

# ADVERTISING:

SELLING IN TODAY'S WORLD



## AI and the 'Uncreative' Agency

Many creatives may be afraid their jobs will be rendered unnecessary by the rise in popularity and capability of artificial intelligence (AI). In this assignment, you will put your creative skills to the test against AI!

### ■ PART 1: RESEARCH

1. Read this [article from "Marketing Communication News"](#) on creative network [DDB's](#) "first-of-its-kind AI tool."
2. Find an article about one other company / agency besides DDB utilizing AI in the creative field.
3. Come up with your own creative company / agency that could utilize AI.

### ■ PART 2: REVIEW

Complete the table below. Use the "Marketing Communication News" article to answer the questions about DDB. Use the article you find to answer the questions about the second company / agency. Decide what answers to provide for the agency / company you came up with.

	Why bring in AI? Why does involving AI benefit this company / agency?	What kind of AI does the company / agency use? Why?
DDB		
(Insert company / agency name from Part 1 number 2 above)		
(Insert company / agency name from Part 1 number 3 above)		

### ■ PART 3: SOCIAL MEDIA MOCKUPS

1. For each of the agencies / companies listed above, create a social media post mockup that utilizes the AI identified in the Part 2 table.
2. For each social media post mockup, create a caption, write who you think the main audience is, and briefly explain why you selected that media.

#### POST #1:

Social Media Post Mockup	Caption	Main Audience	Reason for Media Selection

#### POST #2:

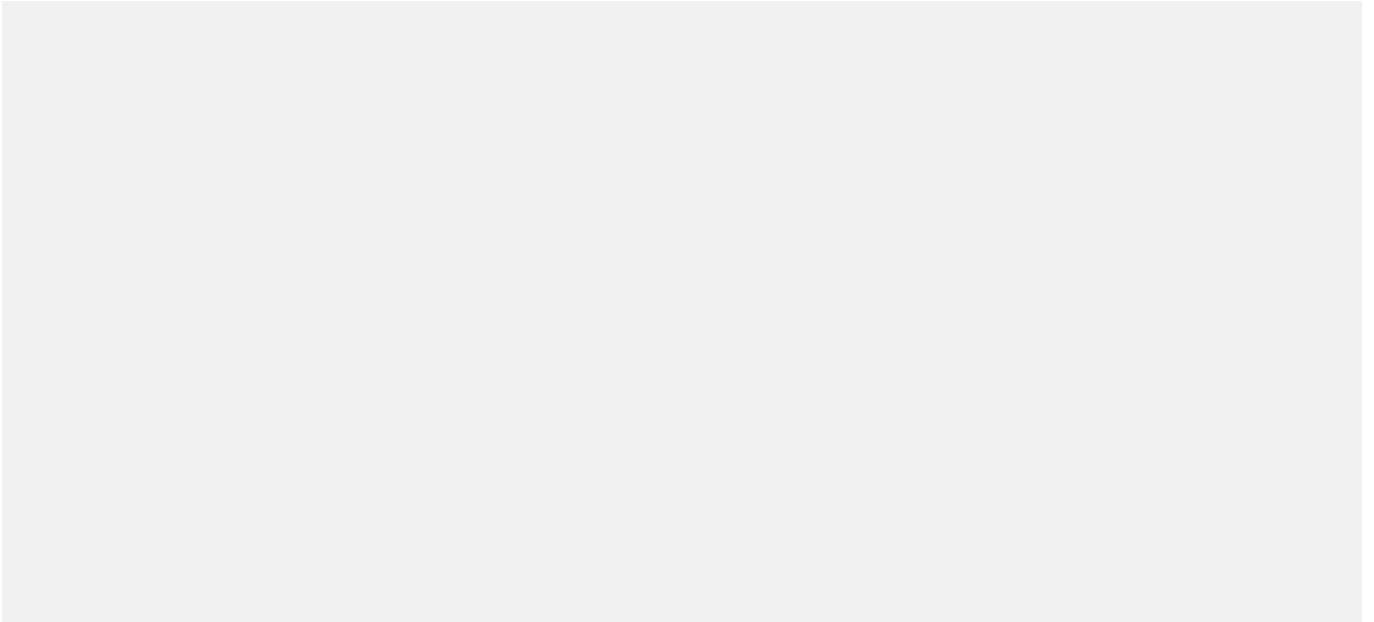
Social Media Post Mockup	Caption	Main Audience	Reason for Media Selection

#### POST #3:

Social Media Post Mockup	Caption	Main Audience	Reason for Media Selection

## ■ OPTIONAL PART 4: GET CREATIVE

1. Choose a brand and explain how that brand could use AI to create engaging pieces of material. Keep in mind how the AI's content would assist the brand and what pieces of content could be utilized for social media, blogs, or other uses.



**Note:** Stukent is not affiliated with the creative network DDB.