge in teams as AI becomes more prevalent in the workplace, and how can we ensure these roles are filled by multi-disciplinary talents with the right mix of skills?
- How will AI affect the future of user experience design and website/app development, and what new opportunities and challenges will arise as a result?
- What are the implications of AI for the copyright and ownership of creative works, and how can we ensure that artists and creatives are fairly compensated for their work?

We extend our deepest gratitude to all the participants who generously shared their experiences and insights. As we continue to navigate this time of transition in the industry, it is by sharing our learnings that we can collectively drive progress and innovation.

#AI

#ARTIFICIALINTELLIGENCE

#AGENCYINNOVATION

TIA



“ The impact of artificial intelligence on the creative field is profound and far-reaching... ”

#AI #ARTIFICIALINTELLIGENCE #AGENCYINNOVATION

