



## Merging Creativity and Technology

NYC Campaign Convene Summit 2024

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**Better decisions, faster.**



## Merging Creativity and Technology

### Campaign Convene Summit

Technology is reshaping the creative and media fields from generative AI to the creator economy.

Throughout the one-day summit [at Campaign Convene in NYC](#), participants listened to industry leaders discuss the dynamic theme of merging creativity and technology. In addition to the discussions, attendees participated in small groups to utilize the day's learnings to answer a client brief.

With the launch of [Chat GPT](#), [DALL-E](#), and now [Sora](#), the capabilities of technology impacting our day-to-day lives are becoming more apparent than ever.



This image above is a still from a video created by Sora, [OpenAI](#)'s new text-to-video generative AI platform. The short video was generated by Sora by typing in the prompt: Animated scene features a close-up of a short fluffy monster kneeling beside a melting red candle. The art style is 3D and realistic, focusing on lighting and texture.

The rest was all Sora. This high-quality Pixar-esque animation was generated out of thin air by Sora. To some, [this technology is groundbreaking](#) and will change the future of media, and to others, this [terrifying technology](#) will negatively impact [culture](#), society, and [jobs](#).

The Campaign Convene summit tackled some of these ideas, with topics on Bias in Tech, Crafting Community Through Generative AI, Designing the Creative Agency of the Future, and Earning the Right to Play In Sports: How Data-driven Insights Push brands into Culture.

### Benefits and Use Cases

[A panel led](#) by OMD's Chrissie Hanson discussed how agencies can use technology to inform and predict how brands can use culture.

For example, Optimum Sports and The Home Depot used tech to determine suitable environments for their brands.

The teams leaned on an insight that is challenging THD: there is a [lack of people entering trade professions](#) like plumbers, contractors, or electricians. Or, as The Home Depot called them: Pros.

So, they developed a campaign called [Path to Pro](#), linking skilled tradespeople with Pro opportunities.

Then, they leaned on tech and dove deep to understand their audience better. They realized a common theme with college – [only a few players turn Pro](#). This led them to their famous sponsorship of [College Gameday](#) which has now taken on a life of its own.



Technology can also be used as an efficiency driver. Streamlining consumer UX, content creation, performance/analytics, and innovation is where tech and AI can continue to empower teams.

These tasks require extensive planning and, thus, time, but they have developed to the point where [generative AI](#) has allowed development at 1/10 of the cost and 1/10 of the time it typically takes.

Marketing is a team sport, and AI is a new member of the team that helps [save time and allows teams to develop better work](#), not just more work.

**Better decisions, faster.**



## Ensuring Tech Will Be Used For Good

With brands under so much pressure to produce and drive volume, it is essential not to lose sight of the biases we and technology can imprint on our campaigns.

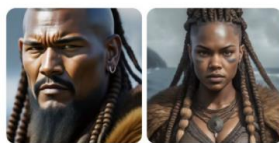
Numerous [articles](#) have shown how AI-generated imagery often reflects stereotypes. For example, when asked to generate images of attractive people, most images generated are of young white men and women.

So, understanding that [biases exist](#) in training data and developing guardrails around them will be essential for future tech and AI language models.

Certainly! Here is a portrait of a Founding Father of America:



Sure, here is an image of a Viking:



Sure, here is an image of a pope:



Understanding bias is one thing, but combatting it is another.

When remedies are opaque and broadly applied, negative unforeseen circumstances can arise. [Google's Gemini AI image creation](#) aimed to show greater diversity in its output by adding terms to prompts. This then led to [historically inaccurate](#) outputs, causing [Google to take down](#) the capability.

Gemini's chat function has also been shown to be [heavy-handed](#) and deliver [false equivocation](#).

A key guardrail is human oversight and creativity. The balance of art and technology is more critical than ever. Agencies and brands need human checkpoints to ensure bias is removed, quality control is maintained, and technology that should remain in beta stays that way until it is ready for public consumption.

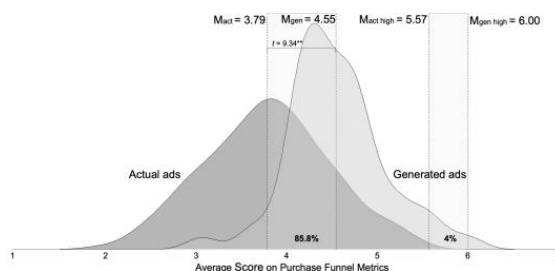
Lastly, some agencies have begun to develop "bias breakers" within their models that provide scores on inclusivity from AI-generated content. This way, they can use technology to help remove bias in our work.

## What the Future Holds for Agencies

Merging Creativity and Technology can be tricky. Agencies and brands must navigate the waters correctly to develop guardrails that ensure tech is used for good.

AI can save teams time and improve outputs by powering insights and learnings, developing engaging content, and streamlining performance/analytics when used for good.

Evidence is building that AIs can be creative. Delivering [improved brand health scores](#), especially when trained on the [best of human creativity](#) with oversight and feedback.



This data set is based on a set of [German Automotive ads](#).

In the hands of the misguided, AI can introduce bias into our work, forgetting the human component that is so important to merge creativity and technology. Google's recent missteps have had a material [impact on its stock price](#).

This is why it is crucial to develop guardrails to protect the work and the workers. The human component cannot be lost. Otherwise, the work will suffer.

Omnicom is already tapping into AI to empower [Omni](#) users and power predictions in culture through [Sparks and Honey's Q](#).

These tools are here to empower users and to save time with tedious tasks. They are here to unlock more thinking power for our teams and decrease the administrative burdens that can bring us down.



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