AI in the Creative Pipeline

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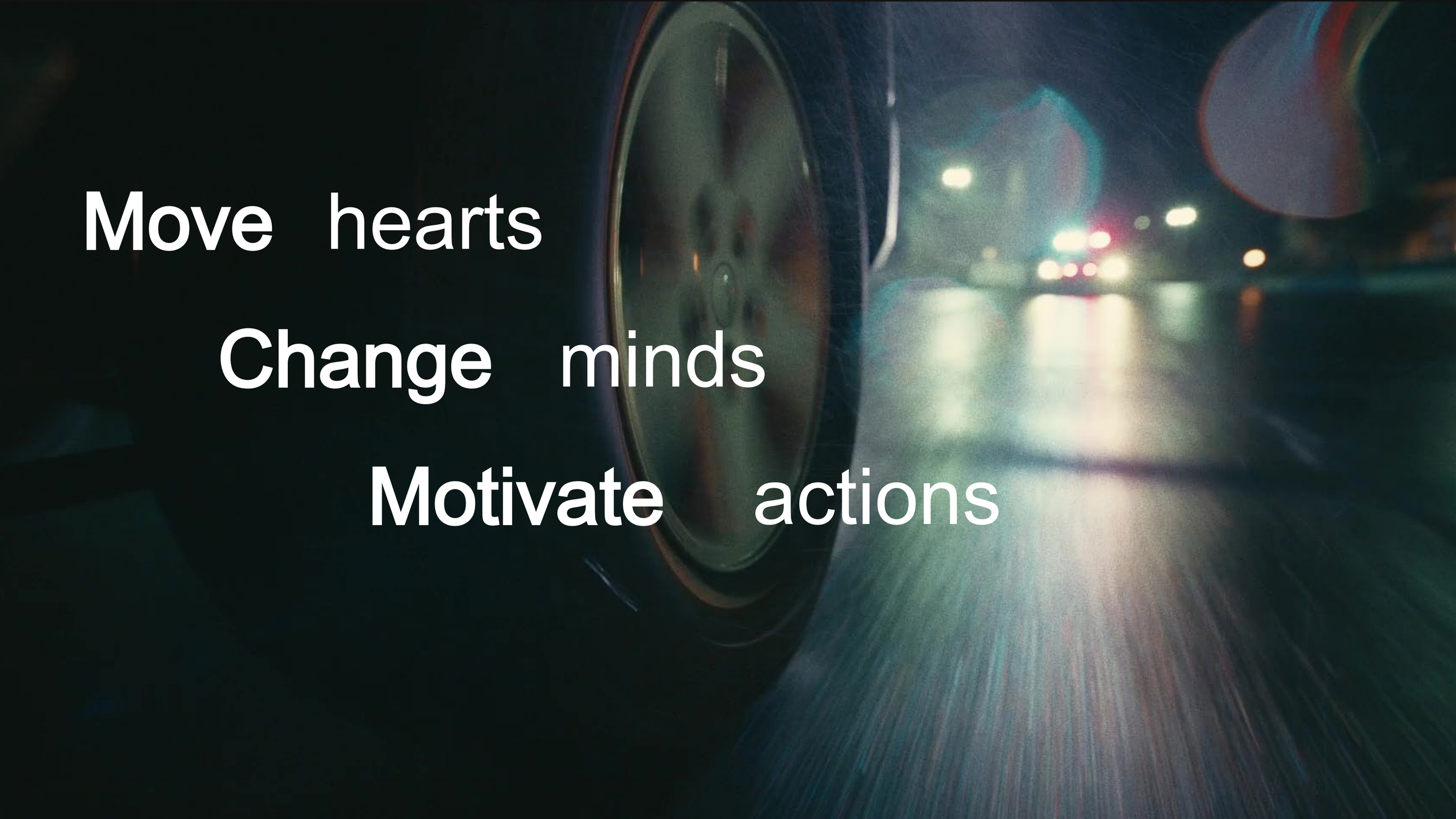
Macro Use

Make me an ad that connects with the youth

Garbage In - Garbage Out


Move hearts
Change minds
Motivate actions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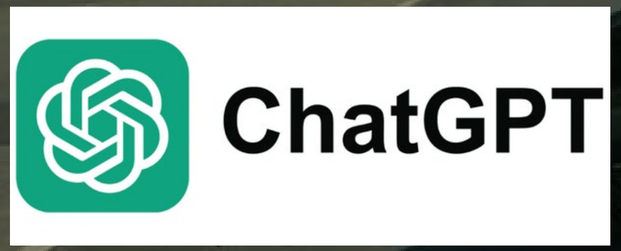
Define & Understand Your Audience

AI-Powered Insight for more effective Storytelling

- Use AI to analyze crash data, driver demographics, and high-risk areas.
- Summarize trends in behavior (e.g., distracted driving, speeding patterns).
- Generate audience personas to tailor messaging.



AI Persona

👩‍🦱 Persona 2: Kayla

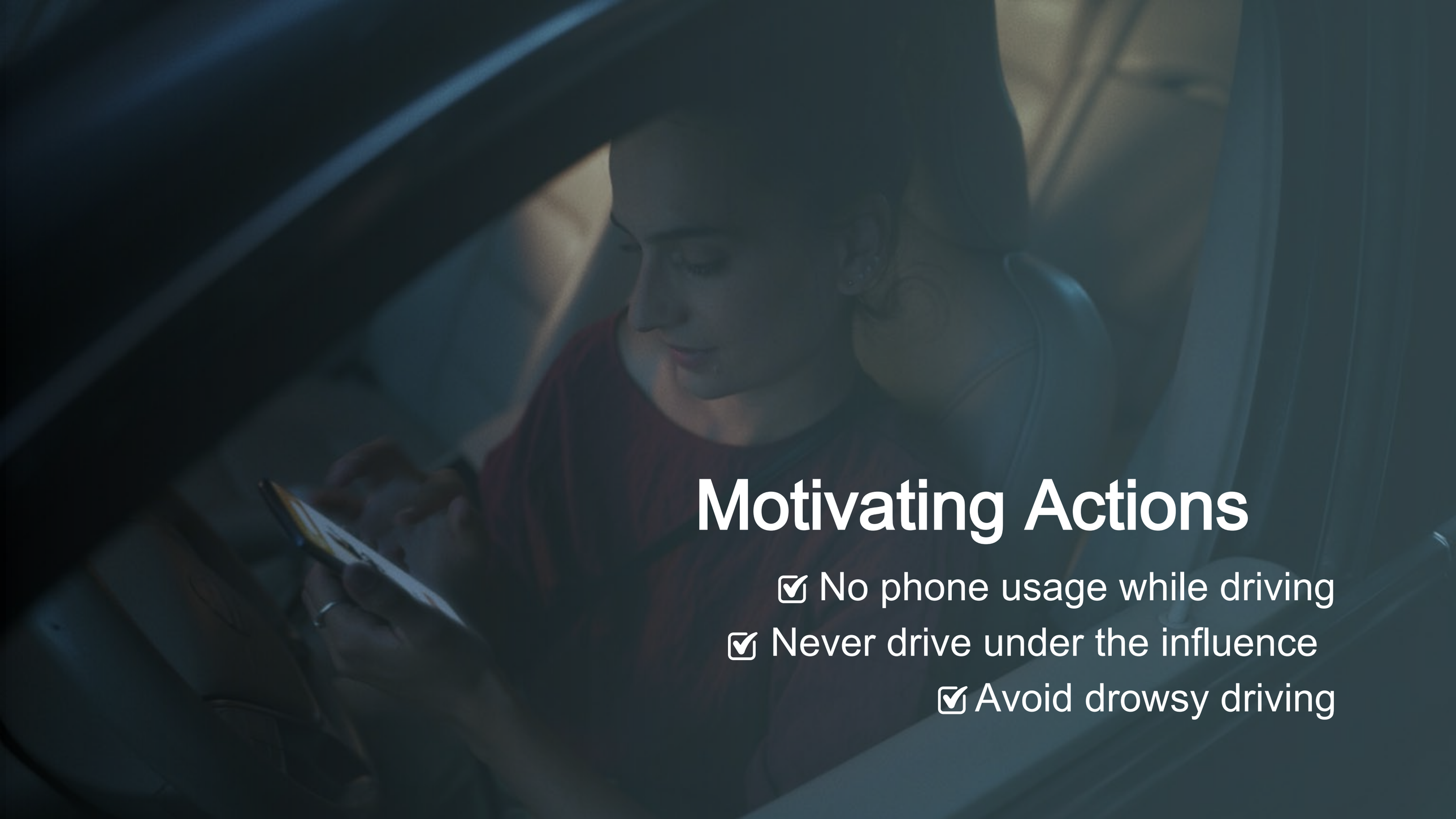
- Age: 20
- **Location** : Mankato, MN (lives off -campus with roommates)
- **College** : Minnesota State University, Mankato — studying Nursing
- **Job** : Part-time barista at a downtown coffee shop
- Commute: Drives a used Toyota Corolla, often carpools with roommates
- Media Habits: Heavy TikTok and Instagram user, watches YouTube for study tips and relaxation, uses Spotify while driving
- Community Involvement: Active in an Asian - American student group, volunteers occasionally at campus health fairs

🚦 Traffic Safety Profile

- Driving Habits: Usually cautious but occasionally texts at stoplights or checks Spotify while driving. Sometimes drives late at night after work or social events, especially on weekends.
- Perceptions of Risk: Wears a seatbelt and avoids speeding but doesn't perceive herself as a “target” for crash risk.
- Attitudes Toward Enforcement: Views police with some caution, especially in social settings. Doesn’t want trouble but tends to see traffic stops as inconvenient.
- Connection to Trauma: A classmate was in a crash last year that resulted in a concussion and missed classes. It hit close to home, but Kayla sees it more as an exception than a constant risk.

🎯 TZD Opportunity

Kayla is very tuned into social trends, emotional storytelling, and peer influence. Effective messaging should feel organic, relatable, and visually appealing, and ideally come from someone she sees as a peer or influencer. TikTok -style explainers, reels, or testimonial -based content could hit home.



Motivating Actions

- ☑ No phone usage while driving
- ☑ Never drive under the influence
- ☑ Avoid drowsy driving


“MARKETING IS NO LONGER ABOUT THE STUFF YOU MAKE BUT THE STORIES YOU TELL.”
– Seth Godin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Long -Form Media: Storytelling That Builds Empathy and Self -Reflection

📺 Strategy: Emotional, relatable storytelling

Goal: Make Kayla see herself in the situation —and feel the real consequences of risky behavior.

🔧 Tools:

- Mini -documentaries (2 –5 minutes)
- Student -led narratives
- Dramatic recreations based on real stories
- First -person testimonials

🔄 Mindset Shift:

- From: “That wouldn’t happen to me.”
- To: “That could be me… and I never want it to be.”

🧠 Psychological Levers:

- Self -identification (student, busy schedule, relatable setting)
- Empathy (injured friend, lost future)
- Cognitive dissonance (realizing her behavior isn’t aligned with her values)

What if scenario?

1. What if your future self was in the passenger seat?
2. What if every time you checked your phone, someone disappeared from the road?
3. What if getting there 3 minutes faster cost you 30 years?
4. What if cars told stories of crashes they’d seen?
5. What if your child saw how you drive —would they copy you?

Rapid Visual & Narrative Prototyping

Rapid Mockups combining Human Vision, AI Speed

- AI generates draft visuals, voiceover samples, and alternative copy for early review.
- Designers prompt AI to render the same message in different emotional or stylistic tones (humorous, documentary, surreal, minimalist).
- Use AI voice generators to test different tones of narration: calm and reassuring, urgent and concerned, or peer-to-peer and casual.

EVERYTHING CHANGES TOMORROW

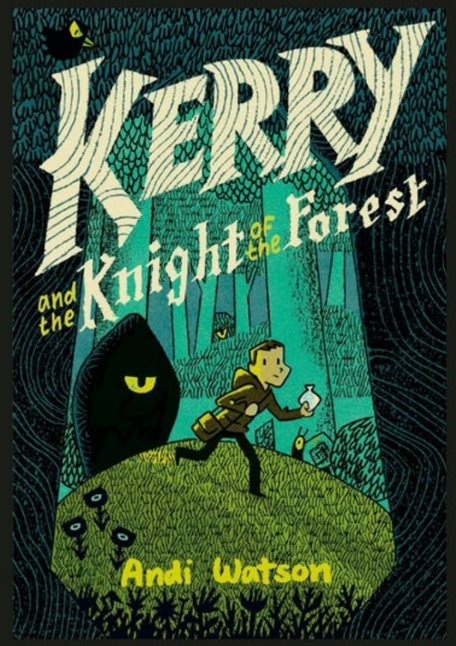
SUMMARY

Against a warm, nostalgic small-town backdrop, "Everything Changes Tomorrow" is a short film that delves into the lives of two high school students, Lily and Ethan, on the precipice of their next chapter of life. On the eve of Ethan's grandfather's funeral Lily reveals her early departure for college. A quiet night between two friends becomes the backdrop for a heartfelt, bittersweet exploration of young love and unspoken emotions. The film's beauty is intricately woven into the Ethan's internal struggle, as he grapples with the overwhelming hesitation and resistance to confess his deep love for Lily. "Between the Tides" captures the transitory nature of youth and the exquisite yet painful dance of concealed desires, leaving viewers with a lasting sense of the fragile, unspoken moments that shape our lives.

Midjourney

Hugging Face

ChatGPT



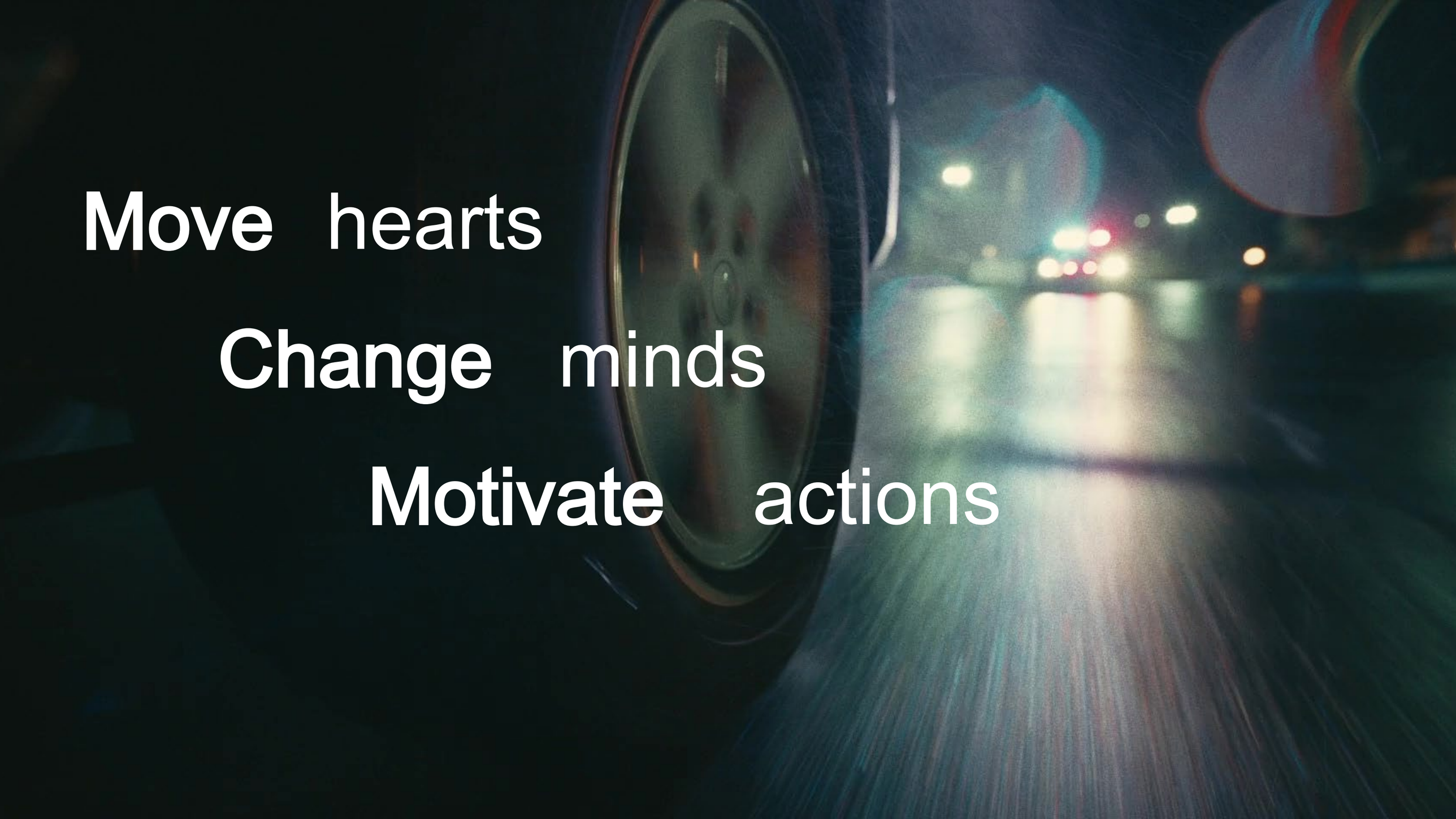
SOURCE

CHARACTERS

Micro -Campaigns & Personalization

AI Driven Localization

- AI adapts messaging for different regions (urban vs rural), age groups, or languages.
- Versioning ads for TikTok, Instagram Reels, billboards, and audio platforms.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PERSONIS UNIVERSAL
Real lived human experiences

Craft & Human Vision

AI is fast. But professionals are the key

AI can flood you with ideas, images, and options, but it can’t tell which ones will actually work.

Creatives know how to:

- Recognize when an idea resonates
- Craft a narrative arc that builds emotional tension
- Choose the right tone, pacing, and voice for an audience


“TECHNOLOGY INSPIRES ART, AND ART CHALLENGES THE TECHNOLOGY.”
– John Lasseter