

CREATIVITY & ARTIFICIAL INTELLIGENCE

Rui Ventura



<https://www.linkedin.com/in/ruipedroventura/>

IMAGES CAME FIRST



THEN
FUN



THEN
MORE
FUN



THEN BRANDS JOINED IN

HEINZ A.I. KETCHUP

ESTD 1869

THE FIRST EVER CAMPAIGN GENERATED BY TEXT-TO-IMAGE ARTIFICIAL INTELLIGENCE.



USER-GENERATED PROMPTS

- keyceoc001n Ketchup pool
- doublebeac001ator Stained glass ketchup
- matanar0010m Ketchup color appok
- rumifafac001a Ketchup background
- karah_nartian Synthesizer style ketchup
- dakotamikk0 Ketchup bottle in the style of Basquiat
- brande009 Ketchup oil painting

BACKGROUND

This year, artificial intelligence programs that generate images from text became a viral sensation. Everyone wanted to test these text-to-image programs with prompts like "Dog on a skateboard" or "Yoda playing guitar." But as a brand who has long been synonymous with "ketchup," we wanted to find out what AI thinks ketchup looks like.

IDEA

In the first-to-market text-to-image AI campaign, we asked DALL-E 2, the most advanced AI image generator, to generate "ketchup." The result? Even to AI, ketchup looks like Heinz. As the prompts got weirder, from "Renaissance Ketchup Bottle" to "Ketchup Tarot Card", the AI still generated results that looked like Heinz. We took suggestions on social for new image prompts, displayed the results in a virtual gallery in the metaverse, and turned them into the first ever OOH and print campaign with visuals generated by artificial intelligence.

RESULTS



"PROVES THAT HEINZ IS
SYNONYMOUS WITH KETCHUP,
WHOEVER (OR WHATEVER)
YOU ASK."

CB CREATIVE BLOG

0:03 / 2:03



CASE
STUDY
HERE

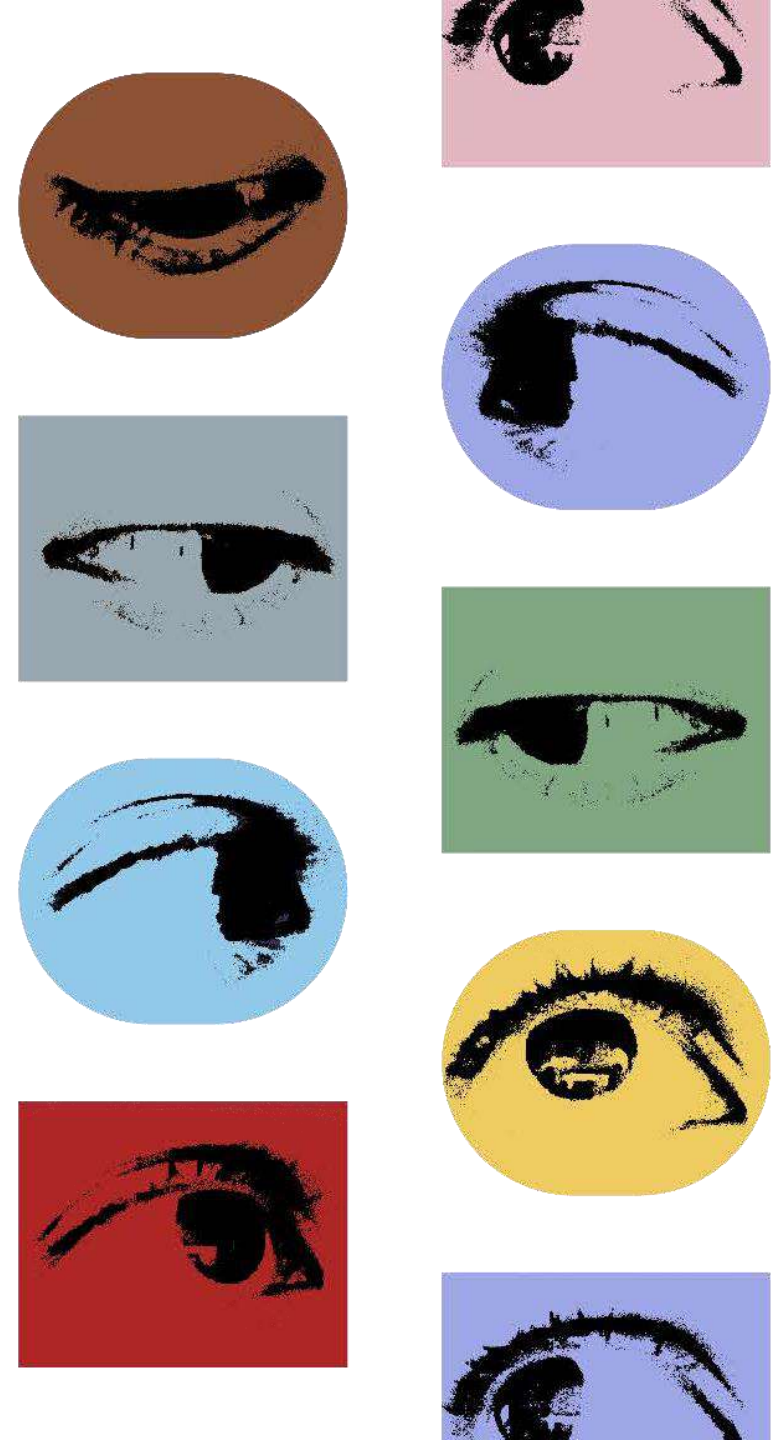
<https://www.youtube.com/watch?v=ZjcQk5TyfS8&t=2s>

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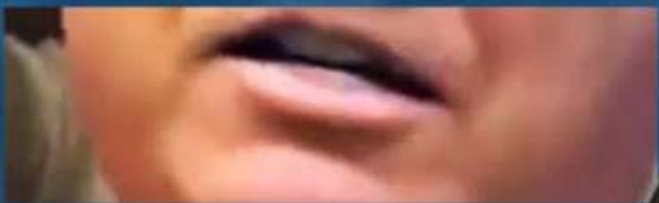
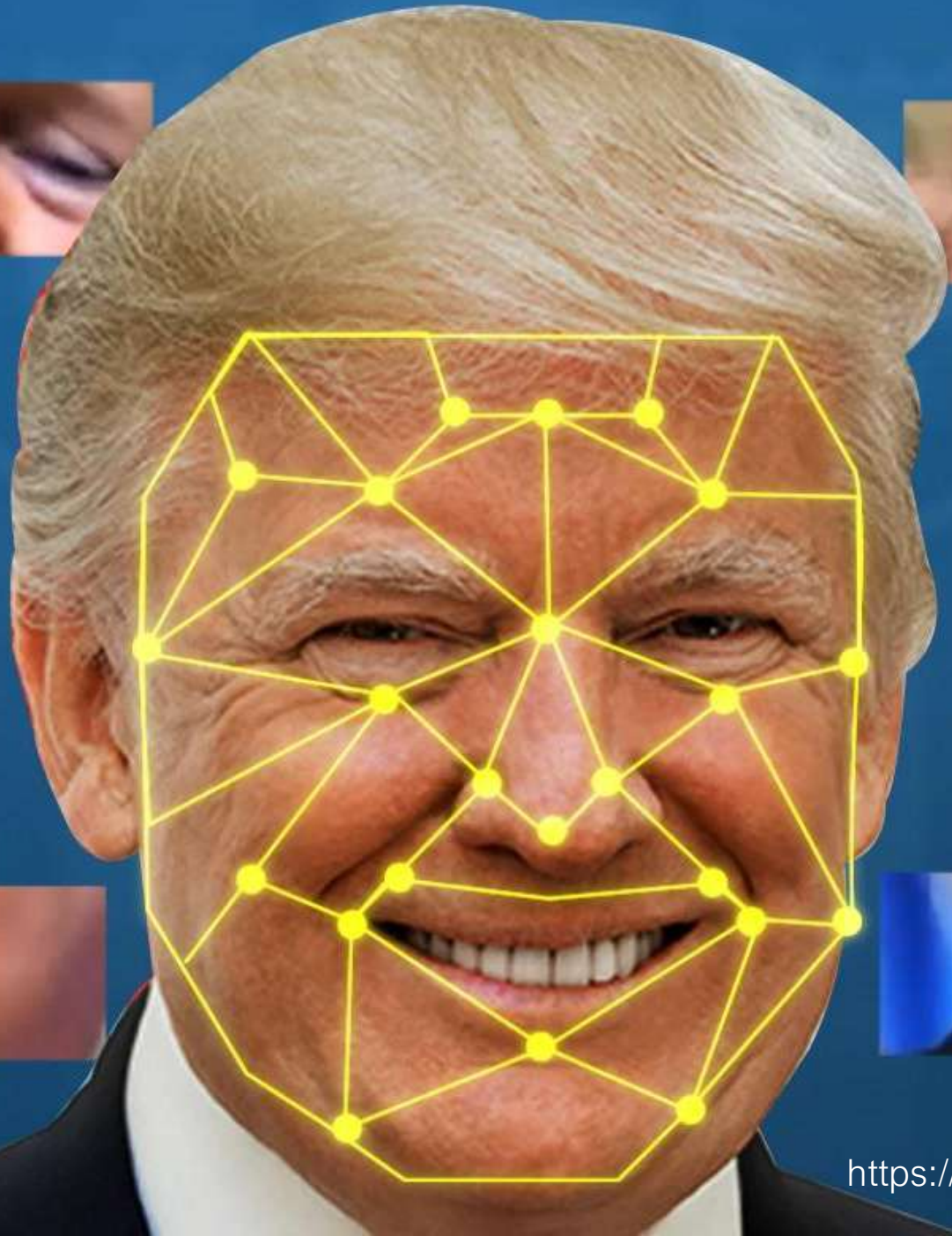
IMAGE GENERATION BEST IN CLASS PLATFORMS

The best AI image generators

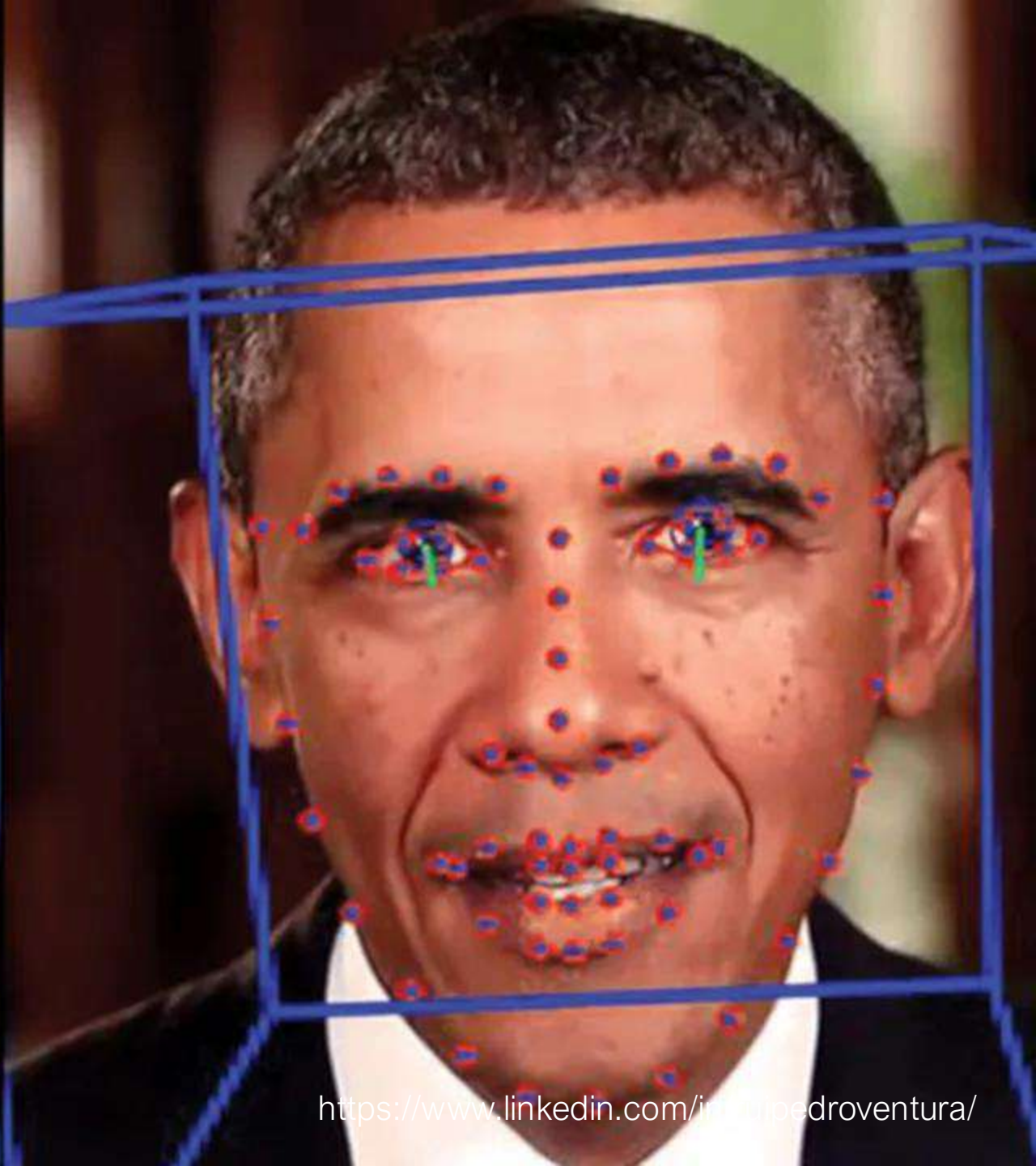
- [DALL·E 3](#) for an easy-to-use AI image generator
- [Midjourney](#) for the best AI image results
- [Ideogram](#) for accurate text
- [Stable Diffusion](#) for customization and control of your AI images
- [FLUX.1](#) for a Stable Diffusion alternative
- [Adobe Firefly](#) for integrating AI-generated images into photos
- [Generative AI by Getty](#) for usable, commercially safe images



VIDEO JOINED THE PARADE



DEEP
FAKE
TOO



<https://www.linkedin.com/in/impedroventura/>

VIDEO
GENERATION
EARLY STEPS



CASE
STUDY
HERE

<https://www.youtube.com/watch?v=CgDFzWvH1NE>

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TEACHING
ARTIFICIAL
INTELLIGENCE

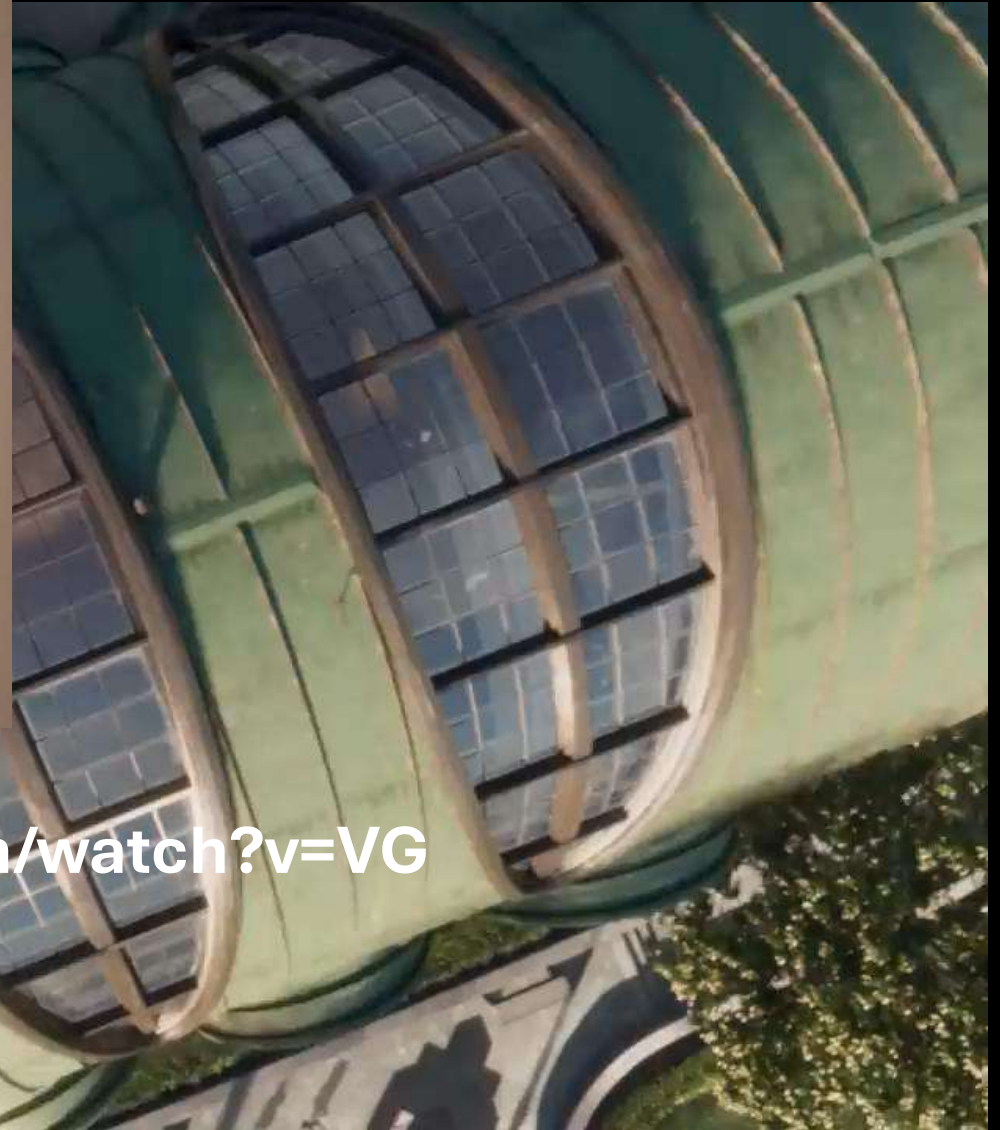
CASE
STUDY
HERE

<https://www.youtube.com/watch?v=oTLD2thKLFE>

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VIDEO AI
NEXT GEN



CASE
STUDY
HERE

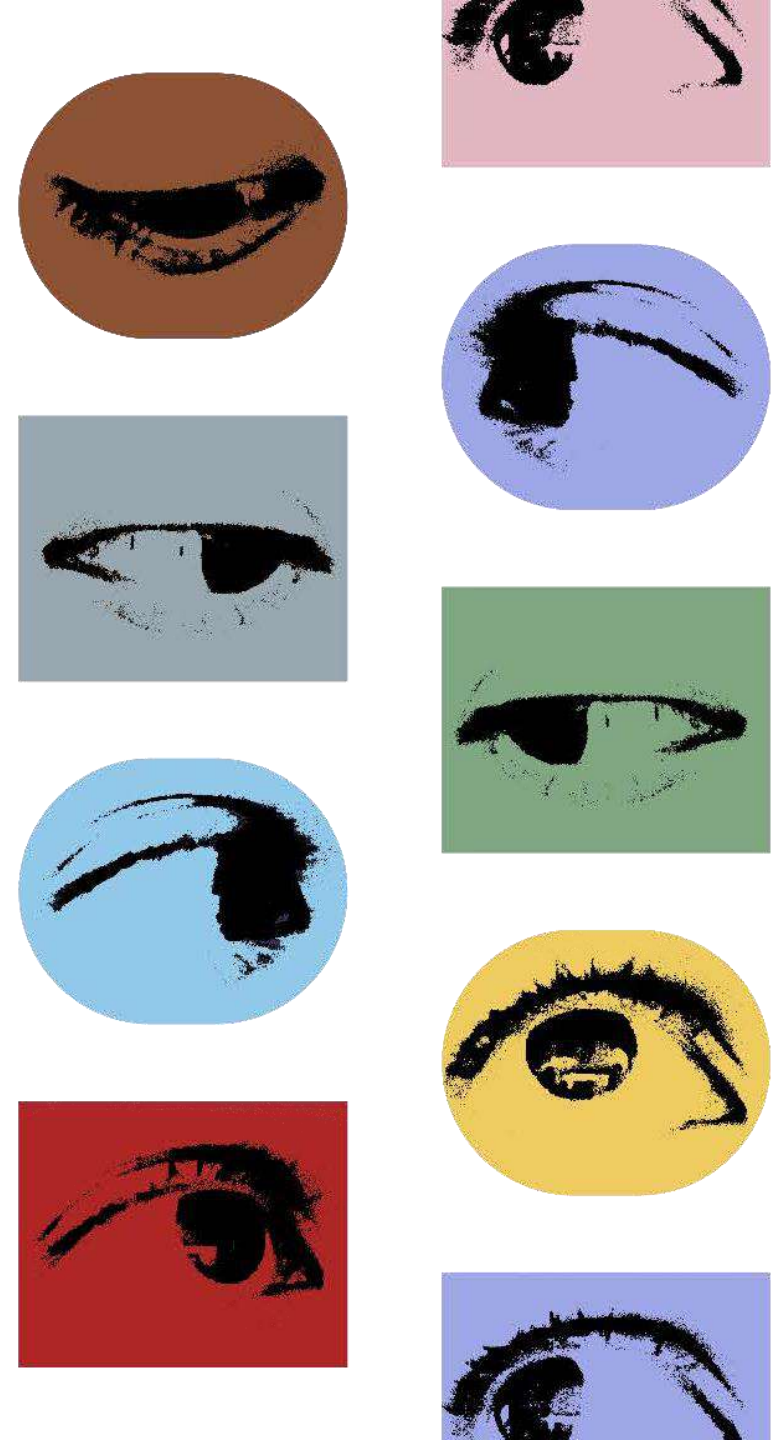
<https://www.youtube.com/watch?v=VGa1imApfdg&t=2s>

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VIDEO EDITING/ GENERATION BEST IN CLASS PLATFORMS

The best AI video editing software

- [Runway](#) for generative AI video
- [Descript](#) for editing video by editing the script
- [Wondershare Filmora](#) for polishing video with AI tools
- [Capsule](#) for simplifying video production workflows with AI
- [Fliki](#) for social media videos
- [Peech](#) for content marketing teams
- [Synthesia](#) for using digital avatars
- [Vyond](#) for animated character videos from a prompt
- [Visla](#) for turning a script into a video



DATA COLLECTION & INTERPRETATION FUELS THE EQUATION

The background features a dark blue field filled with binary code (0s and 1s) in various colors. On the left side, there are several overlapping, colorful, wavy lines in shades of purple, blue, and yellow, creating a sense of motion and data flow.

STELLA ARTOIS
ANNO 1366

THE INSIGHT
The history of Stella Artois can be traced back to the year 1366 and from that time on we can find lots of paintings portraying beers in the history of art.

THE IDEA
We calculated the probability of the beer portrayed in all these paintings to know if they could be, in fact, a Stella Artois.

THE HOW
We crossed the data we gathered from our brand historical records with art history data using the knowledge of mathematicians and historians from The Boles Artois Museum.

The Artois probability was calculated based on variables such as beer color, shape of glass, year of each painting and the distance between the artist and our original brew. We uploaded all the data into an app that displayed the Artois Probability when scanning the beer of these paintings.

86% PROBABILITY OF Stella Artois

PEASANTS CELEBRATING Twelfth Night

Color: 100% Year: 100%
Shape: 100% Location: 100%

Clarín © El Cronista
"THERE IS Art IN Artois!" "THE HIDDEN MUSE behind art!"

Rolling Stone
"JAN GOSSA, TENERS & MONET MADE ADS FOR Stella Artois WITHOUT KNOWING!"

DATA FUELING CREATIVITY



CASE STUDY HERE

<https://www.youtube.com/watch?v=yWKhKIMpkA0>

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DATA GENERATING INNOVATIVE RESEARCH



AdAge The Guardian THE TIMES The Telegraph sportsmedia yahoo! Nation World RUPBOARD FRONT OFFICE SPORTS CBS SPORTS COGNITIVE netrecoaching

Williams' development as a tennis player in the form of a film

organic views
+1082%
from Nike's YouTube Benchmark

(The Achievement)
Never Done Evolving is more than a content, it's a game changer in the sports industry, and will help us find and train the next Serenas, Jordans, Ronaldos and so on.

(The Match)
In order to make our data accessible and inspiring for everyone in the world, we've transformed it into a live virtual match, in which the 17 year old Serena, the age she won her first Grand Slam, faced the 35 year old Serena, the age she won her 23rd Grand Slam. The live match was a result of 130,000 matches generated using Vid2Player technique, developed by Stanford University. At the end of every game, Josh Appel showcased the study's main insights.

(The Idea)

After analyzing all data and footage from official tournaments throughout Serena's career, machine learning was able to model each era's playing style - decision making, shot selection, reactivity, recovery and agility. The data collected is already being used by Nike to improve their products' technology and also their athletes' performance.

+

//: The most accurate and detailed virtualization ever done with an athlete. ::\



CASE STUDY HERE

<https://www.youtube.com/watch?v=2ehJczf2FEk>

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17 Generative AI Data Analytics Tools Everyone Should Know About

Bernard Marr Contributor

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Aug 2, 2024, 01:31am EDT



17 Generative AI Data Analytics Tools Everyone Should Know About ADOBE STOCK

RESOURCES HERE:

<https://www.forbes.com/sites/bernardmarr/2024/08/02/17-generative-ai-data-analytics-tools-everyone-should-know-about/>

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MUSIC CREATION ON STEROIDS

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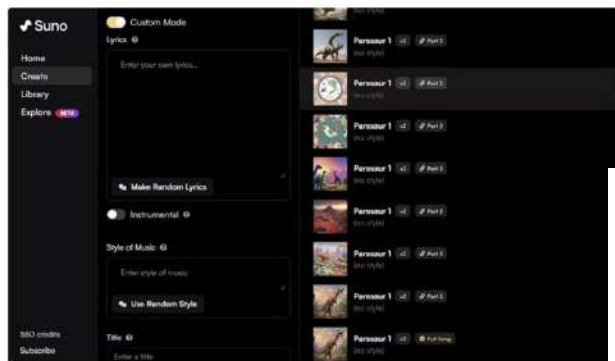


7 Free AI Music Generators to Create Unique Songs to Use In Your Projects

Dejan Popovic / Shutterstock / DALLE

1

Suno (Web): Generate Any Kind of Music for Free



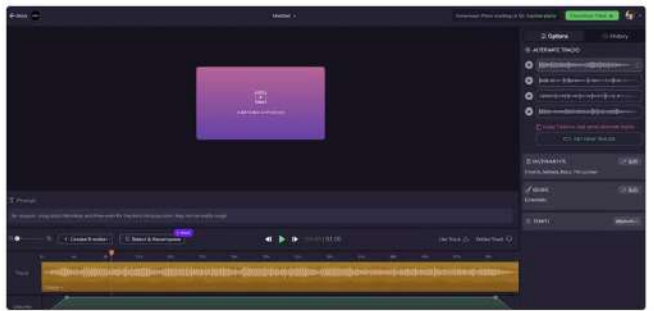
7

Loudly (Web): Quickly Generate and Distribute AI Music



6

Beatoven.ai (Web): Generate Music From a Text Prompt



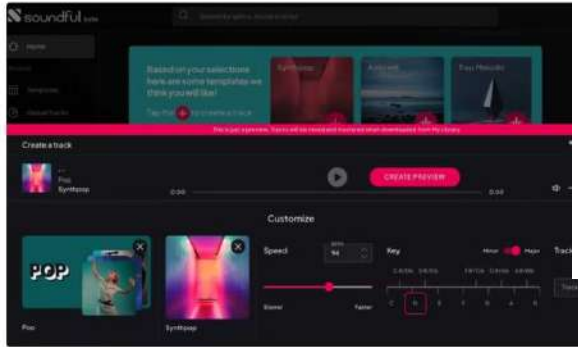
4

Soundraw (Web): Customize Your Composition



2

Soundful (Web): AI Music With Custom Notes, and Beats Per Minute



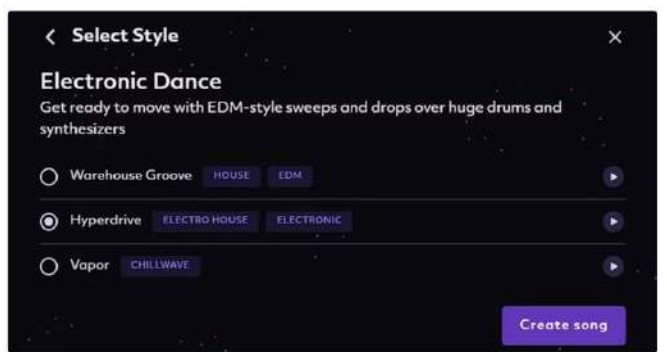
3

AIVA (Web, Windows, Linux, Mac) by-Step Music Generation



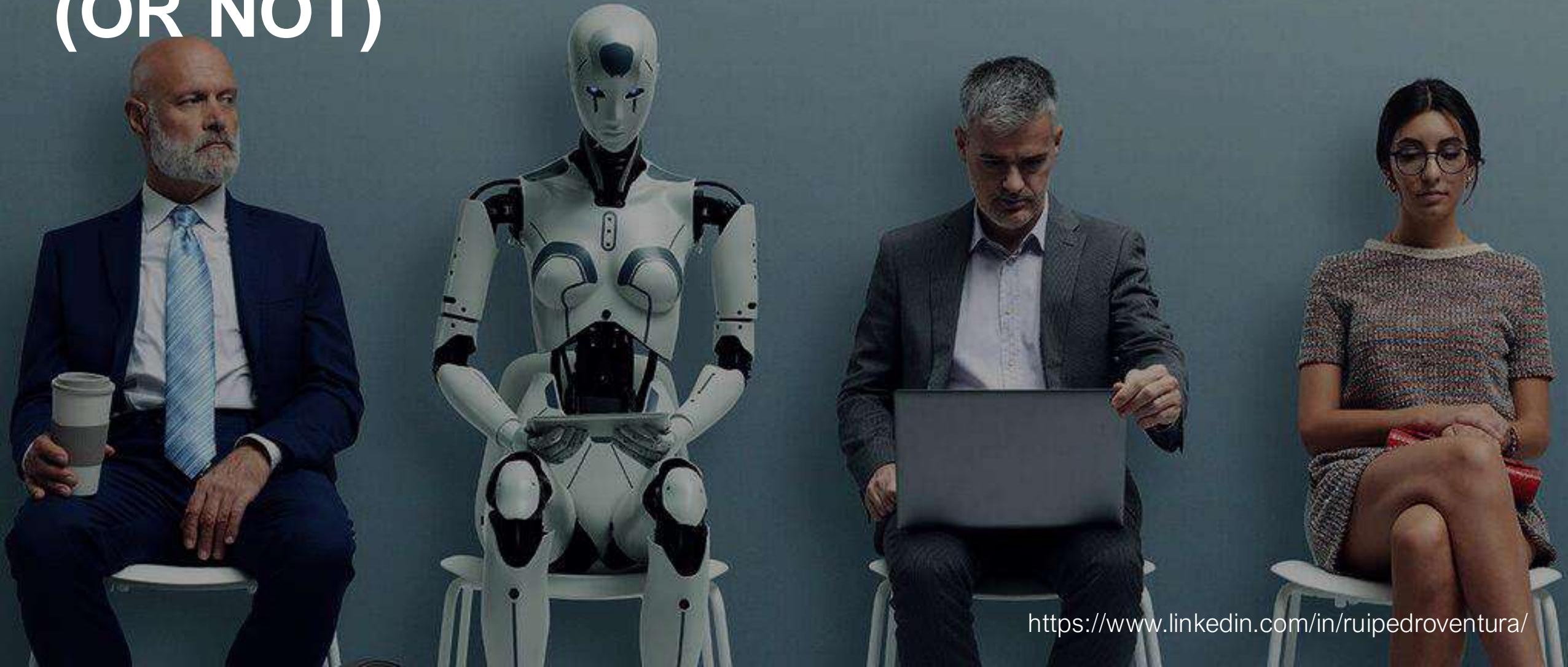
5

Boomy (Web): Add Custom Vocals to AI-Generated Songs and Release Them



THE FINAL FRONTIER (OR NOT)

Job →
interview





siñtra

Your employees,
on AI.



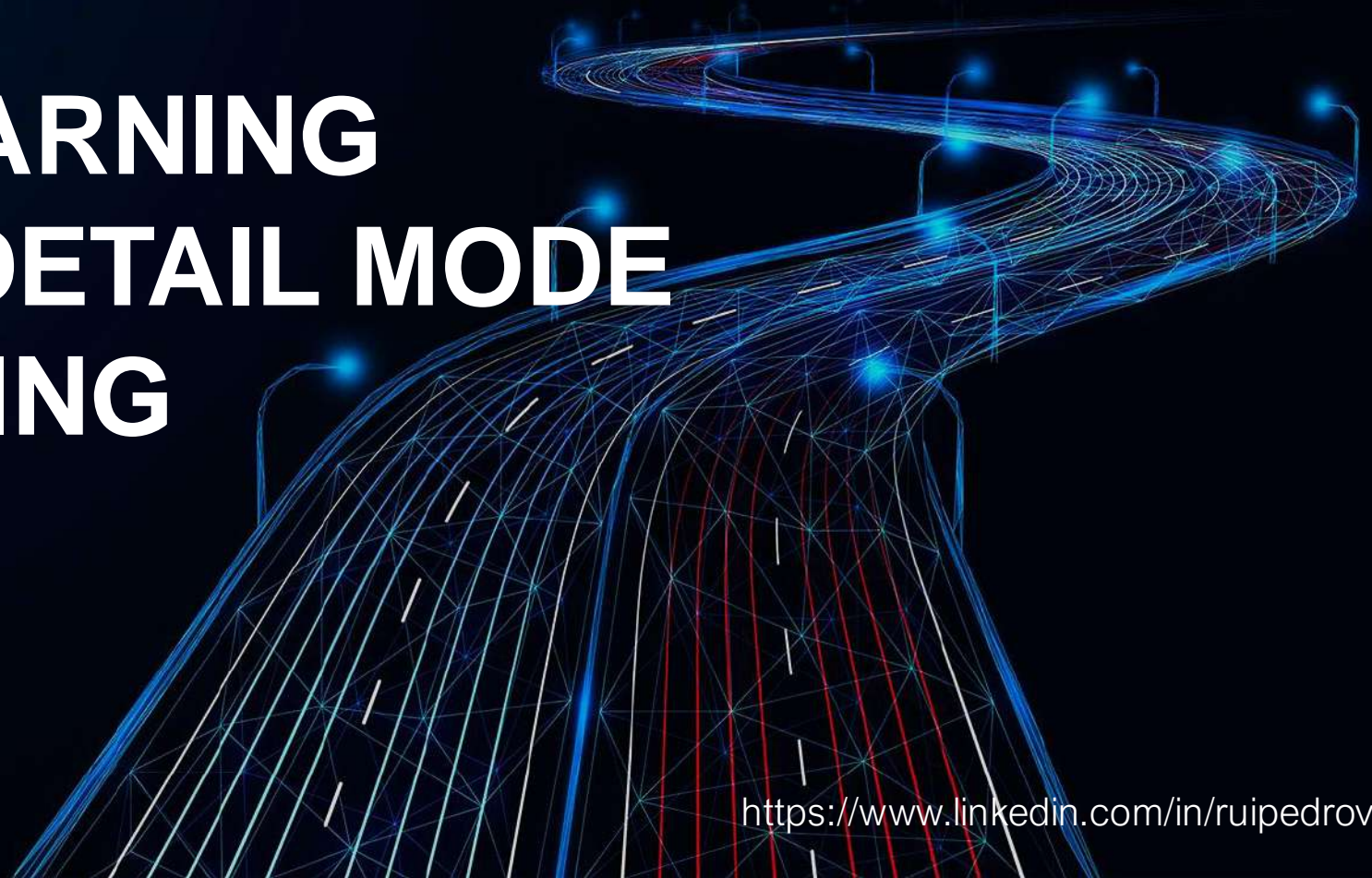
**CASE
STUDY
HERE:**

https://www.youtube.com/watch?v=8h1dkQTv_jA

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**WHAT'S
NEXT?**

**AI STILL LEARNING
ENTERING DETAIL MODE
STREAMLINING**



**THANK
YOU!**



<https://www.linkedin.com/in/ruipedroventura/>