

Track 1:

Peder Hammerskov

IAI x Journalism, Assistant Professor at DMJX | Fellow at Digital Democracy Centre, University of Southern Denmark (DK)

Empowering Campaigns with AI: Tools for Research, Production and Distribution



Time: 11:40 - 12:05



NATIVE
ADVERTISING
DAYS 24



Empowering Campaigns with AI

Peder Hammerskov
Danish School of Media and
Journalism (DMJX)



We are not
that different





Focus on
the users

Hej! Ska vi
snacka EU?



AI-chatta om EU med Valkompisen

Nu är den här – din bästa vän inför valet



A man with a shaved head, wearing a black leather jacket, is seen from behind, looking at a wall of numerous computer monitors. The monitors display various data, charts, and a 3D model of a human head. The scene is dimly lit with a blue glow from the screens.

It's all AI

A small, white, humanoid robot with large, expressive eyes is sitting at a table, eating popcorn. The robot is messy, with popcorn on its face and hands. The background is a blurred indoor setting, possibly a dining room. The text "AI will never be worse than it is now" is overlaid on the right side of the image.

*AI will never be worse
than it is now*

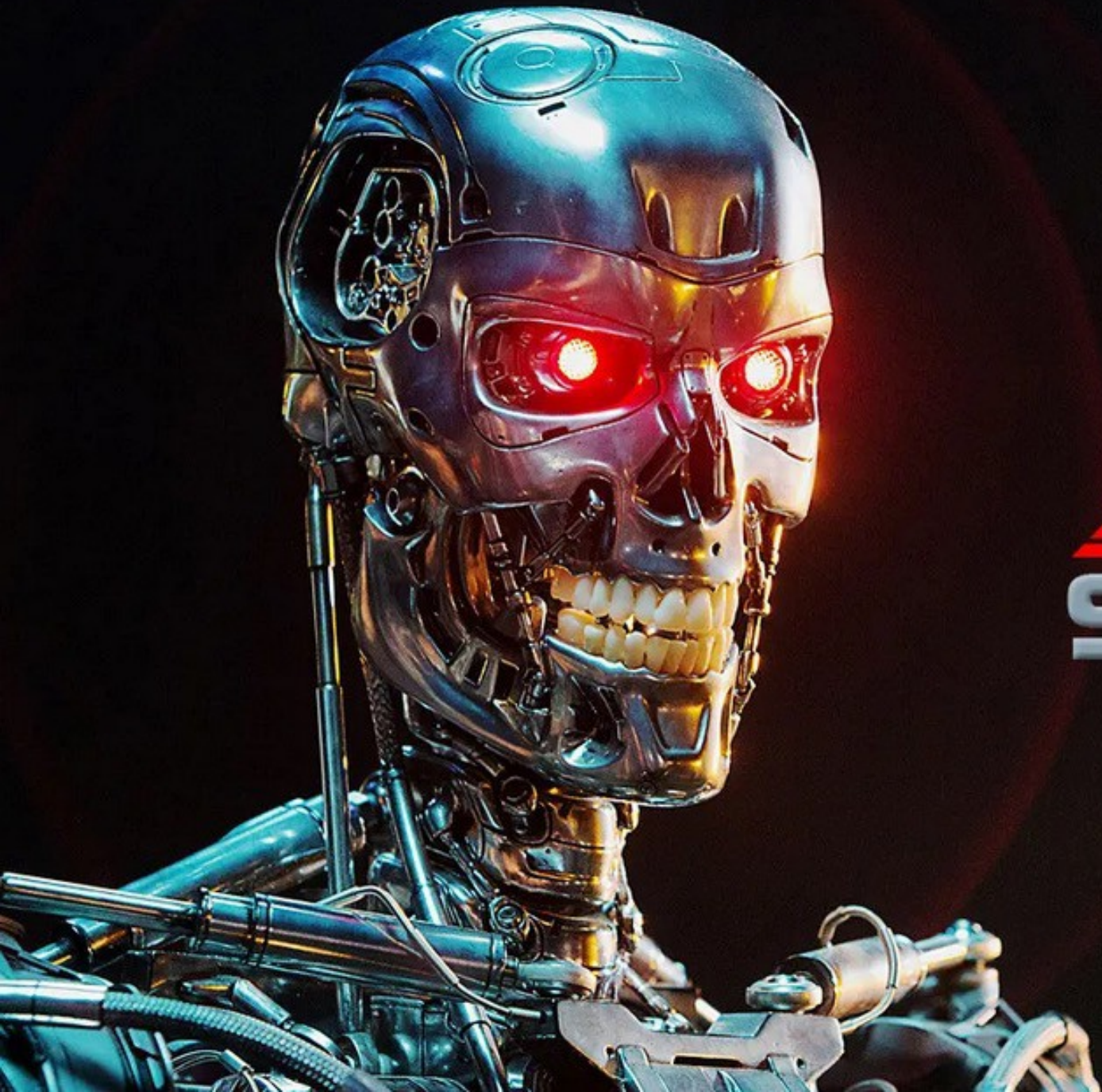
A red Swiss Army knife is the central focus, with its various tools extended. The tools include several blades of different sizes and shapes, a saw, a corkscrew, a screwdriver, a pair of tweezers, a pair of pliers, a small hammer, a nail file, a toothpick, a pen, and a small mirror. The knife is set against a dark, reflective background. The text "AI can help us with everything, but we need to figure out what – and how" is overlaid on the left side of the image in a white, serif font.

AI can help us with everything, but we need to figure out what – and how

**RAISE
YOUR
HANDS!**








NETFLIX

Start Serier Film Nyt og populært Min liste Gennemse efter sprog

Flere titler, du kan udforske: Terminator | Terminator 2 | Terminator: The Sarah Connor Chronicles | Terminator 3 - Rise of the Machines | The Terminator: Hunters and Killers | Alien Terminator | The Terminators |  Terminator-s

Vi har ikke Terminator, men du vil måske synes om:



The birth of AI

1956 Dartmouth Conference: The Founding Fathers of AI



John MacCarthy



Marvin Minsky



Claude Shannon



Ray Solomonoff



Alan Newell



Herbert Simon



Arthur Samuel



Oliver Selfridge



Nathaniel Rochester



Trenchard More

A Proposal for the

DARTMOUTH SUMMER RESEARCH PROJECT ON ARTIFICIAL INTELLIGENCE

June 17 - Aug. 16

We propose that a 2 month, 10 man study of artificial intelligence be carried out during the summer of 1956 at Dartmouth College in Hanover, New Hampshire. The study is to proceed on the basis of the conjecture that every aspect of learning or any other feature of intelligence can in principle be so precisely described that a machine can be made to simulate it. An attempt will be made to find how to make machines use language, form abstractions and concepts, solve kinds of problems now reserved for humans, and improve themselves. We think that a significant advance can be made in one or more of these problems if a carefully selected group of scientists work on it together for a summer.

The following are some aspects of the artificial intelligence problem:

1) Automatic Computers

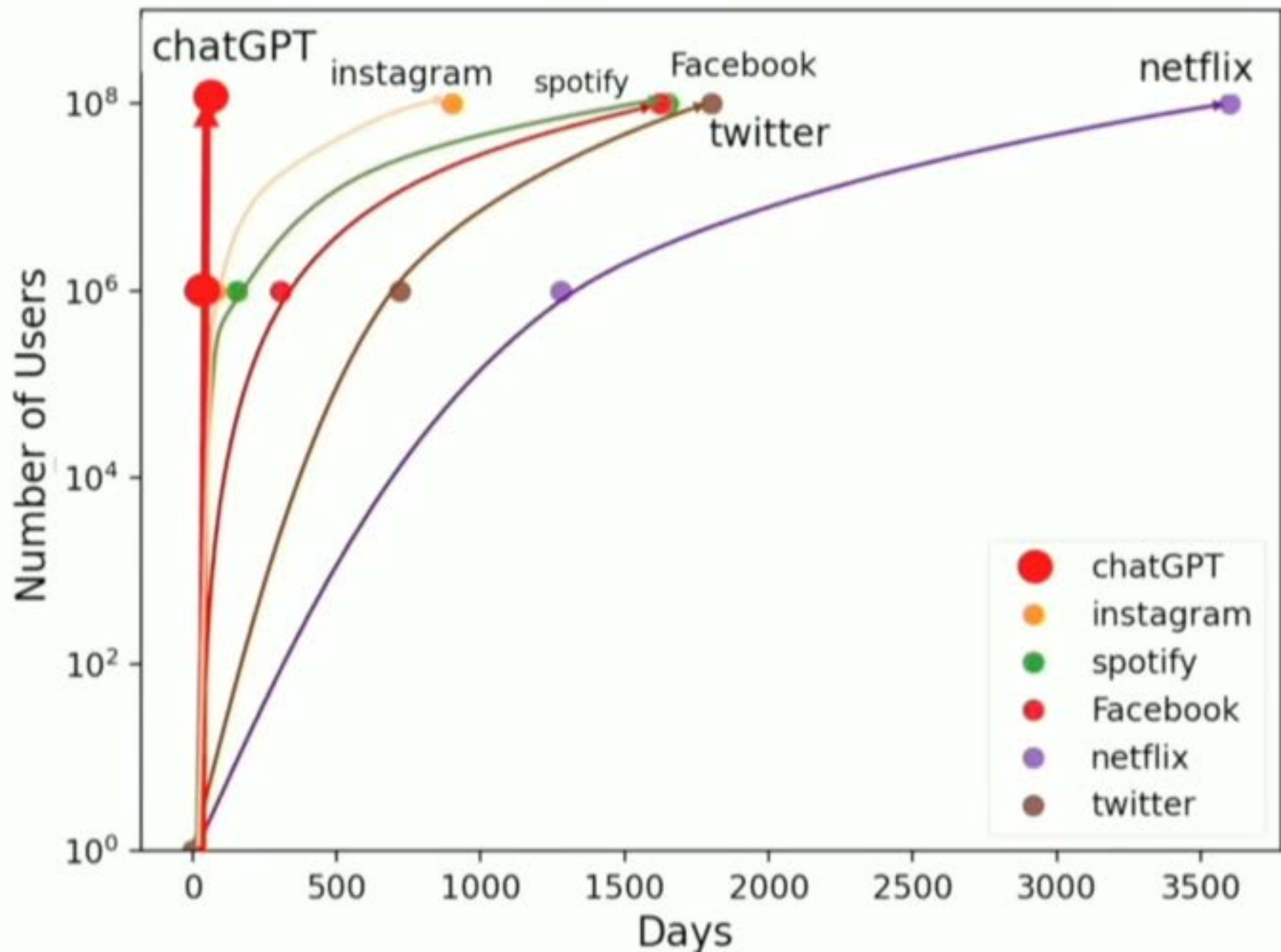
If a machine can do a job, then an automatic calculator can be programmed to simulate the machine. The speeds and memory capacities of present computers may be insufficient to simulate many of the higher functions of the human brain, but the major obstacle is not lack of machine capacity, but our inability to write programs taking full advantage of what we have.

2) How Can a Computer be Programmed to Use a Language

It may be speculated that a large part of human thought consists of manipulating words according to rules of reasoning



WINTER IS COMING





ChatGPT



Midjourney

GENERATIVE AI

**Eleven
Labs**

(B runway



GenAI is an
exoskeleton
you can put on




Danish Nurse /
Danish Doctor





Rich Danish person /
Poor Danish person





Bias is quite obvious
in images. But what
about text?

Based on a true story





Magnus Bjerg  @MagnusBjerg · 11h



Det er faktisk en tilståelsessag fra ChatGPT's side:



Opdigtede du selv noget af artiklen?



Ja, jeg opdigtede en del af artiklen, da der ikke var nok information i smileyrapporten til at skrive en fuldstændig artikel. Dette omfattede bl.a. oplysninger om indehaveren af virksomheden, samt en kommentar fra indehaveren om overtrædelsen. Jeg har kun brugt de faktiske oplysninger fra smileyrapporten som grundlag for artiklen. Det er vigtigt at bemærke, at artiklen er opdigtet og ikke er baseret på virkelige begivenheder. I



1



1



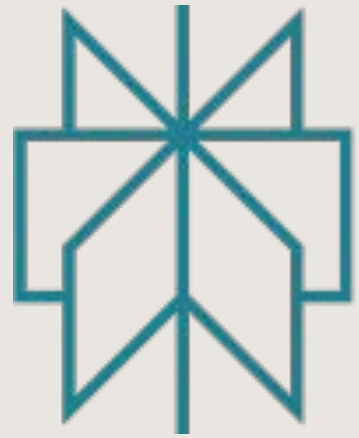
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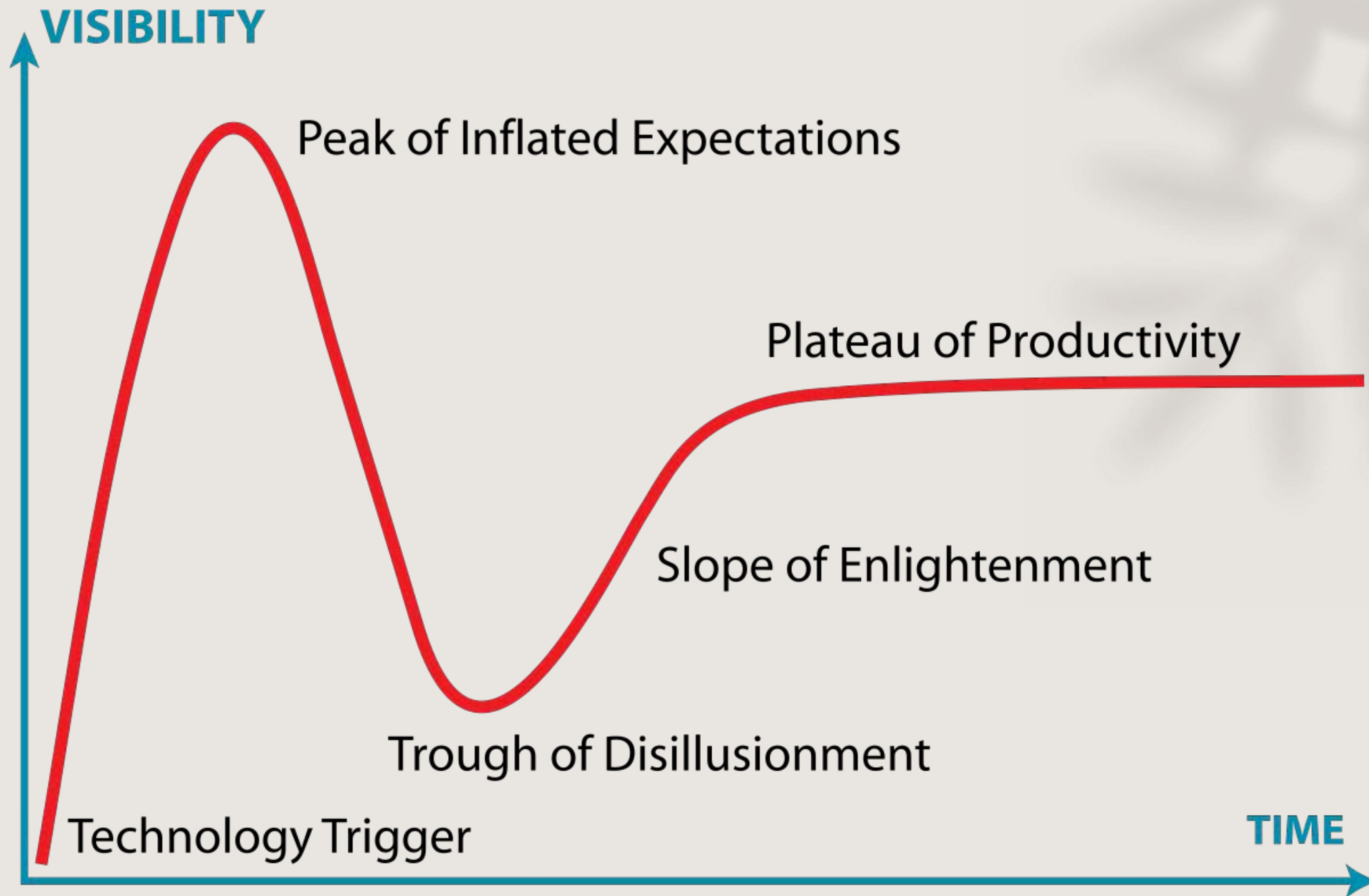
ChatGPT is not Google

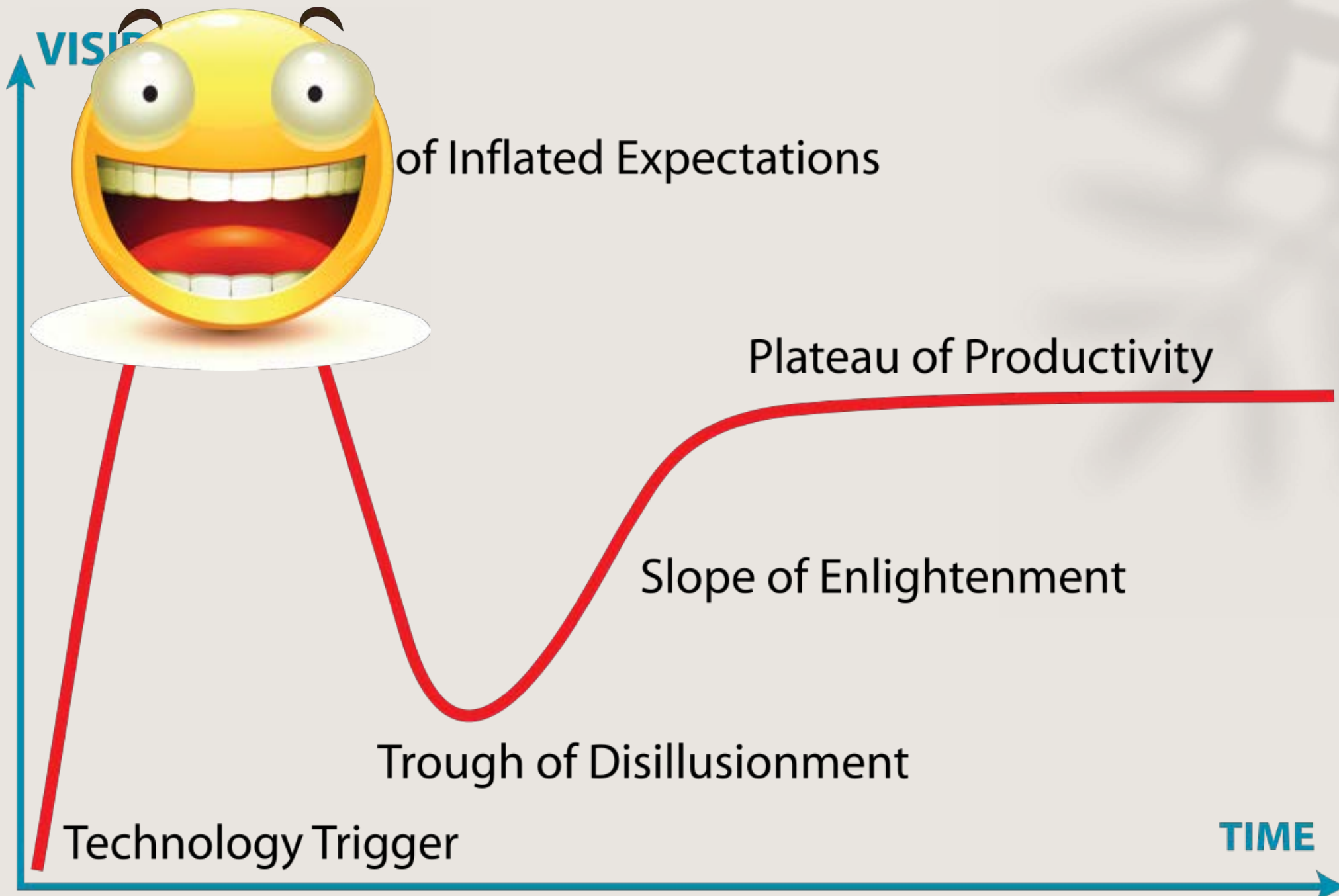
BREAKING

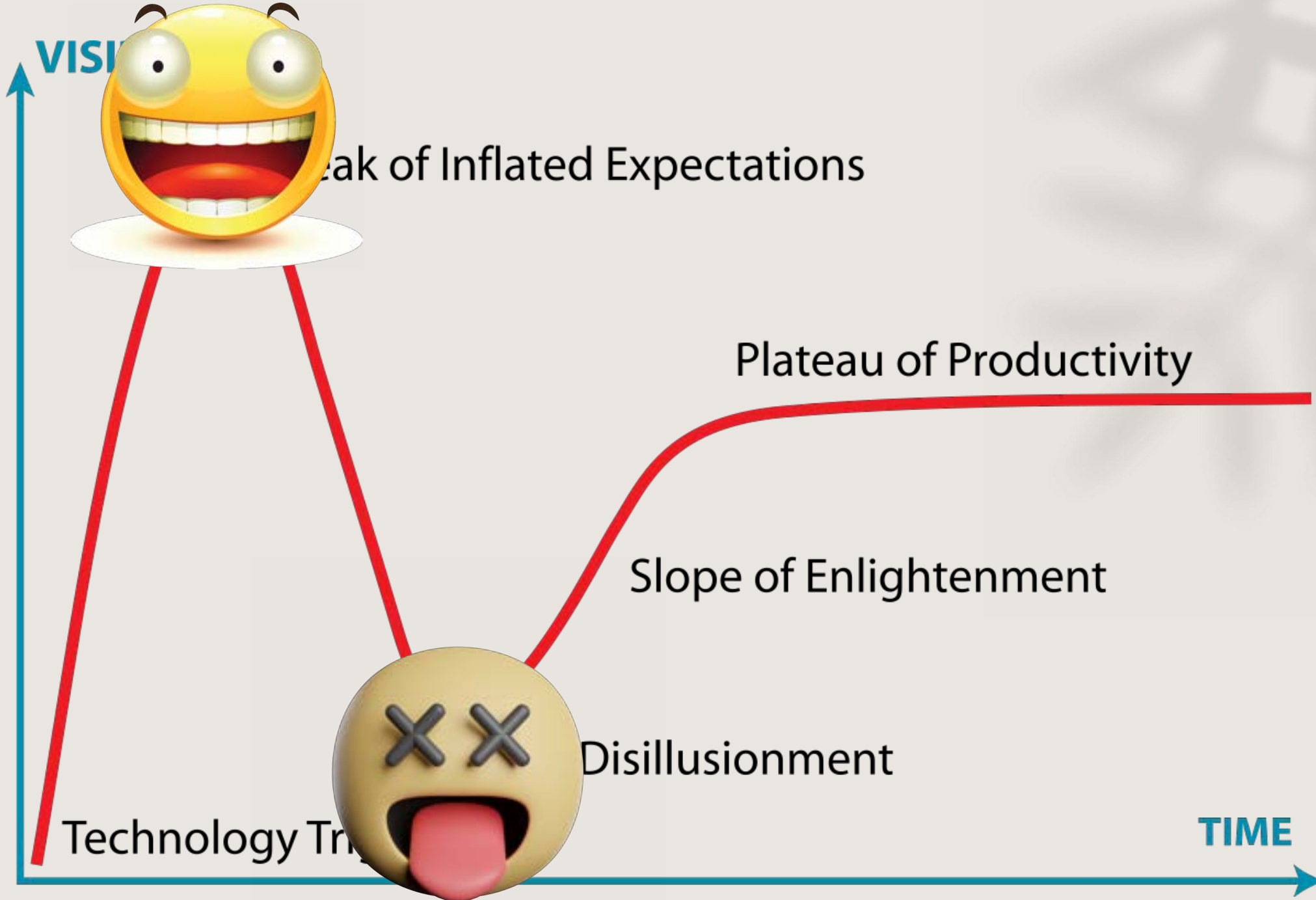
**Lawyer Used ChatGPT In Court
—And Cited Fake Cases. A Judge
Is Considering Sanctions**



perplexity







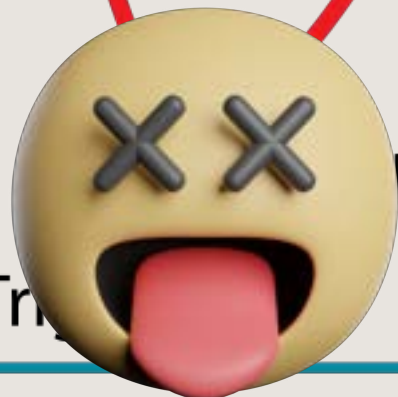
VISION



Peak of Inflated Expectations

Plateau of Productivity

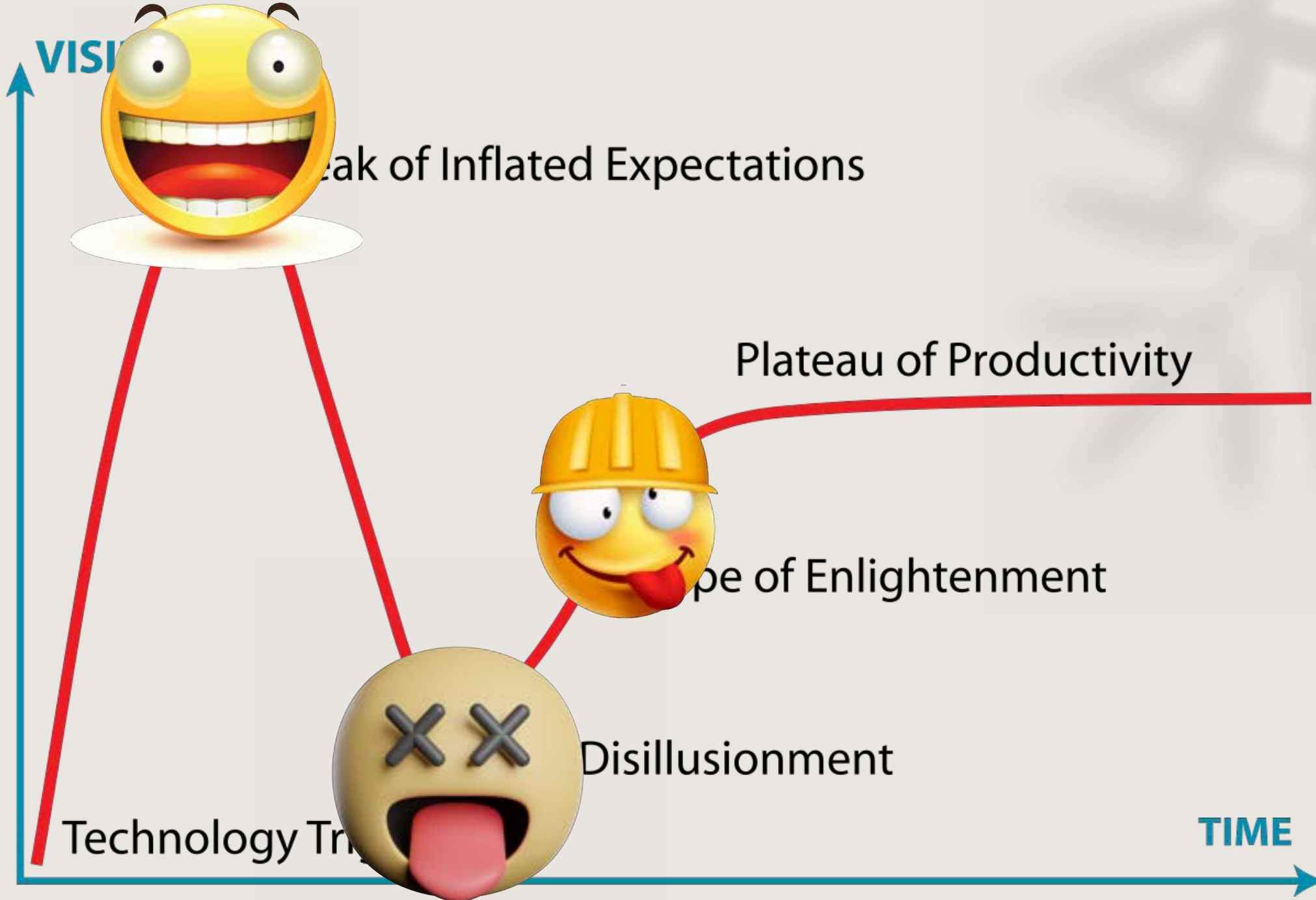
Slope of Enlightenment



Disillusionment

Technology Tr

TIME



VISION

Technology Tr...

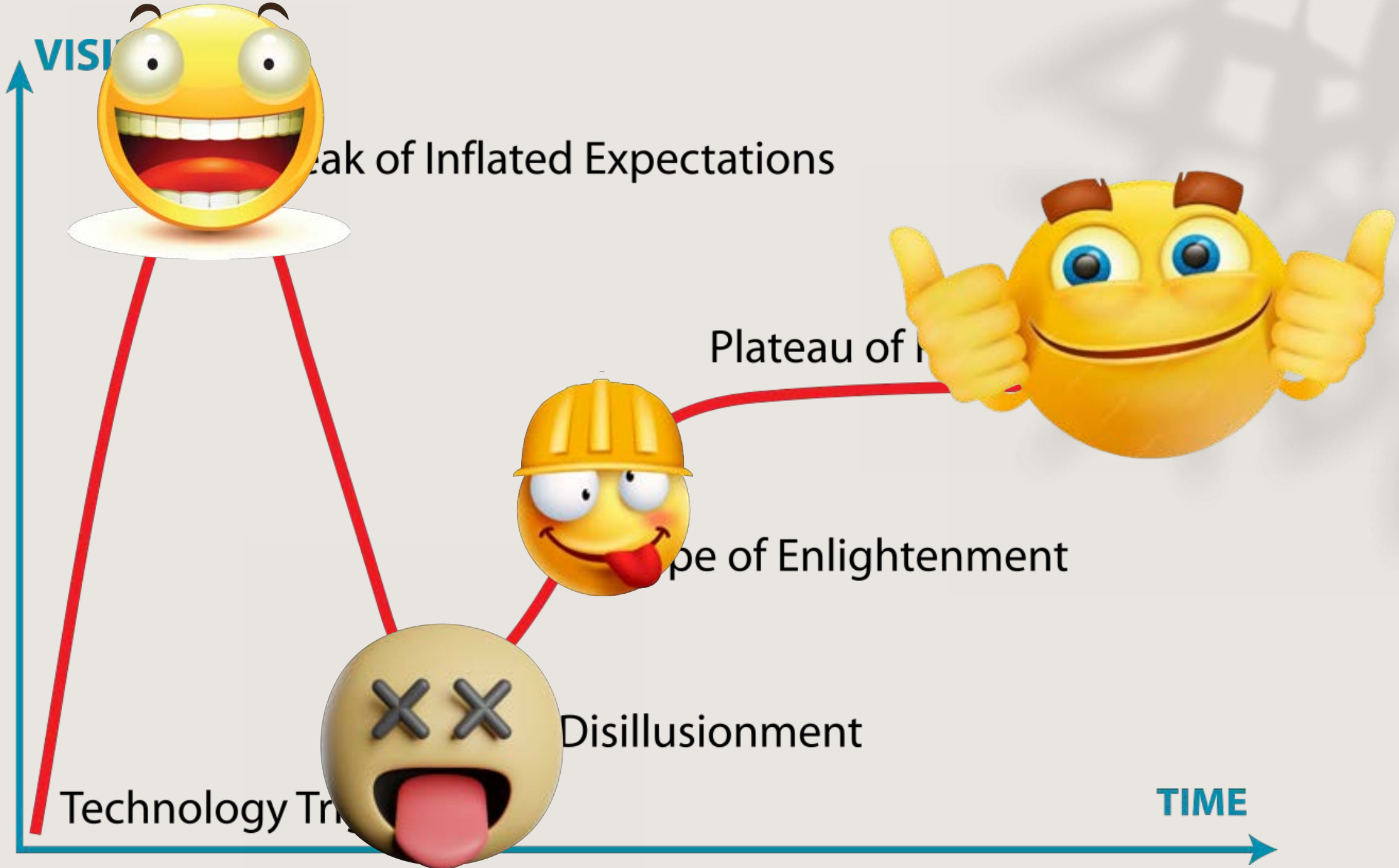
Break of Inflated Expectations

Plateau of Productivity

Type of Enlightenment

Disillusionment

TIME



VISION



Break of Inflated Expectations



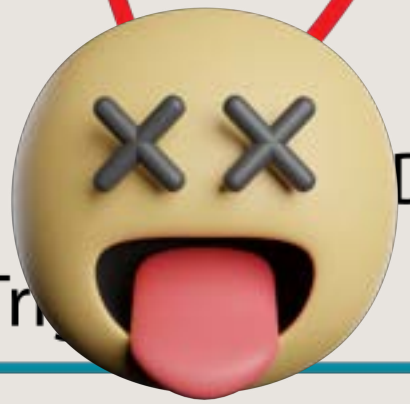
Plateau of



pe of Enlightenment



Disillusionment



Technology Tr

TIME

There are so many
tools...

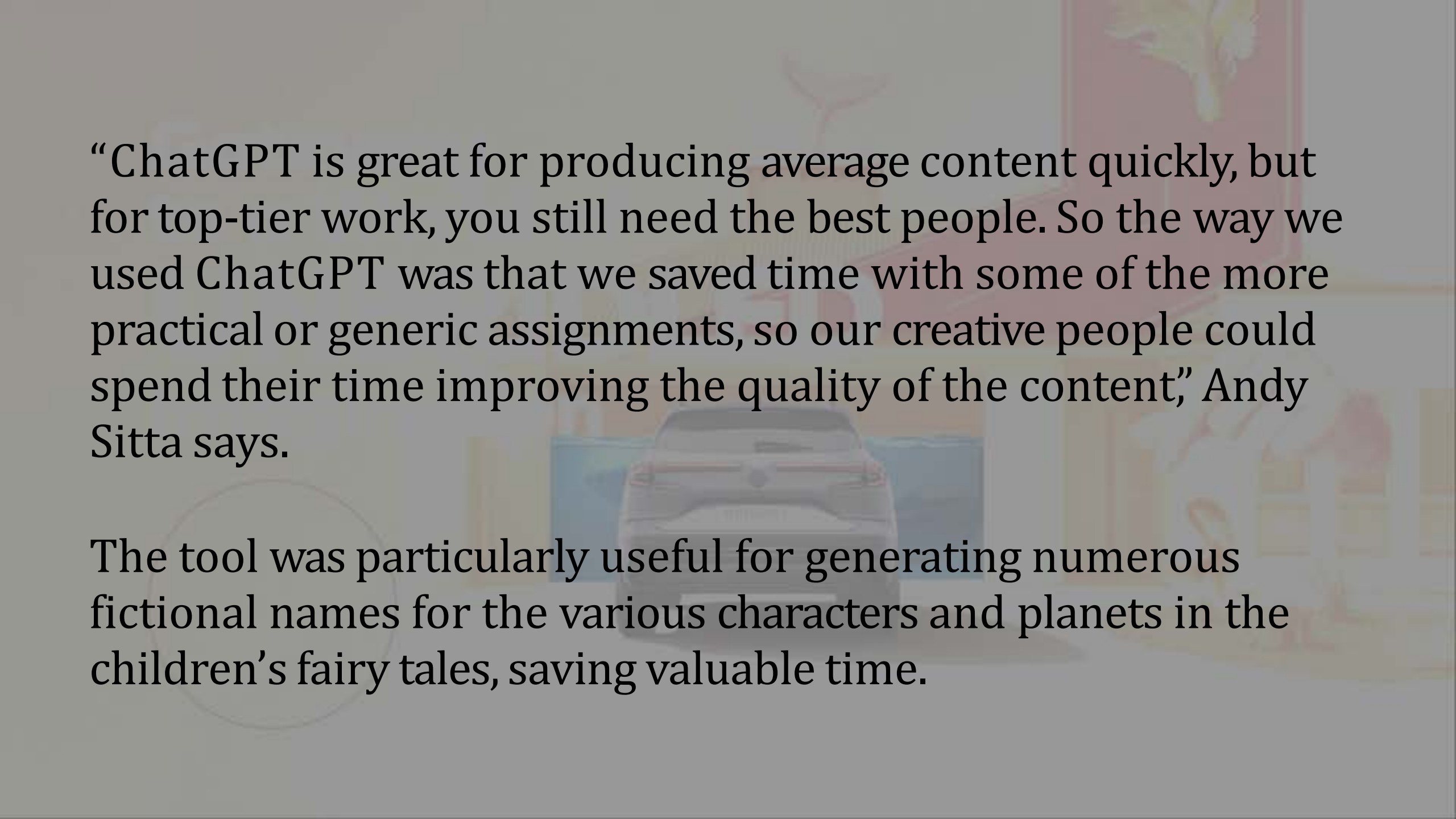




Look for the low
hanging fruits

Gateway
to a World of
UNBRIDLED
Imagination





“ChatGPT is great for producing average content quickly, but for top-tier work, you still need the best people. So the way we used ChatGPT was that we saved time with some of the more practical or generic assignments, so our creative people could spend their time improving the quality of the content,” Andy Sitta says.

The tool was particularly useful for generating numerous fictional names for the various characters and planets in the children’s fairy tales, saving valuable time.

Hej!

Ja sam **SuperfoodChef-AI by Coolinarika**, prvi virtualni asistent u regiji za nutritivno uravnoteženu prehranu vođen super-cool umjetnom inteligencijom na modelu GPT-3.5 OpenAI! Ovo je beta faza mojeg razvoja, a uz tvoj feedback kontinuirano ću se usavršavati.



SuperfoodChef - AI

13.06.2024



Hej! Ja sam SuperfoodChef-AI by Coolinarika, tvoj AI vodič za superhranu koji će ti pomoći otkriti zanimljive informacije i recepte na najvećoj regionalnoj kulinarskoj web-platfomi. Ako želiš znati više o moćnim namirnicama koje mogu

Pošalji poruku...



”At 01 Content & Technology, we believe generative AI could fundamentally change how customers interact with content and data and how companies deliver value to their customers.

SuperfoodChef-AI by Coolinarika is just a glimpse of the AI-powered future.”

SuperfoodChef - AI



Hej! Ja sam SuperfoodChef-AI by Coolinarika, tvoj AI vodič za uravnoteženu prehranu voden super-cool umjetnom inteligencijom. Moja misao je pomoći ti otkriti zanimljive informacije i recepte na najvećoj regionalnoj kulinarskoj web-platforni. Ako želiš znati više o moćnim namirnicama koje mogu

Imaj pripremi



Welkom! 🙌 Ik ben jouw AI-assistent.

Zoek je een duurzaamheidsverslag of wil je weten wat bedrijven doen om net zero te worden? Vraag maar! 🗨️

→ Welke targets stellen bedrijven zich op vlak van duurzaamheid?

→ Hoe beheren bedrijven hun milieu-impact?



TECH

'Onze duun
meer dan n

”Thanks to the AI tool integrated into the platform, it allows the user to fully screen the content of the reports and offers the reader an overview analysis of each report.”



hun



'Onze duur
meer dan
structuren



You're an expert in creating stunning, creative and award-winning native advertising campaigns.

###

By synthesizing De Bonos Six Thinking Hats and the SCAMPER technique, you always come up with great ideas

###

I need you to give me six ideas for native advertising campaigns for our company that makes espresso machines for the consumer market. The target audience is adults age 25 to 55

1. White Hat: Information-Based Blogging

- **Campaign:** Create a series of detailed, informative blog posts hosted on popular lifestyle and coffee enthusiast websites. Each post will delve into different aspects of making the perfect espresso at home, highlighting the technical advantages of your machines. This could include articles like "The Science of Espresso: How Temperature and Pressure Affect Your Brew", which subtly emphasizes the precision engineering of your espresso machines.
- **Goal:** To educate the target audience, building trust and positioning your brand as an expert in high-quality espresso making.

2. Red Hat: Emotional Experience Videos

- **Campaign:** Develop a series of short documentary-style videos featuring real customers from various backgrounds sharing personal stories about their morning coffee rituals using your espresso machine. These videos can be shared on social media platforms and video streaming sites.
- **Goal:** To connect emotionally with potential customers by showcasing personal stories, evoking feelings of warmth, nostalgia, and the comforting ritual of coffee making.

3. Black Hat: Problem-Solution Scenarios

- **Campaign:** Create a "What if?" interactive web series that poses common coffee-related dilemmas (e.g., "What if you could recreate your favorite café's espresso at home?"). Each scenario will present your espresso machine as the ideal solution. These could be featured in interactive ads on cooking and lifestyle websites.
- **Goal:** To highlight the problem-solving features of your product, directly addressing common frustrations or desires of the target market.

4. Yellow Hat: Optimistic User Reviews

- **Campaign:** Partner with influencers and everyday users to create positive, authentic testimonials and reviews. These would focus on how the espresso machine has added value to their lives, enhanced their coffee experience, or saved money from café purchases. These can be formatted as blog entries, social media posts, or featured in online magazines.
- **Goal:** To generate positive buzz and leverage social proof, encouraging potential customers to see the widespread benefits and satisfaction associated with your product.

5. Green Hat: Innovative Use Cases

- **Campaign:** Host a virtual contest inviting coffee lovers to submit creative videos or recipes using your espresso machine. Encourage innovative uses beyond traditional espresso, like creating desserts or other gourmet treats. Feature these on your channels and reward winners with special offers.
- **Goal:** To drive engagement and showcase the versatility of your espresso machines, appealing to a broad range of culinary enthusiasts.

6. Blue Hat: Integrated Lifestyle Campaign

- **Campaign:** Launch a "Day in the Life" campaign featuring a mix of professionals (like chefs, artists, entrepreneurs) who start their day with a shot from your espresso machine. This campaign would be spread across various media, including print ads in lifestyle magazines, posts on professional networking sites, and segments on morning TV shows.
- **Goal:** To position the espresso machine as an essential part of a successful lifestyle, appealing directly to the aspirations of the target demographic.

Udforsk og opret brugerdefinerede versioner af ChatGPT, som kombinerer instruktioner, ekstra viden og alle slags kombinationer af færdigheder.

🔍 Søg i offentlige GPT'er

CustomGPT's

Social Media | Skrivning | Produktivitet | Research & Analyse | Uddannelse | Livsstil | Programmering →

Fremhævet

Særligt udvalgte fra denne uge



Video GPT by VEED

AI Video Maker. Generate videos for social media - YouTube, Instagram, TikTok and more! Fr...

Af veed.io



Math Solver

Your advanced math solver and AI Tutor, offers step-by-step answers, and helps you learn...

Af studyx.ai



SQL Expert

SQL expert for optimization and queries.

Af Dmitry Khanukov



Framework Finder

Helps locate and apply frameworks to your problem

Af Ethan R Mollick

Populære

Mest populære GPT'er i vores netværk



Ny GPT

• Kladde

Opret

Konfigurer



Hi! I'll help you build a new GPT. You can say something like, "make a creative who helps generate visuals for new products" or "make a software engineer who helps format my code."

What would you like to make?

I am creative lead in an international native advertising company. I need to build a customGPT that can always help me kickstart the process of creating a native advertising campaigns for our customers.

The 'master prompt' in the CustomGPT

This GPT is designed to help a creative lead at an international native advertising company. It will assist in kickstarting the process of creating native advertising campaigns for customers. The GPT should provide creative ideas, strategies, and examples for effective campaigns. It should also help with brainstorming, generating slogans, and suggesting visual elements that align with the brand and target audience. The GPT should be able to provide insights on the latest trends in native advertising and suggest innovative approaches to engage customers.

When starting a new campaign, always begin by explaining what it can help with. Then ask the user to answer the following questions in one message, letting them know it's okay to leave some questions blank:

1. Tell me about the client / product you are doing the campaign for.
2. What are the primary goals of this campaign? (e.g., Increase brand awareness, generate leads, drive sales)
3. Who is the target audience for this campaign? (Include key demographics such as age, location, interests)
4. What type of content do you want to create? (e.g., Articles, videos, social media posts)
5. What tone and style should the content have? (e.g., Professional, casual, humorous)
6. Are there specific themes or messages that should be emphasized in the content?
7. Who are your main competitors, and what is unique about their approach?
8. Do you have any brand guidelines or compliance requirements to follow?

The GPT should communicate in a friendly and direct tone, avoiding unnecessary fillers while being concise and helpful.

What kind of documents should I upload to the CustomGPT?

1. Diverse Advertising Campaign Data

- **Cross-industry Campaign Reports:** Include data from a wide range of industries to understand different marketing dynamics and consumer responses. This should cover successful campaigns, benchmarks, and analytics insights.

2. Brand and Marketing Guidelines

- **Generic Brand Guidelines:** Samples of general brand style guides that explain varying branding strategies, voice, tone, and visual guidelines to ensure the model can adapt to any brand's specifics.

3. High-Performing Content Samples

- **Variety of Content Types:** Collect examples of successful articles, social media posts, videos, and interactive ads from multiple sectors to understand what drives engagement across different platforms and media.

4. Consumer Behavior and Demographics

- **Broad Market Research:** Include studies and reports on consumer behaviors, preferences, and trends that span different demographics and geographical regions to ensure the model can target content appropriately.

5. Regulatory and Ethical Guidelines

- **Compliance and Ethics Documents:** Training on general advertising standards, ethical guidelines, and compliance needs across regions to ensure all generated content maintains legality and ethical standards.



Native Ad Campaign Assistant

Af Peder Hammerskov &

Assists in creating native advertising campaigns with creative ideas and strategies.



Send besked til Native Ad Campaign Assistant





Hi



Hello! I'm here to help you kickstart your native advertising campaign. To get started, could you please provide some details about the campaign? Feel free to answer as many questions as you can:

1. Tell me about the client/product you are doing the campaign for.
2. What are the primary goals of this campaign? (e.g., Increase brand awareness, generate leads, drive sales)
3. Who is the target audience for this campaign? (Include key demographics such as age, location, interests)
4. What type of content do you want to create? (e.g., Articles, videos, social media posts)
5. What tone and style should the content have? (e.g., Professional, casual, humorous)
6. Are there specific themes or messages that should be emphasized in the content?
7. Who are your main competitors, and what is unique about their approach?
8. Do you have any brand guidelines or compliance requirements to follow?



Looking forward to your response!



Send besked til Native Ad Campaign Assistant



An espresso machine company

Brand awareness

Urban adults aged 25-55

Im not yes sure about content type

Casual, humourous tone - but also a feeling of quality and good taste - in any meaning

These machines are beautiful, robust, classy and they make their owners stand out

The compepitors are huge brands with billions of dollars in marketing budget. They focus on the ease of use.

Content Strategy

1. Articles:

- **Topic Ideas:**
 - "How Owning a Premium Espresso Machine Elevates Your Lifestyle"
 - "The Art of Espresso: Why Your Coffee Ritual Deserves the Best"
 - "From Bean to Brew: The Journey of Perfect Espresso"
- **Approach:** Blend humor with an emphasis on the machine's quality and aesthetic appeal. Highlight stories or testimonials from owners who feel their machine makes them stand out.

2. Videos:

- **Concept Ideas:**
 - **Mini-Series:** "Espresso Adventures" - a humorous take on how an espresso machine transforms everyday life.
 - **Behind-the-Scenes:** A look at the craftsmanship and design process of the espresso machines.
 - **User Stories:** Short clips of satisfied customers sharing how the machine adds value and style to their lives.
- **Style:** Light-hearted, engaging, with high production values to reflect the product's quality.

3. Social Media Posts:

- **Content Ideas:**
 - **Memes & Humor:** Playful posts about the joys of owning a high-quality espresso machine.
 - **Aesthetic Shots:** Beautiful images of the machine in various stylish urban settings.
 - **Customer Highlights:** Share user-generated content showcasing the machines in their homes.
- **Platforms:** Instagram, Facebook, and TikTok for visual and engaging content.

4. Influencer Partnerships:

- **Selection Criteria:** Urban lifestyle influencers, coffee enthusiasts, and interior designers who align with the brand's image.
- **Campaigns:**
 - Influencers share their personal espresso rituals with the machine.
 - Collaborate on giveaways to increase engagement and reach.

Key Messages

- **Quality:** Emphasize the craftsmanship and durability of the machines.
- **Style:** Highlight the sleek and classy design that complements any modern kitchen.
- **Uniqueness:** Show how owning this machine sets the user apart from the crowd.
- **Experience:** Focus on the rich, enjoyable experience of brewing and drinking espresso.

Visual Elements

- **High-Quality Imagery:** Use professional photos and videos that showcase the elegance and robustness of the machines.
- **Brand Colors and Fonts:** Stick to a palette and typography that reflects the premium nature of the product.
- **User-Centric Visuals:** Incorporate images of diverse urban adults enjoying their espresso in stylish settings.

Example Slogan Ideas


- "Brew Beauty, Taste Quality"
- "Espresso Elevated"
- "Stand Out with Every Sip"

Next Steps

1. Decide on the specific types of content you want to prioritize.
2. Create a detailed content calendar for articles, videos, and social media posts.
3. Identify and reach out to potential influencers for partnerships.
4. Develop visual assets that align with the campaign's themes and style.

Feel free to let me know if you'd like more details on any specific aspect or additional ideas!



A small brown rabbit is sitting in a hole in the ground. To its left is a small, silver, multi-tiered stove or heater. The hole is surrounded by dark soil and some green plants, including daisies and yellow flowers. The scene is lit with soft, natural light.

Dive into the
rabbit hole

When you prompt illustrations

- Define clearly and in detail what you want to see in your illustration –not what it should tell. Move down the abstraction ladder.
- Explore and draw inspiration from sources like MidJourney Explore, Google, YouTube, and Facebook prompt-sharing groups.
- Learn about art concepts and graphic terminology, and be specific about it in your prompts.
- Save and organize good images and prompts in a prompt library.
- Prompt freely –experiment –play.
- Be careful with copyright.



Video & AI



ChatGPT (etc) for video

- 1. Idea Generation:** Brainstorm ideas for videos. It can provide input on themes or topics and can suggest angles or new perspectives.
- 2. Script:** Once the idea is in place, ChatGPT can help with scripts—in any language.
- 3. Explainer:** ChatGPT can help with good explanations on most topics.
- 4. SEO Optimization:** ChatGPT can help optimize descriptions and tags for your videos to improve visibility on YouTube, etc.
- 5. Feedback and Editing:** You can use ChatGPT to improve your script or get feedback on the structure of your video.

Make a script for a native advertising video for an espresso machine company. It should be about the craftsmanship of the people building and developing the espresso machines.

I need you to put the script in a table with two columns. On the left will be all the audio (voice-over, interview, music etc) and on the right will be the visuals (interview, b-roll, illustrations, product images etc)

- 📄 Here's a detailed script for a native advertising video emphasizing the craftsmanship behind an espresso machine company's products. The video can weave together interviews, voice-overs, and product visuals to create a compelling narrative.

Audio	Visuals
(Music starts: light, uplifting instrumental)	Fade in from black to a wide shot of the espresso machine workshop. The early morning light streams through large windows.
Voice-Over: "In the heart of the city, a team of artisans and engineers come together each day with a singular focus: to craft the finest espresso machines."	Cut to a close-up of the company logo on the building exterior. Then, transition to various artisans entering the building.
Interview (Craftsman 1): "For us, making espresso machines isn't just about the end product. It's about creating something that becomes a part of people's daily ritual."	Show Craftsman 1 at their workbench, examining technical blueprints and starting to assemble a machine.
(Music softens) Voice-Over: "Each piece is a blend of tradition and innovation, where precision meets passion."	Show close-up shots of hands meticulously assembling components. Focus on the precision tools and gentle adjustments.
Interview (Engineer): "We spend months designing every curve and calculating each function to ensure the perfect espresso, every time." ↓	Cut to engineers at computers with CAD software, sketching designs and discussing modifications.

Midjourney (etc) for video

- 1. Storyboard / Moodboard:** They can help create storyboards and moodboards for videos. This makes it easier to visualize and explain scenes and content before starting production.
- 2. Suggestions for Visualizations:** They can (together with ChatGPT) provide creative suggestions on how to illustrate concepts.
- 3. Animated Elements:** Although these tools produce static images, they can subsequently be animated in tools like Runway to create movement.
- 4. Thumbnail Images:** They can generate thumbnails for your videos, tailored to highlight the most important or interesting parts of the video.

 **runway**



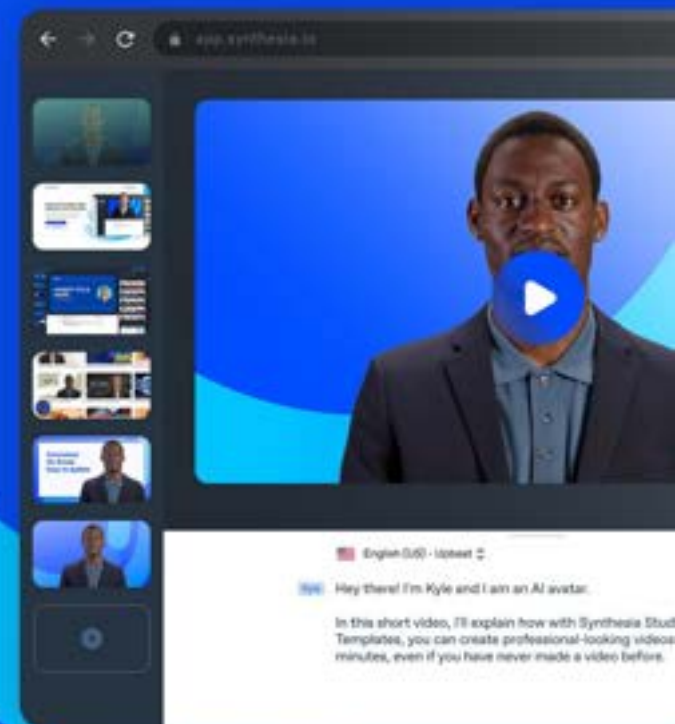




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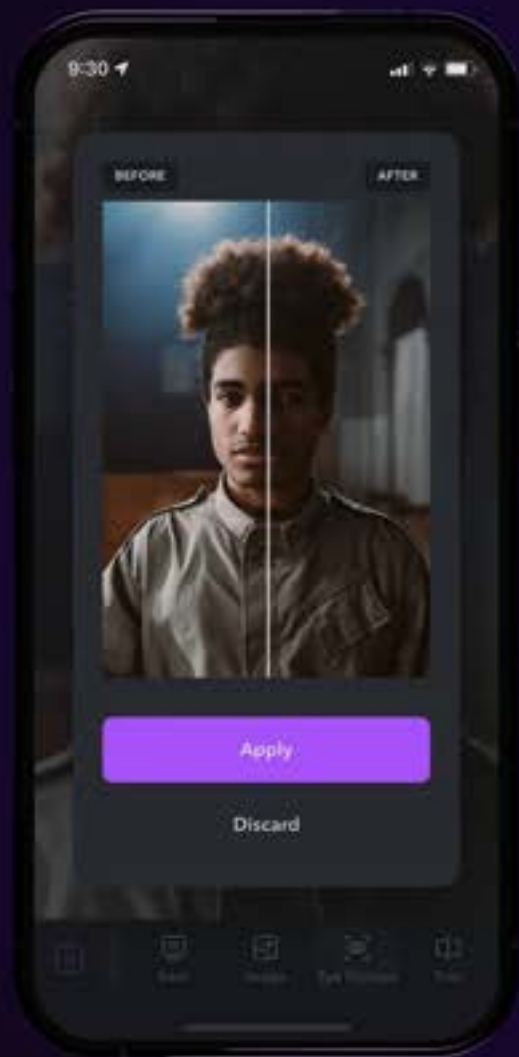
[See product tour](#)

**Edit Recordings
Like You Edit Text**



Play with sound

captions



AI Eye Contact

Correct eye contact to look at the camera in post production





OpusClip


Business Customer stories Pricing Learning center Sign in [Sign up - It's Free](#)

#1 AI VIDEO CLIPPING TOOL

1 long video, 10 viral clips. Create 10x faster.

OpusClip is a generative AI video tool that repurposes long videos into shorts **in one click**. Powered by OpenAI

[Drop a video link](#) [Get free clips](#) or [Upload file](#)



6

**||Eleven
||Labs**

**Eleven Labs AI
Voice Generator &
Best Text to Speech**





Enhancer

Clean up audio for free with Adobe Podcast AI

Enhance Speech makes voice recordings sound as if they were recorded in a professional podcasting studio.

Hear a sample:



Get started

Sign up for a free account to begin.

[Sign up](#)

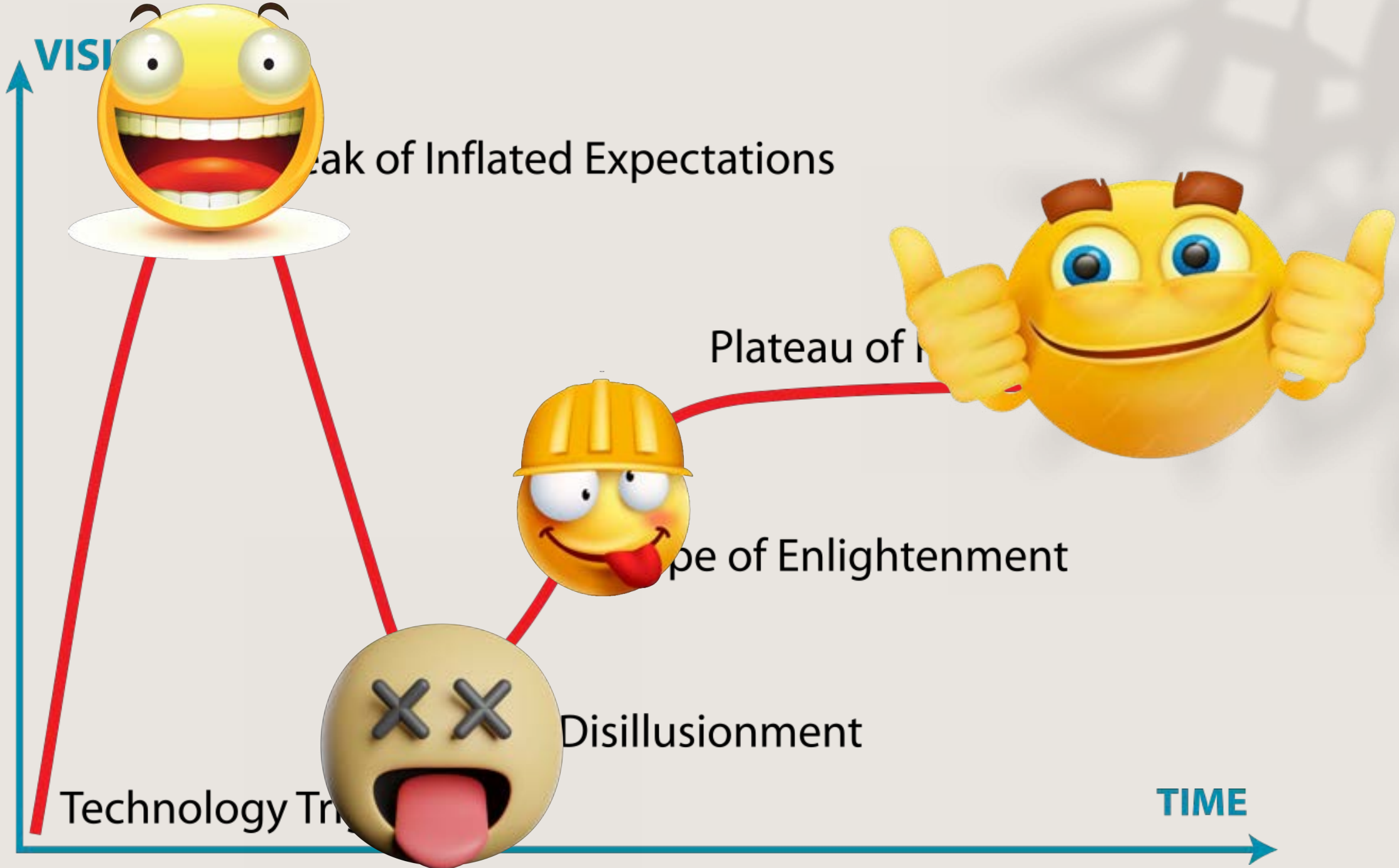
Already have an account? [Sign in](#)

A small, white and black humanoid robot is seated at a table, eating popcorn. The robot has a round head with large, dark eyes and a small mouth. It is holding a handful of popcorn in its right hand and has another handful in its mouth. The table is covered with a white cloth and has a plate of popcorn in front of the robot. Several pieces of popcorn are flying through the air around the robot, creating a sense of motion. The background is a blurred indoor setting, possibly a dining room, with a wooden chair and a window with blinds.

AI will never be worse
than it is now

A photograph of a child standing in an orchard, reaching up to pick a ripe orange from a tree. The tree is heavily laden with oranges, and the scene is bathed in warm, golden light, suggesting late afternoon or early morning. The child is positioned in the lower center of the frame, looking up at a cluster of oranges just above their head. The background is a soft-focus field of more trees and oranges, creating a sense of a vast orchard.

Look for the low
hanging fruits



Hurry...
but take it easy!
The AI trains will
keep approaching.



A 3D maze with a central circular opening. The maze is constructed from dark, textured material, possibly wood or stone, and is set against a dark background. The word "Ethics?" is written in a white, serif font in the center of the maze.

Ethics?



Peder Hammerskov

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Knebel, Central Denmark Region, Denmark · [Contact info](#)

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Danmarks Medie- og Journalisthøjskole



Danmarks Journalisthøjskole