

Debriefing

Summary

Tommie Retera is a motion designer at GroupM and one of the two stakeholders for the generative AI labs project, alongside Charlie Freestone. Tommie has an interest in (generative) AI and had previously coached other labs teams. He is aware of other people using generative AI within GroupM, sometimes in their workflow and sometimes as hobby. He can connect the team with other professionals from the work field if necessary.

There are 3 main departments; Creative (to be StudioM, which consists of the design, motion & development team), Digital Producers, Media (which consists of the social team, video team, data team & other (traditional media)).

The project should be innovative and deployable within GroupM. The students should also learn from it. Tommie does not see any problems within GroupM and generative AI yet even though some like ChatGPT and Midjourney are being used already. However, globally AI is not yet fully accepted/embraced and there are a lot of questions that need answering which is why this is the perfect time to start this project.

Stakeholders

Can you tell us more about your expertise and role in the project?

Tommie Retera has worked within GroupM for 3,5 years. He is a motion designer and creates animations and videos. He's very interested in generative AI and has mainly used Midjourney. This is the fourth time that he coaches a labs team, which he does mostly out of general interest in certain subjects. The last group he coached also researched generative AI, they made an 'experience room' in which you were asked questions about yourself, which were later combined in an AI generated picture.

Who are the stakeholders directly involved in the project?

There are no other stakeholders directly involved in the project except for Tommie and Charlie.

Are there other people we should know about?

There are several people using forms of generative AI, even though this is mostly as a hobby/outside of work. However there are some people like Kevin Reumkens and Bram Korsten, both developers, who are more deeply interested in AI and also the code behind it. They have succeeded in getting their own GAN model (generative AI model) running. If we would ever need to have contact with people within the company we could ask Tommie and he would connect us. People in GroupM are eager to help if they can.

Company

How did the transition from Greenhouse to GroupM happen? - (How) does this impact the company/labs/project?

Tommie doesn't have much detail on this aspect. It will probably not have any impact on our project only that the creative departments are going to be under one name called StudioM.

What departments are there in the Eindhoven building and what do they do?

Tommie said that in general there are 3 different departments:

- **Creative (floor 3):** Under creative they have three different teams: design, motion & development (Web).
- **Digital producers:** DP's are like product owners, they talk with the client about what they want and also relay messages from the team to the client. They identify the clients requirements/wishes and ensure that the goal is achieved.
- **Media (floor 2 & 4):** Media mostly distributes created content, they don't create this themselves but buy spaces to place ads on instagram, facebook, news websites, etc. They target the correct people on the correct platforms.

Within media there are different teams:

- **Social team:** They place ads on the correct platforms and also buy ad spaces.
- **Video team:** Places the videos on the correct platforms.
- **Data team:** They require the data for analytics, check if KPI's are achieved.
- **Rest:** Tommie doesn't know the specific teams but there are also teams that place newsbanners, papers, etc. The 'traditional media'.

Can we come in contact with a representative of each different department for research? (short interview)

Yes, Tommie has good connections with the creative departments and will look into other departments if they are interested.

Reason for proposal

How did you get involved in this project?

Simply put, Tommie thinks it is fun to help with these projects and is interested in AI. He likes to give his input in the project, same as he had done with the previous synthetic media team.

Which requirements are important for the project?

The project should be innovative and should be deployable within GroupM. Next to that, it is important that the students are able to learn from it.

Opportunities/problems

What problems do you see within the company that arise due to synthetic media or problems that could be solved/reduced by using synthetic media?

There are not really any problems yet even though some generative AI are being used. ChatGPT for example is used for writing documents or presentations (especially for formulating sentences etc.). For concepting people use Midjourney. However, these types of media are not officially incorporated in any workflows yet.

Is there already any awareness about copyright for synthetic media/rules to follow when using synthetic media?

There is not any awareness concerning copyright or rules for the use of synthetic media within GroupM, probably because people are using it more for their hobby than within their workflow. It is new and not very known yet. Also, most of the usable generative AI has subscriptions, so to use it for a client would mean that the client would have to pay for it too, which is not being done yet. There has been one example of an employee (Alex) using MidJourney to generate rooms for IKEA.

Tommie would like to see MidJourney in the standard package for employees.

Are you aware of any employees that might already use synthetic media? (private or in the company)

Yes, as aforementioned Tommie is aware of people using ChatGPT and MidJourney, however mostly as a hobby.

What is the urgency of the project? Why start now and not next semester?

AI is a very new concept and is not yet globally accepted/embraced. There are a lot of questions like; what can we do with it? Is it going to take our jobs? What are the limitations, problems, dangers etc. There is a lot of uncertainty, which is why it should be researched now, so these things would already become clear to GroupM.

Did you work together with employees to define this project? Were there people that asked for a solution/saw the opportunity or is it completely labs-initiated?

At the moment he has not seen the assignment (*So we explained the general idea*). Tim asked him a few weeks ago if he would be interested in another labs project, which he was, so he agreed to coach the synthetic media team again. He has however been quite busy the last few weeks so has not been able to read up yet.

Are there other projects similar to ours and what was their project?

The group before us had made a gallery of generated AI images. This project was more of an experience of what generative AI was. They created a nice concept.

The concept was that the room you were in (a bot) asked questions and based on your answer it generated an image. Some questions were what is your favorite animal and object. The output was always the same: your favorite animal and your favorite object in one portret. They used NLP to filter out words and create a prompt that would be used within an image generator.

Events / important date

Are there any events in the near future that we should be aware of?

There are not really important deadlines or events that Tommie knows of. He would let us know if there is more information.

What information do you want to see in the sprint reviews?

In general just the important insights of that week, what we had done to achieve them and the next steps for the following week.