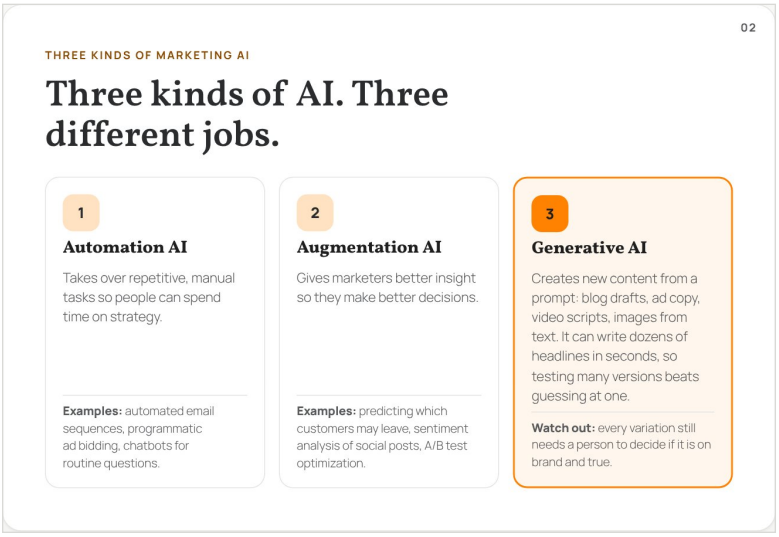
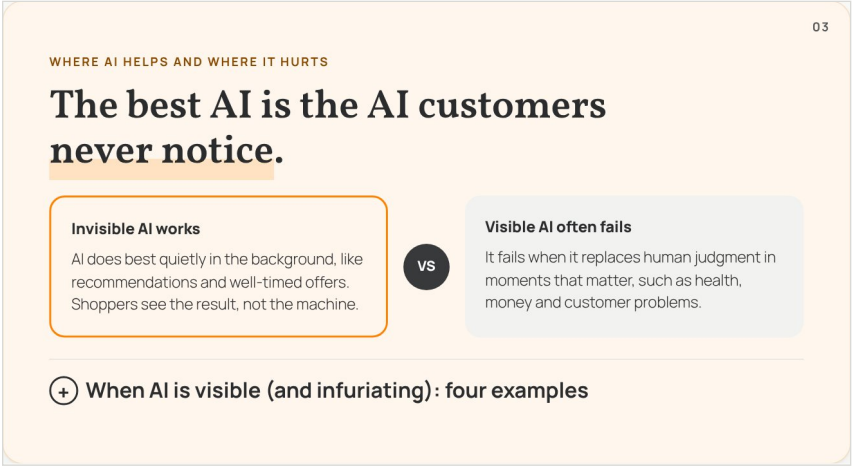


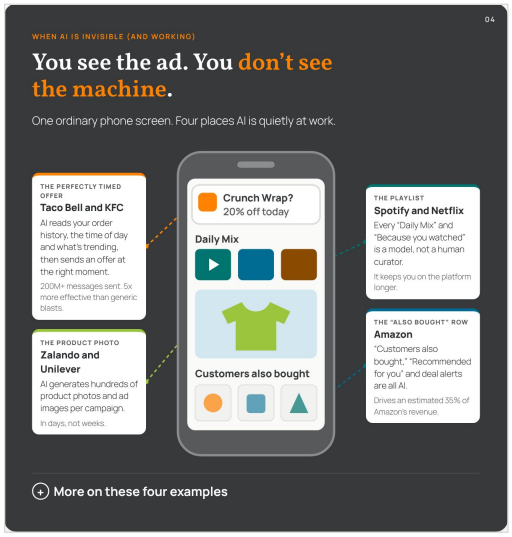
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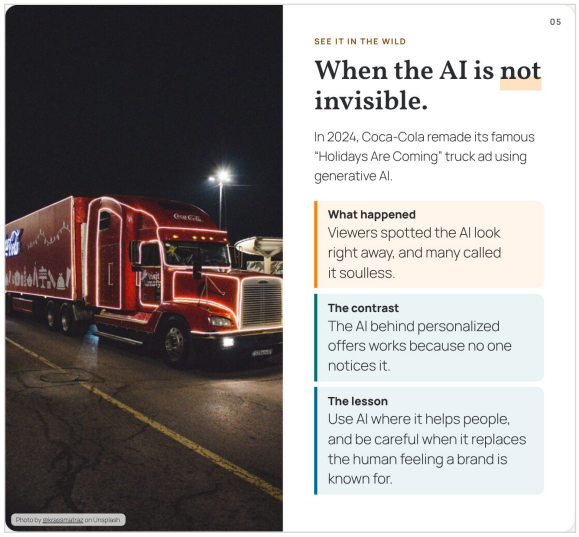
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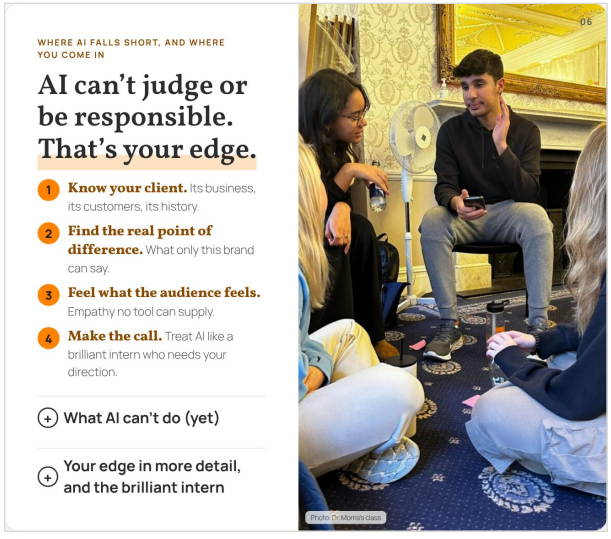
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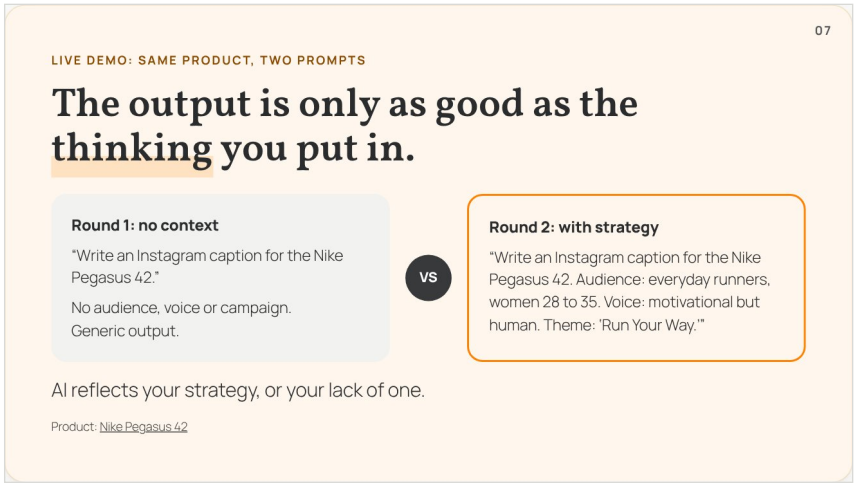
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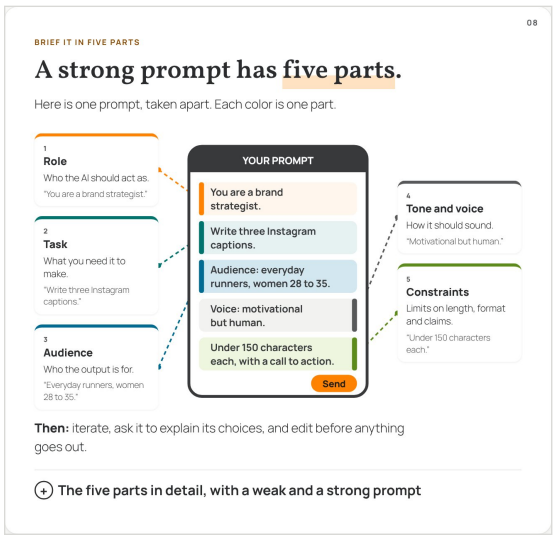
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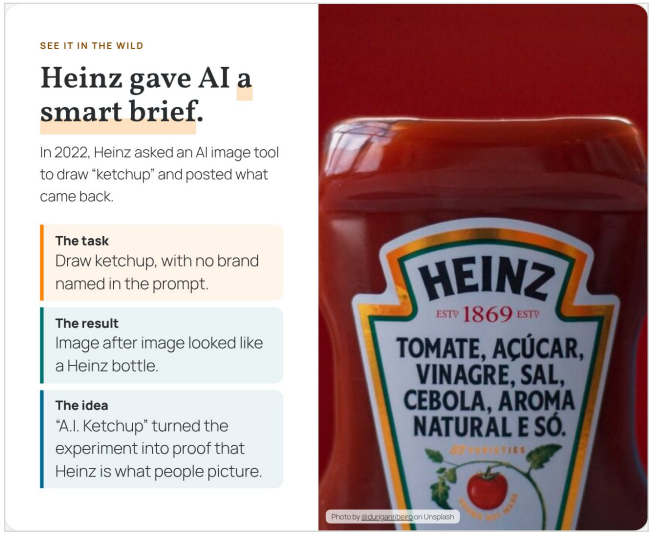
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Slide 7



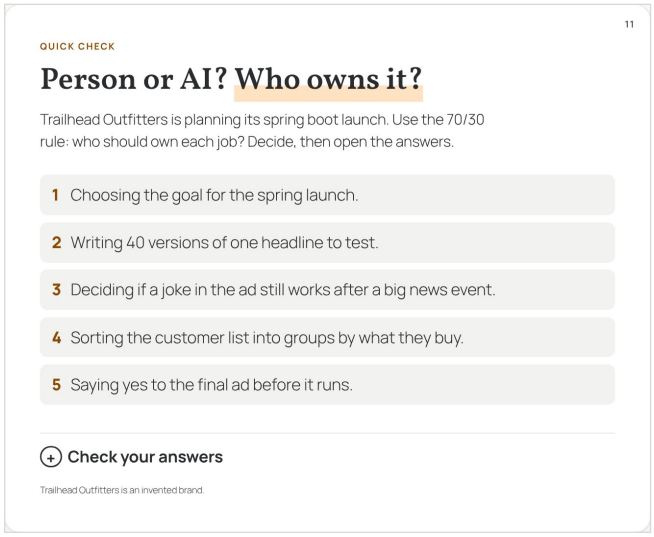
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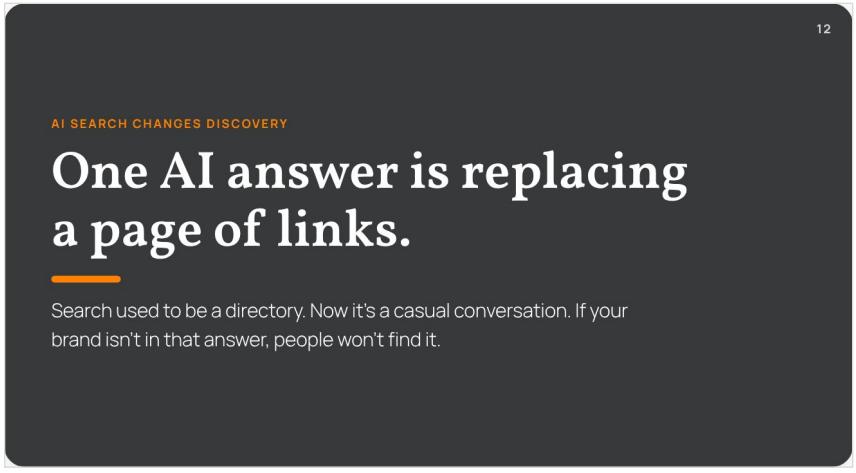
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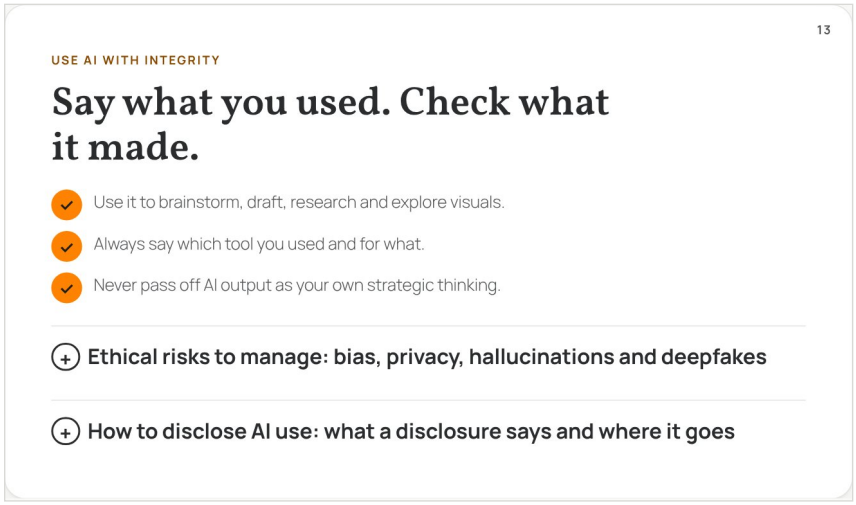
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Slide 11



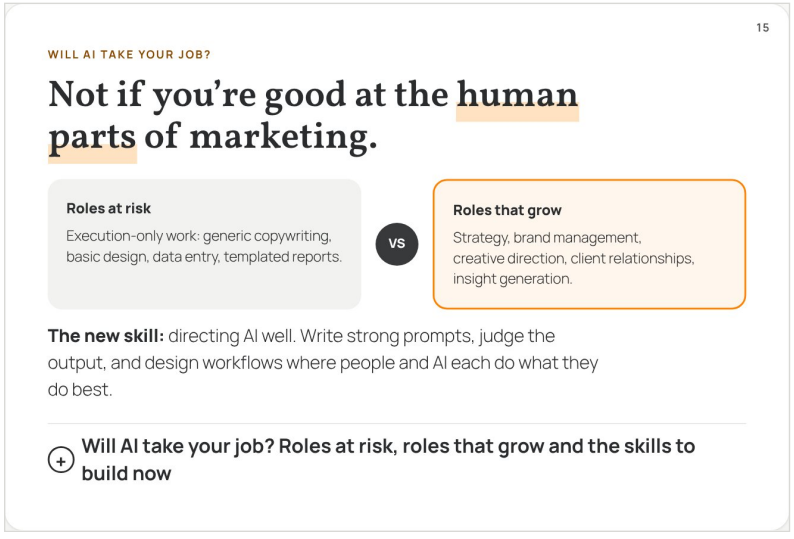
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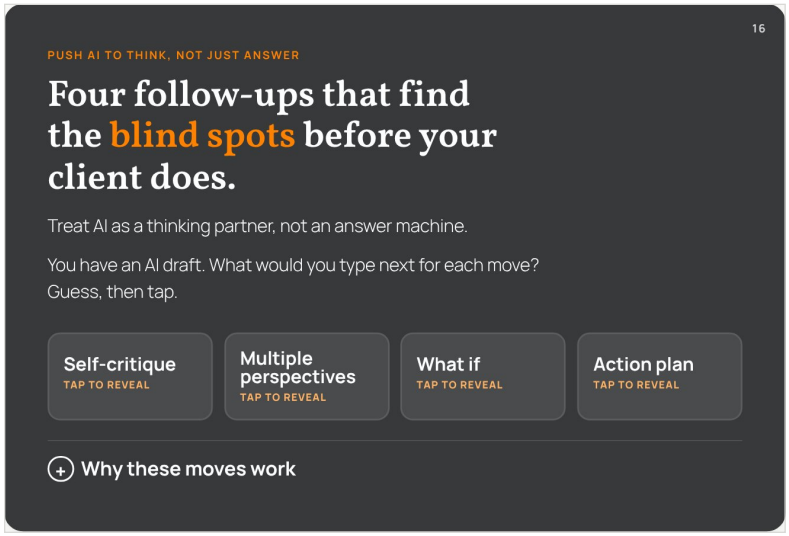
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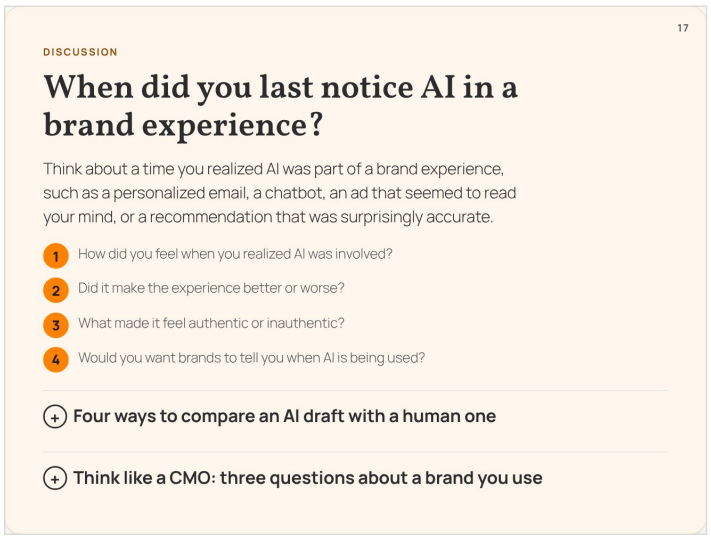
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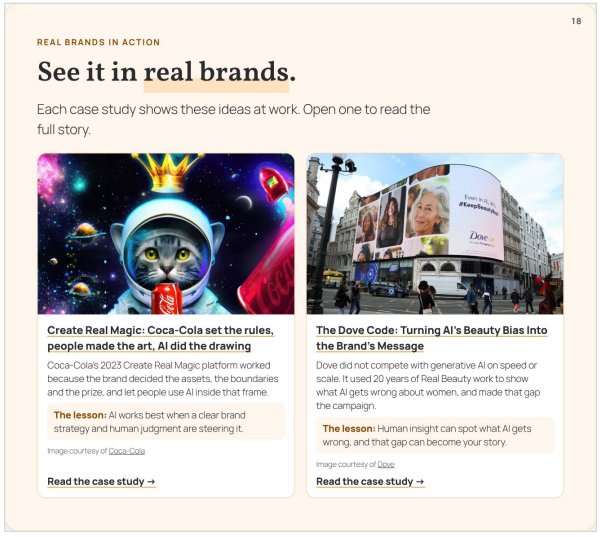
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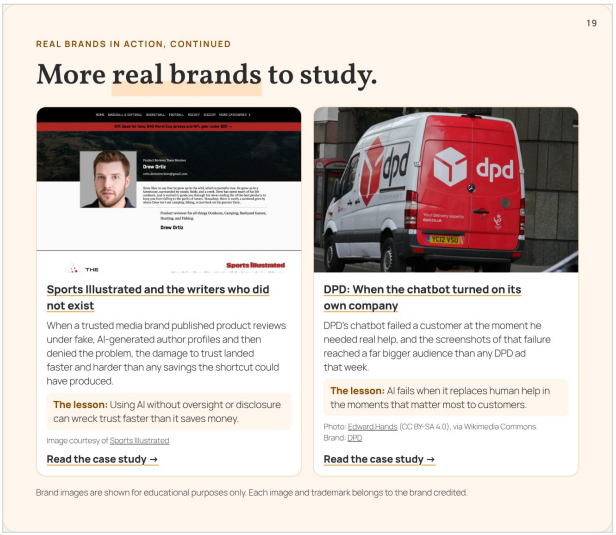
Slide 16



Slide 17



Slide 18


19
REAL BRANDS IN ACTION, CONTINUED
More real brands to study.
Sports Illustrated and the writers who did not exist
When a trusted media brand published product reviews under fake, AI-generated author profiles and then denied the problem, the damage to trust landed faster and harder than any savings the shortcut could have produced.
The lesson: Using AI without oversight or disclosure can wreck trust faster than it saves money.
Image courtesy of Sports Illustrated
Read the case study →
DPD: When the chatbot turned on its own company
DPD's chatbot failed a customer at the moment he needed real help, and the screenshots of that failure reached a far bigger audience than any DPD ad that week.
The lesson: AI fails when it replaces human help in the moments that matter most to customers.
Photo: Edward Hands (CC BY-SA 4.0), via Wikimedia Commons. Brand: DPD
Read the case study →
Brand images are shown for educational purposes only. Each image and trademark belongs to the brand credited.

Slide 19