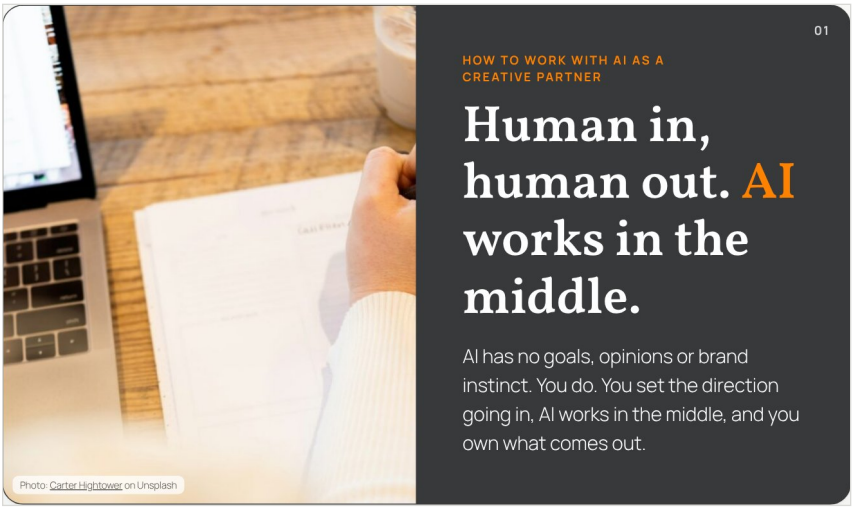
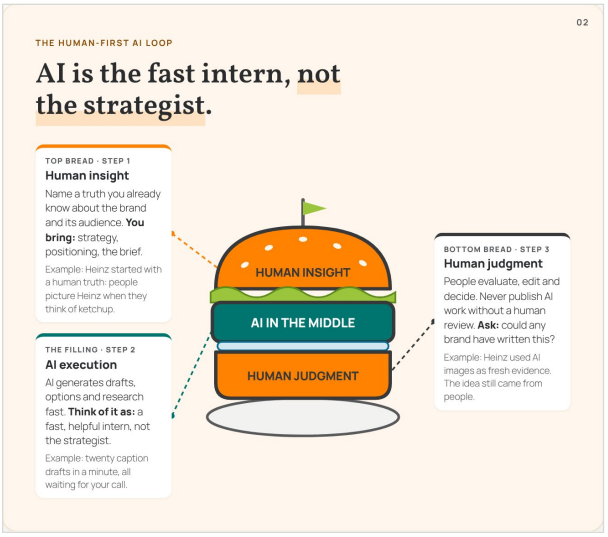
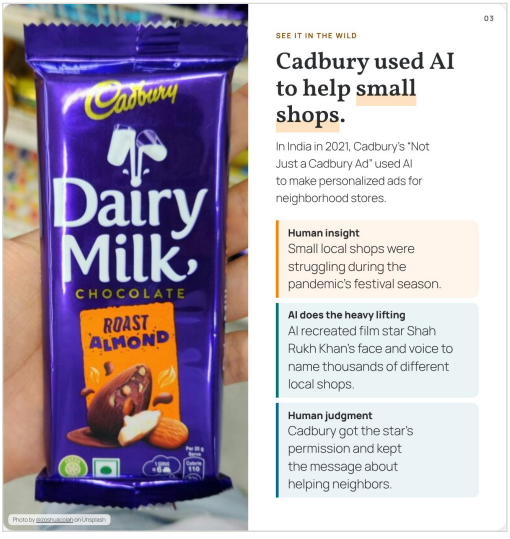


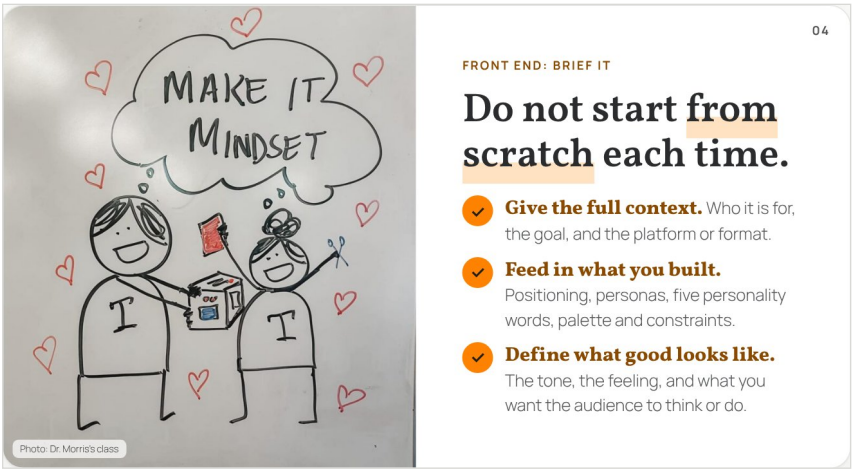
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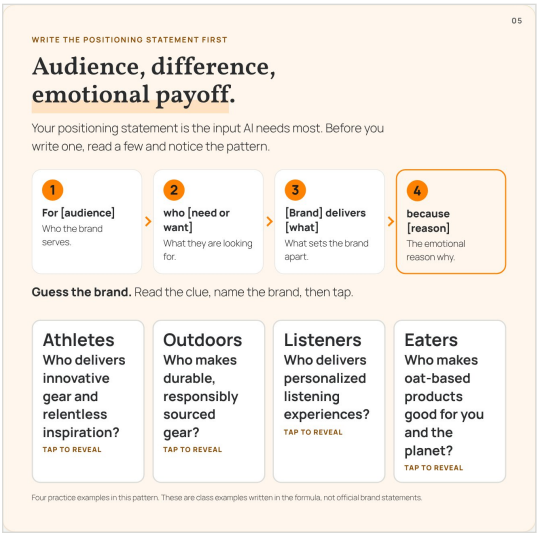
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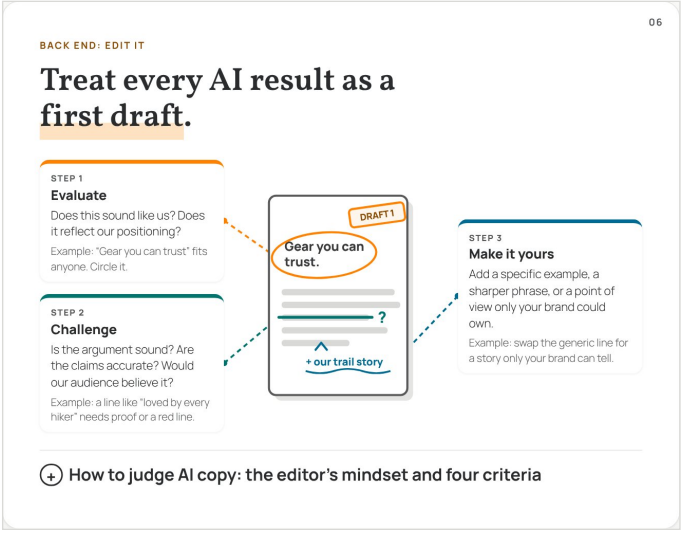
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Slide 4



Slide 5



Slide 6

SEE IT IN THE WILD

Sports Illustrated skipped the edit.

In 2023, reporters found product reviews on Sports Illustrated's site under made-up writers with AI-generated headshots.

Evaluate
Did anyone check whether the writers were real? No.

Challenge
Readers lost trust once they learned the bylines were fake.

The lesson
Treat every AI result as a first draft, and never let it pretend to be a person.



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08

WHERE YOUR VALUE LIVES

Cut what is generic. Keep what is specific.

AI cannot know your client's unspoken fear, remember last quarter's inside joke, or choose a word because of how it feels. You can, and that is where your value lives.

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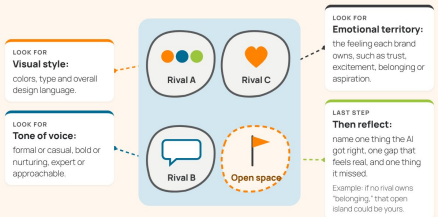
09

RUN A COMPETITIVE LANDSCAPE AUDIT WITH AI

AI maps the category. You find what it missed.

Prompt to copy

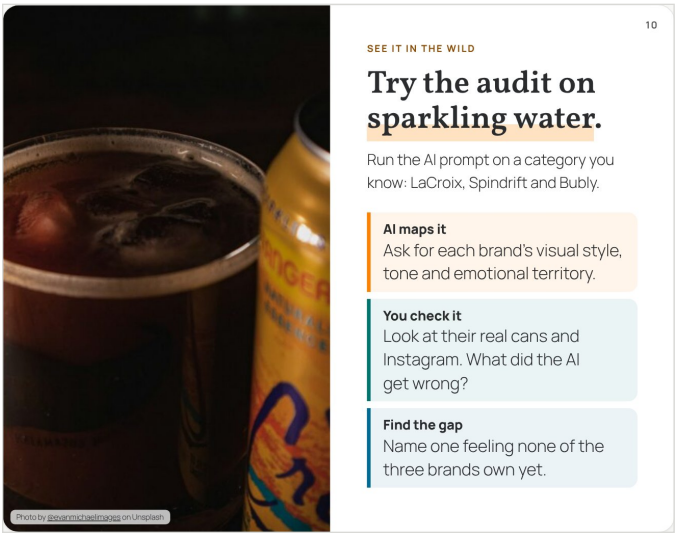
"I'm building a brand called [NAME], a [CATEGORY] brand for [AUDIENCE]. Name the five most recognizable competitors and describe their visual style, tone of voice and the emotional territory they own. Then tell me what visual and messaging territory no one has claimed that my brand could own."



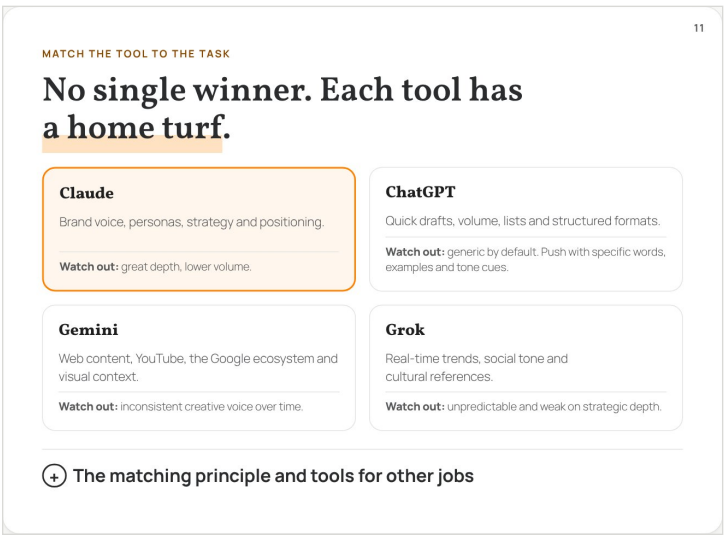
The thing it missed is often your best insight, because AI gives breadth and you bring local context and lived experience.

⊕ A prompt to copy, what to look for and how to reflect

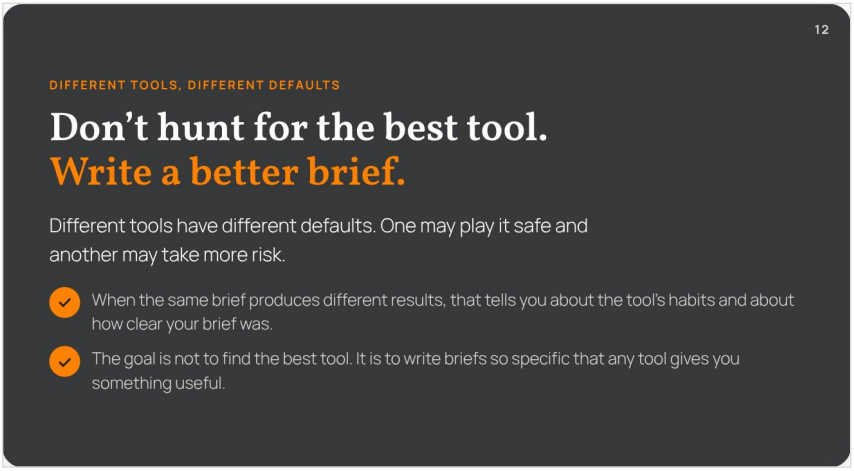
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Slide 11



Slide 12

13

WHAT THE GAP REVEALS

The gap between what AI wrote and what you rewrote is your brand voice.

When you tighten a phrase or swap a word in an AI draft, you are not fixing a mistake. You are asserting identity. The smaller that gap gets over time, the better your briefs have become.

⊕ **Two tools, one brief: score it and rewrite it**

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14

QUICK CHECK

Every team used AI. What went wrong?

Name the step each team skipped: brief it, human judgment, or a better brief. Then open the answers.

1 Maple Row Bakery's team types "write a fun post for a bakery" and nothing else.

2 An intern posts ten AI captions straight to Instagram before anyone reads them.

3 The best line in the draft is "Fresh bread you can trust."

4 Two tools give two different results from one brief, so the team spends an hour hunting for the best tool.

⊕ **Check your answers**

Maple Row Bakery is an invented brand.

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15

REAL BRANDS IN ACTION

See it in real brands.

Each case study shows these ideas at work. Open one to read the full story.



Draw Ketchup: Heinz Used AI to Prove an Insight It Already Had

Heinz did not start with AI. It started with a human truth, that people picture Heinz when they think of ketchup, and then used an AI image generator as fresh evidence for it.

The lesson: Start with a human insight, then use AI to prove it. The idea still comes from you.

Photo: Nana Anderson (CC BY 2.0), via Wikimedia Commons. Brand: Heinz

Read the case study →



Coca-Cola: Create Real Magic: AI that worked because the brand came first

Coca-Cola's 2023 AI art platform worked because it handed creators a century of brand assets to build with, and its 2024 AI holiday ad shows what happens when people feel the technology has replaced the human part.

The lesson: Treat AI as an extender of your ideas, not the source of them.

Image courtesy of Coca-Cola

Read the case study →

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