

Generative AI & Synthetic Media labs team 2023

group<sup>m</sup>

# CONCEPTBOOK



By R. Baerts

# INTRODUCTION

In this concept book is a thorough explanation of the training program created by the Labs graduate students in the team: Generative AI & Synthetic media 2023. The concept consists of two parts: a workshop and a platform. Each part of this concept is backed through research conducted in GroupM Eindhoven StudioM. These researches include: multiple library researches, personas, empathy map, and more.



# THE CONTEXT

Generative AI is a rapidly evolving technology that can create fast new content based on existing data. It can create almost everything from text, image, audio, video, and more which consist of almost all advertising material. For the initial assignment it was to look at potential implementations of generative AI in the workflow of GroupM employees. As further research was conducted a problem was found amongst the employees of GroupM creative departments.

This problem was that employees of GroupM's creative department have insufficient knowledge to effectively use generative AI in their own workflow. People struggled with how to get the desired output or didn't know in which situations generative AI could be applicable. For this problem a solution was formulated.

## PROMPT

*artwork of t-shirt graphic design, flat  
retro ,classic car , miami street , color  
highly detailed clean, vector image, 1  
masterpiece, professional photograph  
car, simple sunrise backdrop for car,  
background, isometric, vibrant vector  
background))*





# DESIGN CHALLENGE

DESIGN A **TRAINING PROGRAM** THAT ENABLES **EMPLOYEES WITHIN GROUPM CREATIVE DEPARTMENTS** TO LEARN ABOUT **GENERATIVE AI TEXT PROMPTS** IN ORDER FOR THEM TO **EFFECTIVELY USE IT WITHIN THEIR DAILY WORKFLOWS**

# TARGETS

- The solution teaches people all the required knowledge needed to effectively use generative AI text prompts in their workflow.
- The solution is fun and interactive.

# REQUIREMENTS

- The solution is easily adjustable to the rapidly evolving technology.
- The solution is transferable.
- The solution can be implemented in GroupM.

# **WORKSHOP & WEEKLY CHALLENGES**



# CONCEPT

The concept is a training program to teach the target audience all the required information needed to use generative AI effectively in their workflow. To achieve this goal there will be two parts to the concept. The first one being a workshop. The reason for choosing a workshop is that the participants will get to practice with generative AI in a controlled space and it is often used when GroupM gives training. I wanted the workshop to be easily accessible and low entry so that the target audience feel less pressured into starting something entirely new. Also it will be easier to transfer if people are knowledgeable with the platform. One of the main struggles with a workshop is that it often can be found boring. One of the workshop goals is that it will be fun and engaging making the information easily obtainable. Another problem with a workshop is that only the first time the information is new. After the workshop is given there needs to be something where the target audience could continue learning about generative AI.

The second part of the concept addresses this problem. The concept being: Weekly challenges with Generative AI. This platform will hand out every week a challenge similar to the case study within the workshop. These challenges consist of real-life scenarios in which the participant uses generative AI to solve the challenge. After they hand in their content a vote will be taken on the best outputs. In those voting areas a highlight of all the created content will be shown with a description of how they were created. The goal of this platform is to let the target audience continue to learn about generative AI through challenges or from colleagues.

# AI TO THE RESCUE

ELEVATE YOUR DAILY WORKFLOW!

By Rachel Baerts & Anouk Min





To create an effective training program, it is important to have a good understanding of what you want to achieve with that program. The training program is based on multiple researches combined with the needs of the target audience.

The workshop will address the topics that beginners in generative AI need to know to effectively use it in their daily workflow. After conducting research for the general knowledge of the creative department three main topics should be covered:

- The possibilities / use cases with generative AI in the participants workflow.
- How to effectively write text prompts to get the desired outputs.
- What the potential risks are of using generative AI on legal and ethical terms.

These are the three main topics to discuss, however it is important to include new developments in the field. Keep in mind that generative AI is constantly evolving so preparing the participants for the future is also an important aspect of the training program. This should be updated regularly.



# RELEVANCE

Generative AI is rapidly evolving technology that is taking the world by force. A recent study by OpenAI found that around 80% of the U.S. workforce could have at least 10% of their work tasks affected by LLMs, while approximately 19% of workers may see at least 50% of their tasks impacted. (Eloundou et al., 2023 ) Meaning that the employees of GroupM will also definitely see change in their own work in the coming future. For this reason it is very important to prepare the people for what's to come by having their first introduction with generative AI and how they themselves can use it.

**THE GOAL FOR THIS TRAINING PROGRAM IS TO ENCOURAGE PEOPLE TO USE GENERATIVE AI IN THEIR OWN WORKFLOW.**

*Participants*

**CAN WRITE AN EFFECTIVE TEXT PROMPT FOR  
IMAGE AND TEXT GENERATION.**

**ARE AWARE OF THE ETHICAL & LEGAL  
CONSIDERATIONS.**

**CAN USE GENERATIVE AI IN CERTAIN  
ASPECTS OF THEIR WORK.**

**OBJECTIVES**

# ACCESSIBLE

The workshop will be visible in the Learning & Development platform of GroupM. In this environment employees can easily see the information for the workshop and enroll in the program.

*If you want to hold the workshop again go to the Learning & Development team to discuss the possibilities.*



# LEARNING & DEVELOPEMENT

Welcome in the GroupM Academy View my courses

All tracks Innovation

## AI to the Rescue: Elevate Your Daily Workflow

Available spots: 12

Level	Language	Trainer(s)	Start	End
Fundamentals	English	Rachel Baerts, Anouk Min	4/25/2023 2:00 PM	4/25/2023 4:30 PM

**Training description**

How can you profit from using generative AI in your workflow? Are there any tasks that could be easier, more efficient or more fun by using generative AI?

Find out in this workshop, using interactive tools for hands-on experience with generative AI so when you leave, you'll feel confident to use generative AI in your own workflow.

**Location(s)**

Eindhoven - Memory Lane (1st floor)

**For who**

People with basic or no knowledge of Generative AI.

[Register now](#) [See participants](#)

**AI to the Rescue: Elevate Your Daily Workflow**

Eindhoven 25 Apr 2023

[View details](#)

## INSTRUCTOR LED-TRAINING

Explanation of the topic through an instructor, this will be done for the first part of the workshop. In between these explanations there will be interactive elements to engage the target audience in our story. There will be a Mentimeter board and a test where the participants need to answer some questions. The target is to keep them active during the workshop and letting them think for themselves before an explanation. Their input will be discussed during the workshop, making them feel more involved.

group<sup>m</sup>

**WHAT ARE YOUR THOUGHTS ON  
GENERATIVE AI?**

**METHODS**

# HANDS-ON EXPERIENCE

Participants will be given exercises to use generative AI with a real-life scenario. This will be done to practice the skills of prompting. These exercises will be discussed during the workshop. The real-life scenarios help them recognize the different possibilities of generative AI in their workflow.

Exercise 2.1: Prompting - act as

Theory 2

## Exercise 2.1

"Imagine you are a marketer with over three years of experience in the travel industry. You need to write a prompt for ChatGPT that would help write a travel blog for the target audience. The target audience are woman interested in exploring local cuisine, art and culture, and historical landmarks. They have two kids around the age of 9 and a husband.

**Use the 'Act as' prompt pattern to create a tone-of-voice that would make ChatGPT talk like an expert. Your prompt should be no longer than 250 words."**

## Instructions

1. Choose your own color
2. Write the prompt on the post it notes
3. You can write multiple prompts
4. You can work together on writing prompts

## Your answers

Act as a marketer with over three years of experience in the travel industry. Write me a travel blog about ... in the style of a famous travel blogger and include:

- local cuisine
- art
- culture
- historical landmarks.

target audience is a hetero couple with 2 kids around the age of 9.

Act as a marketer with three years experience in the travel industry. Write me 5 travel blog posts for a target group of married mothers with 2 kids around 9 years of age, who are interested in local cuisine, historical landmarks, art & culture.

Act as a marketer with over three years of experience in the travel industry. Write me a blog on the subject of travel. The target audience are women interested in exploring local cuisine, art and culture, and historical landmarks they have a husband and two

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# METHODS



# CASE STUDY

At the end of the workshop the participants will divide in groups and will use their new found knowledge to create a final end product with generative AI. This method will help participants practice the theory with each other. Resulting in them having to work together and sharing knowledge. During this activity the instructors of the workshop will help answer questions.

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## ASSIGNMENT

**Create a new product for IKEA and make a social media post introducing this product! Use ChatGPT & Leonardo**

Create a group of 2 to 3 people and make a presentation in 1 or 2 slide(s) with the following information included:

- Product name
- Slogan
- Image of the product
- Copy for social media post



*Vänlig Coffee Table*



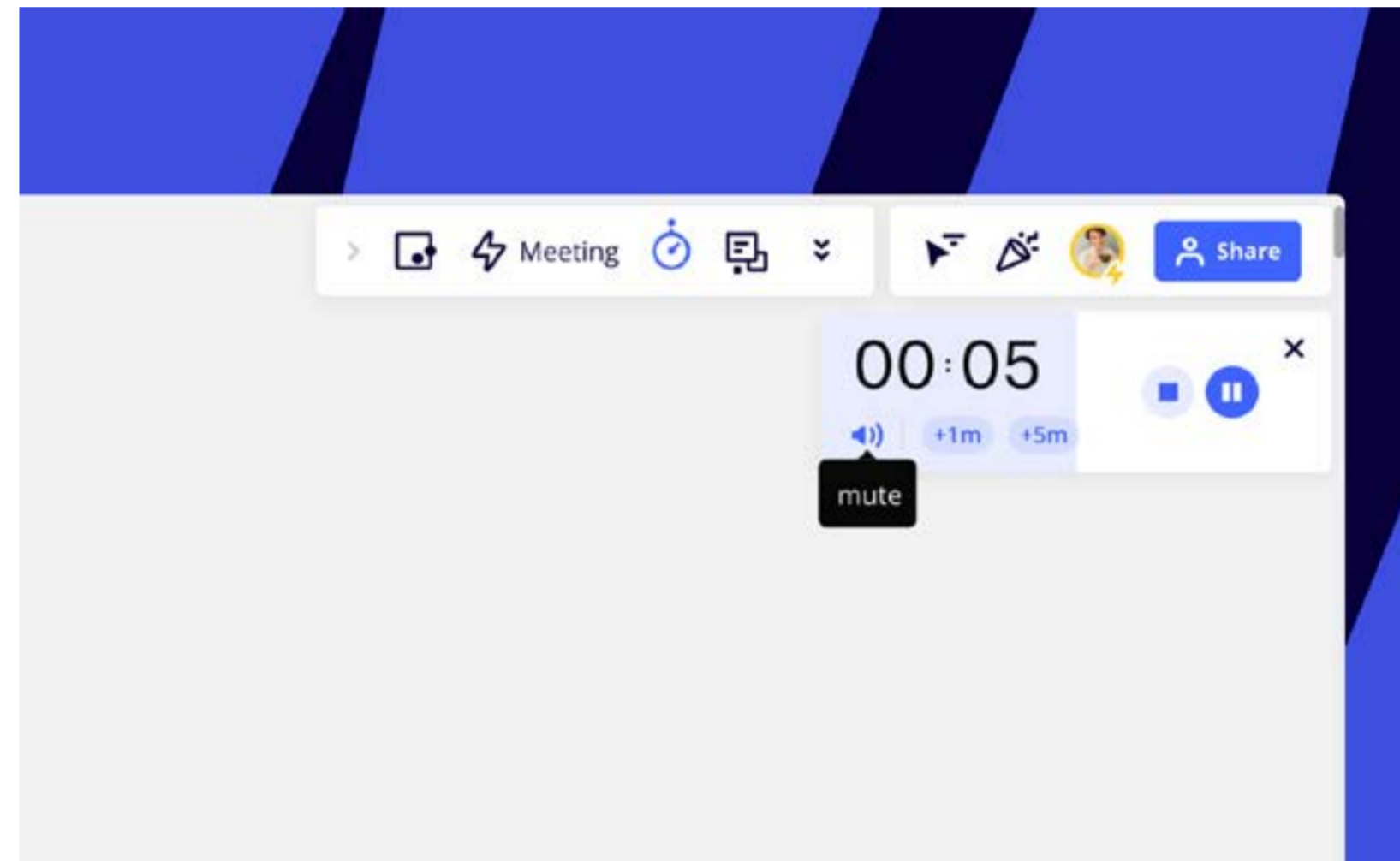
*FlexiStorage*

# REALIZATION



## ASSIGNMENTS

Assignments were done on a Miro board. The participants will find the assignments, the theory and the space to fill in their answer. At the end we discussed the answers.



## TIMER

For each part where the participants need to do an exercise, fill in an answer, or something else. A timer is used to let them keep track of how much time they have left to finish the assignment.

## CHEATSHEET

"Generative AI text prompts"



## CHEATSHEET

For a workshop it is important not to overload the participants with too much information. For this reason a cheat sheet was created. This paper contained general information about how to effectively write text prompts with examples, all the prompt patterns that weren't discussed and the legal/ethical principles of WPP. This cheatsheet can be used to look back on what information was given during the workshop or can be used when the participants want to use generative AI in their workflow.



## RE-USABLE

The workshop is reusable as there is a basic explanation and in some cases more in depth information on topics. Generative AI is evolving quickly so it is important to always check this information. There is a script created, the workshop itself, Miroboard with exercises and a cheat sheet. Overall, this workshop may serve as a basis for upcoming workshops.



# TESTING

## LEARNING OBJECTIVES

*In total 8 participants*

Everyone really liked the workshop, it was interesting and well prepared with practical and playful exercises. Someone mentioned they like the switches between theory and practical assignments.

“The explanation of generative AI was clear and it was nice to get practical tips on how to write effective text prompts. The final assignment was very fun to do. Generative AI is really in the beginning stages. In the future I would like to see more of these sessions that teaches people the practical use cases with generative AI. This way people will actually use it.” ~ [Workshop participant](#)

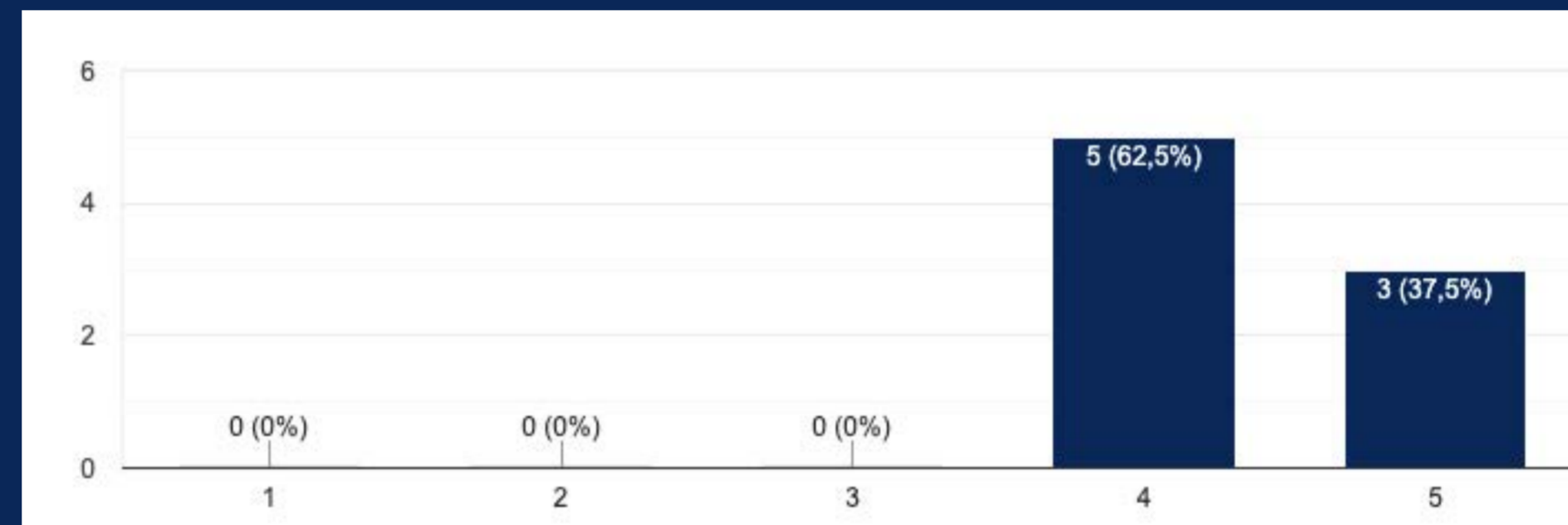
## **WHAT HAVE YOU LEARNED**

People mostly mentioned they learned a lot more ways on how to prompt. How they could use AI for ideation and be creative in this process.

General tips & tricks for writing text prompts and how they could use ChatGPT to help with research our analyses which would help them greatly with their work. The main thing learned is definitely writing better text prompts and in some already how to use it in parts of their workflow.

## STATEMENT 1

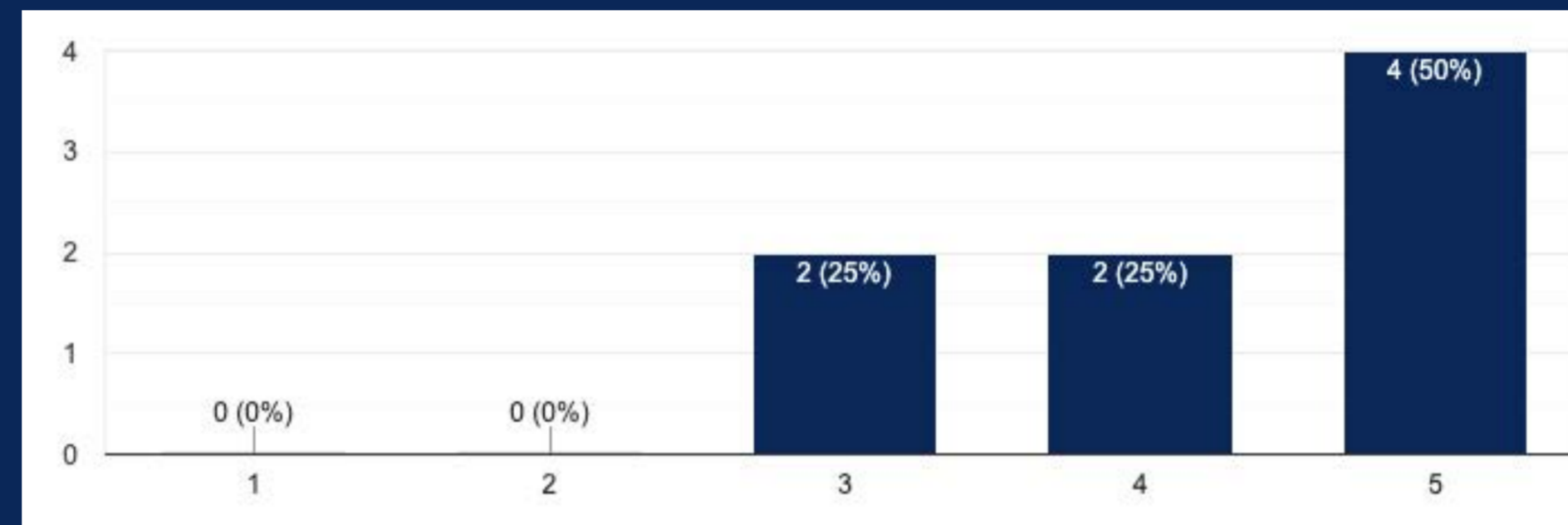
*I am able to create more effective text prompts.*



Everyone agreed that they learned more about how to create effective text prompts through the workshop. This was also seen through the assignments and their improvement. Here they confirmed again they have learned a lot more about text prompting via the workshop.

## STATEMENT 2

*I have learned more use cases for generative AI in my own workflow.*

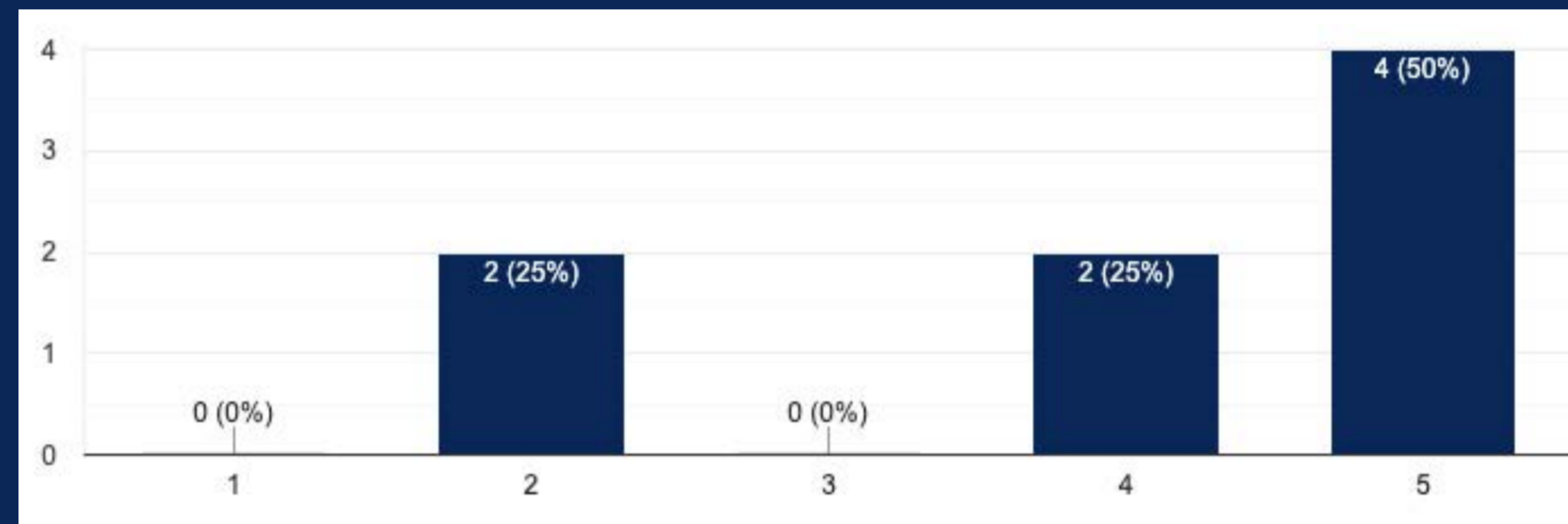


Overall the score is high, most people agree that they learned more use cases with generative AI in their own workflow. In some answers some already mentioned that they use it for ideation or researching.



## STATEMENT 3

*I am more aware of the ethical and legal concerns when using generative AI.*



Here the group is overall divided between whether they have become more aware or didn't about the ethical and legal aspects of generative AI. In further comments it was explained that they think they are missing some ethical aspects that weren't as thoroughly discussed in the workshop. Another mentioned they found it difficult to use these guidelines when using generative AI but they have become more aware of the general legal and ethical aspects to watch out for.

# CONCLUSION

The workshop was fun, interesting and well prepared with a good switch between theory and practical exercises. They really liked the case study and one mentioned that he wanted to see more of these sessions that teaches people the practical use cases with generative AI. He mentioned that this way people would actually use it. For the other learning objectives it was important to see if their prompt writing improvement. From the first to last exercises there is already a growth in writing better and effective prompts. Within the survey it was again mentioned as one of the main things they learned from this workshop. The second objective was to teach people more use cases with this technology. Within the survey people mentioned they use it now for ideation to spark creativity and researching. However, the ethical and legal awareness are divided. The workshop has proven to have reached the learning objectives of writing better prompts and more use cases. The ethical and legal awareness has risen but the explanation should be better.

# WEEKLY CHALLENGES

[HOME](#) [COMMUNITY](#)

groupm

Create challenge



MAR WEEK 1

Created by Tom Dijkstra

Challenge ends in 1d : 15h : 20m

WEEKLY CHALLENGES

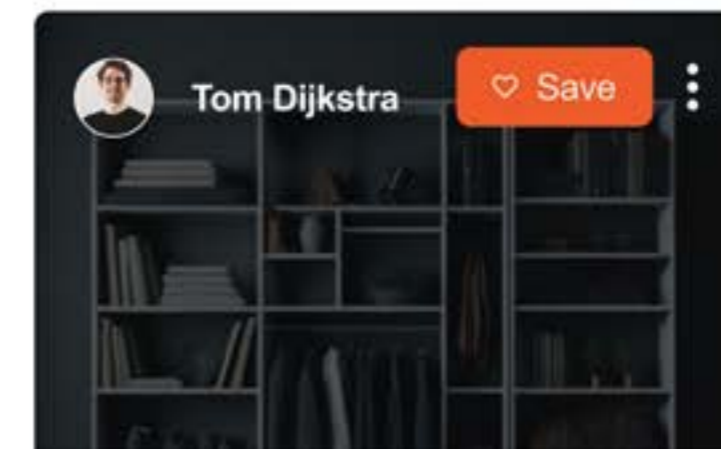
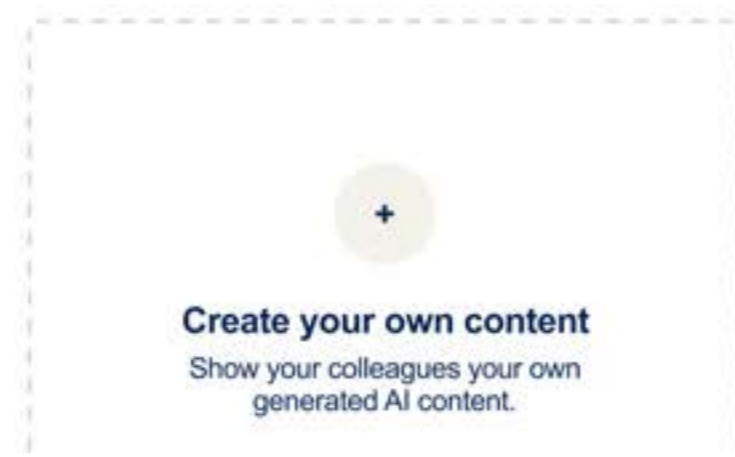
## CREATE YOUR OWN PRODUCT FOR IKEA

[CHALLENGE DETAILS](#)

### CREATED CONTENT

FILTER

This weeks challenge



# PLATFORM

The second part of the concept is the platform where the target audience can do weekly challenges to continuously learn about this technology through challenges or from colleagues. These two reasons are the main goals to accomplish with this platform. I choose weekly challenges as within the creative departments they have a similar activity to try out new technologies. Here they have a set amount of hours where they learn something new and share their findings with colleagues. This is without a client so they have no real requirements. Not only that but a case study where the target audience needs to create a product is always perceived as fun.

Weekly challenges will be similar where there will be each week a new challenge with generative AI. If you are interested you can join this challenge and share the final outputs with colleagues. A vote will be held and the winners will be given a batch on their portfolio. There will be a set time for each challenge to complete and to vote. The platform is fitting to the work culture of sharing and learning from each other with a bit of competition.



# TARGETS

**TO KEEP CONTINUOUSLY LEARNING ABOUT GENERATIVE AI.**

**LET THE COLLEAGUES SHARE AND LEARN FROM EACH OTHER ABOUT GENERATIVE AI.**

**KEEP THEM PRACTICING WITH WRITING TEXT PROMPTS TO GET THE DESIRED RESULTS.**

**SHOW THE TARGET AUDIENCE MORE USE CASES WITH GENERATIVE AI IN THEIR OWN WORKFLOW.**

## **PROMPT**

*Martina Joanna painting depicting princess, portrait, minimalism, bo detailed, highly stylized anime illustration, modern, vibrant color painting, trending on fanbox pixiv brushstrokes, Makoto Shinkai style gillyard edward hopper gregg russ*



# RELEVANCE

One of the main problems when creating a platform to learn about generative AI is that AI is constantly evolving. For this reason the platform should scale with this evolving technology. Right now challenges are mostly about real-life work scenarios but in the future the target audience might already know this information. For this reason the challenges are open to the community to choose what they want to create and learn, keeping it relevant even in the future.

The platform can also be used to build client portfolios with generative AI. Showing clients what can be done with generative AI may make it possible in the future to experiment and collaborate with. Opening new business opportunities.



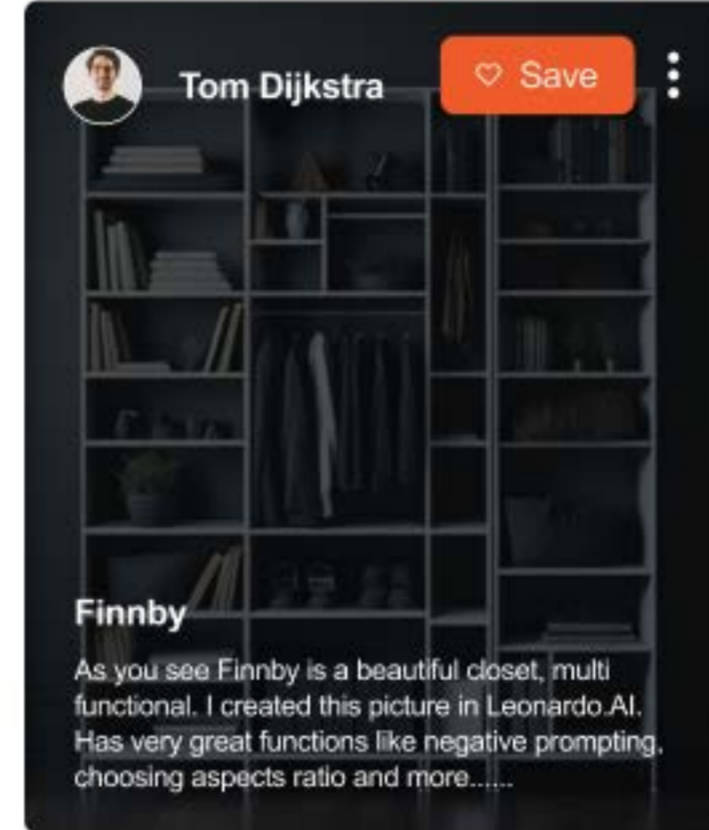
# CREATED CONTENT

FILTER

This weeks challenge



## YOUR CREATION





# CHALLENGES

The challenges consist of a scenario explaining what the participant needs to create with a set of guidelines. A generative AI tool that the participants need to use with an input field to send the final results and some tips or sites to look into for the challenge.

The scenarios in the challenge are based on real-life work scenarios and are created by users or a moderator of the platform. The challenge will take four days to complete and one day for voting. After these five days a new challenge will begin. Participants can choose when they want to do a challenge or even when to skip if they don't find it interesting.



CREATE CONTENT

### CREATE YOUR OWN PRODUCT FOR IKEA

SCENARIO

IKEA is planning to launch a new set of furniture and want to create something very unique this time around. You need to create a social media post promoting this new product. Create your unique furniture that fits in the IKEA branding. Make sure when creating the social media post it looks similar to that of IKEA self, a catching caption, good product name and of course hashtags.

[ChatGPT](#) [Midjourney](#) [Leonardo.ai](#)

TUTORIALS

If you need help with this challenge, check out these hand-picked recommendations.

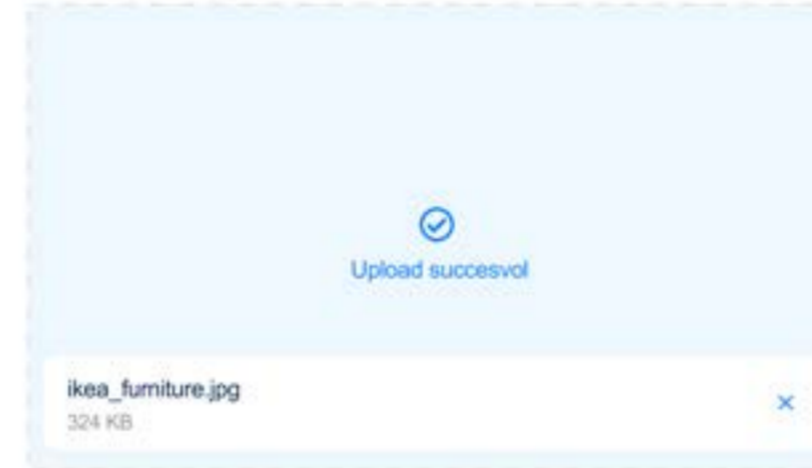
Go to Prompting Cheatsheet



A beginners guide to Midjourney



### UPLOAD CONTENT



max 3.9 MB

Title

Hemnes



Description

Hemnes the new closet. A decoration for all. In here you will find great storage for everyone in need of extra space. #closet #IKEA #Hemnes.

Created with Leonardo and ChatGPT.



Best prompt

A photorealistic image for a social media advertisement of...



Upload content

# PORTFOLIO

Each time you start and finish a challenge it will be saved in a portfolio. This portfolio will show the participants' learning journey through the use cases created. Showing how they gradually became better at generating content with generative AI. As in previous research, it was discovered that showing one's progress helps people keep motivated to continue learning. (training program, 2023)

*“I like that the highlights and own content are separate. Some platforms they use within GroupM do not have this but it is fun to look back at what you’ve created yourself to see your own learning journey with generative AI.”*

~test person 3 (usability & validation test, 2023)



**LOES EVERTS**

Media designer at GroupM Eindhoven, NL  
37 followers - 10 following

Edit profile



My content 2

Liked content 10

Created challenges 0

Achievements

Recently completed



MAR WEEK 1 - CREATIVE DEPARTMENT



FEB WEEK 3 - CREATIVE DEPARTMENT



# VOTING

In the weekly challenges platform there is a function to vote at the end of the challenge for the best generated content. This method is called gamification which can help with interaction with the platform. In the validation of the concept people really like the idea of having a competition between colleagues for the best created content. However, voting can have a negative impact for some people. For this reason instead of giving people a 1st, 2de or 3de place they will get batches on their portfolio for most creative, most innovative or most applicable.

*“Voting helps me keep motivated to start a challenge.”*

*“A challenge should have winners!”*

*“It would be nice to have some kind of ranking. I want to see who created the best content.”*



### LOES EVERTS

Media designer at GroupM Eindhoven, NL  
37 followers - 10 following

Edit profile



My content 2

Liked content 10

Created challenges 0

Achievements

#### BADGES

At almost every challenge there is something to win. Badges! These are trophies of previous won challenges by being the most creative, best applicable or most innovative.



Creative  
**0**



Applicable  
**1**



Innovative  
**0**

# VALIDATION

## WEEKLY CHALLENGES

*In total 7 testers*

To test if the general prototype is user friendly there was a test conducted with 7 testers in the creative departments and one customer experience department. Overall the platform was intuitive, clear and almost everyone completed the scenarios quickly. There are however some minor adjustments to be made on the platform in general.

Features like:

- See past challenges
- A button to start the challenge after reading challenge details
- Change placeholder text (they can be confusing)
- Share profile or content with colleagues
- And other minor adjustments.

These changes are implemented in the high-fidelity prototype




# ITERATIONS

Added past month challenges

## PAST MONTH CHALLENGES


Each month has four challenges which have already been completed. Check out all the cool AI generated content of your department.

Feb 2023 - Week 1




USE LEONARDO TO CREATE A MODEL FOR ICI PARIS

See this week winners




Feb 2023 - Week 2




USE LEONARDO TO CREATE A MODEL FOR ICI PARIS

See this week winners




Feb 2023 - Week 3




USE LEONARDO TO CREATE A MODEL FOR ICI PARIS

See this week winners




Feb 2023 - Week 4



USE LEONARDO TO CREATE A MODEL FOR ICI PARIS

See this week winners





Added share functions

ants

Recently completed





# VALIDATION

## EXPERIENCE

During the test people needed to complete scenarios and answer questions about the prototype and concept. Everyone really liked the platform, it looked very modern, organized and in general had a good feeling about this platform. They liked the idea of doing challenges to learn about generative AI. They said that: it would be fun to see what other people created, get inspiration of what you can create with generative AI and overall find the idea fun and interesting to work with generative AI.

Everyone likes the idea of voting to have a final winner for that challenge. They mentioned this platform would work really well in creative as they are very social and are always curious of what other people are doing and creating. This platform fits right in with their company culture. People are also interested in creating challenges especially if there are multiple challenges already created for inspiration or if they in general have a cool idea that they want people to make. In general the concept was found interesting and fun, people would like to see this made and implemented. The usability was good, there needs to be some minor adjustments and the general experience is that the platform looks modern, interesting, new, fun and overall organized.

**“THE PLATFORM HAS A VERY MODERN  
VIEW WHICH I LIKE“**

**“THIS PLATFORM WILL FIT RIGHT IN WITH OR  
DEPARTMETNS“**

**“THIS PLATFORM CAN REALLY HELP WITH  
FINDING INSPIRATION THROUGH  
GENERATIVE AI“**

# TARGET AUDIENCE

the target audience are employees of GroupM in the creative departments (design & motion) between the age group of 20 - 30 years, having a background in creative studies that lack the knowledge to effectively use generative AI in their workflow.

# PERSONA 1



## LOES EVERTS

Media designer

*"Colleges have used generative ai before but I have never tried it myself."*

## General info

**Age:** 25

**Location:** Eindhoven, NL

**Department:** Design

**Active:** 2 years at GroupM

## BIO

Loes is a media designer that creates content for clients. She likes creating, thinking of new ideas and in general make awesome designs. She has heard of generative AI, has seen colleagues use it but never tried it herself.

## TASKS

\* Tasks change depending on project and role

Designing content

Creating videos

Making marketing strategies

Concepting

Copywriting

Storyboarding

## TOOLS

Has heard of:



## GENERATIVE AI

## KNOWLEDGE



## FRUSTRATIONS

- There are to many options for generative AI.
- I don't know how this technology works and have never tried it.

## MOTIVATIONS

- It would speed up the process of writing copy
- Colleges have been before me and where successful.



# PERSONA 2



## TOM DIJKSTRA

Motion designer

*"I have experimented with generative AI and it helps me with speeding up tasks."*

## General info

**Age:** 28

**Location:** Eindhoven, NL

**Department:** Motion

**Active:** 8 Months at GroupM

## BIO

Tom is a motion designer that creates video content for clients. He already used generative AI in some projects to speed up the process. Although he encountered problems when using this new technology.

## TASKS

\* Tasks change depending on project and role

Video editing

Shooting videos

Making campaigns

Concepting

Copywriting

Storyboarding

## TOOLS

Has used:



## GENERATIVE AI

## KNOWLEDGE



## FRUSTRATIONS

- You always have to check the created content on correct information, not biased, etc.
- Generative AI has their own opinion on matters when you only want facts.
- The content created deviates from what you actually want.

## MOTIVATIONS

- It can speed up and automate tasks.
- It can give new inspiration when having a block.
- It is easy to use and most of the time makes high quality content.

# PAINS & GAINS

Pains	Gains
Difficult to get the desired output	Want to efficiently write copy
Always have to check the output generated by generative AI	Want to use generative AI in more aspect of my work
I don't know where I could use generative AI in my own workflow	I want generative AI to speed up and automate certain tasks
There are too many generative AI tools to choose from	Getting quick inspiration when stuck on a task
	Colleagues were successful in using generative AI I also want that

