

A large, open-plan office space with many people working at desks with computers. The office is modern and colorful, with various plants and posters on the walls. The lighting is warm and ambient. The text 'SPECIAL AI TOOLS FOR AD-LAND' is overlaid in the center of the image.

SPECIAL AI TOOLS FOR AD-LAND

PROMPT: a busy and colourful creative advertising agency with lots of diverse people working
MIDJOURNEY'S INTERPRETATION: white dudes at computers

If the cover image tells us anything, it's that AI is still a work in progress.

It's not perfect, and by no means should it be relied on to create brilliant creative work.

But it does offer value. Especially as our days get busier and demands for time increase, AI tools today offer us ways to work more efficiently and productively to arrive at the best outcomes.

This pack includes some of the ways Special's strategy team have been leveraging AI in our day-to-day work. Hopefully, it offers some food for thought to your strategy teams too.

Merry Christmas from the Special Strategy team.

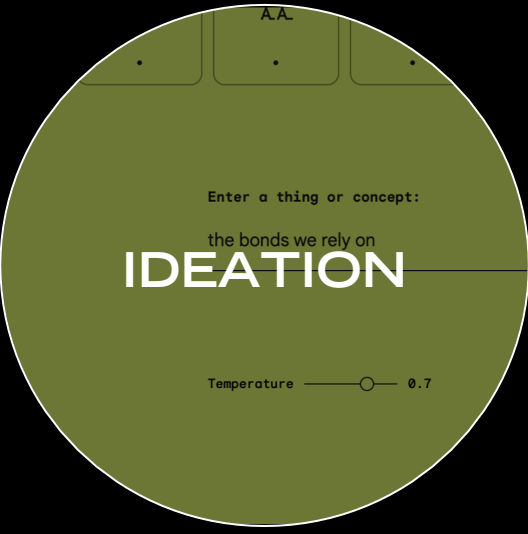
Four ways we can use AI to make our lives easier.



MIDJOURNEY



CHATGPT



TEXTFX



WALDO

VISUALS

Using Midjourney



AVOID WHAT HAS BEEN DONE BEFORE

The last thing you want is to fall into category clichés or tropes that exist within a category. Midjourney can help us identify those tropes so we can subvert them and stand apart.



PROMPT: a print ad for a makeup cosmetics brand



PROMPT: a group of young schoolgirls trapped inside of a bubble, looking nervously out --v 5.2 --s 250 --style raw

ADD COLOUR TO CONSUMER LANGUAGE

Often the nuggets people say in research groups are incredibly illuminating but impossible to visualise. Midjourney can help us bring interesting qualitative verbatims to life and add them to our presentations to make things more compelling.



A WINDOW INTO CONSUMERS' LIVES

Representing consumers in the most truthful way is vital to strategy, but often this can be a struggle to do visually. We're often left with generic stock photography that can feel inauthentic or disconnected from the people we're talking about. Midjourney can provide very specific, detailed and intimate visualisations of consumers' lives.



PROMPT: kodak photo style, a Chinese grandfather, son and grandson cooking a meal together in the kitchen with various items found in a Chinese kitchen in 2023 -v 5.2 --s 250 --style raw



PROMPT: a young teenage girl sitting alone in a dark bedroom in 2023. she is doubtful and unsure. there is a dark cloud hanging over her head --v 5.2 --s 250 --style raw



SPECIFIC & UNIQUE STOCK PHOTOGRAPHY

Sometimes we just need a really really specific image and despite searching sites like Pexels or Unsplash, we're out of luck. Midjourney can help to generate specific imagery to support presentations that you may struggle to find elsewhere.



PROMPT STYLE: Kodak photo. Shot Wide. **SCENE:** a delicious meal on top of an induction cooktop. house is average and old --v 5.2 --s 250 --style raw

WORDS

Using ChatGPT

...ts, Together": Position the new...
family bonding and adventures. Emphasize...
d versatility for both daily commutes and wee...
proposition could convey the idea that this SUV...
in creating lasting family memories.

...ts Style": Highlight the advanced safety features of...
t as the ideal choice for families prioritizing the well-...
ase the vehicle's cutting-edge safety technology, su...
systems and family-friendly interior design. The prop...
e that safety doesn't mean sacrificing style or perfor...

...family Lifestyle": Focus on the convenience and ea...
family lifestyle. Emphasize features like hands-f...
smart technology for connectivity and entert...



You

what are three advertising propositions you could use to launch a new family SUV



ChatGPT

1. **"Adventure Awaits, Together"**: Position the new family SUV as the vehicle that facilitates family bonding and adventures. Emphasize its spacious interior, safety features, and versatility for both daily commutes and weekend getaways. The advertising proposition could convey the idea that this SUV is more than a vehicle; it's a partner in creating lasting family memories.
2. **"Safety Meets Style"**: Highlight the advanced safety features of the new family SUV, positioning it as the ideal choice for families prioritizing the well-being of their loved ones. Showcase the vehicle's cutting-edge safety technology, such as collision prevention systems and family-friendly interior design. The proposition could communicate that safety doesn't mean sacrificing style or performance.
3. **"Effortless Family Lifestyle"**: Focus on the convenience and ease that the new SUV brings to the family lifestyle. Emphasize features like hands-free liftgate, spacious storage, and smart technology for connectivity and entertainment. The advertising proposition could convey the idea that this SUV seamlessly integrates into the busy lives of modern families, making every journey enjoyable and stress-free.



FILTER OUT THE OBVIOUS

ChatGPT is helpful in uncovering what **not** to do.

Asking it how it would approach your client brief can help highlight things that are perhaps too expected or things a competitor is already exploring.

can you tell me what the weaknesses our in our strategy?



FIND FLAWS IN YOUR THINKING

Sometimes it's hard to see the blind spots in our own thinking, so Chat GPT can be a good sounding board for figuring out any holes in a strategy.

We just simply ask, why our strategy is potentially good, and potentially bad.

UNCOVER NEW PERSPECTIVES

Most of Chat GPT is a landfill of cliches but with the right prompts, it can help you move into fresh areas and give you thoughts to build on. For instance, asking it to think about a brand as a comedian would, or asking a “shower thought” can lead to interesting springboards that we can delve deeper into.

ChatGPT

1. "McDonald's is the only place where the ice cream machine is always broken, yet the drive-thru line is always working perfectly."
2. "McNuggets are like the Transformers of fast food – you're never quite sure what part of the chicken you're eating."
3. "McDonald's Happy Meals are basically a starter pack for adult nostalgia."
4. "If I had a dollar for every time McDonald's forgot my sauce, I could probably buy the entire franchise."
5. "McDonald's fries are the only food that tastes better when you eat them in the car."
6. "McFlurries are the only dessert that requires a workout – trying to mix in all the toppings before it melts."
7. "McDonald's is the only place where it's socially acceptable to eat breakfast at 10:59 AM and lunch at 11:01 AM."
8. "McDonald's toys are the original loot boxes for kids."
9. "McDonald's employees have probably heard 'I'm loving it' jokes more times than they've actually said it themselves."
10. "McDonald's straws are the ultimate test of human patience – trying to open them without making a scene."



ChatGPT

1. "Wine is like a time machine that transports you to different vineyards and years with each sip, yet leaves you in the same living room."
2. "Opening a bottle of wine is the adult version of breaking a seal – once it's done, there's no going back."
3. "Wine glasses are like the Cinderella slippers of the beverage world – the right fit makes all the difference."
4. "The oldest bottle of wine is a liquid time capsule, aging gracefully while the world around it changes."
5. "Wine is the only drink that gets better with age, unlike my attempts at adulting."
6. "Decanting wine is like giving it a spa day – allowing it to relax and be its best self."
7. "Wine tasting is just a fancy way of saying, 'Let's drink and pretend we know what we're talking about.'"
8. "Saying you'll only have one glass of wine is the adult version of starting a diet on Monday."
9. "Wine is the only beverage that pairs equally well with celebrations, heartbreaks, and Monday evenings."
10. "The difference between a \$10 and a \$100 bottle of wine is the fanciness of the label and your ability to convince yourself it tastes better."





You

what are five alternate ways to express the idea that "McDonalds is there for the times that matter most in your family"



ChatGPT

1. "McDonald's: Making Every Family Moment Memorable."
2. "Celebrate Special Moments with McDonald's – Where Family Comes First."
3. "McDonald's: Sharing Joyful Moments, One Meal at a Time."
4. "For Every Family Milestone, There's McDonald's – Creating Memories Together."
5. "McDonald's: Where Family Togetherness Happens, One Happy Meal at a Time."



REWRITE & REFINE YOUR WORDS

If you're stuck writing a proposition or key thought, ChatGPT can offer up new ways to frame it that might lead to more interesting ways to piece it together.

Here a pretty generic proposition – "McDonalds is there for the times that matter most in your family" – is reframed in a much less expected way "For every milestone, there's McDonalds" and could be a better starting point for a creative team.

INCLUDE MORE STORYTELLING

Most strategies presentations require strong storytelling to sell in. Chat GPT can offer up good brainstorming on how to add some colour to decks – like with metaphors or story devices.

ChatGPT

Numerous businesses have faced decline or even failure due to their inability to adapt and evolve in response to changes in their respective industries. Here are some notable examples:

1. **Blockbuster:** Once a giant in the video rental industry, Blockbuster failed to adapt to the digital age of streaming services. The company did not invest enough in online streaming, leading to its decline and eventual bankruptcy.
2. **Kodak:** Kodak dominated the film and camera market for years, but the company struggled to adapt to the digital photography revolution. Despite actually inventing the digital camera, Kodak failed to capitalize on its own invention, leading to a significant decline in market share.
3. **BlackBerry:** BlackBerry was a pioneer in the smartphone industry, particularly for business professionals. However, the company failed to keep up with the consumer demand for touchscreen devices and a robust app ecosystem, ultimately losing its market share to competitors like Apple and Android.
4. **Nokia:** Once the leading mobile phone manufacturer, Nokia faced a decline as it failed to keep up with the smartphone revolution. The company's resistance to adopting touchscreens and its loyalty to the Symbian operating system led to a loss of market share to competitors like Apple and Samsung.
5. **Borders Group:** Borders, a major bookstore chain, failed to adapt to the rise of online booksellers like Amazon. The company struggled to establish a strong online

ChatGPT

The "David vs. Goliath" dynamic, where a smaller or seemingly weaker character faces off against a much larger or more powerful adversary, is a common theme in literature, folklore, and popular culture. Here are some examples:

1. **David vs. Goliath (Biblical Story):** The original tale from the Bible tells of the young shepherd David defeating the giant Goliath with just a sling and a stone.
2. **Harry Potter Series (J.K. Rowling):** Harry, a young wizard, faces the powerful and dark wizard Lord Voldemort throughout the series. Despite being the underdog, Harry ultimately triumphs through courage and resourcefulness.
3. **The Hunger Games (Suzanne Collins):** Katniss Everdeen, a young girl from District 12, becomes an unlikely contender in the Hunger Games, a brutal televised competition, facing off against stronger opponents from wealthier districts.
4. **Star Wars (George Lucas):** The Rebel Alliance, a group of underfunded and outgunned rebels, takes on the mighty Galactic Empire led by Darth Vader and Emperor Palpatine.
5. **Rocky (Film Series):** The character of Rocky Balboa, an underdog boxer, faces formidable opponents in the ring, including Apollo Creed and Ivan Drago.
6. **The Karate Kid (Film):** Daniel LaRusso, a teenager, learns martial arts from Mr. Miyagi to face the bullies and ultimately compete against the skilled Johnny Lawrence in a karate tournament.

AM

write an ad about an energy company transitioning to renewable energy



[Opening shot: A bright, sun-drenched landscape with wind turbines gracefully turning in the distance.]



Narrator (V.O.): "Change is in the air, and we're leading the way."

[Cut to a modern office building adorned with the company's logo.]

Narrator (V.O.): "At [Energy Company Name], we've always been at the forefront of powering your world. Now, we're embracing a new dawn."

[Transition to a bustling city, with solar panels adorning rooftops.]

Narrator (V.O.): "We're not just an energy company; we're a catalyst for change."

[A montage of employees in hard hats working on solar installations, wind turbines being erected, and engineers designing advanced battery technology.]

Narrator (V.O.): "Our journey to renewable energy is a journey of innovation and dedication."

[Show families at home, turning on lights and appliances powered by clean energy.]

Narrator (V.O.): "We're bringing renewable energy to your homes, so you can live cleaner and greener."

[Cut to a community gathering where employees of the company are planting trees.]

Narrator (V.O.): "We're not just transforming our energy sources; we're transforming communities."

[Show happy children flying kites under the shadow of wind turbines.]

Narrator (V.O.): "And for the generations to come, we're leaving a legacy of sustainability."

[Cut to a close-up of the company's logo.]

Narrator (V.O.): "[Energy Company Name] – Powering Progress, Powering the Future."

[Closing shot: The sun setting behind a field of solar panels.]

Narrator (V.O.): "Join us in this journey towards a brighter, cleaner, and more sustainable world. Together, we can make the change that our planet deserves."

FIND CLICHES IN THE CATEGORY

ChatGPT helps you understand the cliches and tropes of a category. This can be good to share with creative teams and clients, so they know what to avoid when they're looking at ideas or scripts.

WRITE QUICK DISCUSSION GUIDES

Chat GPT can help you quickly pull together a starter for ten discussion guide, providing some interesting questions to have at the ready when you're meeting new clients, people or interviewing stakeholders.

 You

write me a discussion guide for a focus group with young working mums to understand their experiences and emotions in transitioning to motherhood

 ChatGPT

Focus Group Discussion Guide: Exploring the Transition to Motherhood for Working Moms

Introduction:

1. Welcome and Icebreaker (5 minutes)
 - Welcome everyone and start with a light icebreaker. For example, "Share a moment from your week that made you smile."

Transition to Motherhood:

2. Early Experiences (15 minutes)
 - Ask about the early days of motherhood. For instance, "Can you share a memorable moment or challenge from when you first became a mom?"

1. Emotional Rollercoaster (15 minutes)
 - Explore the range of emotions experienced during the transition. Ask, "How would

2. Balancing Act (15 minutes)

- Discuss the challenges of balancing work and motherhood. For example, "How do you manage the juggling act of work responsibilities and being a mom? Any tips to share?"

Workplace Support and Challenges:

5. Supportive Work Environment (15 minutes)

- Inquire about the level of support received at work during this transition. Ask, "What kind of support have you received from your workplace since becoming a mom?"

1. Challenges at Work (15 minutes)

- Discuss any challenges faced at work and potential improvements. For instance, "Have you encountered any difficulties at work related to being a mom? How could things be better?"

Emotional Well-being:

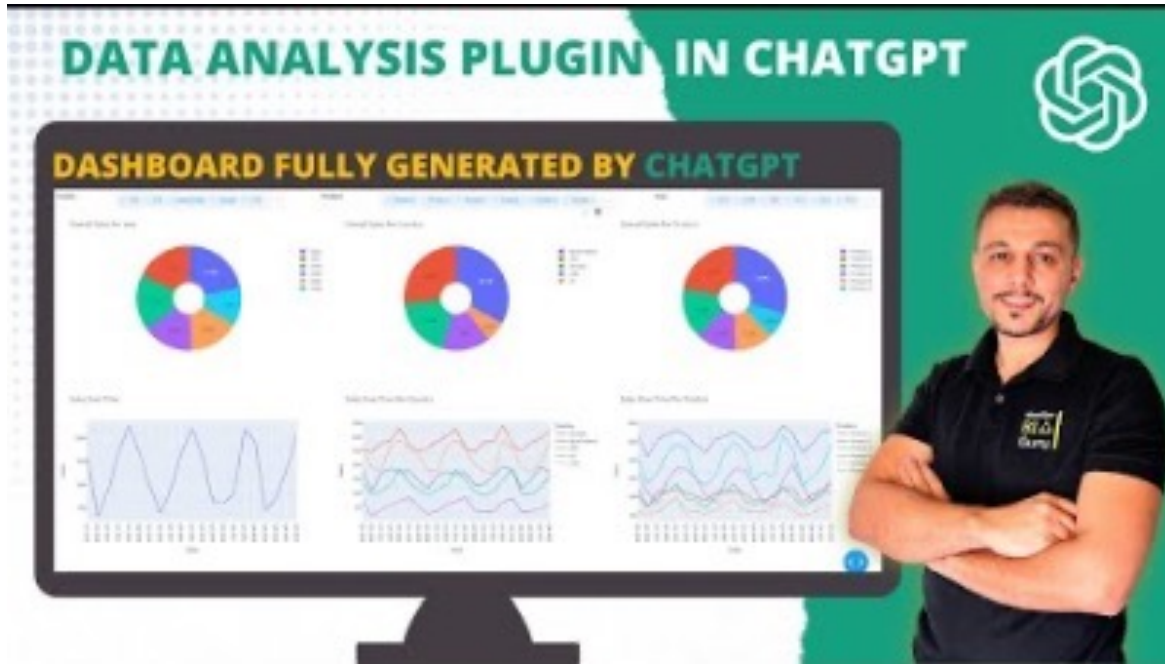
7. Self-Care (10 minutes)

- Talk about self-care practices. For example, "How do you prioritize self-care, and what activities bring you joy and relaxation?"

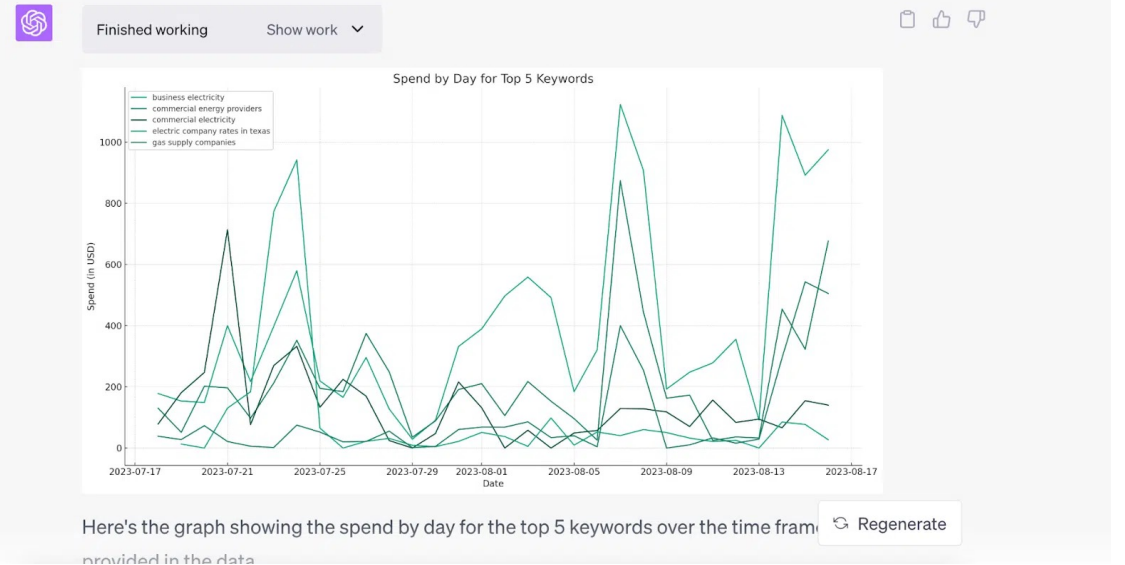
1. Dealing with Stress (15 minutes)

ANALYSE & VISUALISE DATA (PAID VERSION OF CHAT GPT)

With the paid version of Chat GPT, you can move beyond just words to analyse and visualise data. This tool could be a great way to save time on results analysis for campaigns and award papers.

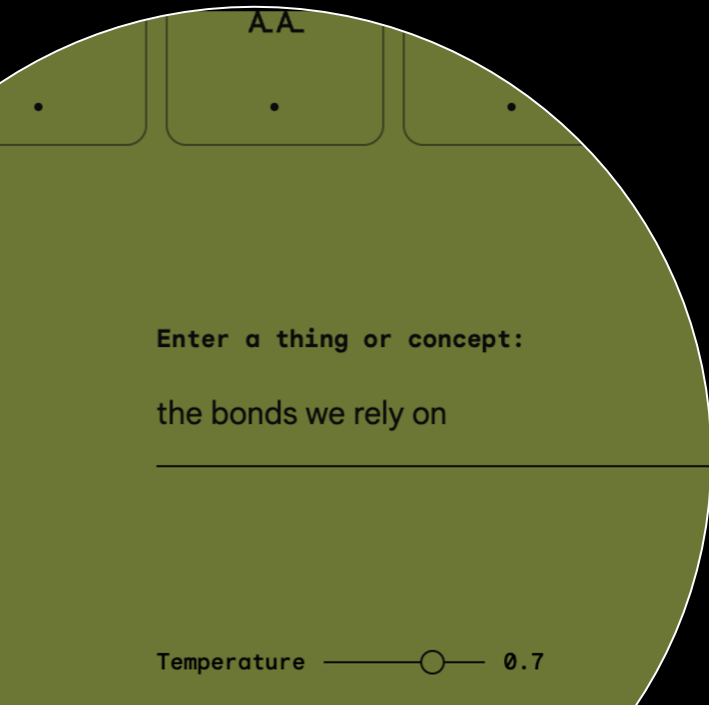


MD can you graph the spend by day for the top 5 keywords?



IDEATION

Using TextFX





TextFX is an AI experiment that uses Google's PaLM 2 large language model. These 10 tools are designed to expand the writing process by generating creative possibilities with text and language.

Text FX was created in collaboration with Lupe Fiasco, a rapper who also teaches a class on rap theory and practice.

The 10 different Text FX tools are: Simile, Explode, Unexpect, Chain, POV, Alliteration, Acronym, Fuse, Scene, and Unfold.

<https://www.tiktok.com/@stuffaboutadvertising/video/7268022926501350699?lang=en>

A=B /A\ \$ 🔗 👁️ A.A. R.A.P. 🎧 🗨️ ↔️

POV

Evaluate a topic through different points of view.

- ▶ WATCH LUPE USE IT
- ⓘ LOOK UNDER THE HOOD

Enter a topic:
wine

4 / 25

Temperature ———— 0.7

RUN

OUTPUTS (may contain inaccurate or offensive information that does not represent Google's views)

All ▾ | 📄 🗑️

POV TEMP 0.7
wine

◀ Wine is the only alcoholic beverage that makes people think they're sophisticated. ▶

VIEW ALL

📌 PINNED (0) ^

You haven't pinned anything yet.

Helps you step out of your POV and into another – offering up a fun way to think differently about your product, consumer or category when you're writing a brief.



/A\ Explode

Break a word into similar-sounding phrases.

- ▶ WATCH LUPE USE IT
- ⓘ LOOK UNDER THE HOOD

Enter a word:

beauty

6 / 15

Temperature 0.7

RUN

OUTPUTS (may contain inaccurate or offensive information that does not represent Google's views)

≡ All ▾ | ⬇️ 🗑️

/A\ Explode TEMP 0.7

beauty

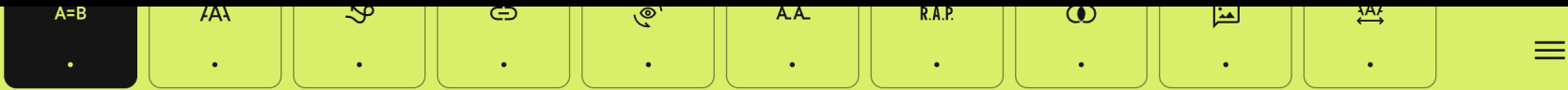
◀ be a duty (to have an obligation to do something) ▶

VIEW ALL

📌 PINNED (0) ^

You haven't pinned anything yet.

Understand and expand thinking around certain words and phrases.



A=B

Simile

Create a simile about a thing or concept.

- ▶ WATCH LUPE USE IT
- ⓘ LOOK UNDER THE HOOD

Enter a thing or concept:

the bonds we rely on

20 / 25

Temperature 0.7

RUN

OUTPUTS (may contain inaccurate or offensive information that does not represent Google's views)

All ▾ | 📄 🗑️

A=B Simile TEMP 0.7

the bonds we rely on

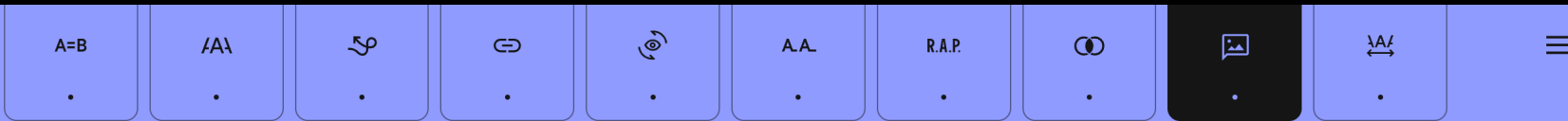
◀ The ties that bind us together are like spider webs, delicate and fragile, yet strong enough to catch and hold even the most elusive of dreams. ▶

VIEW ALL

📌 PINNED (0)

You haven't pinned anything yet.

Find new, visual ways to describe a concept.



Scene

Generate sensory details about a scene.

- ▶ WATCH LUPE USE IT
- ⓘ LOOK UNDER THE HOOD

Enter a scene:

shopping at a supermarket



25 / 25

Temperature 0.7

RUN

OUTPUTS (may contain inaccurate or offensive information that does not represent Google's views)

All

Scene TEMP 0.7

shopping at a supermarket

The sound of a cart wheeling down the aisle

.....

VIEW ALL

PINNED (0)

You haven't pinned anything yet.

Gain more visual/sensory language that can add colour to writing.

A=B . /A\ . \$. G . ↻ . A.A. . R.A.P. . **∞** . 🖼️ . ↕️ . ☰

∞ Fuse

Find intersections between two things.

- ▶ WATCH LUPE USE IT
- ⓘ LOOK UNDER THE HOOD

Enter a thing: 7 / 15

Enter another one: 4 / 15

Temperature 0.7 RUN

OUTPUTS (may contain inaccurate or offensive information that does not represent Google's views)

☰ All ▾ | 📄 🗑️

∞ Fuse TEMP 0.7
energy ≈ home

◀ Both energy and home can be seen as sources of comfort and stability—energy by providing the power to keep our homes running and our lives functioning, and home by providing a place where we can feel safe and secure. ▶

📌 PINNED (0) ^

You haven't pinned anything yet.

Find surprising connections between two concepts.



Unfold

Slot a word into other words or phrases.

- ▶ WATCH LUPE USE IT
- ⓘ LOOK UNDER THE HOOD

Enter a word:

home

4 / 10

Temperature 0.7

RUN

OUTPUTS (may contain inaccurate or offensive information that does not represent Google's views)

All

Unfold TEMP 0.7

home

home cookin'

PINNED (0)

You haven't pinned anything yet.

Explore ways that a word moves or fits into different sayings, phrases and concepts.

RESEARCH

Using Waldo

ferences

ences for luxury automotive brands

es in the luxury automotive market are evolving, with a significant fo
ility 34. There is a growing interest in electric vehicles (EVs), with 44%
ustion engine vehicle owners ready to switch to pure EVs 36. The custom
ing a key factor in the success of automotive brands, particularly for tech-
V companies 38. Despite the appeal of luxury brands, consumers are
ring top trims of mainstream auto brands as a better value 35. The luxury car
o grow from USD 450 billion in 2021 to USD 655 billion in 2027, indicating a
e changing consumer preferences 37.

ange sources # Datapoints Images ...

Rank	Brand
57	Ferrari
55	Rolls-Royce
54	Mercedes-AMG
53	Alfa Romeo
52	Lotus
51	McLaren
48	BMW
45	Audi
43	Porsche
42	Mercedes-Benz
37	Volvo

TOP 20 BEST-SELLING SUPER LUXURY CARS
JATO

nds For New Car Reliability

aking in luxury automotive purchases

ivations behind luxury automotive purchases

Luxury Skincare Market Analysis

I want to understand more about t...

Filter

Collapse All

Overview

Collapse

The luxury skincare market is a rapidly growing sector, with revenues expected to reach approximately \$87 billion by 2028³⁶. This growth is driven by increasing consumer demand for high-quality skincare products, with the global skincare market projected to grow from \$109.71 billion in 2023 to \$167.22 billion by 2030³⁹. Key players in the luxury skincare market include La Prairie, La Mer, and SkinCeuticals²⁶²⁷³².

Consumer behavior and preferences in the luxury skincare market are shifting towards self-care products that improve skin health and provide nourishment³⁹. There is also a growing interest in products that contain natural and sustainable ingredients⁴⁵.

In terms of marketing strategies, brands are increasingly leveraging social media and influencer marketing to reach their target audience⁶⁷⁶⁹. They are also focusing on creating a strong online presence and offering rewards and excellent customer service to encourage brand loyalty⁶⁵.

Sustainability is becoming a key trend in the luxury skincare market, with brands focusing on creating products that are eco-friendly and use natural ingredients¹². Brands like Tata Harper are leading the way in creating 100% natural products that meet high standards of efficacy, quality, and purity⁴.

Outline

Topic

- Luxury Skincare Market Overview **1**
- Key Players in Luxury Skincare
- Consumer Behavior and Preferences
- Innovations in Luxury Skincare Produ...
- Marketing Strategies in Luxury Skinc...
- Sustainability in Luxury Skincare
- Future Trends in Luxury Skincare

Save as workflow

Created Nov 1, 2023

Whether you're working on a last-minute pitch or a critical due diligence, Waldo's AI research assistant has some of the fastest, most reliable, data at the ready.

It is a super useful way to save during research and gather quick, cited category knowledge.

Consumer Behavior and Preferences 🗑️ Collapse

✔️ Consumer preferences for luxury automotive brands

Consumer preferences in the luxury automotive market are evolving, with a significant focus on quality over affordability ³⁴. There is a growing interest in electric vehicles (EVs), with 44% of luxury internal combustion engine vehicle owners ready to switch to pure EVs ³⁶. The customer experience is becoming a key factor in the success of automotive brands, particularly for tech-enabled, data-rich EV companies ³⁸. Despite the appeal of luxury brands, consumers are increasingly considering top trims of mainstream auto brands as a better value ³⁵. The luxury car market is projected to grow from USD 450 billion in 2021 to USD 655 billion in 2027, indicating a positive trend despite changing consumer preferences ³⁷.

➤ Go deeper ✂️ Change sources # Datapoints 🖼️ Images ⋮

Subaru	57
Porsche	55
Dodge	54
Infiniti	54
BMW	52
Nissan	51
Audi	46
Kia	45
GMC	43
Chevrolet	42

forbes.com
America's Top-Scoring Brands For New Car Reliability [Infographic]
making in luxury automotive purchases

- Psychological motivations behind luxury automotive purchases
- Demographics of luxury automotive consumers
- Influencers and opinion leaders in the luxury automotive industry
- Add custom search terms

Select sources Done

Enter a URL

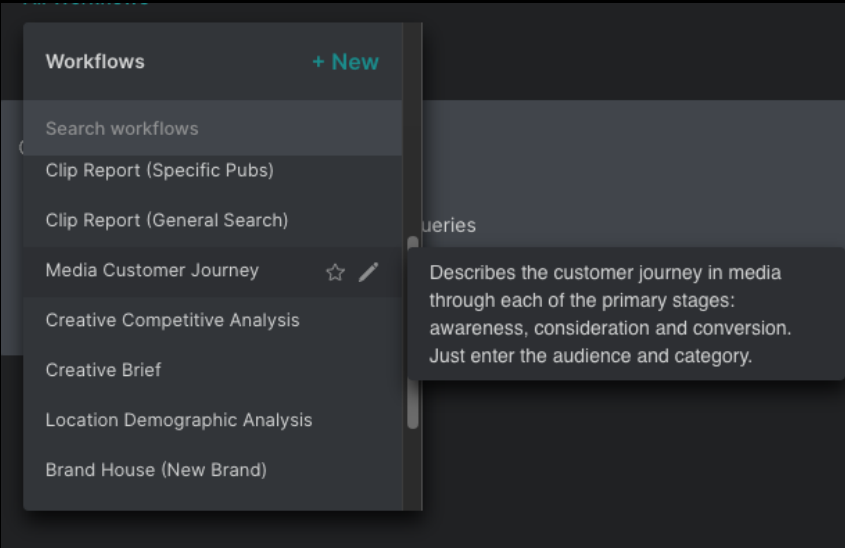
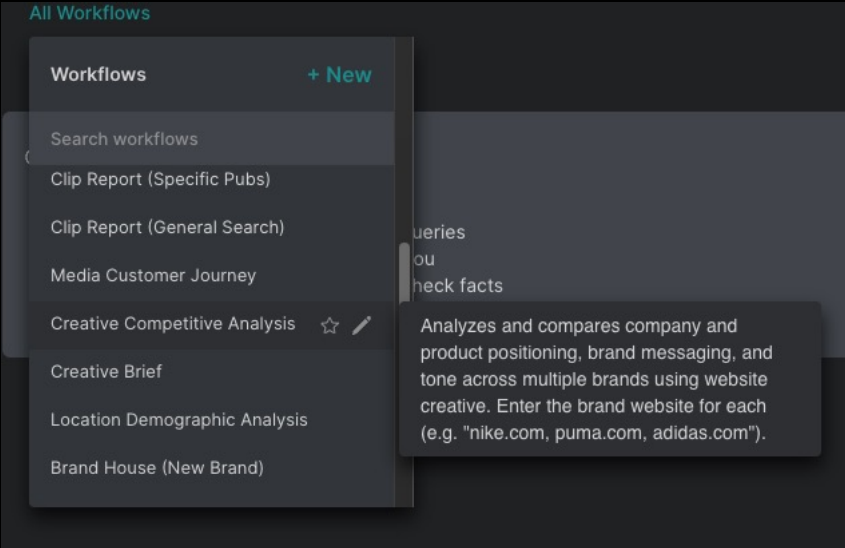
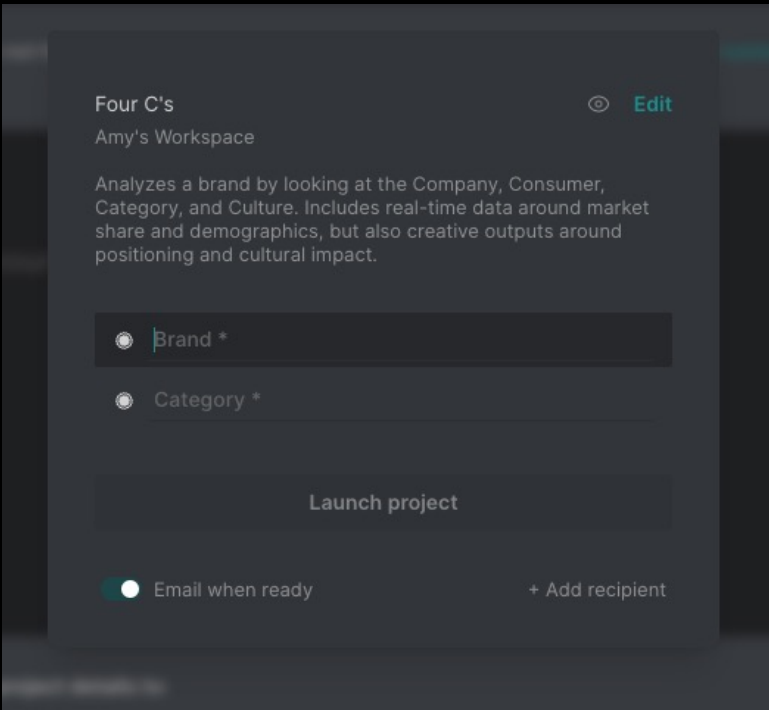
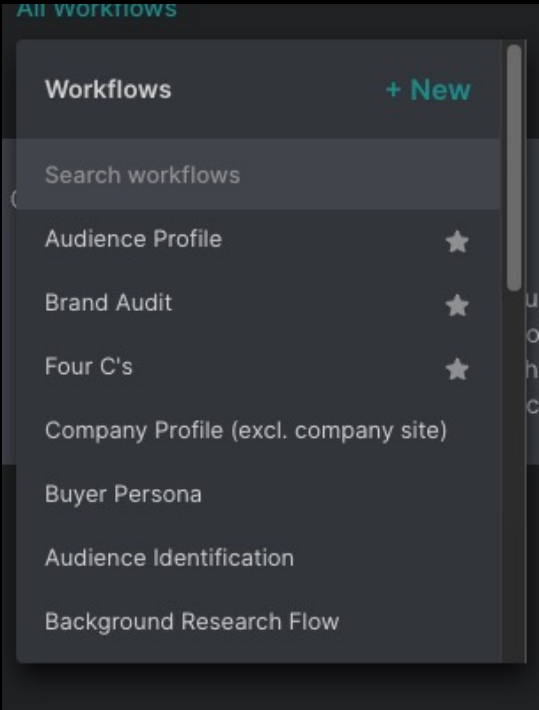
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- 🌐 facebook.com
- 🌐 qq.com
- 🌐 taobao.com

☰ Filter 🔄 Expand All

- ✔️ Any date
- Last day
- Last 7 days
- Last 2 weeks
- Last 3 months
- Last year
- Last 2 years
- Last 5 years
- Custom

It will provide suggested prompts for you to delve further into your topic, allow you to filter your sources, and date range for results.

Most impressively, it has pre-built workflows for common strategy tasks. Using Waldo you can build the basis of a Four C's, run competitor analysis, and map basic customer journeys.



Four ways we can use AI to make our lives easier.



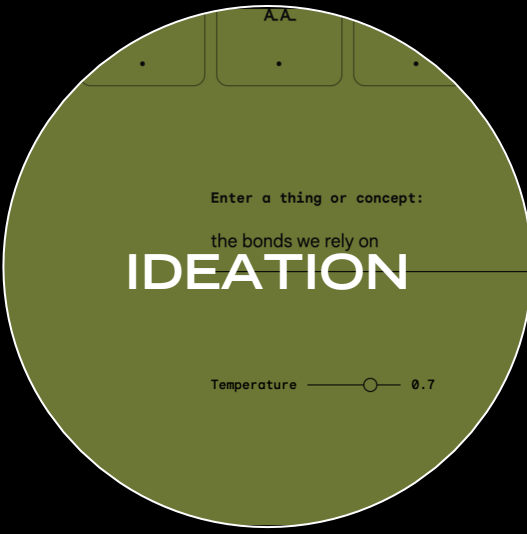
MIDJOURNEY

\$159 NZD annual
(\$13 p/m)



CHATGPT

FREE



TEXTFX

FREE



WALDO

\$1952 NZD annual
(\$163 p/m)



SPECIAL

PROMPT: something special