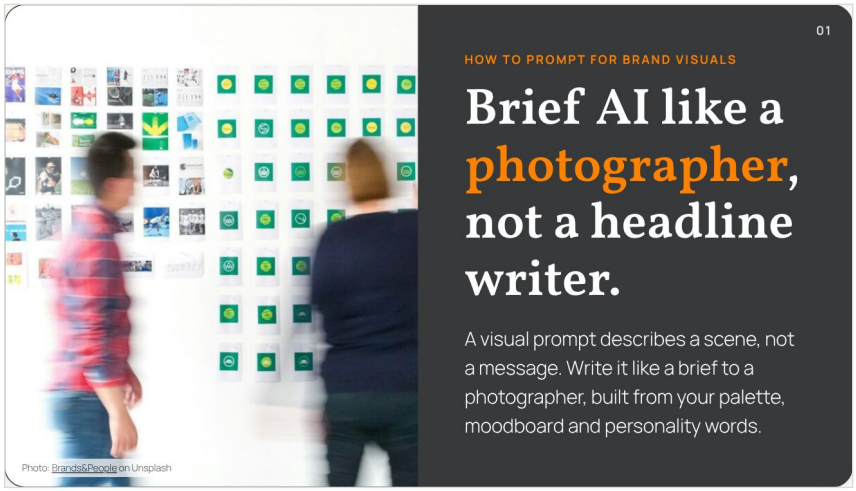
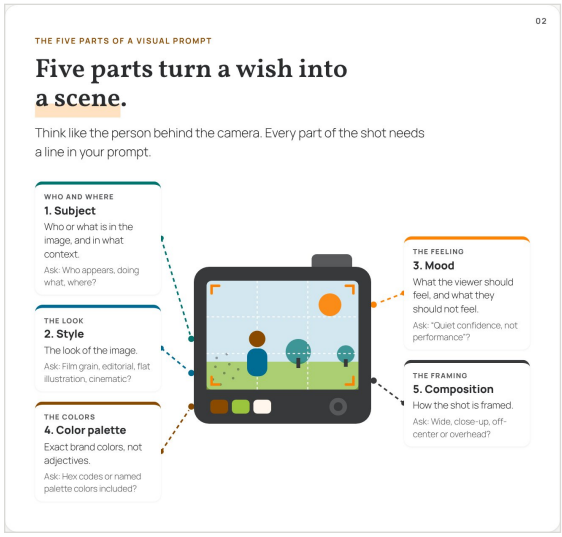


Slide 1



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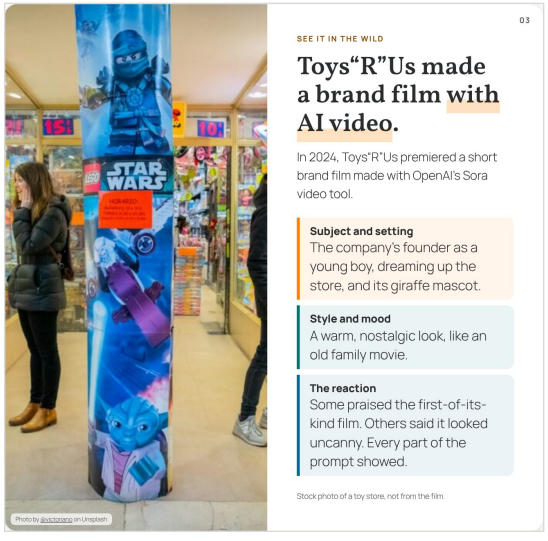

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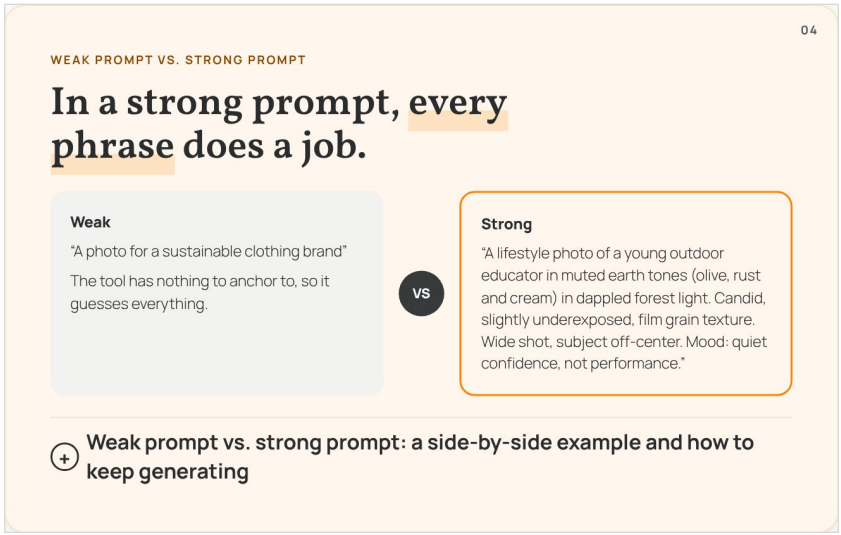
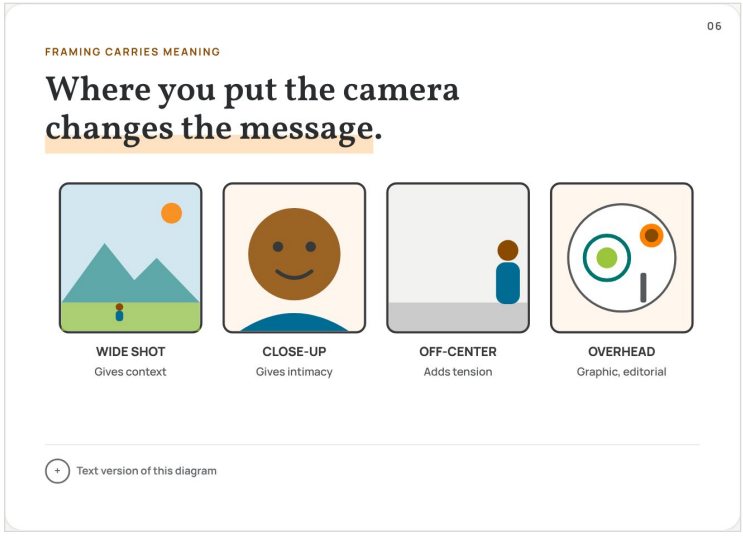


Slide 4



Slide 5



Slide 6

SEE IT IN THE WILD

Yeti uses the wide shot.

Scroll Yeti's Instagram and notice how far away the camera often is.

Wide
Tiny people in huge rivers, mountains and ranches. The place is the message.

Close-up
A cooler or a cup up close, with scratches and dirt, to show it is tough.

The mix
Wide shots sell the life. Close-ups sell the gear.



Photo by @hanspho on Unsplash

Slide 7

08

REFERENCES, NOT DELIVERABLES

Final brand assets still need human design.

Use AI images as art direction to brief a team, client or photo shoot.

Slide 8



Photo: Trans Russia on Unsplash

09

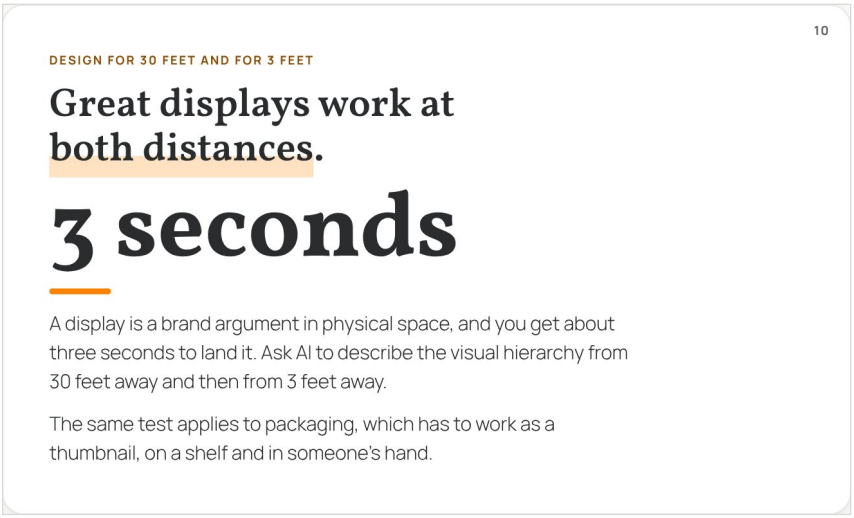
WHERE VISUAL AI HELPS A BRAND

See ideas before you spend money on them.

Try dozens of directions in a few hours with no budget and no risk, then hand the best ones to designers, fabricators or photographers. You walk into your pitch with something people can react to.

Where visual AI helps a brand: six uses, plus the 30 feet and 3 feet test on the next slide

Slide 9



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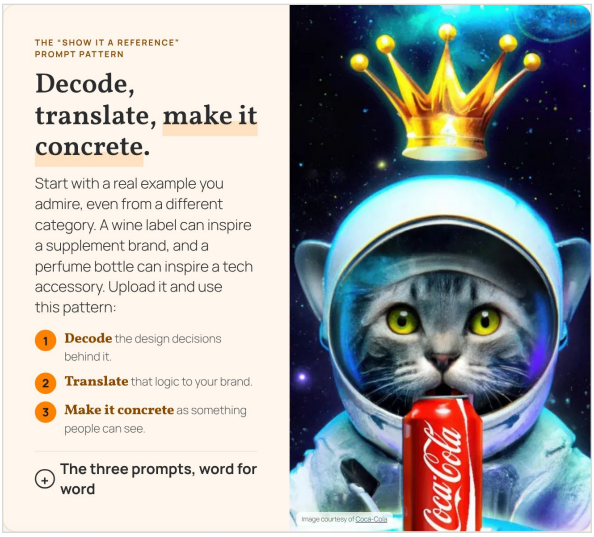

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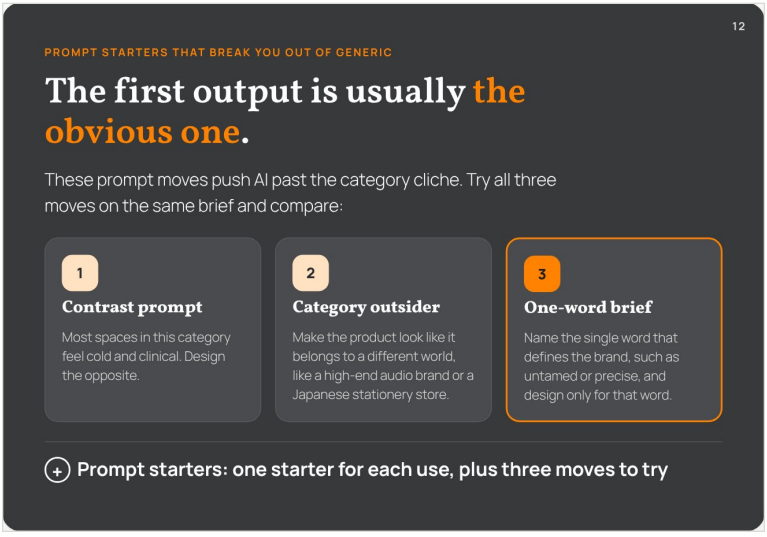

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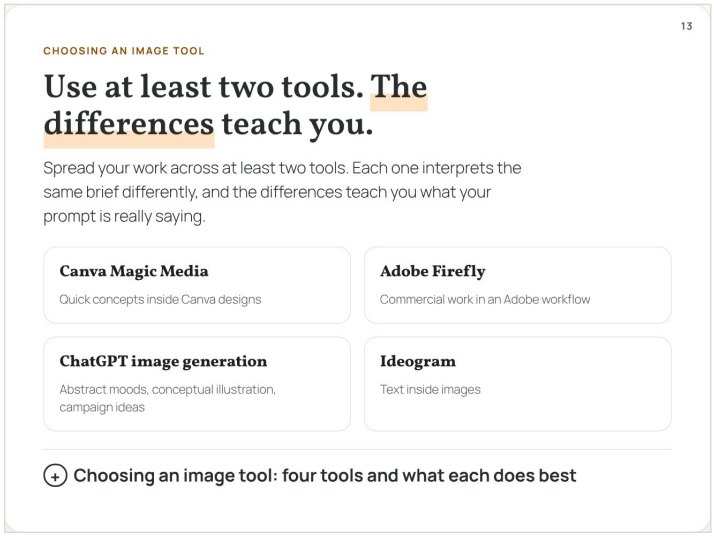

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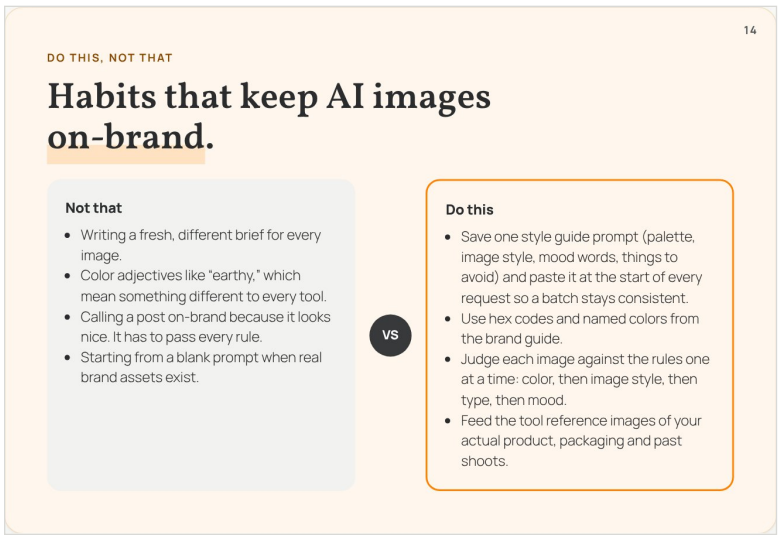

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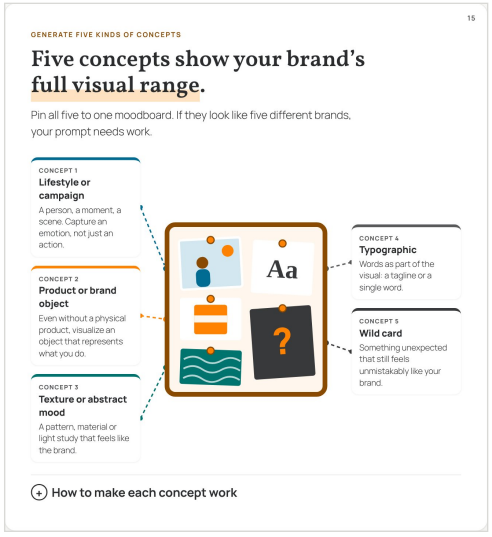

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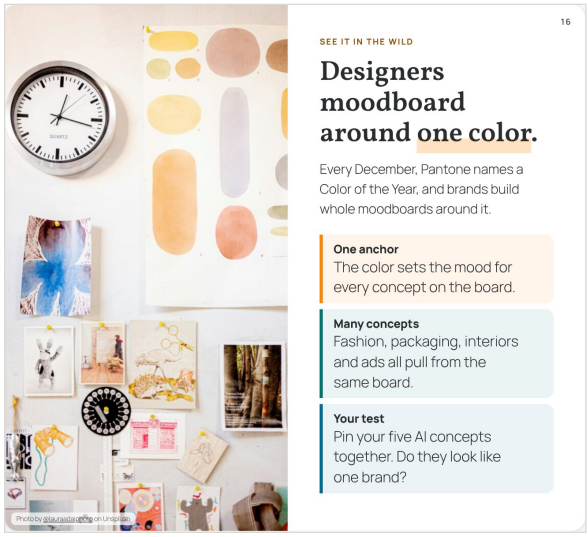

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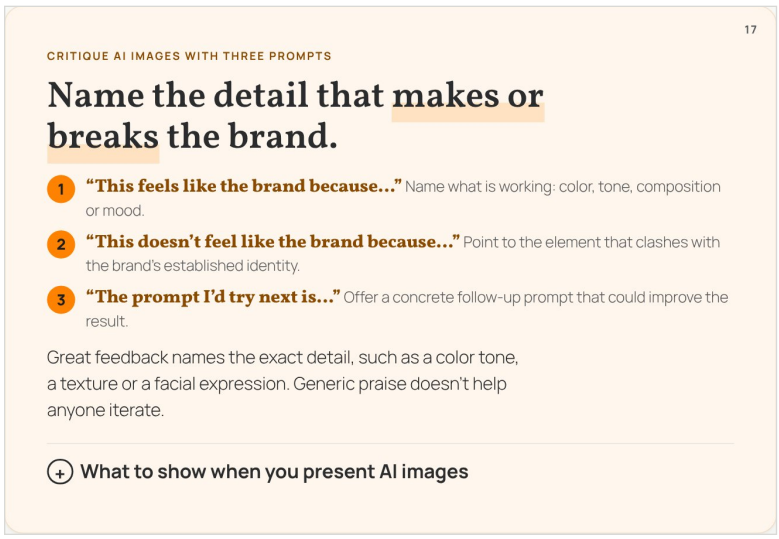

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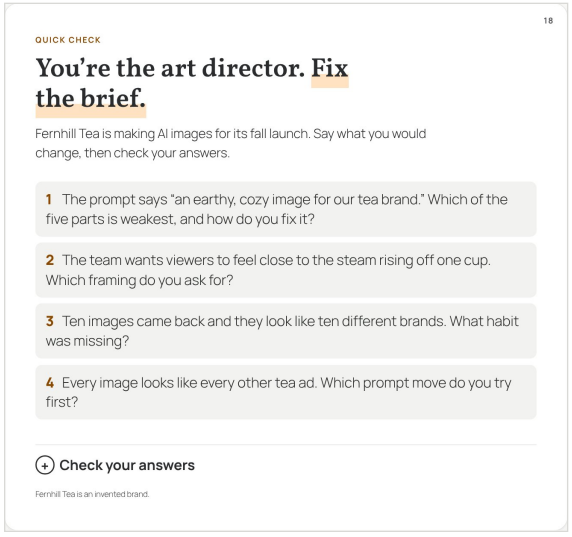

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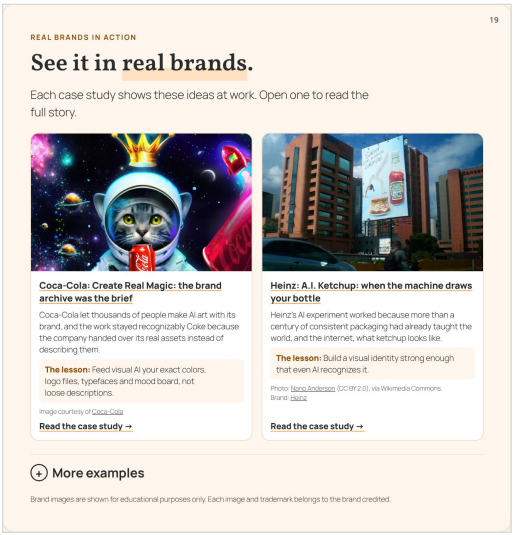
19
REAL BRANDS IN ACTION
See it in real brands.
Each case study shows these ideas at work. Open one to read the full story.
Coca-Cola: Create Real Magic: the brand archive was the brief
Coca-Cola let thousands of people make AI art with its brand, and the work stayed recognizably Coke because the company handed over its real assets instead of describing them.
The lesson: Feed visual AI your exact colors, logo files, typefaces and mood board, not loose descriptions.
Image courtesy of Coca-Cola
Read the case study →
Heinz: A.I. Ketchup: when the machine draws your bottle
Heinz's AI experiment worked because more than a century of consistent packaging had already taught the world, and the internet, what ketchup looks like.
The lesson: Build a visual identity strong enough that even AI recognizes it.
Photo: Nono Anderson (CC BY 2.0), via Wikimedia Commons. Brand: Heinz
Read the case study →
More examples
Brand images are shown for educational purposes only. Each image and trademark belongs to the brand credited.

Slide 19