HOW CAN AI BE A CREATIVE PARTNER FOR PR

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Who here uses technological tools in their creative process?



Who here uses a thesaurus? Spellchecker? Grammarly? Pinterest? Google for associations?



CONTENT

DALL·E 2

Part 1:
Concept art &
visual communication
generation



Part 2:
Text generation

PART 1:
CONCEPT ART & VISUAL COMMUNICATION

BEAUTIFUL & DIVERSE ART WORK IN SECONDS













https://labs.openai.com
https://huggingface.co/spaces/stabilityai/stable-diffusion

DALL-E 2 & STABLE DIFFUSION

an renaissance painting of a squirrel giving a talk about artificial intelligence, by Sandro Botticelli

Generate



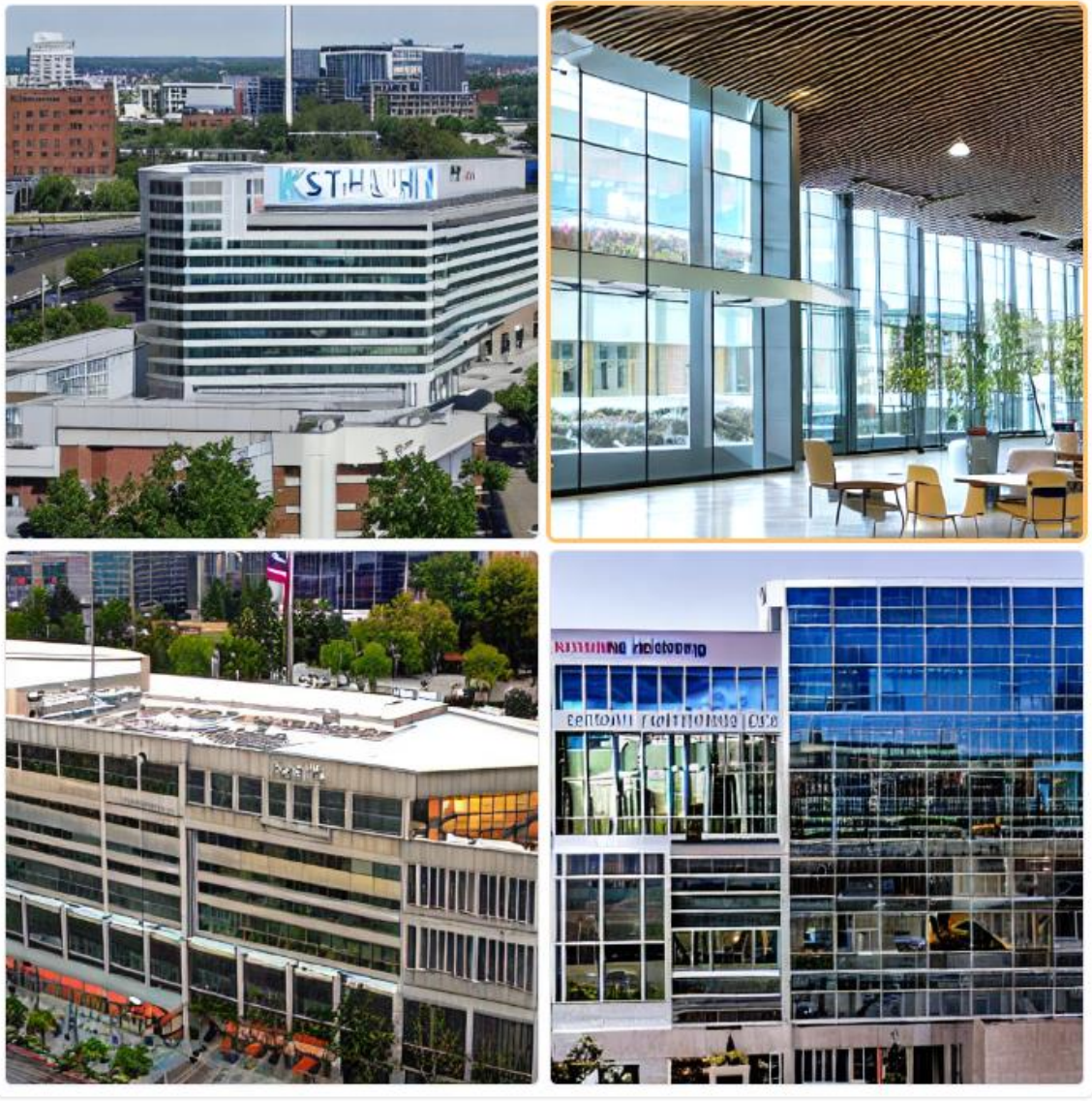



https://labs.openai.com/ & https://huggingface.co/spaces/stabilityai/stable-diffusion

“TRENDING ON ARTSTATION, 4K”

photorealistic full shot photograph of Ketchum Marketing headquarters

Generate image



photorealistic full shot photograph of Ketchum Marketing headquarters, trer

Generate image



Druk op Esc om het volledige scherm te sluiten

Brought to you by...
dallery.gallery

Version 1.01
July 14, 2022

DALL·E 2 prompt book

Emotional prompt words

dall·ery gall·ery



Positive mood, low energy 😌
light, peaceful, calm, serene, soothing, relaxed, placid, comforting, cosy, tranquil, quiet, pastel, delicate, graceful, subtle, balmy, mild, ethereal, elegant, tender, soft, light



Positive mood, high energy 🤩
bright, vibrant, dynamic, spirited, vivid, lively, energetic, colorful, joyful, romantic, expressive, bright, rich, kaleidoscopic, psychedelic, saturated, ecstatic, brash, exciting, passionate, hot



Negative mood, low energy 😟
muted, bleak, funereal, somber, melancholic, mournful, gloomy, dismal, sad, pale, washed-out, desaturated, grey, subdued, dull, dreary, depressing, weary, tired



Negative mood, high energy 😱
dark, ominous, threatening, haunting, forbidding, gloomy, stormy, doom, apocalyptic, sinister, shadowy, ghostly, unnerving, harrowing, dreadful, frightful, shocking, terror, hideous, ghastly, terrifying

dall·ery gall·ery

Looks, vibes, -punks, -waves

😍 Check out this huge list!



Vaporwave: neon, pink, blue, geometric, futuristic, '80s.



Post-apocalyptic: grey, desolate, stormy, fire, decay



Gothic, fantasy: stone, dark, lush, nature, mist, mystery, angular



Cybernetic, sci-fi: glows, greens, metals, armor, chrome



Steampunk: gold, copper, brass, Victoriana,



Memphis, Memphis Group, 1980s, bold, kitch, colourful, shapes



Dieselpunk, grimy, steel, oil, '50s, mechanised, punk cousin of steampnk



Afrofuturism: futuristic, and African!



Cyberpunk, 1990s, dyed hair, spiky, graphic elements



Biopunk, organic: greens, slimes, plants, futuristic, weird

dall·ery gall·ery

Camera settings + lenses

dall·ery gall·ery



Fast shutter speed, high speed, action photo, 1/1000 sec shutter



Slow shutter speed, 1 sec shutter, long exposure



Bokeh, shallow depth of field, blur, out-of-focus background (via)



Tilt shift photography (via)
Makes a narrow strip in-focus



Motion blur
(Source)



Telephoto lens, Sigma 500mm f/5
Shot from afar, feels 'voyeuristic'



Macro lens, macro photo (source)
Sigma 105mm F2.8 - for small scenes



Wide angle lens, 15mm (source)
Fits more of the scene in the frame

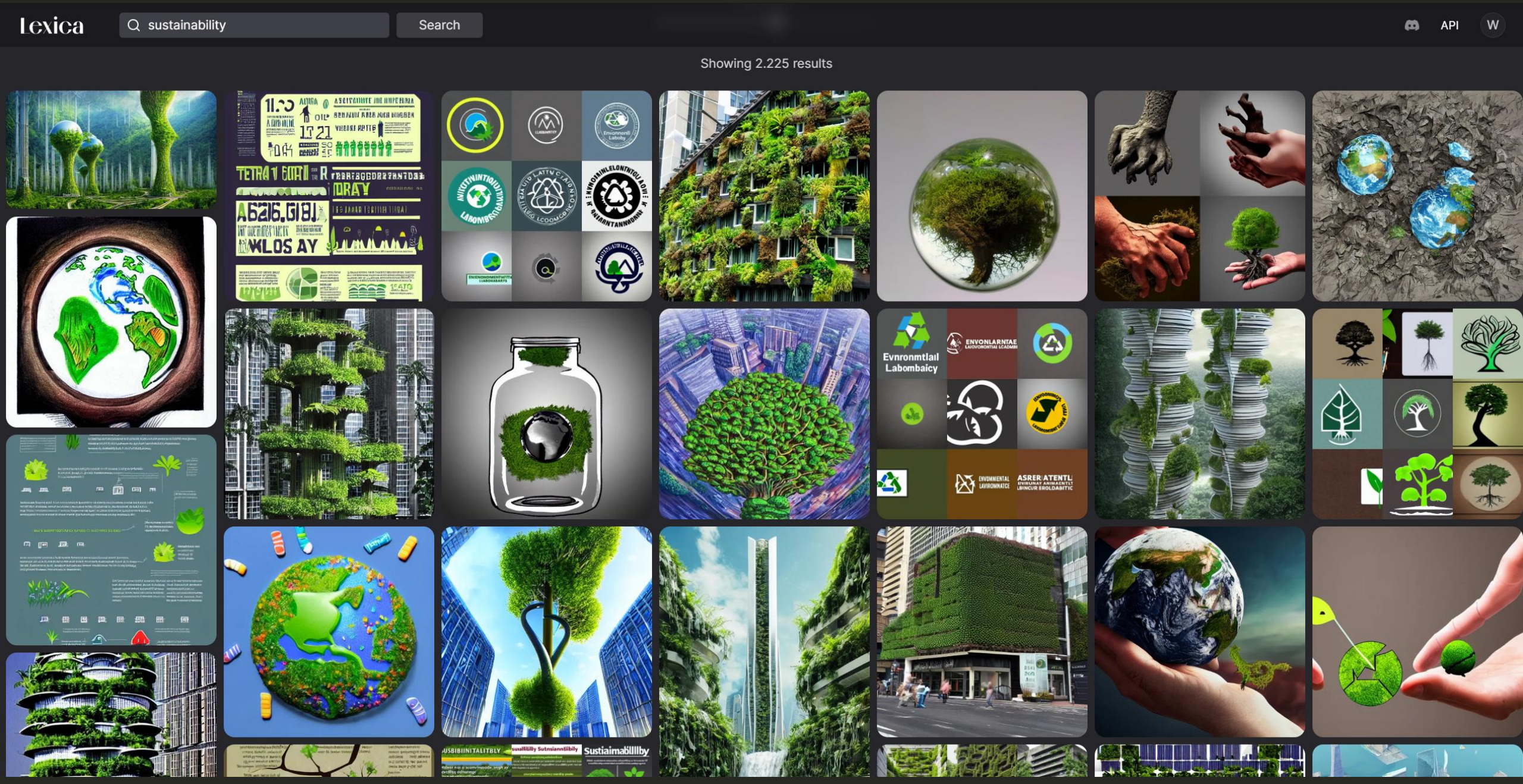


Fish-eye lens: distorts the scene, vv. wide angle, the centre 'bulges'



Deep depth of field, f/22, 35mm
Make all elements sharp

LEXICA: PROMPT SEARCH ENGINE



3 d render of a miniature earth, pascal blanche, surreal, beksinski, high detailed, volumetric lighting, octane render

Generate | Copy prompt

Explore this style >

Seed
2675477215

Guidance scale
7

Dimensions
512 × 512

+ “hand holding an overgrown, lush”

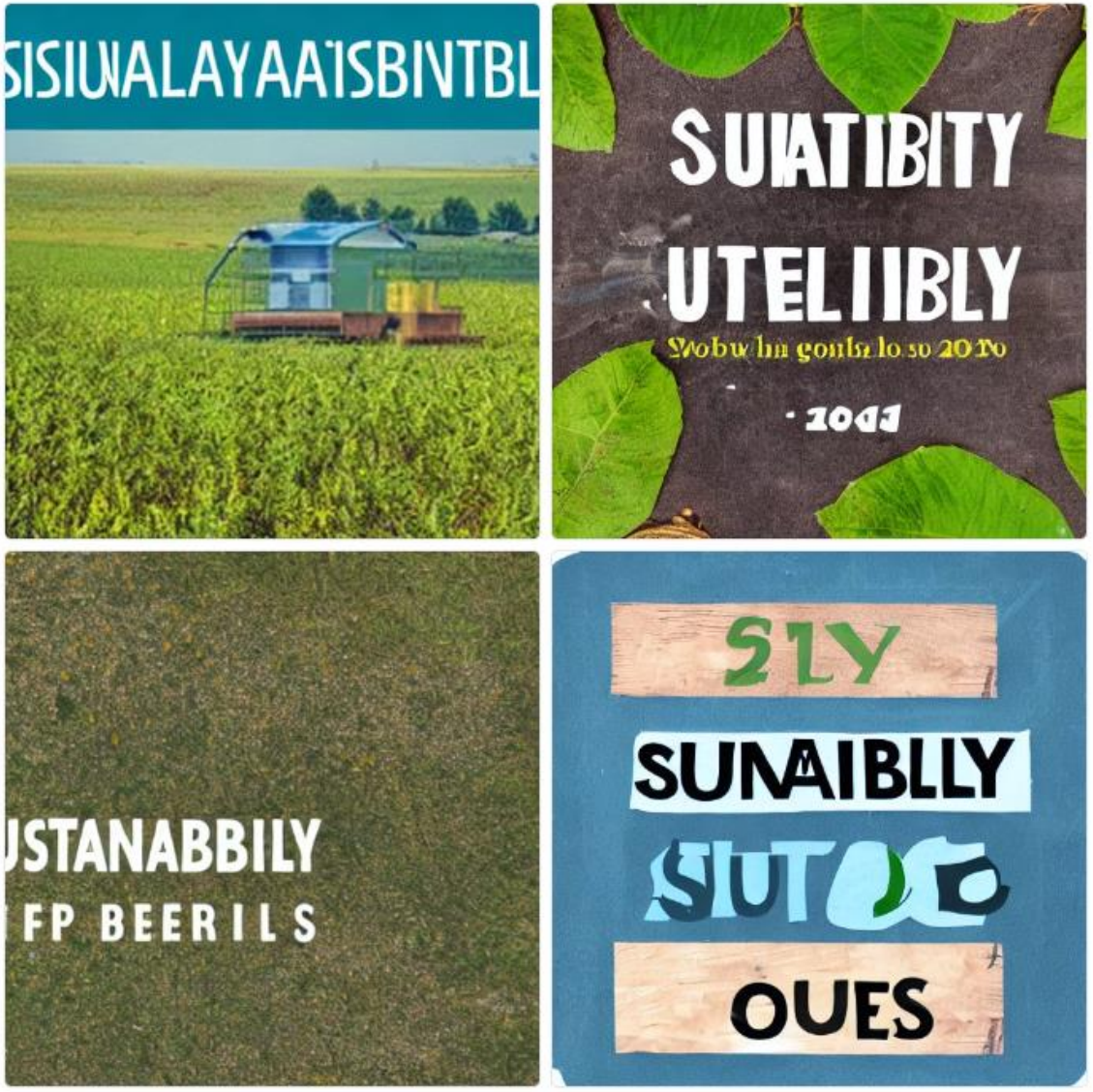




WITHOUT & WITH LEXICA PROMPT WORDS

Sustainability

Generate image

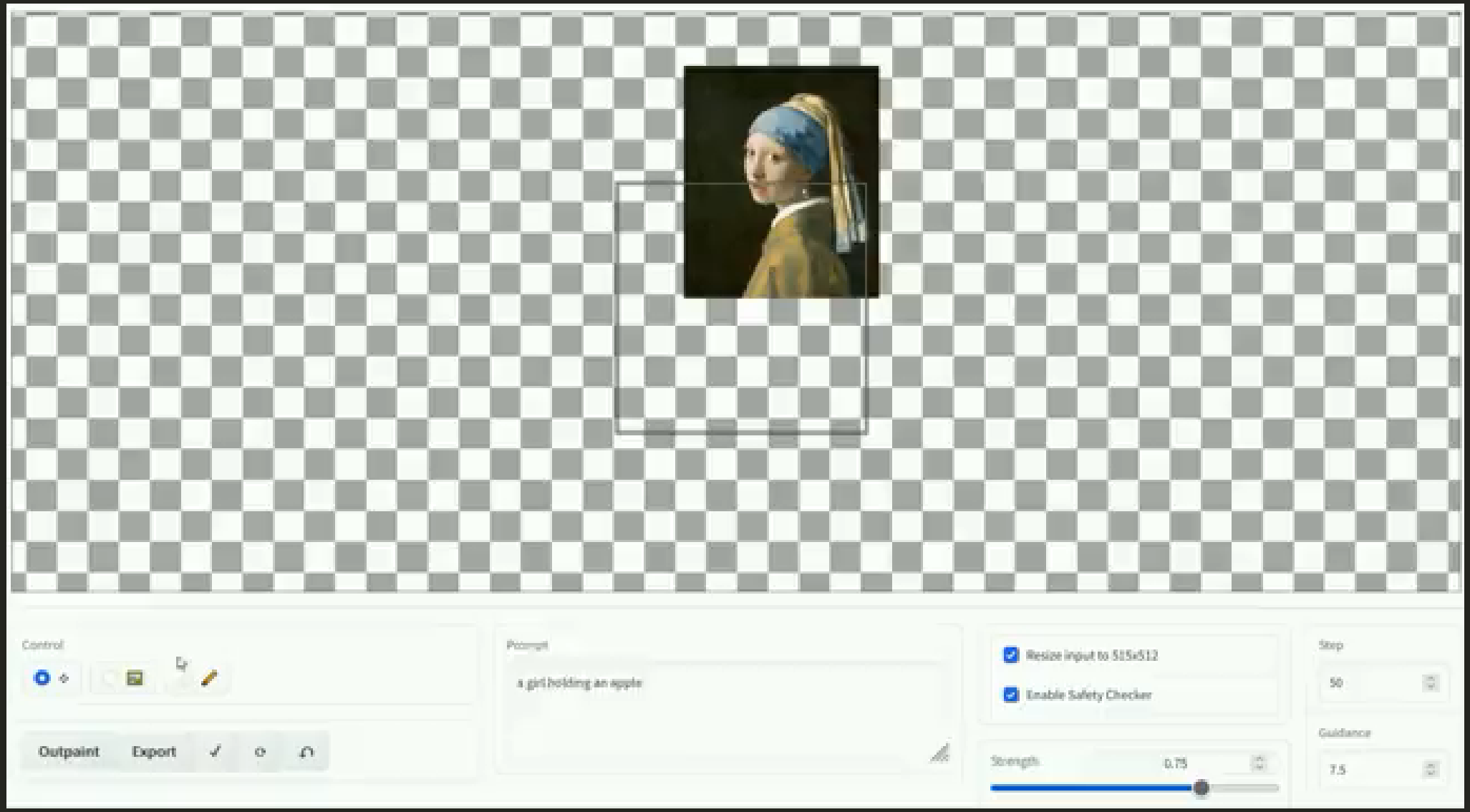


3 d render of hand holding an a overgrown, lush miniature earth, pascal bla

Generate image



OUTPAINTING



https://twitter.com/lkwq007/status/1576078349503373312

OUTPAINTING



https://twitter.com/i/status/1576078349503373312

PHOTOSHOP PLUGIN



https://www.flyingdog.de/sd/

WEB DESIGN PROTOTYPING



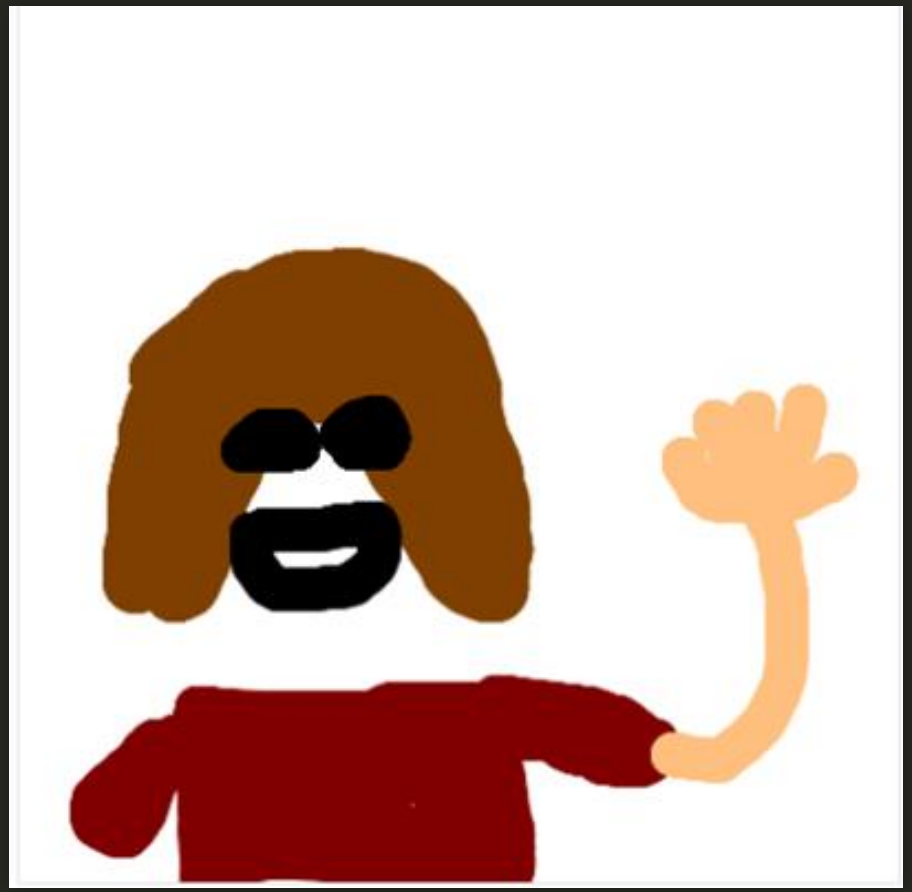
VIDEO EDITING



https://twitter.com/runwayml/status/1568220303808991232
https://twitter.com/runwayml/status/1580183072208977921

BUT WHAT IF WE WANT TO GENERATE VERY SPECIFIC THINGS?

GENERATE FROM SKETCHED COMPOSITION



Emma Watson wearing a red leather jacket
(+Lexica prompt words)

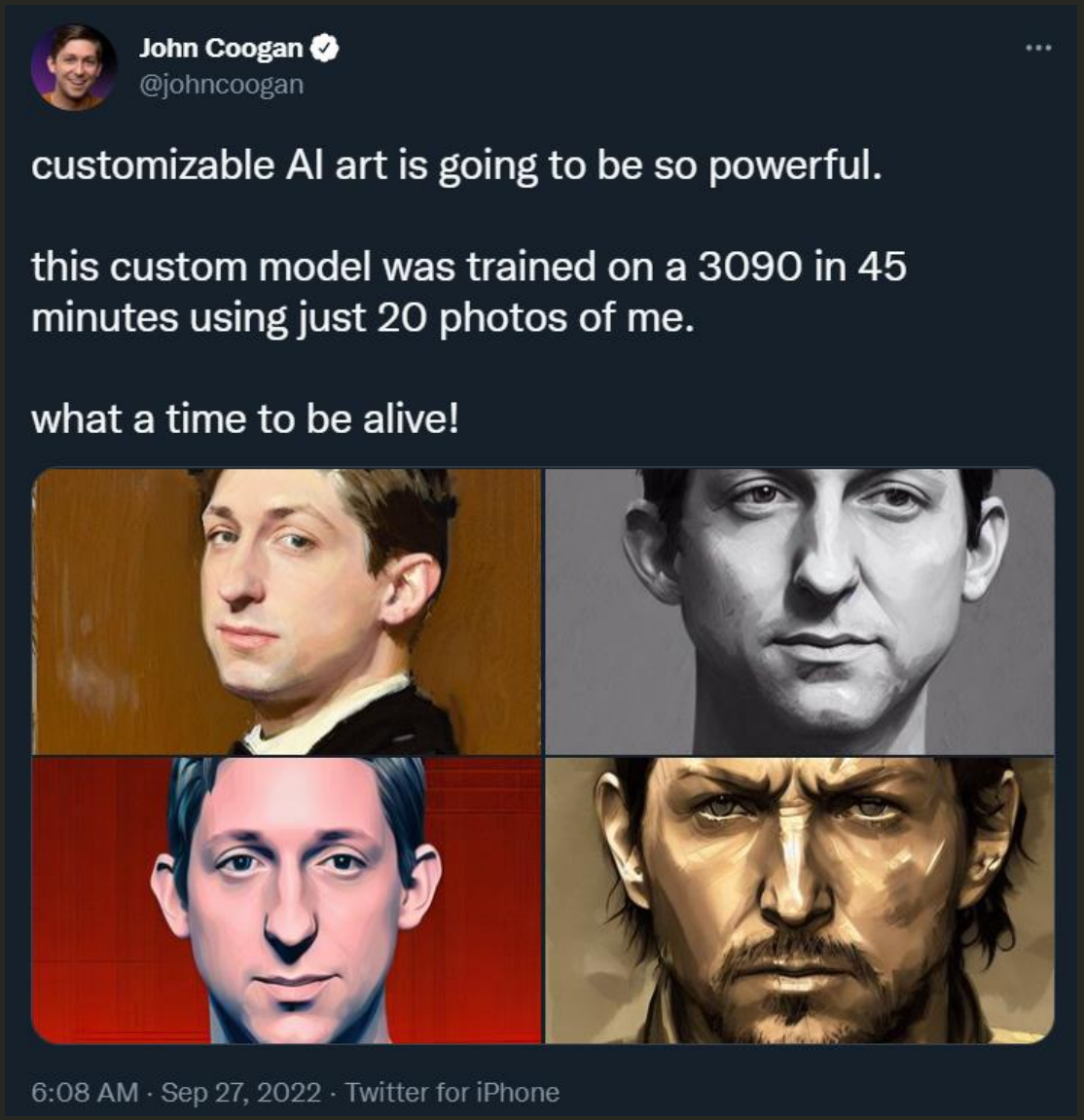


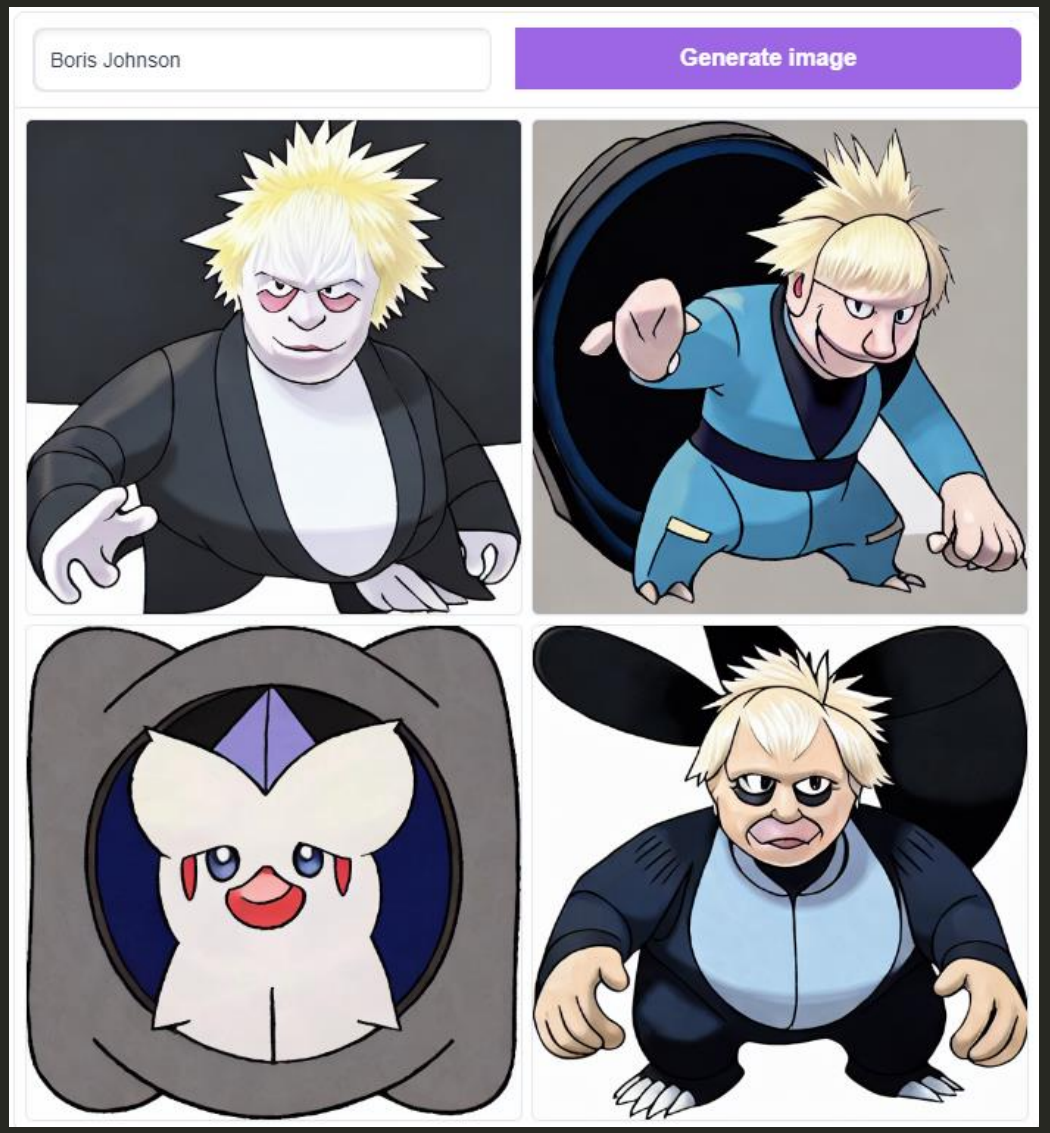
https://huggingface.co/spaces/huggingface-projects/diffuse-the-rest

FINETUNING IMAGE MODELS

(harder, but is getting more and more accessible)

FINETUNE STABLEDIFFUSION ON COUPLE OF PHOTOS





https://huggingface.co/blog/dreambooth

https://huggingface.co/spaces/lambdalabs/text-to-pokemon

TURN PICTURES IN ADVERTISEMENT ART



Training image



StableDiffusion output



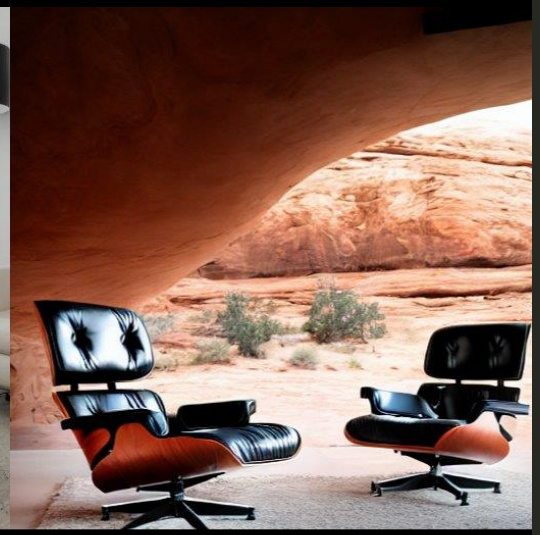
Training image



StableDiffusion output



Training image



StableDiffusion output



Training image



StableDiffusion output

Images source: https://twitter.com/StrangeNative/status/1579848920796377088
Technology: https://huggingface.co/blog/dreambooth

TO GENERATE WHOLE WEDDING PHOTOBOOK



https://twitter.com/DiffusionPics/status/1588860369367453700

ALSO FOR VIDEO

STABLE DIFFUSION INTERPOLATION

Input

prompts

a tree | a seed | a globe

Input prompts, separate each prompt with '|'.

seeds

Random seed, separated with '|' to use different seeds for each of the prompt provided above. Leave blank to randomize the seed.

scheduler

klms

Choose the scheduler

num_inference_steps

50

Number of denoising steps for each image generated from the prompt (minimum: 1; maximum: 500)

guidance_scale

Output



Share | Share on Discord | Download | Report

https://replicate.com/nateraw/stable-diffusion-videos

MAKE-A-VIDEO



A sample video generated by Meta's new AI text-to-video model, Make-A-Video. The text prompt used to create the video was "a teddy bear painting a portrait."
Image: Meta

https://www.theverge.com/2022/9/29/23378210/meta-text-to-video-ai-generation-make-a-video-model-dall-e

BRANDS ALREADY USE THEM

COSMOPOLITAN COVER

https://www.cosmopolitan.com/lifestyle/a40314356/dall-e-2-artificial-intelligence-cover/



False: didn't include prompting

GETTY FEARS COPYRIGHT ISSUES

Getty Says 'No' to AI-Generated Images Because it Doesn't Want Any (More) Copyright Headaches

The image hosting platform joins artist-centric sites and art collectives in putting their foot down on AI images.

By **Kyle Barr** | Published September 21, 2022 | Comments (2) | Alerts



Photo: Wirestock Creators (Shutterstock)

Getty Images is fine with altered photos or artistic images, so long as they were created by

Watch



What Was Your First Screen Name?

Twitter Verification is a Hot Mess

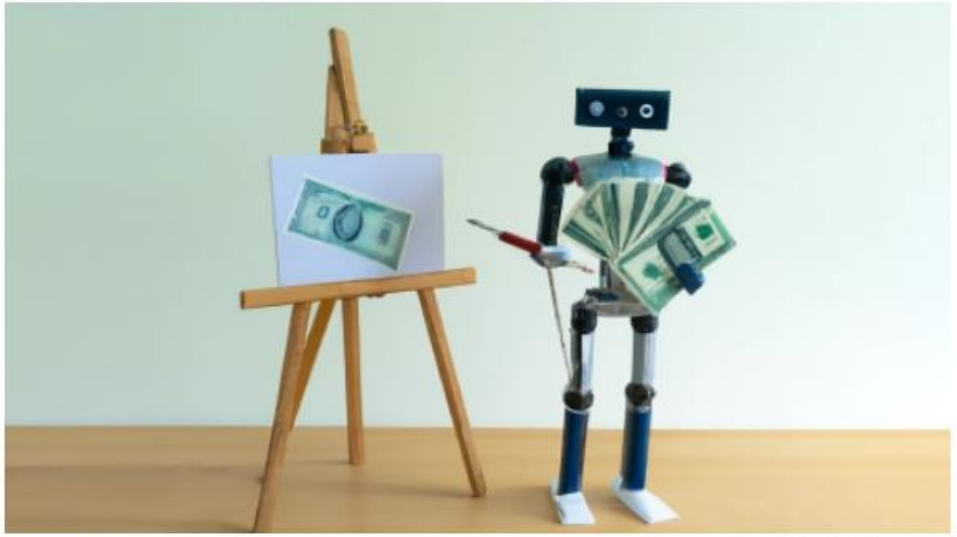
Friday 6:09PM



https://gizmodo.com/getty-ai-art-dall-e-getty-images-ai-art-generators-1849563869

Shutterstock will sell AI images — and compensate artists

Its new “Contributors Fund” will pay creators whose art helped train the AI.



Credit: Freethink / DALL-E 2

By **Kristin Houser**
October 28, 2022

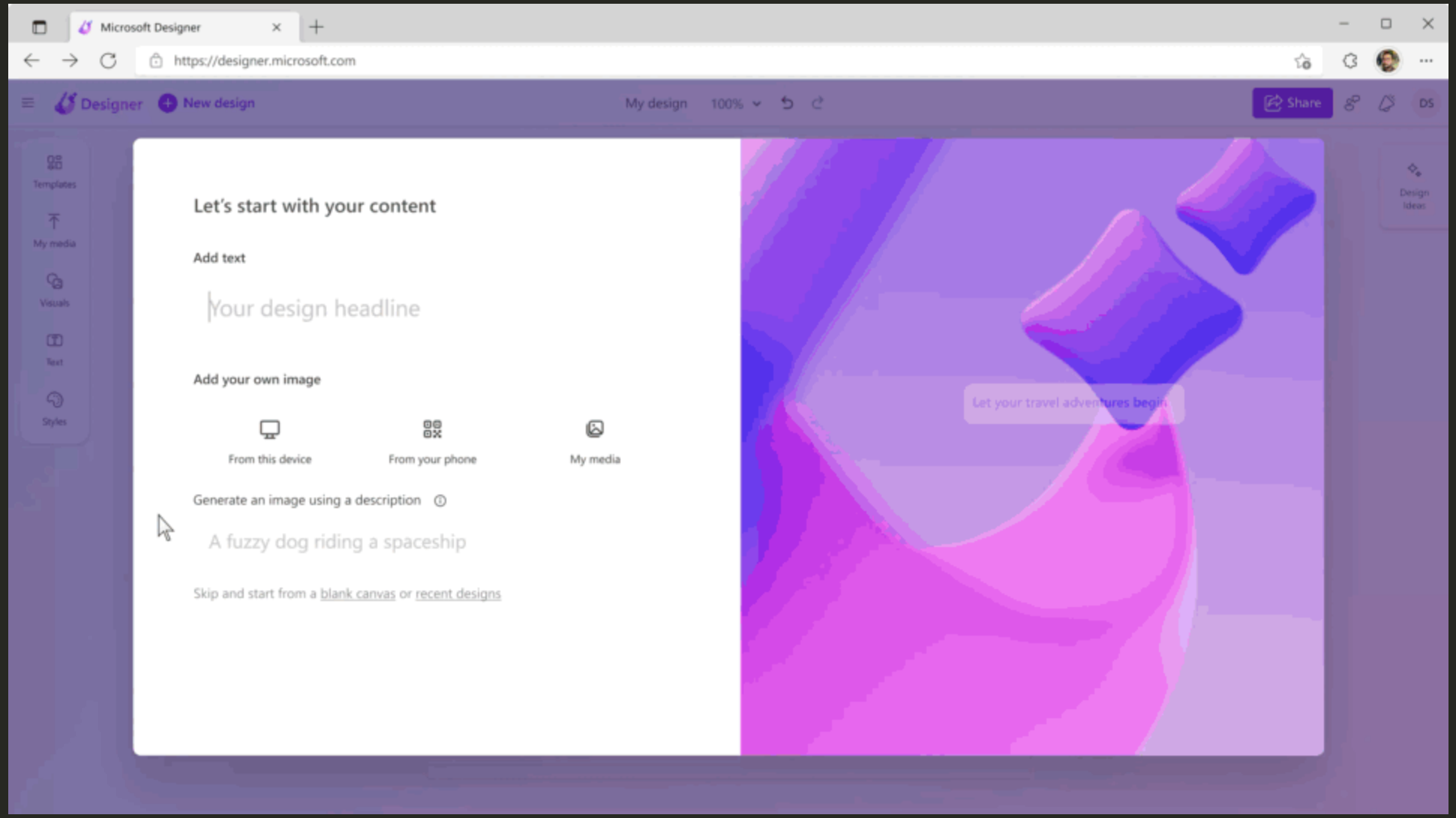
Stock photo giant Shutterstock has announced a plan to make AI-generated images available on its website, while also compensating creators whose art helped train the AI.

Challenges

COEXISTING WITH AI

Fields

MICROSOFT DESIGNER INTEGRATION WITH DALL-E



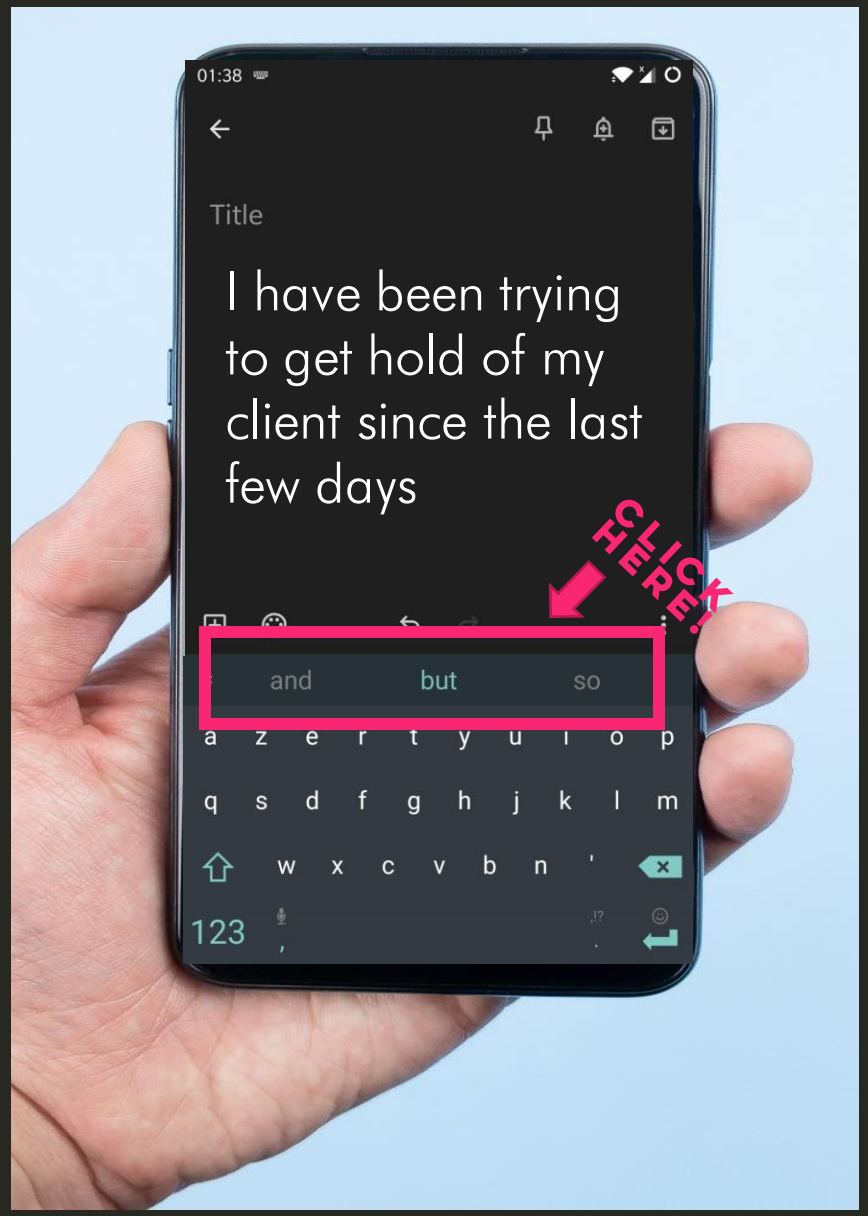
EXERCISE

1. Go to an image generator and try it out for yourself.
    1. The easiest would be https://huggingface.co/spaces/stabilityai/stable-diffusion
    2. But can also use DALL-E 2 by making an account: https://labs.openai.com/
2. Pick a subject *(e.g. an object, a location, a character)* you would like to generate, and then think of any style or style specifiers *(e.g. Vincent van Gogh, trail cam footage, Zelda breath of the wild)*, and enter it into the generator
3. Now look up prompts to improve this generation, by either browsing the prompt book or searching for your prompt words on Lexica
4. Open the same image generator you used in step 1 with the same prompt, but now add extra words you learned from the prompt book or Lexica
5. Compare the two results: which one is better? Can you tweak the words to improve the results more?

Slides available on https://thomaswinters.be/talk/2022ketchum

PART 2:
TEXT GENERATION FOR PR

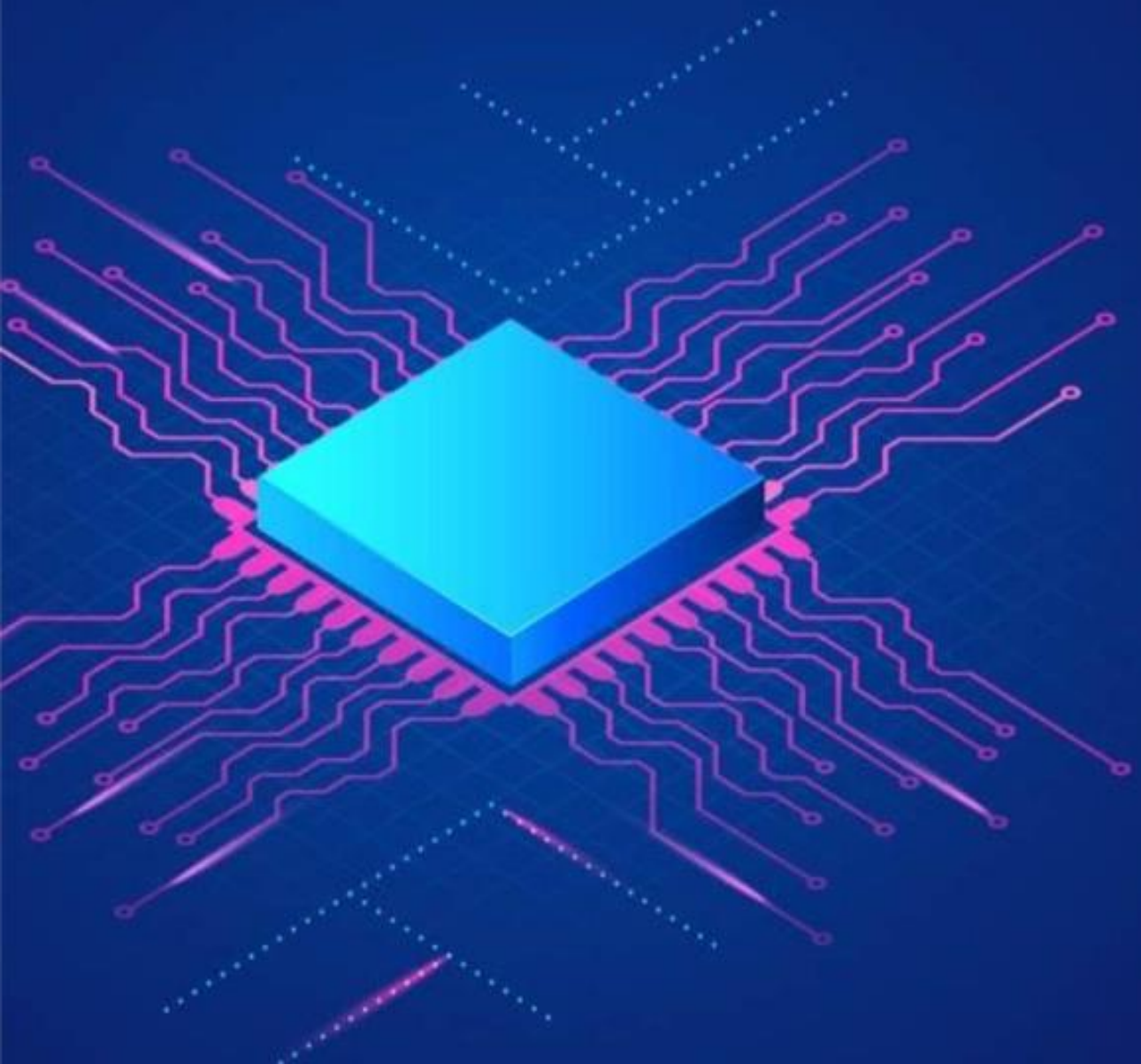
WHAT'S GENERATIVE AI?



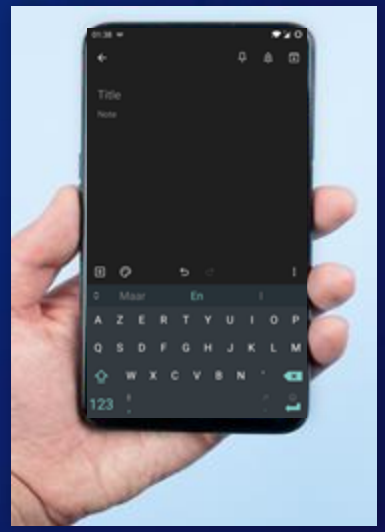
Demo

1. Open your smartphone keyboard
2. Press on any autocomplete word
3. Press 10-20 times
4. You've just generated a sentence using an AI trained to sound similar to you!

Autocomplete counted how often you used certain words after other words in previously typed texts



GPT-3



≈ AUTOCOMPLETE ON STEROIDS



The entire textual internet

Training process of several million $

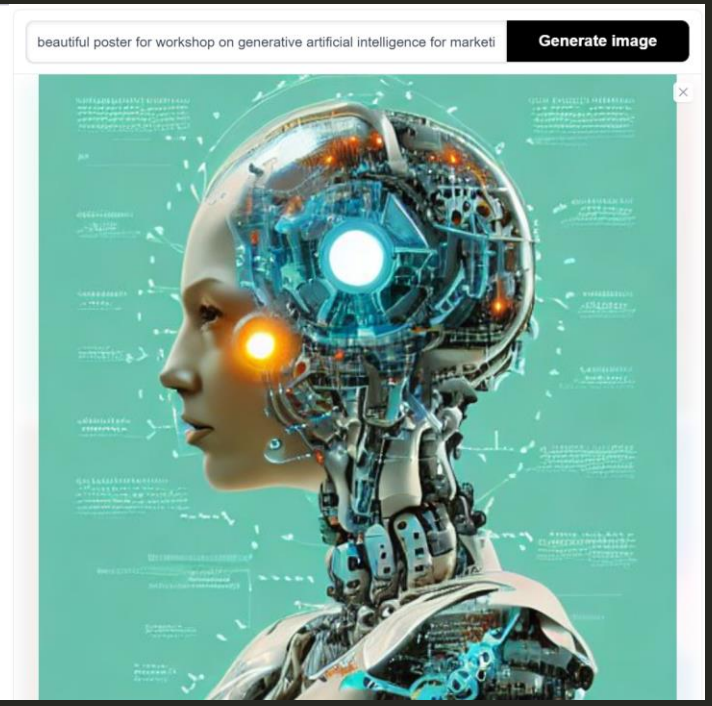


Best public language model

NEW WAVE OF AI-POWERED TOOL

Write an exciting teaser for a workshop promoting how to use generative AI like GPT-3 generated social media posts and DALL-E generated images for PR & marketing purposes.

Are you looking for a way to stand out from the competition and get ahead in the world of PR and marketing? Then this workshop is for you! Learn how to use the power of generative AI to create social media posts and images that will grab attention and get results. See how GPT-3 can help you create posts that are both informative and engaging, and how DALL-E can generate images that are both eye-catching and original. With these powerful tools at your disposal, you'll be able to take your PR and marketing campaigns to the next level!



Turn copywriting into copyediting AI content

https://beta.openai.com/playground



CREATED AN AVALANCHE OF GPT-3 BASED APPLICATIONS

EXPLOSION OF COPYWRITING APPS





















Blog Title Why we should care about the environment

Keywords global warming, climate change, Belgium

Tone Persuasive

← Go back

3 Generate Talking Points →

A Blog Intro will be added here

According to the Fourth National Climate Assessment, US temperatures have increased by 1.8 degrees Fahrenheit between 1901 and 2016.

Average global sea level rose about 8 inches in the last century.

Belgium is one of the most environmentally friendly places to live with a high life expectancy and quality of life.

Environmentally friendly practices can increase life expectancy, promote physical activity and save money on heating bills.

https://app.copy.ai/

According to the Fourth National Climate Assessment, US temperatures have increased by 1.8 degrees Fahrenheit between 1901 and 2016.

- temperature increases are not evenly distributed
- temperature increases have been higher in the last few decades than in the previous century
- temperature increases have been higher in the US than in Europe
- temperature increases have been higher in the US than in Asia

Add Talking Point Generate More Regenerate Talking Points

Average global sea level rose about 8 inches in the last century.

- sea level rise is caused by melting ice sheets and thermal expansion of oceans
- sea level rise has been accelerating in the last century
- sea level rise is a threat to coastal cities
- sea level rise is a threat to low lying islands
- sea level rise is a threat to coral reefs

Add Talking Point Generate More Regenerate Talking Points

A Blog Conclusion will be added here

Introduction

We all know that the environment is important. But how exactly does this affect our daily lives? Here's the answer: It affects everything we do, from what we eat to how much energy we use. And climate change—the gradual warming of our planet over time—is already happening here on Earth and has been for thousands of years. So if you're concerned about your own impact on nature and want to take action against climate change now, read on!

Regenerate Content

According to the Fourth National Climate Assessment, US temperatures have increased by 1.8 degrees Fahrenheit between 1901 and 2016.

The Fourth National Climate Assessment, released in November 2018 and written by more than 300 authors from academia and non-governmental organizations (NGOs), found that US temperatures have increased by 1.8 degrees Fahrenheit between 1901 and 2016. The study also found that this increase was not evenly distributed; rather, it occurred mostly in the last few decades and was higher in the US than in Europe or Asia—the only two regions where humans have significantly impacted climate change:

- Temperature increases have been higher since 1980 than they were during any prior period of time over which records exist (1880–1980). This trend has continued into 2019: according to NASA satellite data analyzed by Climate Central's Brian Kahn at Columbia University's Earth Institute, average global temperatures have risen 1

Ali Abdaal
@AliAbdaal

24 hours ago, I tried an experiment - I tweeted a thread with 15 productivity hacks. It's become one of my highest performing tweets of all time, with over 1 million impressions and 23,648 engagements.

The truth is - the entire thread was written by an AI.

Let me explain... 1/



Ali Abdaal
@AliAbdaal

In 5 years of YouTube, the most common question I still get from my viewers is "how are you so productive?"

So here's a thread of 15 actionable tips that help me do more of the things that matter to me, without burning out.

10:46 PM · Oct 19, 2022 · Typeshare.co

1,610 Retweets **76** Quote Tweets **7,270** Likes

Tweet your reply

Reply

Ali Abdaal @AliAbdaal · Oct 19
Replying to @AliAbdaal
1 - Set a Daily Highlight. Each morning, ask yourself "what's the most important thing I want to do today?" and then make sure you just do that thing. When you do this everyday (or even most days) for a whole year, you make an incredible amount of progress.

7 43 739

Ali Abdaal @AliAbdaal · Oct 19
2 - Have an Hourglass on your Desk - This is a simple reminder to make the most of your time. I use a sand timer, but you could also use an hourglass app on your phone or computer.

5 9 335

Ali Abdaal @AliAbdaal · Oct 19
3 - Set a "No-Internet" Day Once a Week - This has been a game-changer for me. On Wednesdays, I don't allow myself to go on the Internet until 5pm. This means no social media, no email, no news, no nothing.

TRICK 1: GIVE SOME EXAMPLES

Topic: #hairhasnogender, Pantene
Tweet: "Hair is a large part of our identity. And for LGBTQ+ youth like Sawyer, who choose to express themselves, their style, & their creativity through their hair style, it can help them feel seen. Catch up with Sawyer and her mom Ashley & see how this family is #BeautifulLGBTQ 🌈💞"

Topic: Samsung, 5G
Tweet: "Samsung made a case today for the accommodation of technologies like #5G and #AI, as well as the explosion of data, with the memory of tomorrow that will need to offer new levels of power performance and connectivity. Read on for details"

Topic: Openhearted Fathers, Douwe Egberts:
Tweet: "For fathers like Douwe Egberts, being openhearted means being there for their children, no matter what. Watch his heartwarming story and see how he's #OpenheartedFathers 💗"

https://beta.openai.com/playground/p/vcWhANC43uOBl2ikLzTGasep?model=text-davinci-002

TRICK 2: “WRITE” PROMPT

Write some ideas for a campaign about Belgium to market the slogan "Be Open"

1. Use social media platforms to share stories and experiences about Belgium that highlight the country's openness.
2. Host events and workshops that encourage people to learn more about Belgian culture and traditions.
3. Organize group trips to Belgium that focus on exploring the country's history, cuisine, and architecture.
4. Create informative videos and blog posts about the top things to see and do in Belgium.
5. Share photos and articles that showcase Belgium's natural beauty and diverse landscapes.

TRICK 3: MULTIPLE STEPS TO MAKE IT "BRAINSTORM"

First write a list of associations about Belgium and a list of associations about "being open". Then write some ideas for a campaign about Belgium to market the slogan "Be Open".

Belgium:
-Chocolate
-Waffles
-Beer
-Mussels
-Bruges

Being Open:
-Welcoming
-Friendly
-Inclusive
-Accessible
-Open-minded

-A campaign to highlight the deliciousness of Belgian chocolate, waffles, and beer, and how they bring people together.
-A campaign to show off the beautiful city of Bruges and how it's a welcoming place for all.
-A campaign to show how Belgium is a friendly and inclusive country, no matter who you are.

LONGER STEPS: E.G. WRITE OUT CAP-PRINCIPLE INSTRUCTIONS

This is a test of your ability to write a crisis communication response for a given crisis.
You must complete each of five different steps to write the response.

1. Concern: write a sentence that shows genuine concern and sensitivity for those affected by the crisis
2. Action: write a sentence that demonstrates immediate action to address any damage from the crisis
3. Perspective: write a sentence that provides perspective on the greater impact and implications of the situation.
4. Total response: Summarize the sentences from step 1, step 2 and step 3 into a response that can be tweeted about the situation.

Crisis: A brewery barrel exploded
1. Concern: Our hearts go out to those affected by the brewery barrel explosion.
2. Action: We are taking immediate action to address the damage and ensure the safety of our employees and customers.
3. Perspective: This is a difficult time for the brewery, but we are committed to rebuilding and providing our community with the highest quality beer.
4. Total response: Our hearts go out to those affected by the brewery barrel explosion. We are taking immediate action to address the damage and ensure the safety of our employees and customers. This is a difficult time for the brewery, but we are committed to rebuilding and providing our community with the highest quality beer.

EXERCISE 2

1. Go to https://beta.openai.com/playground and create an account
2. In the text area, write the following

```
Write a list of ideas for a marketing campaign about [fill in something you like here]:
-
```

3. Press “Submit”
4. Copy paste the best ideas in a list
5. Press the button with two arrows pointing to each other to regenerate using the previous prompt and repeat the previous step
6. Extend the prompt of step 2 by writing some of the best ideas on the lines, and write an empty “-” (without a space) at the bottom. This prompts the model to find similar ones
7. Redo the whole exercise, but now with “frequency penalty” set to 1 and “presence penalty” set to 1. Does the model seem more creative now?
8. Set the frequency penalty and presence penalty back to 0, and use the following prompt instead. You can adapt the brief in the third to last line to the brief you entered previously.

```
This is a test of your ability to write a marketing concept about an assignment.
You must complete each of five different steps to write a marketing concept.

1. topic handles: identify the main distinct topics that define this assignment
2. association: find funny surprising associated themes associated to one or more topics from step 1.
3. ideas: write three marketing ideas about associations found in step 2.
4. best idea: select the best idea from step 3.
5. pitch: write a pitch for the best idea from step 4, linking clearly to the assignment from the input.

Assignment: campaign that shows that Belgium  is an open country for everyone
1. topic handles:
```

9. Press “Submit” at the bottom. Does this perform better?
10. Adapt the multi-step prompt to make it do another creative task you know how to do well and want to see the AI do. Does it work better to prompt it with a single instruction, or with multiple steps?

THANKS!

Slides: thomaswinters.be/talk/2022ketchum

Follow me on Twitter: @thomas_wint