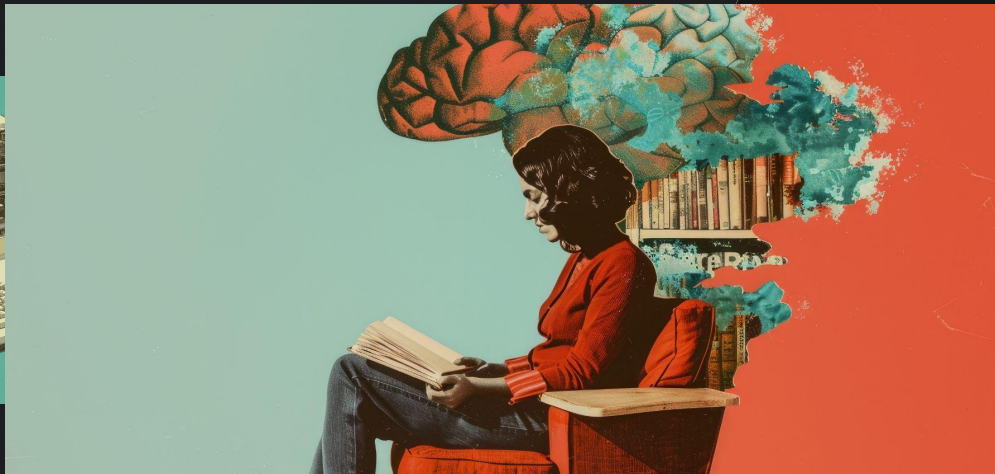


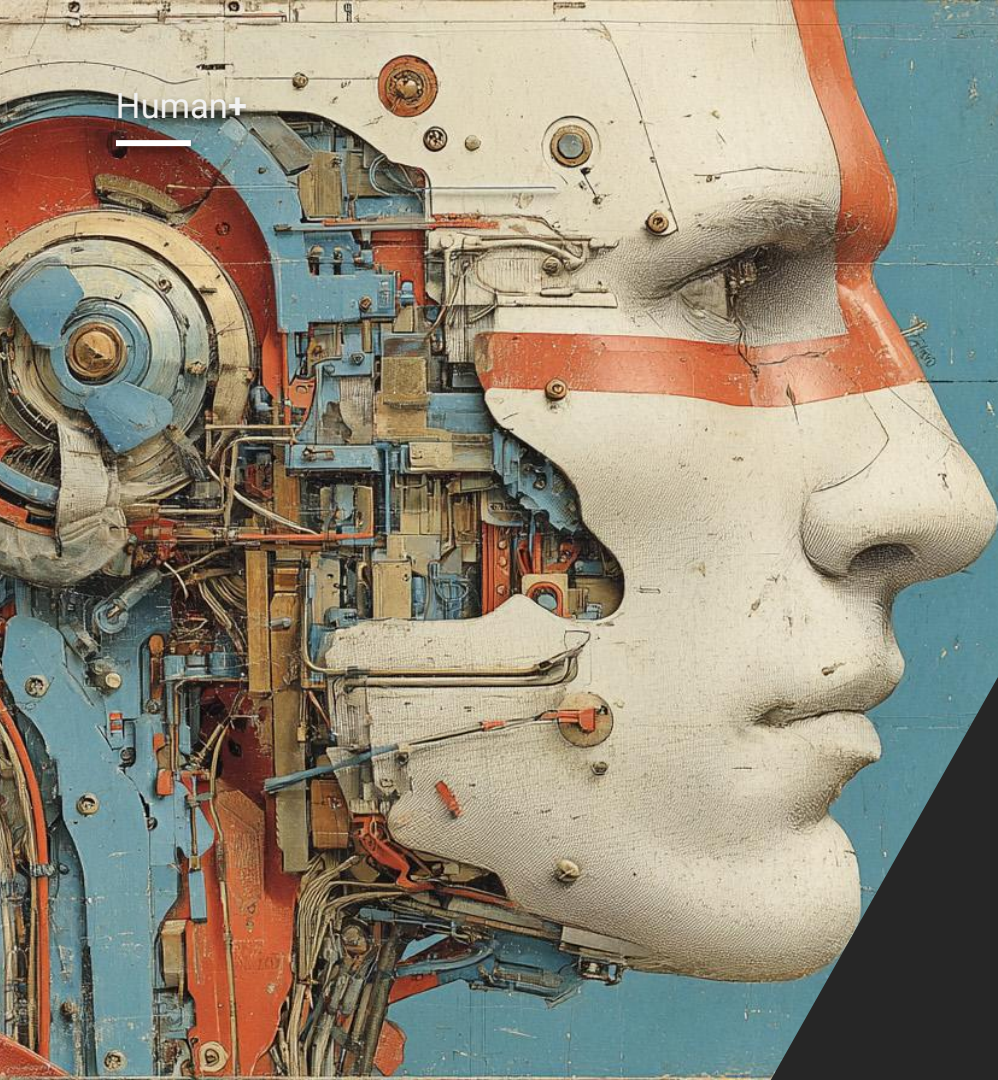
Human+

Using Technology to Amplify Human Creativity



Jake Coltrane

Associate Creative Director, French | West | Vaughan



Human+

Radio
Television
Internet
Email
Search Engines
Social Media
Mobile

Artificial Intelligence

Undoubtedly the latest in a long line of inventions to transform the marketing and advertising industry.

And yet...

How many new AI business implementations **failed** in 2025?

Who were the losers?

The businesses who misidentified their problems and/or believed AI could do something it couldn't.

95%

5%

How many **succeeded** ?

Who were the winners?

The businesses who identified real problems that AI can solve today.

What does this tell us?

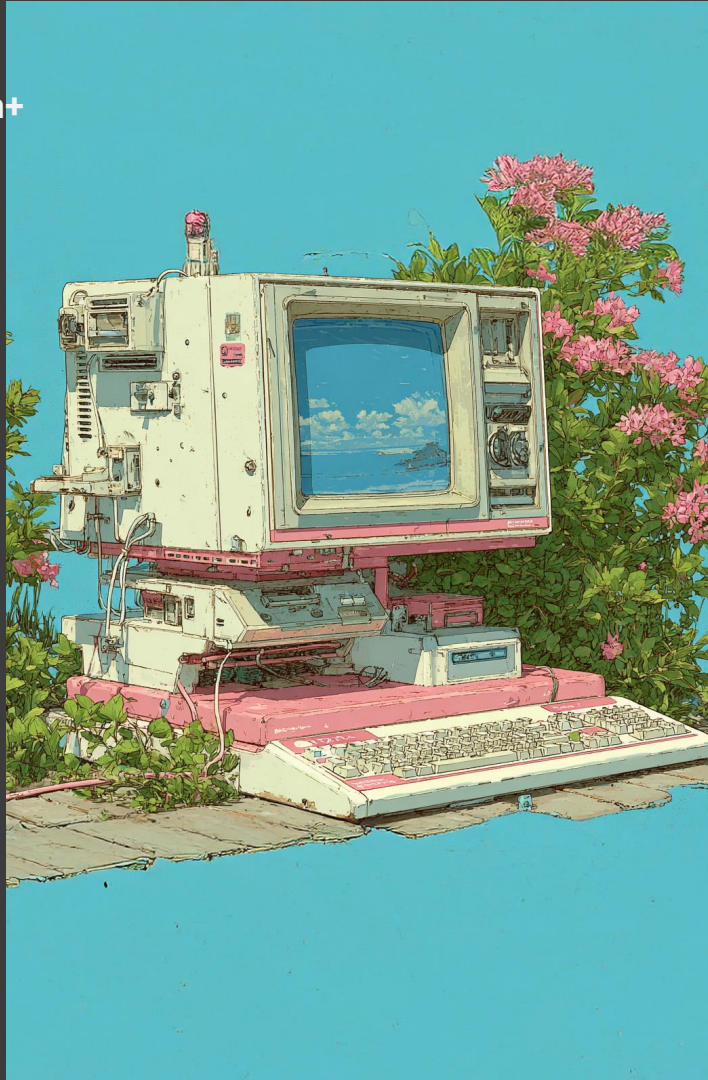
The lie:

Those who don't **adopt** will lose.

The truth:

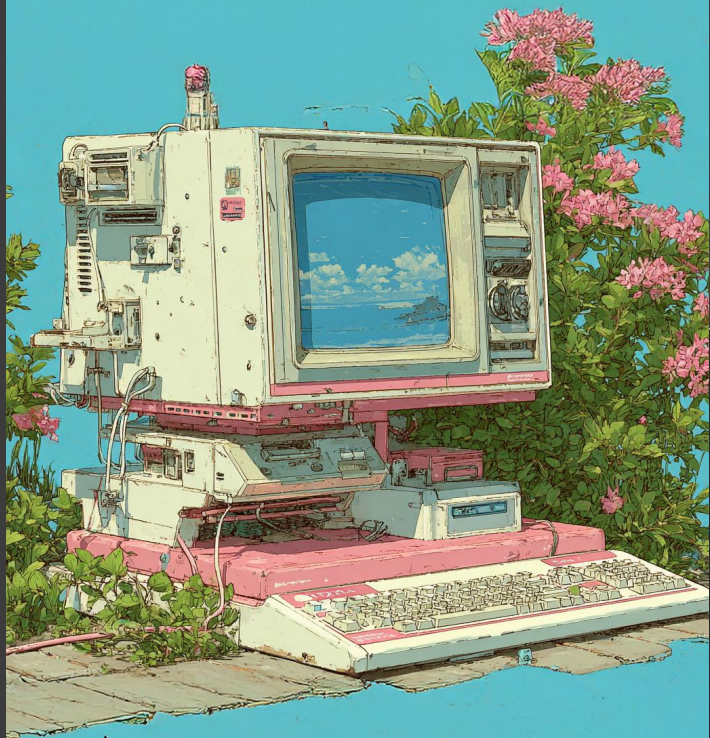
Those who don't **adapt** will lose.

Success with AI is driven by understanding and thoughtful application.
Let's start by understanding it.



What AI *isn't*

- Magic
- All knowing
- Original
- An Employee Replacement



What AI is

- A Pattern Recognizer
- A Remixer
- An Accelerant
- An Employee Amplifier

Human+

AI

**Human
Creativity**



So what can we do with AI?



Ideate

- Overcome creative block
- Organize ideas
- Solidify an approach



Communicate

- Mock up your ideas
- Refine your thoughts
- Prepare roadmaps



Evaluate

- Track your results
- Identify openings
- Propose optimization

Hypothetical Situation

Cape Beasley Tourism is kicking off its first major awareness campaign in nearly a decade, and they've asked us to develop a fresh creative direction for promoting the city ahead of the upcoming summer season.

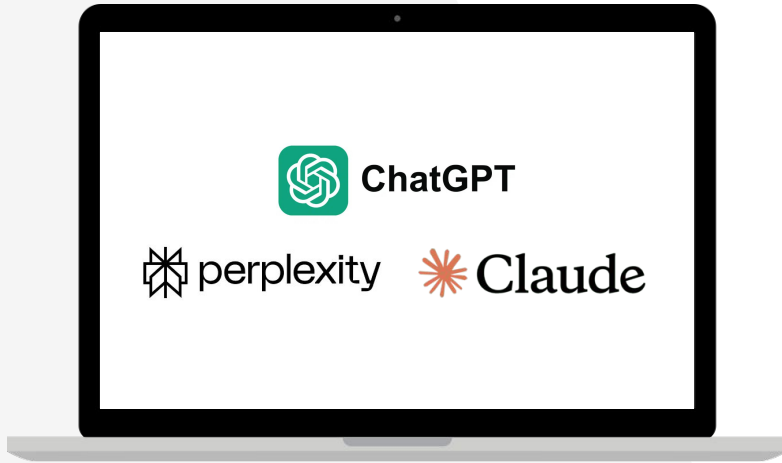
They want a concept that:

- **Positions Cape Beasley as “North Carolina’s hidden coastal gem”**
- **Highlights both natural beauty and vibrant culture** (historic downtown, restaurants, boardwalk, arts scene)
- **Leans into authenticity, local flair, and emotional resonance**, not clichés
Can easily translate across video, social, OOH, and digital placements

The tourism board has shared a few guiding insights:

- Visitors love Cape Beasley’s *laid-back, unpolished charm*
- Sunset views at “Harbor’s Edge” are a major draw
- The city’s maritime history and downtown riverwalk are underused assets
- Locals pride themselves on the motto: *“Small town, wide horizons.”*
- Most coastal travelers are unaware of Cape Beasley





Ideation

When selecting an AI tool for creative ideation, the key is matching the tool's strengths with your needs.

ChatGPT (idea accelerator): perfect for jumping from a single insight to dozens of creative directions, headlines, themes, or storyboard concepts. It's fast, generative, and highly adaptable, making it ideal for early-stage brainstorming.

Perplexity (research engine): It grounds creative thinking in reality by pulling relevant facts, trends, audience insights, and cultural context. When you need to sanity-check a concept or build from truth instead of guesswork, Perplexity becomes invaluable.

Claude (deep thinker): It excels at nuanced brand voice development, long-form conceptual exploration, and emotionally intelligent idea shaping. Use it when you need thoughtful, layered articulation rather than rapid-fire options.

HUMAN+

Ideation

As a creative campaign director, my role is in this process is generating ideas quickly. While the accuracy of Perplexity is important to my account directors, and Claude's ability to speak in a brand voice is important to my social team and copywriters, I need to get the big picture ideas together quickly and concisely. My start takes place in ChatGPT.

ChatGPT 5.1

Direction 1: "The Coastal Town You Discover — Not the One You Plan"

Core Idea:

Cape Beasley isn't a place on everyone's radar — and that's its superpower. This campaign celebrates the serendipity of finding a coastal escape that feels untouched, personal, and authentic.

Message Positioning:

- You don't come to Cape Beasley to check off a list — you come to stumble into moments.
- For people who want something quieter, quirkier, and more meaningful than the usual coastal destinations.

Tone + Emotion:

Whimsical, intimate, cinematic, adventurous.

Key Lines (examples):

- "The best places aren't found — they're uncovered."
- "Get lost in the best way possible."
- "Discover North Carolina's hidden coastal gem."

Visual Potential:

- Sun-drenched B-roll of unmarked boardwalks, tucked-away cafés, unexpected vistas
- Couples turning corners and finding ocean views
- Hand-written map overlays or illustrated FX marks the spot moments
- Soft warm palette emphasizing hidden beauty
- "Found" Polaroid frames, scrapbooks, or sketchbook-style graphics

Direction 2: "Small Town. Wide Horizons."

Core Idea:

Use the existing local motto as the heart of the campaign. Position Cape Beasley as a place where the pace is slower, but the sense of possibility is enormous.

Message Positioning:

- A small, coastal community with big skies, long sunsets, and room to breathe.
- Perfect for families and couples craving connection, grounding, and space.

Tone + Emotion:

Warm, expansive, heartfelt, nostalgic.

Key Lines (examples):

- "Give yourself room to breathe."
- "Where the town is small, and the memories are big."
- "Wide horizons. Wide open days."

Visual Potential:

- Sweeping drone shots of Harbor's Edge at golden hour
- Families biking along calm waterfront trails
- Slow-motion waves, horizon lines, and glowing river views
- Typography that literally stretches "wide" across footage
- Calm, blue-and-golds palette

Direction 3: "Feel the Real Coast"

Core Idea:

Differentiate Cape Beasley from polished, crowded, commercial beaches. This is the authentic coastal town — maritime heritage, real people, real stories, real charm.

Message Positioning:

- A counterpoint to the generic Carolina Beach experience.
- Authenticity as the luxury travelers didn't realize they were missing.

Tone + Emotion:

Real, textural, lively, local-pride-driven.

Key Lines (examples):

- "Where the coast feels real."
- "Nothing staged. Nothing filtered."
- "Meet the coast you've been craving."

Visual Potential:

- Portraits of fishermen, artisans, and shop owners
- Footage of maritime history, working docks, real textures (rope, woodgrain, sea spray)
- Candid moments: kids jumping off a pier, locals waving from porches
- A photographic aesthetic with rich grain, contrast, and color

Direction 1: "The Coastal Town You Discover — Not the One You Plan"

Some big holes in this one. Implies that you SHOULDN'T plan a visit. "Discovery" is way-too expected and saturated in the tourism industry. We're also seeing a common AI slip here in its rhetorical parallelism.

Direction 2: "Small town. Wide Horizons."

Interesting thought to use the town motto, but unfortunately the town motto would lend itself to a poor tourism campaign by tying it to the image of a small town with little to do.

Direction 3: "Feel the Real Coast."

Certainly more interesting than the other two. Perhaps a little too vague, but, like the others, it does inspire thought...

Tone + Emotion: Whimsical, intimate, cinematic, adventurous

I actually love this thinking. What if this is a place ONLY you can discover?

"Feel the Real Coast"

The idea that this is somehow more 'real' than other coastal cities is interesting.

"Nothing staged. Nothing Filtered."

This feels like a very interesting direction. Life without a filter is in high demand. The idea that this place doesn't need an instagram filter is powerful to me.

Direction 1: "The Coastal You Discover — Not the One You Plan"

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Hand-written map overlays or illustrated "x marks the spot" moments

Soft warm palette emphasizing hidden beauty

"Found" Polaroid frames, scrapbooks, or sketchbook-style graphics

Some of these visuals are powerful.

"Horizons"

The word 'horizons' on its own is great for the destination, and even on its own pays homage to the town motto.

"Nostalgic"

This is a MUCH more evocative thought than the simple small town persona.

HUMAN+

The Human+ Version

These directions show how AI helps break through creative block, organize early ideas, and surface multiple paths forward, but it's human insight that refines those paths into emotionally resonant, strategically sound concepts. AI accelerates the exploration; Human+ thinking shapes the final direction.

Direction 1: "A Place Only You Can Find."

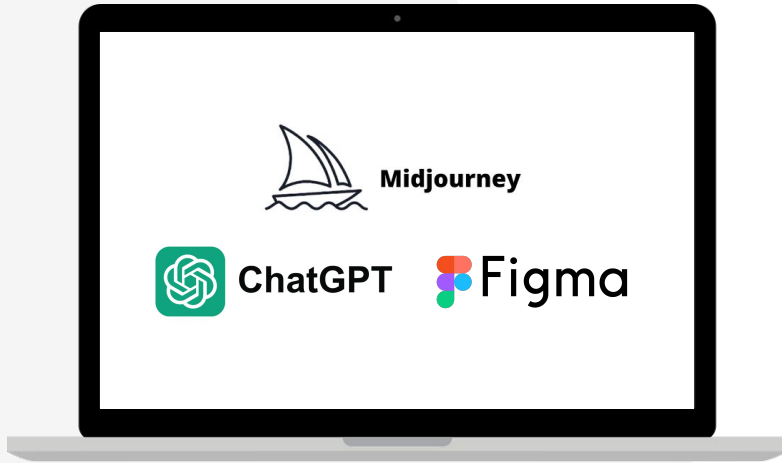
It's not about stumbling onto Cape Beasley by chance. It's about recognizing something that speaks to *you*. An emotional resonance that feels like your own private coastal world.

Direction 2: "Feels Like Coming Home."

Cape Beasley's strength isn't "small-town charm." It's that it evokes nostalgia, warmth, and familiarity, the rare sense of a place that feels like home even to first-time visitors.

Direction 3: "All Coast. No Filter."

Cape Beasley is the real coastal experience. Not curated, not staged, not manufactured. In a world obsessed with filters, algorithms, and aesthetic perfection, the real magic is a place where everything is naturally beautiful.



Communication

When selecting an AI tool for communication, the key is matching your communication needs to tool capabilities.

Midjourney (visualizer): Ideal for rapidly turning abstract ideas into visual mockups, moodboards, and early concept frames. These tools help teams see the direction, not just read about it, accelerating alignment with clients and collaborators.

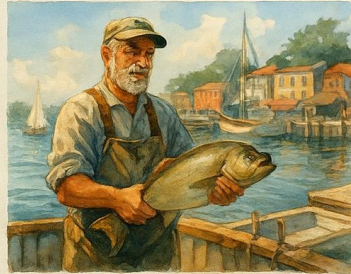
ChatGPT (communication drafting & refining): Perfect for articulating ideas clearly through creative briefs, pitch copy, email outreach, meeting notes, project plans, and directive summaries. It's a clarity engine when you need your team rowing in the same direction.

Figma (prototyping & structure): Great for building early layouts, wireframes, and collaborative frames that flesh out how a campaign might live digitally. Figma AI helps jumpstart structure while teams refine and polish.

HUMAN+

Ideation

As a creative campaign director, my next job is to communicate these ideas through storyboards and artwork. This can be for client reviews, art direction, and rallying the team around a unified objective. My workflow takes place in Midjourney and Photoshop accordingly, while my developers may be prototyping further down the creative process in Figma AI.



Perfect for Ideation, Still a Ways Off from Seamless Creation.

At this 30,000ft view of the campaign, AI creative tools find their best use case given their current limitations. Storyboards have historically been sketched or painted because our mind is able to fill in missing details to understand the concept. While the future of AI image creation and design is murky, its usefulness today as an ideator allows us to generate storyboards like these to communicate our ideas to our team and better pitch the work to our clients.

Remember to Keep Talking to Your AI.

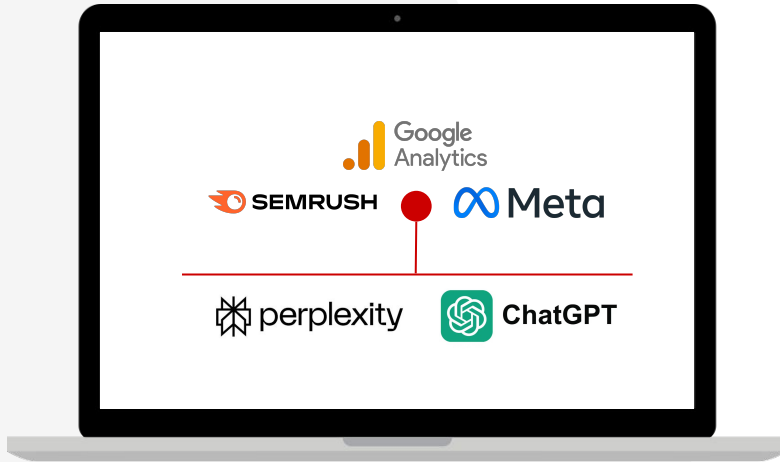
Midjourney has produced some beautiful images here, but do they all match the tone of the campaigns we're going for? Continue refining your prompts to improve your outputs. Our job is then to direct, refine, curate, and edit the outputs into something cohesive that your team and client can understand.

HUMAN+

The Human+ Version

These directions show how AI helps break through creative block, organize early ideas, and surface multiple paths forward, but it's human insight that refines those paths into emotionally resonant, strategically sound concepts. AI accelerates the exploration; Human+ thinking shapes the final direction.





Evaluation

AI is already built into today's analytics platforms, helping surface patterns, predict outcomes, and highlight opportunities. The key is combining those built-in insights with your own Human+ analysis.

Analytics Platforms (the initial lifters): Google Analytics, Meta Ads Manager, and SEMrush now use AI to spot trends, flag shifts, and suggest optimizations. They provide fast, reliable baselines for what worked and what needs attention.

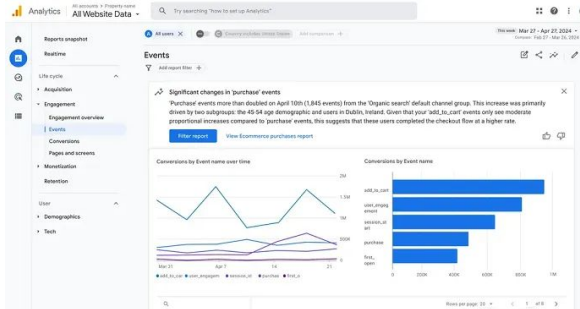
Perplexity (put research to your numbers): Perplexity adds external perspective, checking assumptions, benchmarking against industry trends, and validating whether your results align with what's happening across the category.

ChatGPT (insight communication): ChatGPT expands on platform data by summarizing dashboards, comparing performance, and turning metrics into clear, actionable recommendations for stakeholders.

HUMAN+

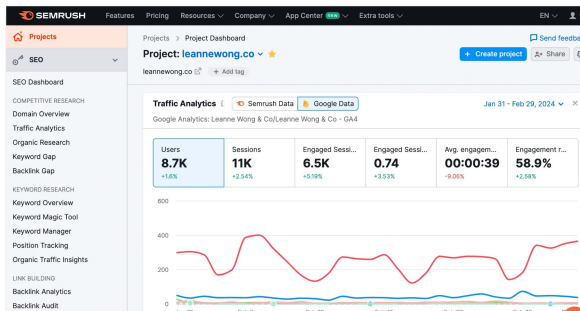
Evaluation

As a creative campaign director, my role in the backend of a campaign is much more intertwined with the rest of my team. Accounts and Media will provide me the numbers and the reports, and perhaps even complete a lot of the Human+ approach on their own. Identify the reporting aspects that are important to you, and build a Human+ work pipeline around them.



The screenshot displays a campaign management dashboard with a table of ad campaigns. The table includes columns for Campaign, Status, Budget, Spend, Frequency, Conversion rate, Amount spent, and Impressions. A blue circle highlights the 'Campaign' column header.

Campaign	Status	Budget	Spend	Frequency	Conversion rate	Amount spent	Impressions
TOD Conversion Remarketing New 34	Active	\$750	\$104	1514	0.0140	Using all budget.	670519
Post: 'This year has gone longer than the last'	Completed	---	---	---	---	\$100	24,764,000
Job technique advice campaign - Canada	Completed	---	---	---	---	\$100	1,900,000
Relax and unwind - Emerald Coast area	Completed	---	---	---	---	Using all budget.	25,400,000
Post: 'You can now build your own home for less'	Completed	---	---	---	---	\$100	21,442,000
Post: '3 surprising insights...'	Completed	---	---	---	---	\$200	16,000,000
Post: 'It's been a long time waiting for this...'	Completed	---	---	---	---	\$100	14,600,000
Clearance on holiday - HOLIDAY	Completed	---	---	---	---	Using all budget.	6,000,000
Post: 'According to research, most are 40+...'	Completed	---	---	---	---	\$100	15,900,000
Post: 'The top 10 things you should be looking f...	Completed	---	---	---	---	\$100	17,000,000
Post: 'Thinking of starting your own business...'	Completed	---	---	---	---	\$100	11,600,000
Results for 14 Campaigns		\$200	\$104	1514		\$100	58,807,000



Ad Observations

- Video completion rates dipped after Frame 4
- Retargeting audiences engaged 3x more than prospecting
- Carousel ads outperformed single-image by 42% CTR
- “Unfiltered Coast” headline beat all others by wide margin

Social Observations

- Scenic photography posts drove highest saves, not likes
- Comments focused on “nostalgia” and “quiet escapes”
- User-generated sunset shots outperformed brand shots
- Reels featuring harbor activities outperformed hiking content

Traffic Observations

- 38% increase in branded search for “Cape Beasley”
- High page exits on the lodging page
- Strong traffic from Raleigh + Charlotte, weak from out-of-state
- Blog content on “hidden coastal spots” drove long session times

HUMAN+

The Human+ Take

Analytics platforms can surface trends and recommendations, but they can't understand why something resonated — or what to do creatively with that information. This is where the Human+ approach matters. Use AI to accelerate the reporting, then use your expertise to interpret the story behind the numbers, identify what truly drove engagement, and decide what requires refinement or a new approach altogether. AI highlights patterns; humans turn those patterns into strategy.

ChatGPT 5.1

Ad Observations (Meta Ads Manager)

- **Video completion rates dipped after Frame 4**
Suggests the middle of the spot may lose momentum or clarity.
- **Retargeting audiences engaged 3x more than prospecting**
Indicates strong interest from warm audiences but weak top-funnel pull.
- **Carousel ads outperformed single-image by 42% CTR**
Users responded more to multi-scene storytelling than static imagery.
- **"Unfiltered Coast" headline beat all others by wide margin**
Authenticity messaging clearly resonated best.

Social Observations (Organic + Paid Social)

- **Scenic photography posts drove highest saves, not likes**
Indicates aspirational content users want to revisit later.
- **Comments focused on "nostalgia" and "quiet escapes"**
Echoes the emotional direction of the "Only You Can Discover This Place" campaign.
- **User-generated sunset shots outperformed brand shots**
Suggests leaning harder into real visitor perspectives.
- **Reels featuring harbor activities outperformed hiking content**
Coastal experiences may be stronger differentiators than inland trails.

Traffic Observations (Google Analytics + SEMrush)

- **38% increase in branded search for "Cape Beasley"**
Campaign is successfully improving destination awareness.
- **High page exits on the lodging page**
Possible confusion, missing info, or pricing friction.
- **Strong traffic from Raleigh + Charlotte, weak from out-of-state**
Regional positioning is strong; broader reach may require different creative.
- **Blog content on "hidden coastal spots" drove long session times**
Users respond strongly to discovery-oriented messaging.

Ad Observations

- Great initial take on the reporting, but is lacking in thoughts on what is emotionally resonating.
- Where it does provide feedback on emotional resonance, we should question and investigate its assumptions.

Social Observations

- Much of the feedback here falls into what we'd already consider best practices for social, or may seem obvious.
- If it's obvious, take it into research mode. What can an AI like Perplexity uncover if a generic model like GPT5 doesn't go deep enough?

Traffic Observations

- These statements are MUCH more assertive in their assumptions and directions. While it's great for ideation, ALWAYS remember to check those suggestions against what we know to be best practices.

Do We Ever Just Create?

AI has given us incredible new ways to ideate, visualize, and evaluate – but it's also created a world where audiences are sharper than ever. They can spot “AI slop” instantly: the generic, the soulless, the content that tries to pass itself off as real but doesn't feel lived-in. When brands publish AI-generated work without intention or oversight, they risk losing trust, damaging credibility, and coming across as inauthentic.

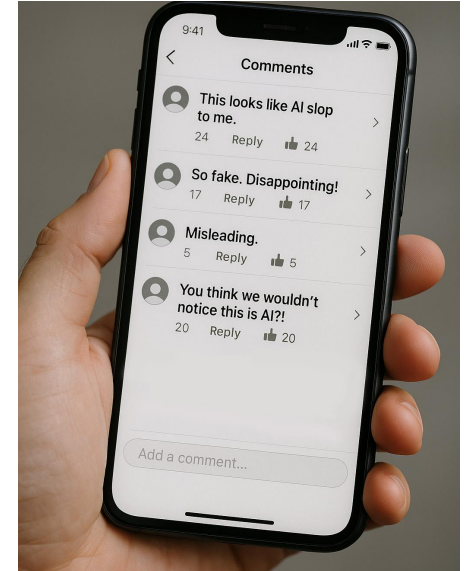
As creatives and marketers, our responsibility isn't just to make things – it's to make things that feel true. AI can help us create faster, but only we can ensure the work feels human.

Ideate

Communicate

Create?

Evaluate





Ideate

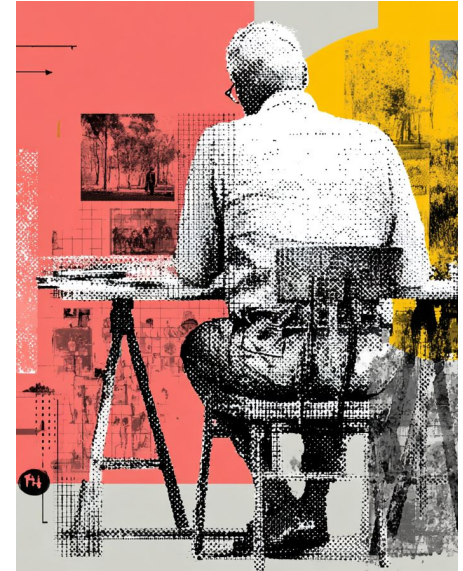


Communicate



Evaluate

Human+ improves
workflow without
risking authenticity



Final Charge

Look closely at the offerings of AI today rather than its promises for tomorrow, especially when considering changes for your organization or workflow structure.

Then, pick the single AI that could help your organization the most. Invest in it, invest in your employees' learning of the platform, and monitor your results closely.



Pick

One

AI