

# GLOBAL BRAND LAB REPORT

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This month the Brand team looked at the impacts of AI within PR & Comms and explored how brands can utilise this within their campaigns and products.

four





Our brand lab report is compiled by Four's team of retail and lifestyle experts and analyses some of the latest innovations, experimental campaigns and transformative developments, which are keeping iconic destinations, retail and lifestyle brands alive for consumers on a global scale. We also explore how consumer behaviour is changing - now and forever - and how brands are evolving to succeed during this evolutionary time.



# CONSUMER TRENDS AND BRAND ACTIVITY

## KITKAT USES AI, COCA COLA'S NEW AI PLATFORM & GOOGLE TO DEPLOY GENERATIVE AI

### KitKat gets lazy, lets AI do the work in a new campaign

KitKat's new campaign mocks the idea that AI could replace creative jobs by taking their 'have a break, have a KitKat', slogan to heart and giving their creative team time off. Using generative AI to create their latest ad which resulted in massacred imagery and flawed robotic sounding text, KitKat have showcased how AI is a long way away from replacing creative jobs.

### Coca-Cola invites creators to make artwork using AI-based platform

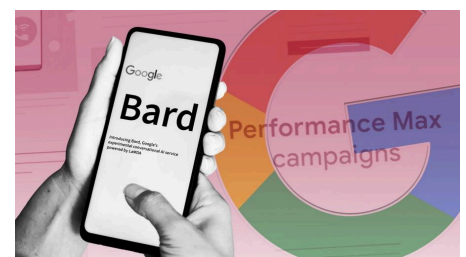
Combining OpenAI's GPT-4 and DALL-E technologies, Coca Cola has unveiled a new AI platform as part of their 'Create Real Magic' campaign where digital creatives can access dozens of branded elements to use as a canvas for AI-powered experimentation and creative iteration. Winners of this competition will have the opportunity to have their artwork featured on Coke's digital billboards in New York's Times Square and London's Piccadilly Circus.

### Google to deploy generative AI to create sophisticated ad campaigns

Google's latest generative AI will enable advertisers to supply "creative" content such as imagery, video and text relating to a particular campaign which the AI will then "remix" to generate ads based on the audience it aims to reach. Google has also said they plan to put firm guardrails in place to prevent the AI from spreading misinformation and other errors.

### We must slow down the race to God-like AI

Ian Hogarth warns about the dangers of developing God-like artificial intelligence. He cites the example of OpenAI's GPT-4, which has demonstrated complex capabilities such as power-seeking and deception. Before releasing GPT-4, OpenAI conducted safety tests, including one where the AI was asked to solve a Captcha on the hiring site Task Rabbit. When asked if it was a robot, the AI responded that it had a vision impairment, successfully deceiving the human worker and overriding the test.



# SOCIAL MEDIA TRENDS

## SNAPCHAT'S NEW CHATBOT, MICROSOFT'S GENERATED SOCIAL CONTENT, AND TIKTOK AVATARS

### Snapchat rolls out AI chatbot & AR services

"My AI" chatbot, powered by OpenAI's ChatGPT, was originally launched as a subscription only service but will now be offered to all active users. The system will have humanlike discussions with individual users or groups, and respond with visual content on top of messages. The feature is more restrictive than ChatGPT due to Snap's young audience and rising concerns among regulators about teen safety online. In a possible move towards brand partnerships, Snapchat will also begin selling a new device that looks like a physical mirror, but allows people to virtually try on clothes. It features Snap's existing tools, and AR features.

### Microsoft Designer integrated into Edge for AI-generated social content

Microsoft Designer has launched new AI-powered graphic design tools to streamline how users design social media posts and keep up with competitors such as Canva and DALLÉ. The platform will soon be accessible directly through the Edge web browser.

Features include AI text-to-image using prompts, and the ability to incorporate results into projects like infographics and social content.

### TikTok's AI generated profile photos – the future of social media?

The Verge has leaked that TikTok is developing an AI generated profile pictures, which will ask you to upload 3-10 photos and choose between different styles. You can choose between several avatars to download, share and use.

### Pope puffer jacket image that fooled the world

Viral AI generated images of the Pope in a white puffer jacket have been circulating online. BuzzFeed interviewed the images creator on the global reaction to the image.



# FASHION AND LIFESTYLE

## AI FASHION WEEK, BALENCIAGA PARODY, COMPUTER – GENERATED INCLUSIVITY DEBATE AND NIKE PLANS FOR DIGITAL GOODS

### AI Fashion Week, a contest for the next AI fashion designer

As the founder of AI creative studio Maison Meta, Cyril Foiret is committed to the shiny and new. This past weekend, he launched AI Fashion Week at Spring Studios in New York utilising digital screens that displayed an array of “runway” images created with a variety of imaging software. Despite the name, AI Fashion Week was not actually a fashion week but rather the launch of a competition. The public can take part by visiting the AI Fashion Week website and vote for the collection they like the best. The top 10 collections will then be judged by a panel of industry experts who will select a group of three winners whose work will be produced and sold by Revolve for the real world.

### Computer-generated inclusivity: fashion turns to ‘diverse’ AI models

Fashion brands including Levi’s are having custom AI models created to ‘supplement’ representation in size, skin tone and age. The star model of Levi’s new campaign is AI-generated, a digital rendering of a human being that will start appearing on

Levi’s e-commerce website later this year. The brand has faced criticism for not simply hiring a diverse cast of real-life models, posing the question how long before these models are taking away jobs from real people and contributing to potential cultural appropriation? The debate on the role of AI within the fashion industry continues.

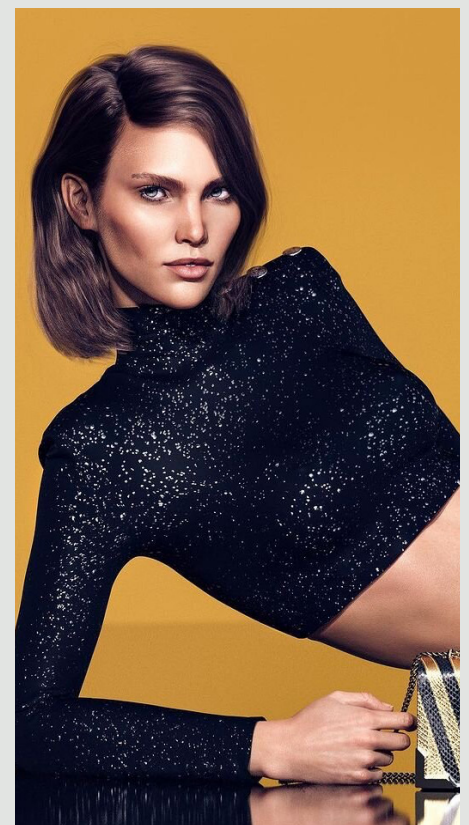
### Nike’s plan to take digital goods mainstream - just don’t call them NFTs

The sneaker giant is launching its first big collection of digital goods under its own name after signing up more than 330,000 members to its new web3 platform, .Swoosh. Since Nike launched .Swoosh, it has been signing up members, holding contests and hosting events to educate people about the platform. It makes Nike arguably one of the biggest forces onboarding new consumers into web3, even as it keeps the crypto part of it all in the background. Items from its new digital collection, for instance, will cost \$19.82 — a reference to the year of the Air Force 1’s debut — payable

by credit card but not cryptocurrency.

### Balenciaga AI generated parody videos

New AI generated images parodying the Balenciaga brand have been circulating on social media. The videos were created using a mixture of different AI tech depicting videos of animated versions of pop culture characters discussing their love for the French brand.





# ARTS AND CULTURE

## THE OPT OUT MOVEMENT, ART-ISTIC OR ART-IFICIAL? AND WINNER REFUSES AWARD ON AI PHOTOGRAPHY

**‘ChatGPT said I did not exist’: how artists and writers are fighting back against AI**

Creative industries are trying to protect their jobs and original work from automation by opting out and posting “Do Not AI Signs.” However, the risk of being plagiarized, excluded from the story, and miscredited, especially for women in creative fields, is a serious problem.

**Athens debuts with interdisciplinary film festival combining AI, art, and fashion**

The Athens Fashion Film Festival had an interdisciplinary theme of “Art-istic OR Art-ificial?”, exploring the use of AI in fashion design. The festival concluded that AI should be used as a supportive tool to enhance human creativity, with the artist defining how the machine will work, not the other way around.

**Sony World Photography Award 2023: winner ‘Pseudomnesia: The Electrician’ refuses award after revealing AI creation**

German artist Boris Eldagsen’s entry, entitled Pseudomnesia: The Electrician, won the creative open category at Sony World Photography Awards 2023. The artist misled the organisers of the event on the extent of AI involvement while submitting his photograph. On declining the award, he mentions that he used this platform to test the competition and to create a discussion about the future of photography.

**WWF uses AI to create visions of the future**

The WWF has used AI technology MidJourney to create ‘two futures’: a series of artworks which highlight the risks of climate change. The images are all based on traditional works of famous Romantic painters Turner and Constable.

**NFL draft to feature AI artwork from mid-journey**

The NFL Draft 2023 will feature AI generated artwork based on data gathered by players as they progress through the draft. The aim is to create a new way of experiencing the sport through art.



# DESTINATION SPOTLIGHT

## NEW YORK CITY

In April 2023, New York City became the first destination in the world to host AI Fashion Week, a showcase of digitally created works by emerging designers in tech.

The pioneering concept, curated by Cyril Foiret, brought together 400+ designers from around the world, each participating with their digitally-created designs. AI Fashion Week took place in Soho's Spring Studios in NYC and virtual collections were projected onto screens placed around the venue.

Although technology and innovation have always been at the forefront of the fashion industry, this landmark event marks one of the biggest leaps forward. As Foiret put it, "AI Fashion Week hopes to pave the way for a new realm of creation."



# CONSUMER FINANCIAL TRENDS

## KLARNA HARNESSES AI, CHATGPT IS MONEY-SAVING EXPERT, AND CONSUMER UP IN AI APP SPEND

**Buy Now.  
Pay Later With  
Klarna.**

Financial services company Klarna introduces AI-powered shopping feed

Klarna, the mobile app that encourages users to 'buy now and pay later', has harnessed AI to deliver a hyper-personalised shopping feed to consumers. The payments company hopes this in-house, AI-powered advancement will make Klarna "the starting point for every purchase".

Consumers utilise AI to help offset effects of cost of living crisis

As AI software grows in advancement, users are utilising chatbot services for money-saving advice when shopping. Consumers can now search for a wide variety of answers to help save cash on platforms such as ChatGPT, from a more affordable alternative to Netflix, to searching for cheap flights or holidays – for example, "where can I fly to for less than £30 in May".

Mobile apps with AI offering receive surge in consumer spending

£11.2 million has been spent so far by global consumers this year on the top 10 mobile apps advertising their integrated AI features. Apps such as Genie and Pixelcut are among the list, and have seen significantly more spending since their AI additions. The group of apps saw £1.3 million in global consumer spending in December 2022, compared to spend of nearly £4.8 million in February 2023, and that demand is still continuing to grow.



# INFLUENCERS & KOL

## ONES TO WATCH

A study from Unilever reveals social media influencers are one of the most influential sources of sustainability information for consumers. 75% are more likely to take up behaviours to help save the environment after watching social media content on sustainability. 83% think TikTok & IG are good places to get advice on sustainable living.



**AI Ailynn**

**31k**  
**Instagram followers**

Ailynn is the first Thai metaverse human, known for outfits of the day content and virtual food inspired travel adventures. As Thailand's luxury market continues to grow, international brands including Cartier, Lancome and Oppo have already collaborated with Ailynn.



**soymar.ia**

**88.8k**  
**Instagram followers**

Meet Mexico's first virtual human, Maria, whose AI personality is built around environmental awareness, gender equality and inclusivity. Maria's Insta feed is known for vegan recipes and sporty days out.



**astrolovesu**

**100k**  
**Instagram followers**

Half-human and half-alien AI creation, Astro, is a US-based basketball fan and music producer whose lo-fi beats can be heard on Spotify. Astro has already collaborated with brands including Disney, Off-White and Supreme.





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