AI for Marketers
Supercharge Your Workflow

February 2023

AI interest and adoption is skyrocketing, alongside the recognition that advanced computing technologies will have wide-ranging business impact. While the everyday social media user has fun letting AI run wild with their profile photos, **digital marketers have a clear opportunity to drive productivity and supercharge creativity today** with these new tools, with immediate practical applications.

Complementing your workforce with artificial intelligence tools allows your team to work at record speed, extending the reach of your resources and opening up a wealth of new ideas and possibilities for your next campaign. **It's your creative vision, but through a NASA Telescope.**

It's still early for these emerging tools (**proper licensing and legal guidance is essential for any consumer-facing undertaking)**, but there is little doubt of the immediate impact AI creates for digital brand-builders.

Although AI has been around for over 70 years, this recent wave of innovation has accelerated its ascent to the mainstream conscious. Now, AI is ready for primetime, and it's not going anywhere. TikTok took nearly nine months to amass 100 million users. Instagram took three times as long. The **jaw-dropping AI platform ChatGPT** did it in **40 days**. Users are curious how AI can help them be better; creatively, organizationally, strategically.

AI creator tools unlock exponential growth…

User Base Growth from Launch
# of months needed to reach 100M user milestone

ChatGPT <2 Months | Tik Tok ~9 Months | Instagram ~30 Months
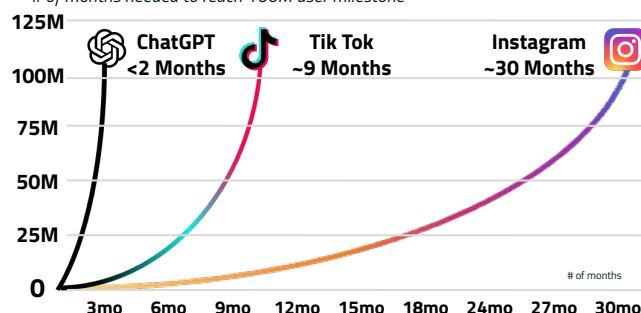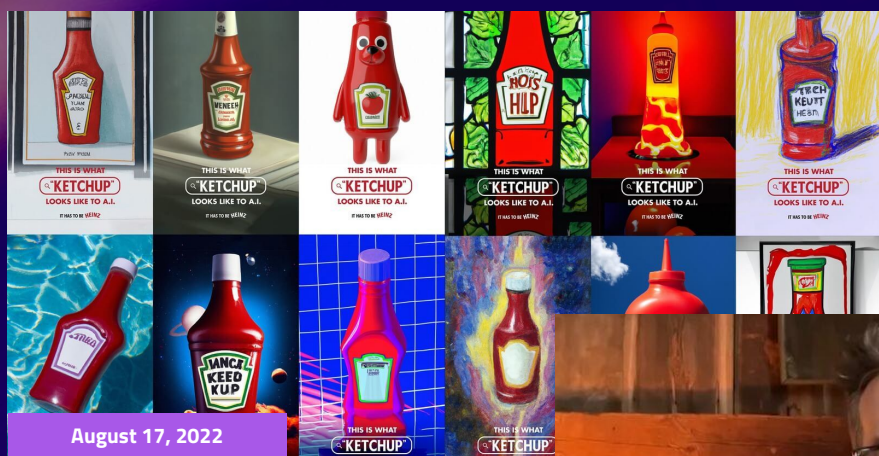
ChatGPT: Scaled to 100M Users in 40 Days

Sources: Reuters - ChatGPT , Tik Tok - Yahoo Finance!, TechCrunch 2013 - Instagram

Microsoft announced on January 23 it was **expanding its partnership with ChatGPT creator OpenAI,** with the tech behemoth injecting a reported 10-digit investment into OpenAI at a valuation of nearly $30 Billion[2]. Microsoft will provide resources to support the platform's meteoric rise in utilization and also bring AI-powered solutions to **existing Microsoft tools like Excel, Word, Teams, and Bing.**

Brands are **already experiencing** both the productivity and PR boost an **AI-led marketing** campaign can bring. Superstar actor and entrepreneur Ryan Reynolds recently debuted an advertisement[3] from his company **Mint Mobile** written entirely by **ChatGPT**. Reynolds explained the move, shared his prompt, and then read the script, which felt authentic to his brand and effective in its concept and delivery.

Ryan Reynolds is far from the only one curious about how AI can increase efficiency. According to data from Similar Web, **OpenAI.com had 667 million total visits[4] in January 2023**, a 119% increase over the previous month. Once fully monetized, OpenAI predicts **ChatGPT[5] will pull in $200 million** in revenue this year, and **forecasts $1 billion in 2024**.

Last Summer, **Kraft Heinz** flipped the script and encouraged everyday consumers to use AI in an effort to strengthen its branding and market share. This **social experiment** followed up Kraft Heinz's successful Draw Ketchup campaign from the previous year, where people all over the world were asked to draw a bottle of ketchup and the vast majority looked like an iconic bottle of Heinz Ketchup. This time, **users were asked to prompt DALL-E 2 to draw ketchup**, or even paint a neoclassical bottle of ketchup, and again, **even AI knows ketchup looks like a Heinz bottle**[6]. For Kraft Heinz, it was a nontraditional display of **efficient and resourceful marketing**, using **AI and UGC to create an entire marketing campaign** without much lift from the company itself.

August 17, 2022

Heinz **invites community** to create "Heinz AI Ketchup" bottles using **AI generation tool DALL-E 2**

January 11, 2023

Mint Mobile Owner Ryan Reynolds **debuts an AI-written commercial**, created with ChatGPT

Sources: (3) Mint Mobile Ad; (4) SimilarWeb - OpenAI; (5) Reuters (Jan 2023); (6) Heinz Ketchup Campaign

While these campaigns are trendy and public-facing, AI can be used behind the scenes to pour gasoline on your team's creative fire. A quarter of marketers[7] today **lose valuable productivity to workflow set-up and creative testing**, all of which can be automated by AI. Additionally, over 42 percent[8] of marketers polled trust AI to **automate personalized content outreach in real-time.** Last year, nearly **$50 billion[9] was invested in AI startups,** and companies using artificial intelligence or machine learning in marketing efforts are expected to grow more than 116 percent[10] in the next three years.

Tools like ChatGPT can be extremely efficient when used to brainstorm additional marketing concepts, social media copy, taglines, and scripts. But AI can do so much more than punch up your copy. The visual capabilities of platforms like **DALL-E 2** and **Midjourney** can bring your team's wildest imagination to life and allow marketers to better convey their ideas to the rest of the executing team. Imagine being able to see fleshed out art direction, marketing materials, prototype imaging, billboards, and more in the concepting stage, rather than burn valuable resources having to create multiple iterations just to choose one for production.

		The role of AI	Outcome	Sample Tools
01	Strategy	Brainstorming tool and sounding board for campaign strategy	• Cost-effective, time-saving due diligence • Data-driven decision making	
02	Concepting	Concept & creative generator for thought-starters across a variety of inputs and approaches	• Reduce reliance on agency partners • Reduction of upfront procurement costs • More efficient and targeted brainstorming	DALL·E 2, stability ai, Bard
03	Production	Asset iteration and fine-tuning for design, copy, taglines, and other creative production	• Reduced marketing spend on non-value-add iterations and production • Increase volume of evergreen assets	Booth.ai
04	Launching & Sustaining	Scale and variety support to engage micro audiences, test new creative approaches, and build AI-assisted community management	• 24/7 coverage of CM responsibilities • Engage consumers in new ways • More nimble marketing strategy	Jasper, BlenderBot Meta, synthesia

AI supercharges your digital marketing productivity, revolutionizing the way you strategize, brainstorm, execute, and sustain your enterprise's marketing by amplifying your creative. From a sounding board for campaign strategies to automated community management post-launch, AI allows you to make data-driven decisions and save costly time doing due diligence. This frees up your powerful people to be more productive and creative.

Let's See AI in Action...

To show you how AI can be useful for your digital marketing today -, we used a variety of publicly-accessible AI tools to respond to a mock brief for a fictional tequila brand from Vayner3. From the conceptual stage to roll-out and imaging, each step of this process was produced by AI using human prompts. For Vayner3's hypothetical new launch, we demonstrate three different approaches to the brief. We tapped ChatGPT to come up with initial campaign concepts and taglines, while leveraging Midjourney for art direction, breathing visual life into the concepts through moodboards and reference imagery.

Mock Brief: *Envision an innovative launch campaign to introduce Vayner3's new (fictional) tequíla, launching in early 2023.*

	AI-Infused Tasting:	*Agave on the Blockchain Series*	*Token-Backed Tequila*
CONCEPT	Leverage AI tech to create personalized tasting experiences for each consumer. Use AI algorithms to analyze preferences and create customized tastings with food pairings, cocktails, etc, showcase the brand's commitment to innovation and provide unique, memorable experiences.	Vayner3 could create pop-up experiences at tentpole events such as SXSW and Cannes Lions, each of which would feature a unique, token-gated experience. For example, consumers could receive a limited-edition NFT upon arrival that would unlock exclusive tequila tastings, interactive displays.	Vayner3 will launch a tequila subscription service where subscribers receive a monthly delivery of the new flavor, along with a unique NFT that would unlock exclusive experiences, such as virtual tastings with tequila experts or discounts on future purchases.
TAGLINES	1. "Uniquely Yours: AI-Infused Tequila from Vayner3" 2. "Experience the AI Difference with Vayner3's Tequila Tasting"	1. "Savor the Future of Tequila: A Web3 Tasting Adventure" 2. "A Toast to Innovation: Vayner3's Web3 Tequila Tasting"	1. 'Invest in the Spirit of the Future: Vayner3's Token-backed Tequila" 2. "Tequila That's More Than Just a Drink: Vayner3's Token-Backed Subscription"
IMAGERY			

Emerging AI creator tools are a fundamental piece of
Web3.

At Vayner3, we define Web3 expansively as the **next era of connected consumer behavior.**

Web3 is a **digital-first reality** for consumers at the **intersection of technology and culture**.

Powered by a consumer ethos of co-creation, Web3 is a more **ownable, immersive, and personalized** internet.

Interested in learning more?

Vayner3 is helping leading enterprises integrate AI into their marketing efforts via immersive educational series and bespoke AI marketing pilots, all tailored to a specific business objective.

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