Workshop script

Hoofdstuk 0: Introduction

<mark>Anouk</mark>

<dia 1: Introduction>

Welcome to our Workshop on generative AI and how to use it in your own workflow! This is Rachel and I am Anouk. We are Labs students doing our graduation project on generative AI. This workshop is created for beginners in this technology. Our main focus will be to teach you how to benefit from this technology in your own workflow. The workshop is mainly focused on the creation of content, so it will be most useful for the creative department of GroupM. However we will be explaining the basics concepts of how to write effective text prompts.

What you can expect from us is:
- A clear definition of what generative AI is
- What the benefits are of using generative AI in your workflow
- How to use this technology
- And the importance of legal and ethical aspects of Generative AI.

During the presentation you will exercise with the theory given by us and create some good text prompts. We will make you familiar with the ethical and legal concerns when using generative AI. At the end you will be given an assignment where we expect you to use this new found knowledge to create something unique. After this workshop you should feel confident to use generative AI by yourself/in your workflow.

<dia : What is generative AI?: Your thoughts>

Starting with: What is generative AI? You probably have heard alot about it in the news, maybe have seen colleagues use it or via slack it was mentioned. You are all here for the reason to learn more about generative AI. But before we give you an introduction we want to know your thoughts on generative AI?

Possible outcomes + responses:

Helpful: Generative AI can be helpful when creating content or optimizing your own workflow. Or when you need quick inspiration or a summarization on a topic.

Scary: Very new technology, many people think that it could take over their job or when used it causes legal & ethical violations. In the workshop we will discuss this topic.

Innovative: It shows us a new way to interact with technology and technology was never creative before.

Hype: You heard it alot in the news but it is such an hype because there are so many benefits and possibilities when using it.

Ethical & law: When using generative AI you ofcourse have to be careful about your output, if it is not used before and if you can use it. This will be discussed again within the workshop.
Intimidating: People think it's hard to use because its a new AI technology, however generative AI is made for the user to interact with and ChatGPT is even capable of natural language.

<dia :What is generative AI? Our thoughts>
Most people think that generative AI is helpful but also raises some concerns on the legal and ethical aspects. We ourselves see this technology as a tool that you can use or a colleague that you can ask anything from. It is a technology that can help you deliver better and faster work. But of course you always need to check your output, we will discuss this further in the presentation about what to look out for.

For the people that think generative AI will replace them, this is not the case:
Maybe you have heard or seen this quote before.

"Generative AI will not replace you but people that use this technology will."

We think that it is important to stay ahead of this technology and be prepared for the future.

Hoofdstuk 1: General information + workflow

Rachel

<dia : Introduction to generative AI>
So what is generative AI? Generative AI in simple terms is a type of artificial intelligence that is capable of creating new content. This technology is trained on large amounts of data and is able to see patterns in that data. Based on what you want you can create anything from new images, text, audio, videos, etc. The possibilities are endless. It can create fast, high quality content indistinguishable by humans.

<dia: Real or synthetic>
We will do a little test if you can spot AI or human created content.

<dia : Why would it be relevant for you?>
Generative AI is a rapidly evolving technology that is having a big impact on the creative sector. It is therefore important you stay up to date with these technologies and use them to your advantage. So how will you do this?

Most of you will recognize this creative cycle. When there is an incoming assignment it will go through this creative cycle.

This creative cycle involves a client debriefing, where the digital producer, creative lead and more people discuss the client's wishes, then there needs to come a strategy or an existing concept needs to be translated through the digital landscape. After the client gives approval you will create, distribute, analyze and optimize the campaign. In each phase of this creative process there are certain activities and tasks to complete and for each stage you can use generative AI to optimize your workflow. I will discuss the first three as examples.

<dia : Debrief stage>
In the debrief stage, you will discuss with the client what their wishes are on the project. Generative AI can help you analyze data from past projects and give you insight that can improve the future campaigns. It can quickly summarize big data by doing so you can create more effective strategies.

For example:
Which previous Coca Cola campaigns had the most engagement from people between 12 and 18 years old, give me the reason why these campaigns performed better than others. Do this in bullet points.

<dia : Concept/strategy stage>
In the concepting/strategy stage, generative AI can generate new ideas and concepts for creative campaigns. It can analyze existing content and suggest new angles or topics to explore. It can help with creating a well coherent story and presenting this for clients.

For example:
How can these campaigns perform better engagement in the 2023 media landscape? Give me the reasons and put this in a table.

<dia : Creation stage>
In the creation stage, generative AI can create new content, such as text, images, and videos. It can generate product descriptions, social media posts, and video scripts based on specific parameters like tone, style, and target audience.

For an image you can use this:
A close-up of a frosty, ice-cold soda can surrounded by a sandy beach and a bright blue sky.

<dia :Summarize>
Generative AI can create fast, highly realistic content and is accessible for everyone to use. Generative AI in your own workflow is best used for:
- Inspiring new ideas
- Summarizing
- Giving multiple alternatives or recommendations
- Creating new content

You can ask almost every question and it will give an answer. It is easy to use when stuck on a topic to get quick inspiration from this tool. This will result in you being more efficient with your time leaving room for other important aspects of your work.

Now that you have an idea of what generative AI is and how this could be relevant for you we will continue with how you can use it. In this chapter we will explain how to prompt and we will let you do exercises to get more familiar with prompting.

Hoofdstuk 2: Prompting

Anouk

<dia : Introduction prompting>

A prompt is simply a piece of text that you provide to the AI to start generating new content. Essentially, it's like creative writing where the prompt acts as a starting point for the AI to work from.

To effectively use generative AI, you need to write a clear and specific prompt to guide the AI towards what kind of content you want. Once you've mastered this skill, generative AI can become a powerful tool in your workflow.

In this workshop, we'll explore text and image generation and provide you with the information you need to write effective prompts for both types of generative AI. We'll start with text generation

Text generation

<dia : ChatGPT >

For text generation we will talk about ChatGPT. ChatGPT is a Large Language model that works by using a type of neural network called a transformer. The transformer can understand natural language. Meaning that you can use natural language to talk to this AI. It can figure out what the words mean and the coherence between them to make sentences.

<dia : ChatGPT: How it works>

It works as follows: the transformer reads the input you have given and breaks the sentence in smaller parts called tokens. Tokens can be words or even parts of words. The transformer then looks up what this means in its data training set and will figure out what your entire prompt means. After that it will give you a response. It is continuously learning through examples you put into ChatGPT. It will get over time better at understanding and responding.

<dia: Writing prompts>

Before we will explain how to write a text prompt we want you to write a text prompt on this scenario. We will give you 5 minutes before we continue.

<dia : ChatGPT: writing prompts >

Rachel

As mentioned before, ChatGPT uses natural language. This means you can talk to it just like you're doing with other people. You can have many possible use cases for ChatGPT but it is important to give a clear prompt with a good target of what it needs to do.

One important note: ChatGPT remembers your previous conversation. This means you can hook back to certain questions and answers it has given in the chat. This can help you fine-tune your output.

Tips for a good text prompt:
- A specific target
- Give context
- Ask for variations
- Give guidelines:
    - For example use only 30 - 40 words
    - Put it in a table
    - Use bullet points
- Iterate and fine-tune

Example:
Write a copy of about 50 words for a perfume advertisement whereas the target audience are women between the age of 30 - 40 years old. Write the text based on this example:

N°5, the essence of femininity. A powdery, soft and radiant bouquet. A mythical and timeless perfume in an iconic bottle with a minimalist design.A floral, radiant and airy interpretation of N°5.The seductiveness of ylang-ylang from Comoros opens the perfume to the harmonious and sophisticated facets of May rose and jasmine. Aldehydes give the perfume its unique presence, and the touch of soft vanilla and musk create an endlessly feminine character.

The text should be engaging and in the similar style as the example above.
Give me five alternative copies.

<dia : Creative prompting>
Be creative! When you are putting in similar prompts you will get generic answers. Choose different words or combinations and you will get better results. Fine-tuning helps with getting exactly what you want.

<dia : Prompt patterns>
For certain scenarios prompt patterns can help you get better outputs. A prompt pattern is in short a template or format you can use for writing a certain type of prompt. There are lots of different prompt patterns. We will discuss three of them that can be of help to you.

Something to do with miro

Anouk

<dia : Image generation>

For generating images the AI tools use Generative Adversarial Network (GAN), a type of neural network. GAN consists of two neural networks: a generator and a discriminator; they work together to create images. The generator will create images based on the data and patterns it has been trained on while the discriminator evaluates the quality of the generated images and provides feedback to the generator. The loop of feedback continues until the generator creates high-quality images that are indistinguishable from an image created by humans. An example of programs that use this technology are Midjourney, Dall-E, Stable Diffusion, etc.

<dia : Image generation: writing prompts >

Image generation works differently from text generation. You still use a text prompt but it is less of a natural language. When writing an image text prompt it is important to use lots of keywords to make your image better.

Important to add in an image prompt is:
The content type: What is it? a photograph, mockup, etc
Description: Defines the subject, subject attributes and environment/scene
Style: Should have three sub-categories; lighting, detail and art styles
Composition: Refers to aspect ratio, camera view and resolution

Example:
A mockup for an advertisement of a perfume brand, plant in the background, pink coloured, studio, polaroid, concept art, 8k, realistic, front view.

Hoofdstuk 3: Ethical and legal considerations

WPP has set up several rules and regulations to follow when using generative AI. Overall these six principles are good to keep in mind when working with generative AI.

1. We acknowledge our responsibility to understand both the limitations and possibilities of generative AI.
2. Generative AI supports and complements our creativity; it is not a substitute for this.
3. We understand the provenance and models used in the learning data of our chosen generative AI platforms.
4. We are transparent to our clients, our people and the wider community about how we use generative AI.
5. Our people are encouraged to speak up when they have concerns about our use of generative AI.
6. We recognize this technology is evolving and the evaluation of these principles is an ongoing task.

Generally speaking, to use generative AI in your workflow ensure not to input:
1. Unreleased content/data of a client service/product.
2. Code snippets that contain IP of confidential information.
3. Private information about WPP/GroupM etc.

For example, GPT 3.5 (on which ChatGPT runs now) uses both input and output to train its model further. The paid 4.0 version does not.

In the terms & conditions of the generative AI that you use you can find the information regarding the intellectual property (IP) rights of the images. However in most cases, it is not yet clear who owns the output, therefore it is best not to use direct output for clients, since they might not be able to own it.

For example DALL-E 2 and Midjourney state that they will not transfer IP rights to the output, unless you obtain a commercial license.

Also when looking at the output in general, you should keep in mind that the content you share should not be false or misleading, biased and are original. Next to that, there shouldn't be any brand names, logos, identifiable individuals or specific backgrounds visible or the output cannot be used. Take a look at your cheat sheet to see a list of items you could look for.

Hoofdstuk 4: Casestudy

Read the assignment
<mark>Rachel</mark>

Hoofdstuk 5: Final Takeaways

<mark>Anouk</mark>
You can use generative AI for tasks like copywriting or mockups.
Use ChatGPT and image generators like DALL-E 2 or Leonardo.
Use prompt patterns and templates to get the best outputs.
Make sure to keep ethical and legal concerns like unreleased content, code snippets and private information in mind.
Have fun and experiment!