ME, MYSELF & AI

THE PLAYBOOK WE'VE ALL BEEN WAITING FOR

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"IMPROVEMENTS IN ARTIFICIAL INTELLIGENCE ARE THE MOST **IMPORTANT INNOVATION** AT THE MOMENT"

Bill Gates

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AI ACCORDING TO AI IN 10 YEARS

My AI assistant gently wakes me up with an overview of my day. The AI has ordered a healthy breakfast for my family, tailored to our dietary needs.

My daughter, Emma, puts on her holo-glasses and begins her tailor-made lessons, guided by her AI teacher. My wife, Lisa, prepares for surgery, supported by a medical AI that analyses the latest medical research and patient histories.

At my work in city planning, an AI helps me model city planning scenarios and their impact. In the evening, with the help of AI, we organise a virtual family dinner with my parents who live far away.

Thanks to AI, we live healthier lives, our children learn better, our work becomes more meaningful and we get closer to our loved ones. It is an inspiring future that I welcome with open arms.

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ARTIFICIAL INTELLIGENCE HAS SURREPTITIOUSLY NESTLED ITSELF INTO EVERY FACET OF OUR LIVES AND IS HERE TO STAY.

When the term AI comes to mind, many people immediately think of the Matrix or The Terminator, but fortunately we are not there yet. In this playbook, we take you through the developments of Artificial Intelligence and the various possibilities it offers for your brand. Yes, even for startups with only a handful of employees.

This way, we take you through our AI enthusiasm and show you why AI might be a more important invention for humanity than fire or electricity.

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ARTIFICIAL INTELLIGENCE

artificial intelligence - noun (mostly used)

AI, or Artificial Intelligence, is a technology that has been evolving rapidly in recent years. It refers to the simulation of human intelligence in machines programmed to think and learn like humans.

AI is used in many fields, including robotics, natural language processing, environment recognition and machine learning.

Applications of Artificial Intelligence (AI) are increasingly being used to automate tasks. It is increasingly becoming a part of our daily lives.

INDEX_

FROM ELIZA TO CHATGPT

A little history

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AI HAS A LONG HISTORY

1955
THE TERM ARTIFICIAL INTELLIGENCE FIRST APPEARS
John McCarthy writes the following about it: "Making a machine behave in a way that we would call intelligent behaviour if a human behaved in this way".

1973
WELCOME TO THE AI WINTER
Over a period of about 15 years, developments are at a standstill. Computers are too underdeveloped to process the data and investment is lagging.

1997
AI 1 - KASPAROV 0
Deep Blue makes history by becoming the first machine ever to win a game of chess. From none other than world champion Kasparov.

2011
"HEY SIRI"
Apple launches the iPhone 4. Including the,at the time, most impressive form of voice recognition Siri.

2020
CHATGPT MAKES AN APPEARANCE
OpenAI has launched an AI getrAInd model that allows users to chat. This tool was also used in the creation of this Playbook.

1964
BIRTH OF ELIZA
Eliza is one of the first chatbots. A user can have a conversation with Eliza. Eliza was named after her character Eliza Doolittle from My FAIr Lady.

2002
IROBOT'S ROOMBA ENTERS THE MARKET
Roomba is the first autonomous vacuum-cleaning robot for households..

2014
TESLA COMES UP WITH AUTOPILOT
All tesla Model S vehicles will now have devices that support autopilot.

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AI = GOING FAST

June'22
Prompt:
"Mandela as a superhero".

June'23
Prompt:
"Mandela as a superhero".

AI, THE SMARTEST BOY IN THE CLASS_

AI is **hot and happening** right now. But did you know that AI is actually a very old concept? The history of artificial intelligence dates back to the **1950s.**

Since the millennium, AI has been making more and more progress. For instance, many people have been encountering AI on social media for years in the form of **relevant ads.**

But ask 5 people at a birthday party what AI is, and you will get 5 different answers. AI cannot actually be represented in one definition.
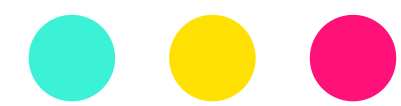
Challenge accepted!

AI consists of various machines that exhibit intelligent behaviour.

THESE AI MACHINES CAN COME BACK IN DIFFERENT FORMS SUCH AS:

- Chat conversations
- Photo-recognition software
- Software that can make predictions using data
- Robots - e.g. in the form of hoovers.

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CHAT GPT-4

"Artificial Intelligence is the canvas,
humanity is the artist.

Together, we can paint a future of
infinite possibilities."
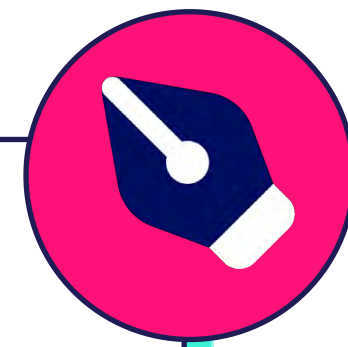
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AI IS HERE, THERE, EVERYWHERE

Overview of all possibilities

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AI'S EVERYWHERE_

AI has a very big impact in everyday life. Yet it is not always immediately visible. Many AI applications are hidden in devices or systems. Listed below are the most commonly used applications:

TEXT

Different language models can create text documents on a large scale. The best-known example in this is ChatGPT.

VISUAL / VIDEO
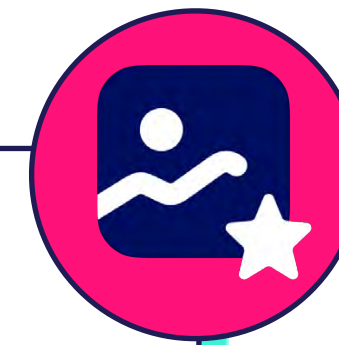
In addition to text, AI is now capable of creating realistic visuals and videos.

MUSIC

Create your own music with the help of artificial intelligence. AI helps you with unique tracks based on prompts. It is even possible to add vocals using autotune.

CODING
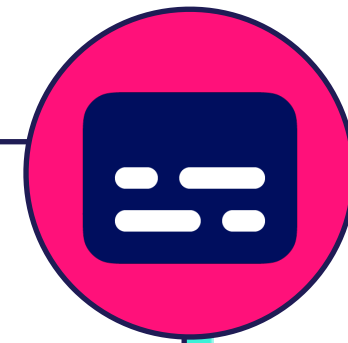
AI is able to write or translate code using prompts. So you can leave the writing of code to AI, but not yet the managing of the code!

SEO
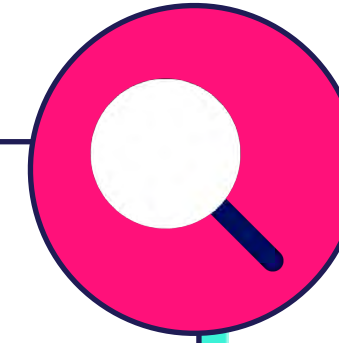
AI & SEO are a match made in heaven. By analysing search data and relevant keywords, AI can help improve online findability.

AVATARS

Create the best (profile) picture of yourself without a photographer.

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TEXT CHATBOT_

Chances are you have already been introduced to **ChatGPT** in the past year. The chatbot that generates texts through artificial intelligence.

Ask the tool to write about any topic and a pretty thorough text follows. ChatGPT does not turn it into a story, but writes down facts. **Note! These facts are not always truthful.**

ChatGPT writing is quite monotonous, so as a writer it is still **very important to be creative**. Creative in giving writing assignments. Chat GPT should be seen as an assistant. The Chatbot looks for all the ingredients together, it is up to you to turn this into a personal story.

> **RU** how does ChatGPT work in 100 words
>
> ChatGPT is a natural language processing AI model that functions through deep learning. It's based on the GPT-3.5 architecture, which employs a neural network with 175 billion parameters. When given text input, ChatGPT uses this extensive neural network to generate coherent and contextually relevant responses. It has been trained on a vast dataset from the internet, allowing it to understand and generate human-like text across a wide range of topics. ChatGPT relies on pattern recognition and statistical probabilities to produce its responses, making it capable of answering questions, generating text, and assisting with various language-related tasks.

TOOLS

1. **CHATGPT**
2. **CHARACTER.AI**
3. **WRITESONIC**

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VISUAL CHATBOT_

A definitive **end to stock photography?** In many blogs or websites, you come across the same images. After all, we all search the same stock library. Thanks to AI, this is no longer necessary. One writes a short description of keywords that should be reflected in your visual and AI goes to work.

The best-known tool at the moment is Midjourney. Besides visuals, AI is also getting better at creating videos. However, the creation of these is still in its **early stages**. A big advantage of this is that you do not have to deal with **copyright.** After all, they are your thoughts converted to images. The only downside: it is incredibly addictive!

TOOLS:

1. **DALL-E**

2. **MIDJOURNEY**

3. **STABLE DIFFUSION**

4. **ADOBE FIREFLY**

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MUSIC CHATBOT_

Hum or whistle a song and AI will complete it! Artificial intelligence can produce a new track based on a prompt, image or melodies.

One of the forerunners in this is Google with **MusicLM**. The software is getrAInd with more than 280,000 hours of music. The generated music sounds as if composed by a human.

Due to many copyright issues, it has been decided not to publish the software for now, **except for a test group.** Previous tests showed that in 1% of cases, the music was copied 1 to 1 from existing songs.

Google MusicLM
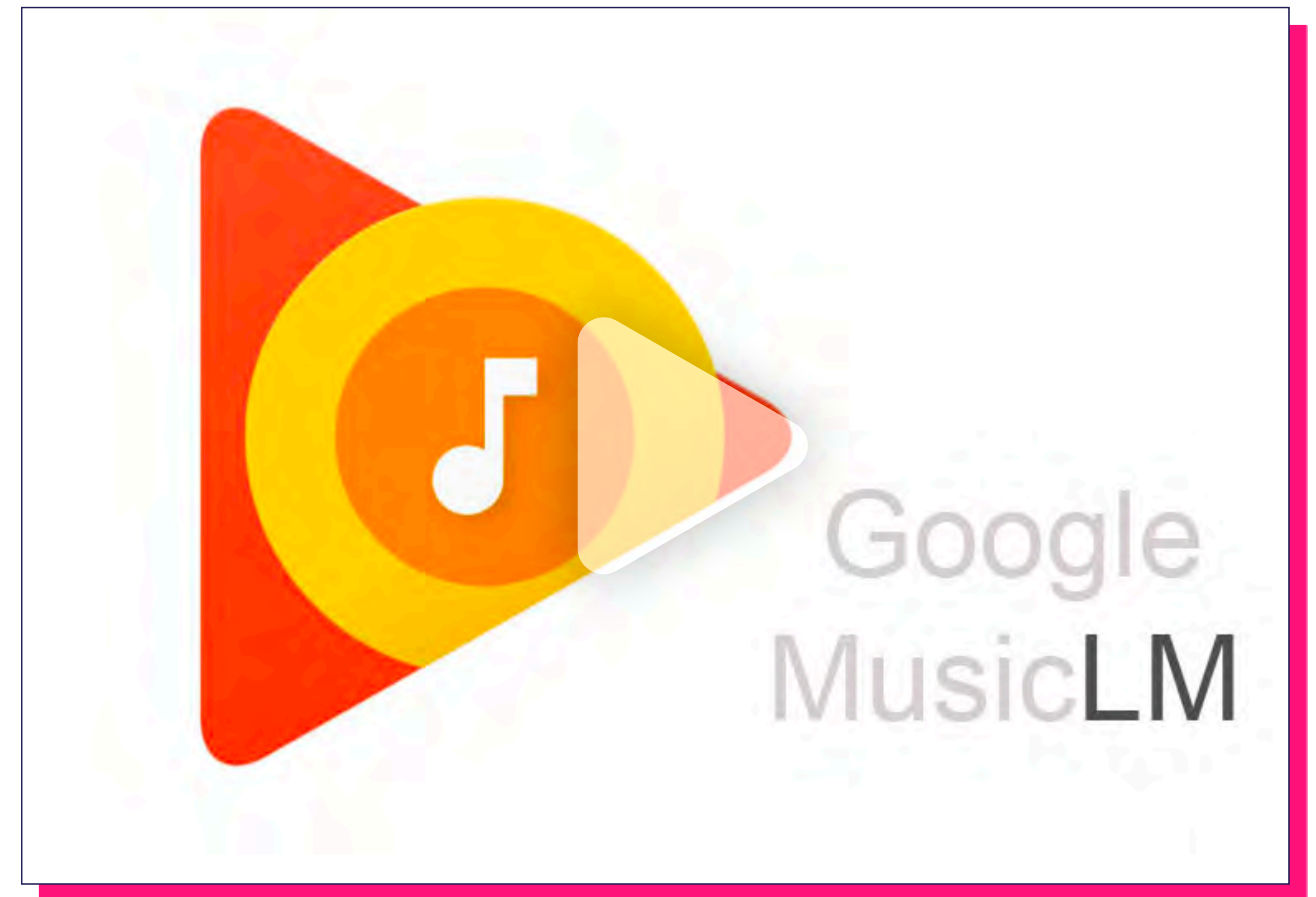
TOOLS:

1. **PODCASTLE**

2. **BEATHOVEN**

3. **VOICEMAKER**

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CODING CHATBOT_

In an increasingly technology-driven world, **programming** is more important than ever. But as artificial intelligence continues to develop, humans must begin to shift their focus from coding itself to **managing the code.**

Although AI is getting better and better at performing tasks such as writing texts or composing music, there remain thinking tasks that AI simply cannot (yet) understand. Consider, for example, contradictions that can be either true or false. So writing the code can increasingly be left to AI, but managing the code remains **a human task** for now.

```
var weather = [
  { month: 'January', high: 58, low: 48 },
  { month: 'February', high: 61, low: 50 },
  { month: 'March', high: 64, low: 53 },
  { month: 'April', high: 67, low: 55 },
  { month: 'May', high: 70, low: 58 },
  { month: 'June', high: 73, low: 61 },
  { month: 'July', high: 76, low: 63 },
  { month: 'August', high: 77, low: 64 },
  { month: 'September', high: 76, low: 63 },
  { month: 'October', high: 73, low: 61 },
  { month: 'November', high: 68, low: 57 },
  { month: 'December', high: 64, low: 54 }
];
```

Open in Playground ↗

TOOLS:

1. **OPENAI CODEX**
2. **COPILOT**
3. **TABNINE**

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SEO MATCH MADE IN HEAVEN_

Artificial intelligence is able to analyse data **on a large scale** and formulate insights from it. This makes the technology perfect for SEO as SEO generates tons of data and strategy is built on these insights.

AI helps SEO with:

CONTENT CREATION: automatically generate texts based on keywords, increasing the quality and relevance of content.

LINK BUILDING: AI can evaluate the quality of incoming links, putting your website in higher positions in search results.

ONE-PAGE VISITS: Artificial intelligence analyses websites and automatically makes recommendations for on-page optimisations. Such as improving meta tags, titles, URLs

KEYWORD ANALYSIS: AI helps using complex algorithms and data analysis to identify keywords and keyword combinations.

TOOLS:

1. **NEURON WRITER**
2. **TYPETONE**
3. **SEO.AI**

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WITH AI, EVERYBODY IS PHOTOGENIC_

Digital reality is increasingly easy to visualise. And manipulable. AI is increasingly able to create fully digital content, **synthetic media.** Thus, it is becoming increasingly difficult to distinguish when a photo is real or fake.

A great example is the tool **Lensa.** You select 10-20 photos of yourself and then the tool produces a new set of profile photos.

PRACTICAL EXAMPLES:

1. **LENSA**
2. **D-ID**
3. **PICSART**

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AI IS A TOOL, NOT A THREAT_

1 STAY UP TO DATE

Keep up to date with the latest AI technologies and how they are being deployed in your industry. **AI is not a competition, but an assistant.**

2. NEW SKILL SET

Develop a diverse **"AI skill-set"** as an extension of your core skills. This will help you learn to interact with AI software and platforms and better understand how to interpret and use data.

3. AI IS NOT CREATIVE

AI can be used for many **routine tasks**, but will not come up with **creative solutions.** So focus on all creative processes and see where you can differentiate yourself and add value within your team.

4. NO COMPETITION

Embrace AI. Keep up with the changes and see AI as an opportunity. Artificial intelligence helps you get to work effectively and gives you more time to focus on other aspects of your job.

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"PERHAPS WE SHOULD ALL STOP FOR A MOMENT AND FOCUS NOT ONLY ON MAKING OUR AI BETTER MORE SUCCESSFUL BUT ALSO ON THE BENEFIT OF HUMANITY."

Stephan Hawking

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BRANDS EMBRACE AI

The following brands have preceded you

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FASHION_
STYLE SEARCH

- A Dutch start-up that has created a fashion search engine using Image Recognition technology.

- The tool allows users to find clothes and similar products in shops.

- Using Artificial Intelligence, the search engine is able to instantly create personalised outfits in combination with the latest fashion trends, based on the user's tastes and preferences.

- To create the outfits, StyleSearch spent two years training algorithms to identify the latest fashion trends on social media.

Vind elk product en shop influencer looks

Zoek een product of influencer   Zoek   Zoek met afbeelding

Laat je inspireren door looks van fashion influencers

Dames   Heren   Alles

de Bijenkorf   asos   miinto FIND YOURSELF   THE NORTH FACE   UNIQLO   DKNY

BALR.   SISSY-BOY   SCOTCH&SODA AMSTERDAM COUTURE   Dior   BOSS HUGO BOSS

STYLESEARCH WAS RECENTLY VOTED 'TOP 11 FASHION TECH DISRUPTOR' IN MILAN OUT OF OVER 1,200 STARTUPS WORLDWIDE.

THE NORTH FACE   CONVERSE   LACOSTE   G-STAR RAW   FRESH BRIDGE

VOLKSWAGEN FROM AI BUZZ

- Volkswagen has launched a new social media campaign called AI. Buzz launched.

- In this campaign, Volkswagen followers were given the chance to suggest the craziest ideas for their Volkswagen bus.

- No idea was too crazy, whether it was a helicopter, boat, spaceship or even pizza.

- With this activation, Volkswagen is one of the first brands to use artificial intelligence in a campaign.

"THE BUS OF THE FUTURE, MADE WITH THE POWER OF AI"
- AI.BUZZ
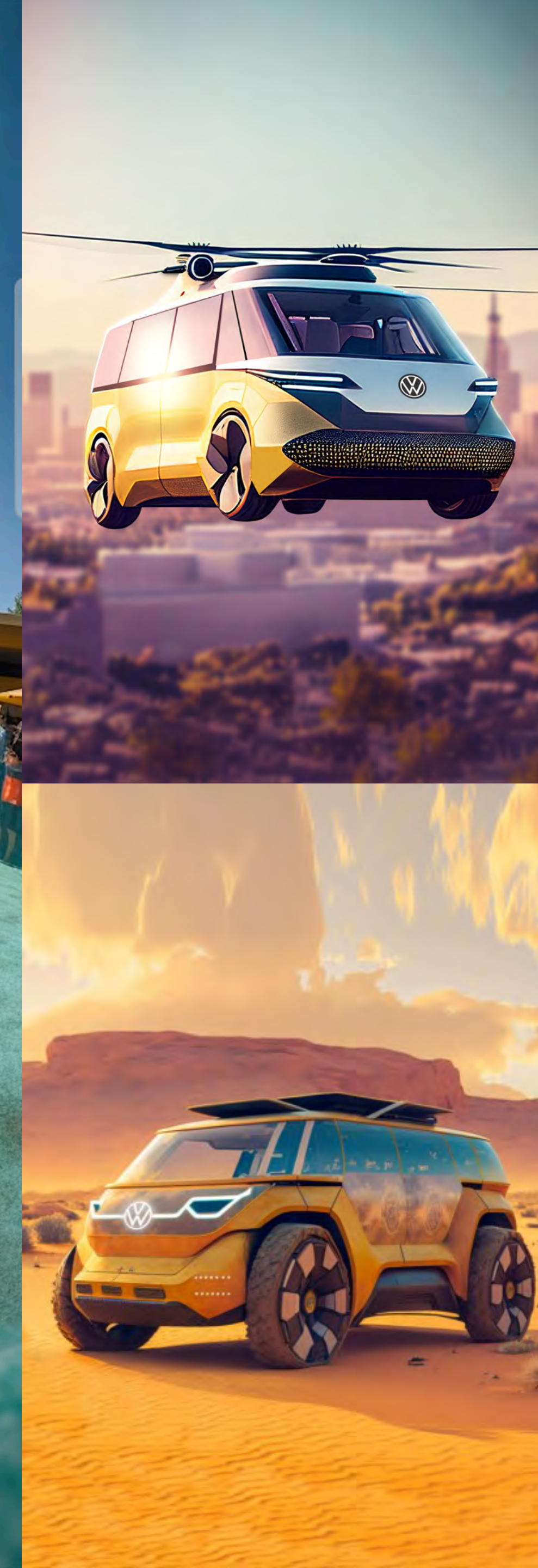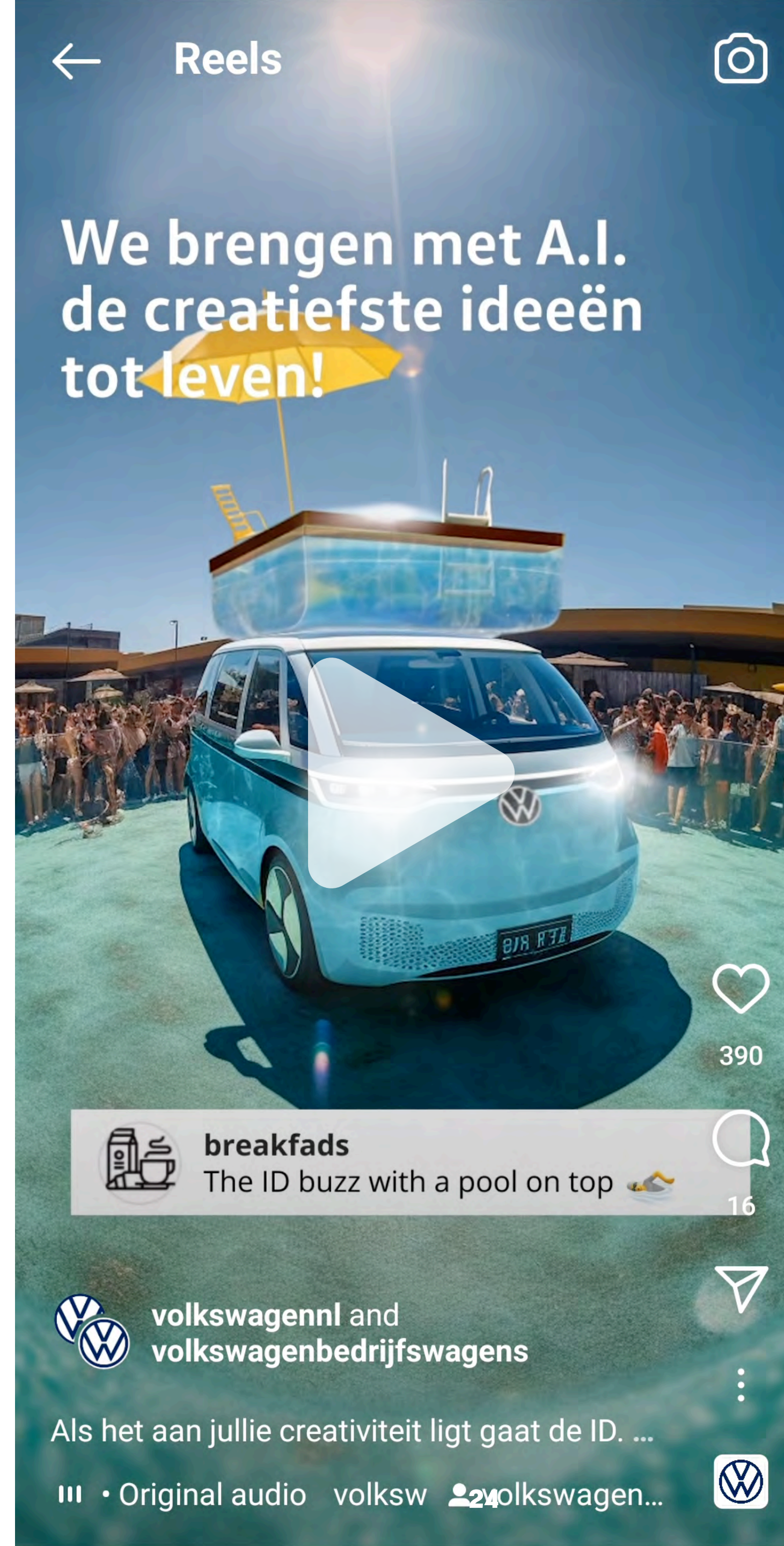
CLICK ON THE VIDEO'S TO WATCH!

Reels

We brengen met A.I. de creatiefste ideeën tot leven!

breakfads
The ID buzz with a pool on top 🩴

volkswagennl and **volkswagenbedrijfswagens**

Als het aan jullie creativiteit ligt gaat de ID. ...

••• • Original audio   volksw volkswagen...

390
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CAMPAIGN_

HEINZ RETHINK IDEAS

- Heinz is launching an ad campaign in partnership with Rethink Ideas.

- Images for the campaign are entirely generated by artificial intelligence.

- The idea arose after experimenting with the AI image generator DALL-E 2.

- Ketchup-related prompts produced results that resembled bottles of Heinz.

- Consumers are encouraged to share their own AI prompts.

- The best creations will be used in social media posts and print ads.

"IT TURNS PUT THAT JUST LIKE HUMANS, AI PREFERS HEINZ."

THIS IS WHAT "KETCHUP" LOOKS LIKE TO A.I.
IT HAS TO BE HEINZ

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DEXTR - 140 AI MODELS ON THE BACK SEAT

- Dutch-based Taxi app developed a marketing campaign consisting entirely of AI-generated images.

- Based on precise prompts, Midjourney, Stable Diffusion and Dall-E created images of people in different settings that could not be distinguished from real ones. For example, DEXTR was able to get more than 140 different people in the back seat of a taxi for its campaign.

- The prompts also included camera angles and lighting. As a finishing touch, the images were manually post-processed.

THE CAMPAIGN USED 80 AI-GENERATED PHOTOS!

Zij willen vanavond even lekker los

Waar wil jij naartoe? ›

Download nu

DEXTR De makkelijkste taxi-app van Nederland

Karin gaat met vriendinnen Tilburg onveilig maken

Waar wil jij naartoe? ›

Download nu

DEXTR De makkelijkste taxi-app van Nederland

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COCA-COLA CREATE REAL MAGIC

- Digital creatives worldwide have access to a unique AI platform for generating original artworks with iconic creative sources from the Coca-Cola archives.

- The platform called "Create Real Magic" has been developed exclusively for Coca-Cola by OpenAI and BAIn & Company.

- It is the first platform of its kind to combine the capabilities of GPT-4 and DALL-E.

- GPT-4 produces human-like text based on search engine queries.And DALL-E generates images based on text.

"IT'S AN EXPERIMENT TO SEE WHERE CO-CREATION CAN TAKE US"

That's where the REAL MAGIC happens.
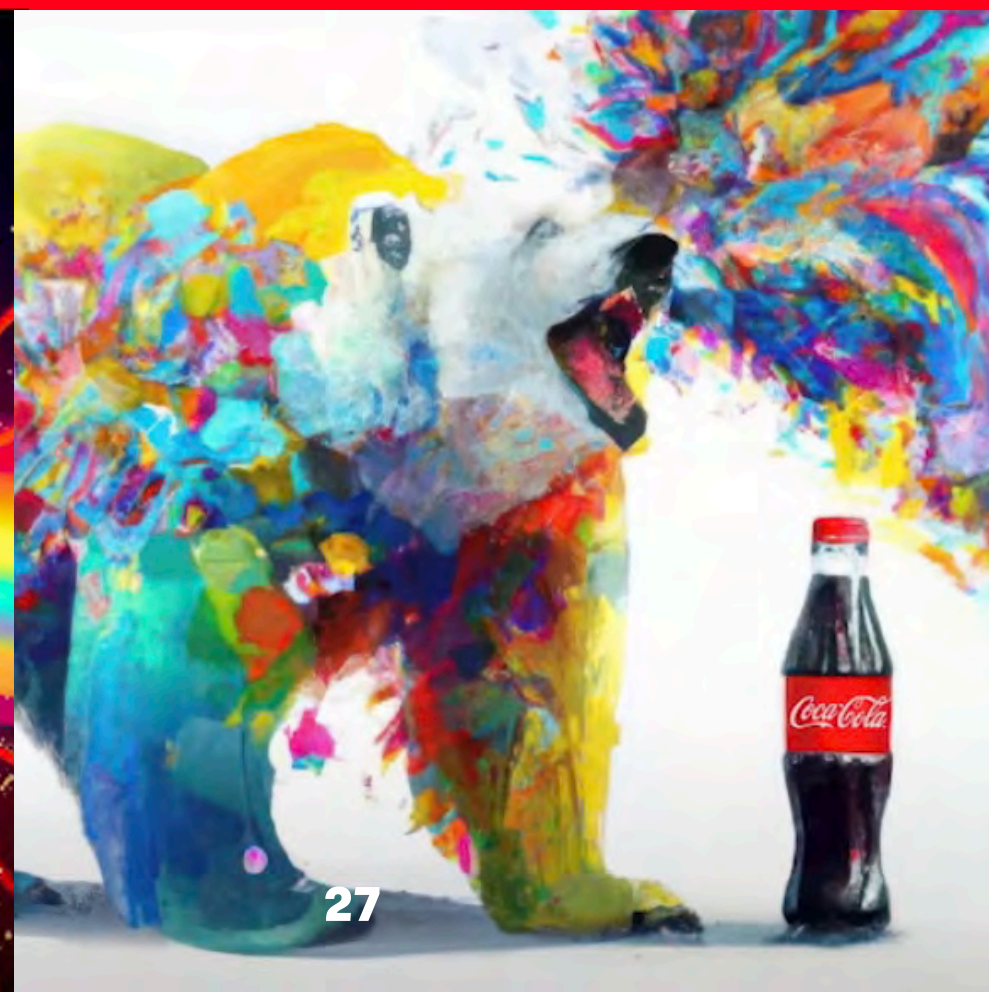
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CHATBOT_
SNAPCHAT AI CHATBOT

- Snapchat has become the first platform to launch a full AI companion.

- The new Snapchat chatbot is called 'MY AI' and is designed to bring artificial intelligence to social media.

- Users can use the AI chatbot to talk about various topics.

- The chatbot includes additional features such as coming up with birthday gifts, planning outings and giving recipe suggestions.

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FASHION_

MONCLER GENIUS AI

- Moncler Genius debuted in the world of AI campaigns during London Fashion Week.

- The Moncler team's goal was to create exaggerated designs using AI.

- The AI-generated lookbook was used in the global press release, on social media and in the campaign on Vogue Runway.

- The remarkable collection included collaborations with Adidas Original, Pharrell, Alicia Keys, Palms Angel, Roc Nation, Frgmt and Sahleh Bembury.

"I WANT PEOPLE TO FEEL INSTANTLY COOL"
— ALICIA KEYS

MONCLER
GENIUS
The Art of Absolute Imagination
adidas Originals

CORES BACARÁ

- São Paulo director/musician Patrick Hanser combines his talents and Playground AI in a video for the first single from his music project Bacará.

- He edited the live-action footage to create something dynamic and reduced the frame rate from 24FPS to 12FPS

- After colouring and exporting the frames, he uploaded them to Playground AI and started editing each frame individually to achieve the desired result.

- In total, there are about 2,800 frames in the music video, but he made more than 10,000 to arrive at the final result.It took him six months to make the video.

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THE TRUE REASON WHY ITALY HAS BANNED CHAT-GPT:

CHAT-GPT

can i put pineapple on pizza?

Yes, you can put pineapple on pizza.

Send a message

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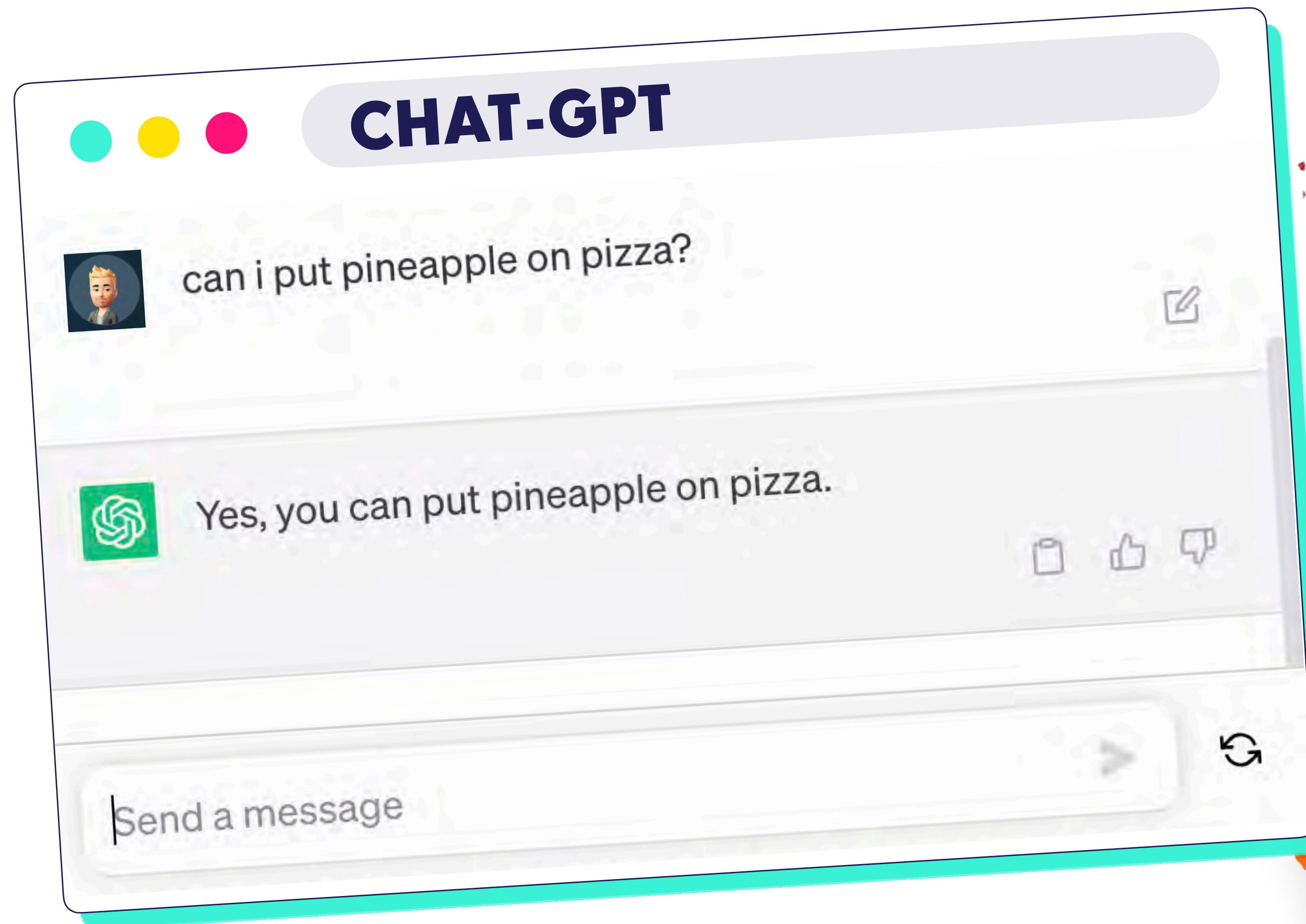
CHALLENGES & LIMITATIONS

AI not yet friends with everyone

DOWNSIDES OF GROWING AI QUALITY_

AS WITH SOCIAL MEDIA, THE GROWTH OF AI IS NOT WITHOUT ITS CONCERNS.

1. LACK OF TRANSPARENCY

2. BIASED DATASETS

3. INCREASINGLY LESS PRIVACY

4. IMPACT ON LABOUR MARKET

5. UNRELIABILITY

6. LOSS OF SKILLS

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DOWNSIDES OF GROWING AI QUALITY_

1. LACK OF TRANSPARENCY

Many AI systems are complex. You see what goes in and then what comes out. You don't end up seeing what data led to **the outcome.** Often, it is also not clear what data was used to train the model.

2. BIASED DATASETS

The intelligence of AI software is growing with **increasing data**. However, much of this data is not objective. This is because our biases are included. When we fill the datasets with biased data, the system will confirm our biases.

3. LESS AND LESS PRIVACY

To function properly, smart systems never need enough data. Thus, through AI, companies can create a sharp profile of us and manipulate us. Thus, data is used **to influence us** and thus ultimately determine our behaviour.

4. IMPACT ON LABOUR MARKET

There are a few individuals who are at risk, but most people will have to learn to **work with AI**. AI should not be used to reduce the labour market.

5. UNRELIABILITY

The downside of increased quality is the **decrease in reliability.** AI is able to create lifelike faces of people who never existed. Consider also deepfake, where pictures of faces are pasted onto moving video footage.

6. LOSS OF SKILLS

The advance of artificial intelligence is causing our **human skills** to decline. Smart software makes our lives easier, think of navigation systems or remembering phone numbers. The danger in this is that we become too dependent on technology.

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WHO GETS THE COPYRIGHT?_

The increase in quality of creations and apps like Lensa are giving artists quite a headache. After all, why pay an artist when you can have a work of art created almost for free in minutes? Artists' work will be used to feed the AI machine, but who will get the copyright?

Deze vraag is tweedelig:

1 WHO HAS THE RIGHTS TO THE FINAL PRODUCT?

The final product such as some avatars are not protected. This is because copyright protection only applies when **human input** is provided. In other words, the author must be a human being. So there is no copyright on AI creations.

DISCLAIMER:
A group of US artists sued Stability AI, DeviantArt & Midjourney on 13 January 2023 around copyright issues. So no doubt this will be continued...

2 CAN ARTWORKS JUST BE USED TO TRAINE THE AI MACHINE?

Yes, it may. As mentioned, AI is filled with data consisting of digital copies of works of art. These are basically protected under the author's **reproduction right.** Only the author has the right to make copies of his work. Of course, for an AI researcher, it is not possible to ask permission from every artist, so there is one **exception** to this rule. If the copies are made for the purpose of **learning from the data**, then it is permissible to copy the works.

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"FOR AI TO BE TRULY SMART, IT MUST RESPECT **HUMAN VALUES, INCLUDING PRIVACY.** IF WE GET THIS WRONG, THE DANGERS ARE PROFOUND."

Tim Cooks

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THE FUTURE LOOKS BRIGHT

Glass globe

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LET'S PREDICT_

Saying something about the future of artificial intelligence? Who better to do so, than AI itself?

Prompt: Outline the future of AI in 100 words

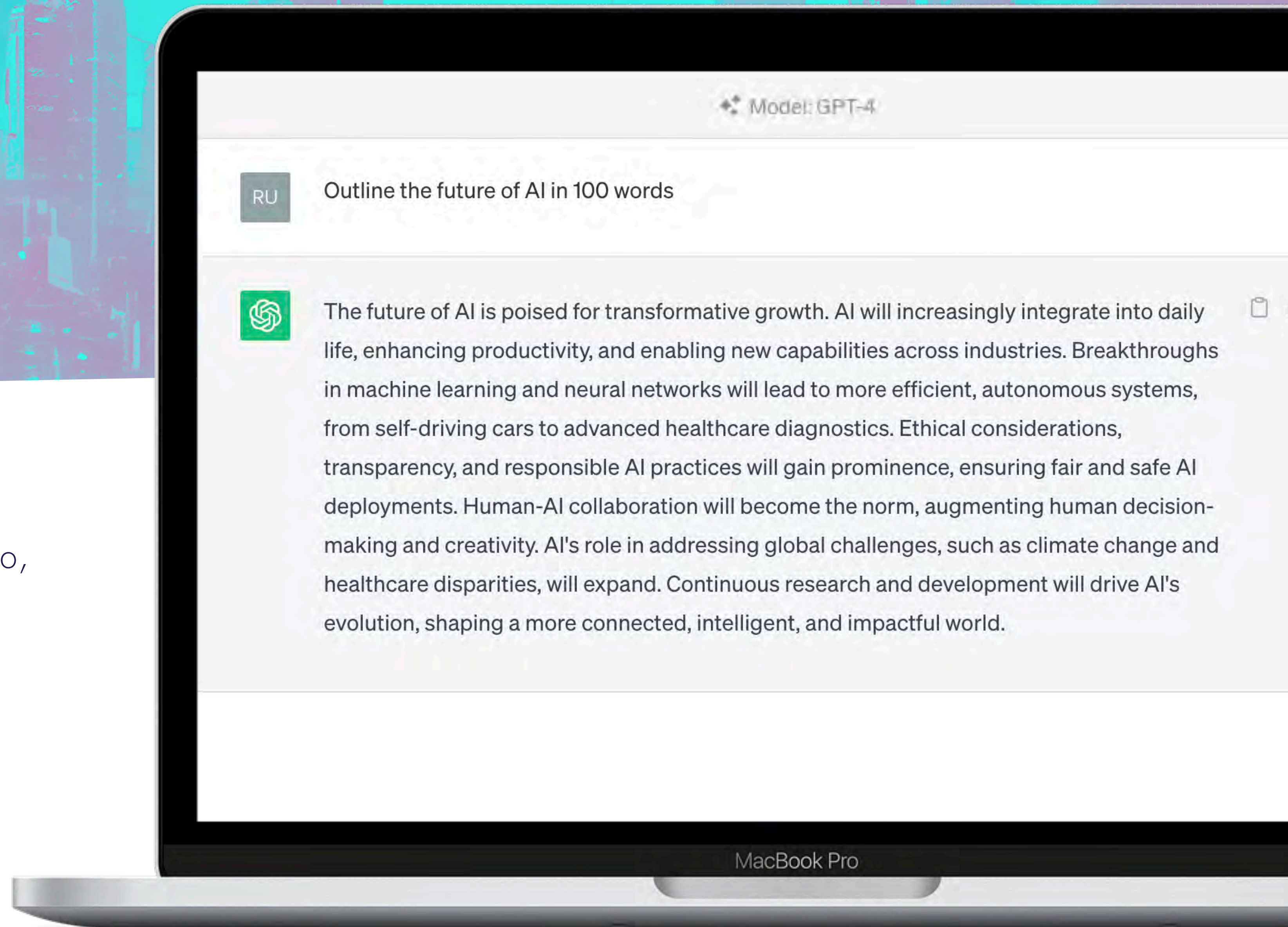RU — Outline the future of AI in 100 words

The future of AI is poised for transformative growth. AI will increasingly integrate into daily life, enhancing productivity, and enabling new capabilities across industries. Breakthroughs in machine learning and neural networks will lead to more efficient, autonomous systems, from self-driving cars to advanced healthcare diagnostics. Ethical considerations, transparency, and responsible AI practices will gain prominence, ensuring fair and safe AI deployments. Human-AI collaboration will become the norm, augmenting human decision-making and creativity. AI's role in addressing global challenges, such as climate change and healthcare disparities, will expand. Continuous research and development will drive AI's evolution, shaping a more connected, intelligent, and impactful world.

Model: GPT-4
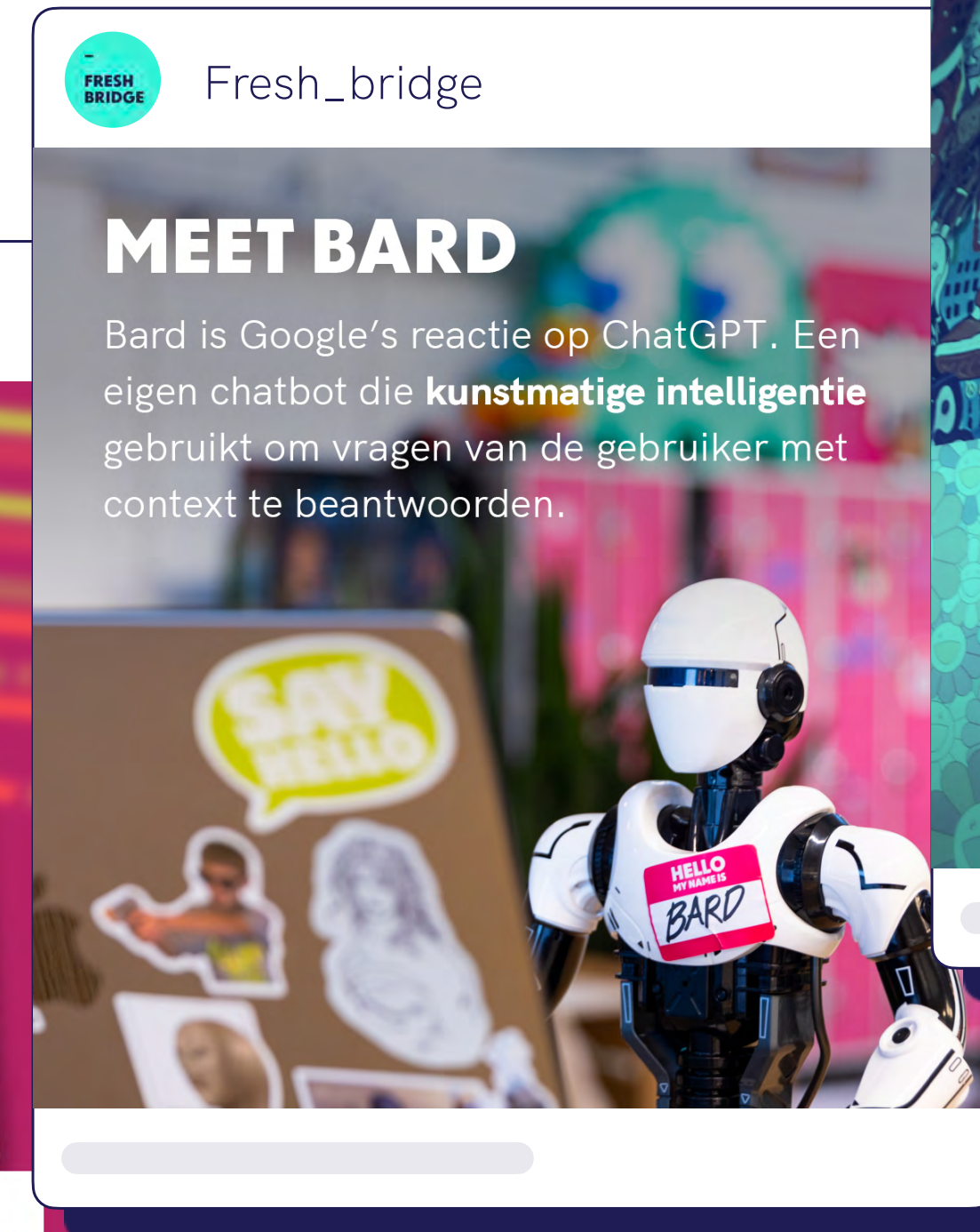
MacBook Pro

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TIP!

Midjourney is highly addictive,

don't start.

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STAY HUNGRY, STAY FOOLISH & KEEP PLAYING

We continuously take you through the **biggest** social media **developments** of the moment, so that you are always up to date and can use social media in the best possible way for **your brand**. To do this, we use the following tools:

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"HET LANDSCHAP VERPLAATST VAN SOCIAL- NAAR INTERESSE MEDIA."

SOCIAL NUMBERS
Nederland 2023

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MEET BARD

Bard is Google's reactie op ChatGPT. Een eigen chatbot die **kunstmatige intelligentie** gebruikt om vragen van de gebruiker met context te beantwoorden.

HELLO MY NAME IS BARD

Fresh_bridge

SENIOR ADVERTISING: DE OUDERE DOELGROEP EN SOCIAL MEDIA

Check de link!

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BLOGS

MEDIA UPDATES

PLAYBOOKS

FRESH BRIDGE

LET'S DRINK COFFEE_

Fresh Bridge is a 'Creative Agency with strategic focus - Born and raised in The Age of Social Media'.

We believe in combining creativity and **effectiveness.**

For us, Emotional and Cultural insights are crucial for creating resonant and impactful campaigns.

We excel at combining brand strategy, creativity, concepting, content creation and boutique media advertising to achieve **impactful results** for our partners, while remaining pragmatic and adapting to the **ever-changing world.**

WWW.FRESHBRIDGE.NL
070-7620269

AND EVERYTHING WE DO IS BASED ON (CREATING) A PARTNERSHIP!

Stop by, call/ mail or DM us!

ALEX VIJFVINKEL
SENIOR MEDIA STRATEGIST

DAVID NIEUWENHUIZEN
ART DIRECTOR

RODERICK CREMERS
FOUNDER, CEO, STRATEGY DIRECTOR

_
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⚠

NO AI'S WERE HARMED DURING THE MAKING OF THIS PLAYBOOK

We think...

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www.FreshBridge.nl

*All the images featured in this presentation have been generated with artificial intelligence (AI)