

Research: Day in the life of a Media and motion designer at GroupM

Introduction

For making an effective training program that is relevant for the target audience it is important to find out where generative AI could be used in their work. The target audience are not aware of the possibilities generative AI has, by giving them real life scenarios of where it could be used in their work will help them imagine its potential use in their own workflow. The approach I will use is “Day in the life”, which helps me pinpoint what exactly they do on a daily basis. By showcasing these familiar scenarios that the target audience can relate to, helps them to make connections and envision how generative AI could be integrated into their own work.

Main Question	What does a normal day at work look like for a media designer and motion designer at GroupM Eindhoven?
Method	Day in the Life
Date	05-04-2023

Day in the life: Motion Designer

General information

The motion designers week starts off on Wednesday when the creative planning (Google spreadsheet) is made public by the digital producer. In this planning he finds the hours he needs to work and the tasks that need to be completed. It is their own responsibility to complete each task before Wednesday. He already makes an estimation of time needed for each task. Every Thursday his group discusses what they need to do for the next week. He books his hours in Marathon and in Wrike he sees the planning. He said that he hates using Marathon and that it is hard to book every hour on a specific client.

Motion designer Day

The motion designer day starts with a daily stand-up with his team describing what he was doing yesterday and what he will be doing today. He is currently in two teams one for Toyota and the other for Vodafone, he has to attend two stand-ups. When we went to him, he was busy making social media mockups for Toyota cars. The images had a header, CTA button and short description. He sent them in Slack to let the team decide which mockup was best. When the mockups are approved he puts them in a Google spreadsheet. In this spreadsheet called CopyDeck he will fill in the image, copy, product description etc. For other clients they sometimes use Smartley. Smartley is a system where you can put the branding of the client and it will generate multiple different mockups. They also use Smartley to automate different copies, prices, images, etc on social media platforms, mostly for meta apps. They have a similar app for video and display called Choreograph.

After finishing the mockups for Toyota he started working on the presentation for the client meeting later that day for Vodafone. For this presentation they have worked on storyboarding. They start with a short recap of the client debrief. Most of the time an ATL bureau already made TV advertisements and created the concepts that need to be displayed in the campaign. The motion team works on making these concepts work on digital platforms for example on Tiktok, Instagram, Snapchat, etc. In the presentation they will talk about these concepts but then the strategy in the digital landscape.

The presentation is meant to convince the client that the strategy they created for the digital landscape will work. In this presentation are examples of how the advertisement could look like on sites, social media, and more. There will be an explanation why they have chosen for these options through research, one team member used heat maps and they often use A B testing. In general how the concept/campaign looks like in the digital landscape and why it will work. If the client agrees with the presentation they will start the development..

It depends on each client how a presentation will be made. For Toyota they have multiple campaigns and they will try to use the same styles per campaign. They also have seasonal campaigns, ongoing campaigns or when a new car is released. An ongoing campaign is for example when people can be separately targeted when they search one of their products. All campaigns duration of creation is up to 8 weeks.

He told us that often when making the advertisement work on digital it often doesn't work with the already existing concept. It is hard to make a big concept small again on digital. He

told us that when they have contact early on in the process it would be better. The motion team will also edit videos and make animations if needed. He told us when they need more video material they ask an external producer team to make them, motion will give instructions on what they need. The producer team will gather models, prompts, location, etc.

After the presentation he has a brainstorm session to think of a concept for Nespresso with his team.

Incoming assignment

For bigger assignments it always starts with a debriefing with the client, with a digital producer and creative lead, sometimes a development lead. They will discuss the clients wishes, KPI's, and often a concept/strategy is formulated. This of course depends on what the client wants. The digital producer will also make a plan for who is needed, how many hours, budget and more. After the client gives his approval the creative planning will be sent out on Wednesday where he will get to see what he needs to do.

He and his team will get the debrief mostly via email or a call from the client. Together they will start on the storyboarding of the concept and create the advertisements elements and look at what is needed. After multiple rounds of feedback with the client it will be developed. After the development it will be distributed, analyzed and improved. This is done by other departments.

So the steps of an assignment are: Debrief, Concept/strategy, Planning, create/develop, distribute, analyze, improve.

Generative AI

He told us that often when they are creating a campaign they get a ton of images from their brand and they need to change the formats. They used it to create a concept. They needed to add a ship background and needed to adjust some objects in this image. He used DALL-E & Runway for creating this image. They eventually didn't use it but he noticed that with DALL-E you need to be very specific about what you want and often it will generate random things. He gave the example that instead of the existing ship DALL-E generated a pirate ship. For writing copy he also used generative AI to get multiple alternatives.

He told us that multiple departments already use generative AI motion and also use it for writing code in After Effects but developers often use it, Conversational team and Blossom.

He told us that the design department are waiting until they see the relevance in using it and are more skeptical while they could also really benefit from generative AI. He said that it would help to let them see some practical use cases.

He is afraid of copyrighted issues. It once happened when ChatGPT came up with a cool idea and this was already used in another campaign.

Day in the life: Media Designer

Media designers Day

Every morning the person starts with a daily stand up with her team. This is always a half hour meeting. In this meeting she tells what she is doing that day and can ask for help or someone she can spar with. She books her tickets in Wrike and hours in Marathon. In Marathon is a detailed explanation of her tasks that she needs to complete with specifications. For example she needs to hand in specific formats like .mp4 or png, etc. She told us she is working at Wavemakers, and at wavemaker she has her own dashboard.

After the daily standup she continued on a storyboarding for the client KPN. She has created multiple mock-up designs for a variety of advertisements for KPN. Together with the storyboard she will also fill in Smartly. In Smartley she has worked for different clients for example Action. She worked together with an ATL agency to work on the digitizing of Actions products. The ATL agency works on example price tags in stores, the advertisement flyers, and more. She also needs to translate the flyers into the digital landscape. She explained that for Action it is important that every product that is out of stock and not available it will not show in advertisements. For example Action doesn't want an ad with a red blanket init if the blanket is not in their stock. They really find that important. For creating advertisements it is important that the media designers create multiple different variants of blankets. Some parts of this are automated through spreadsheets, for example the prices of the products and name. Today in the afternoon she will follow a workshop from another colleague about aftereffects.

When she continued with the storyboarding she tells us that getting and finding inspiration is sometimes difficult. She is also relatively new to KPN but switches because she was assigned more responsibility and in general a better role. She wanted to work more on display and KPN had this opportunity open. Her main goal being to become a creative lead. But when she looks for inspiration she will look at previous storyboarding or ask colleagues their opinion especially on mockup designs. She will ask most often the creative lead of that project for feedback on these matters. The problems she encounters happen most often is gathering inspiration for mockup designs. Especially for the different clients and their requirements.

Insights

- The creative cycle of: Debrief, strategy/concept, creation, distribution, analyze and optimize was confirmed during the talks.
- The day starts with a daily stand-up with the team, uses Marathon and Wrike to search up their daily planning and tasks that need to be completed.
- A motion designer creates media that is moving for example editing videos, animations, interactive banners and more.
- A media designer creates advertisements that are mostly static but vary per request and client. This is for both of them.
- Media designers work a lot in Smartley, a tool to automate certain tasks through filling out spreadsheets and creating content based on that information.
- Tasks include creating mockups for advertisements, creating a storyboard: presentation for clients to translate their strategy to a digitalized environment, copywriting and organizing works in spreadsheets.
- Generative AI could be very helpful in generating ideas, quick inspirations and overall help in the ideation process.
- Motion designer mentioned that ChatGPT sometimes hands out content that is sensitive to plagiarism. You have to be very careful with that.