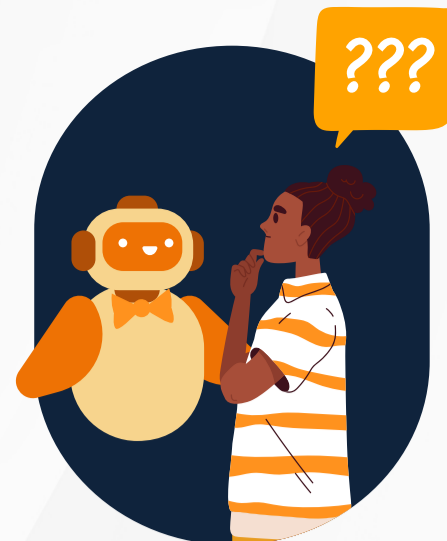


A not-so-B2B approach to AI

How AI helps MOI deliver more Turning Heads™ ideas, faster



We've got some bad news for you: AI isn't actually going to turn the heads of your audience for you. But...

When it's used to augment the skills and talents of people, you can generate and execute big ideas faster and more often, while staying ahead by identifying future trends.

Keep reading to see how MOI is doing just that for B2B brands.

MOI's guiding principles for turning heads with AI

Here are our internal guidelines based on what we've learned from our own experiences using AI.

Don't dilute creativity. Amplify it.

AI can't dream like a human. It won't replace human creativity, but it can amplify it. By using it in the right way, we can unlock bigger ideas faster, while leaving human imagination to power every campaign, concept and piece of storytelling.



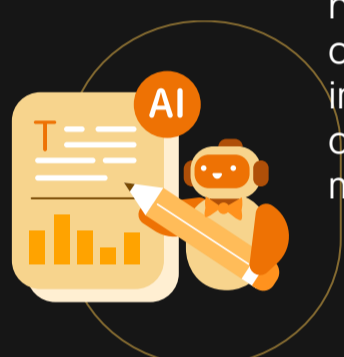
Always give humans the final say.

We never delegate decisions to AI. Every AI-generated idea, design or asset is reviewed, refined and signed off by a human who understands your brand and business objectives. So while AI helps us deliver faster, smarter outputs, it will never replace the human touch.



Take bias seriously.

Checking that your AI outputs are fair and non-discriminatory is about more than just not offending people. By ensuring any messaging, imagery, and data we use is truly representative of diverse groups of people, your marketing will be more effective at engaging your entire audience.

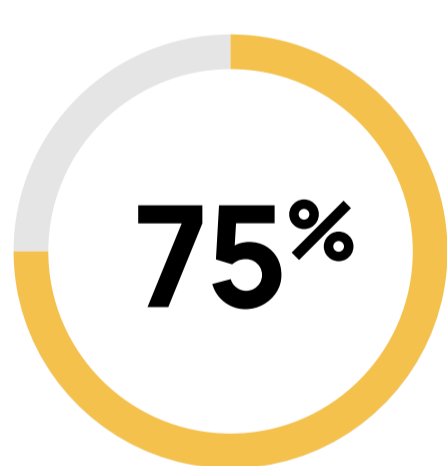


Trust in transparency.

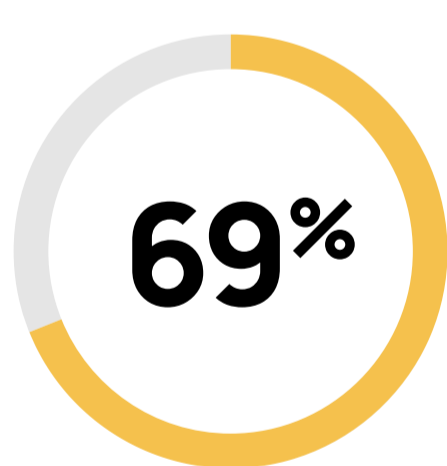
We believe that AI adds value to projects when used in the right way, so we love having open conversations with our clients about exactly where, how, and why we've used it. We also keep records of AI use to accurately answer any questions, and if something goes wrong, quickly pinpoint, report and fix the problem.



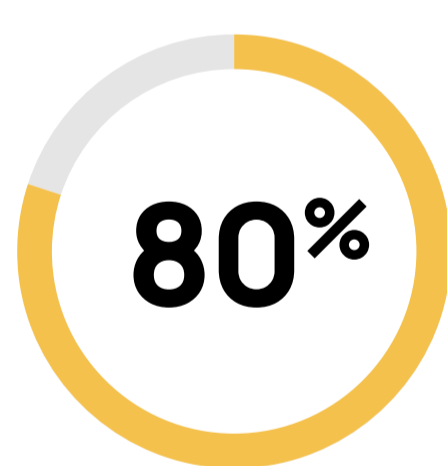
How creative leaders feel about generative AI¹



Say it's an essential part of their toolkit



Believe it's enhancing their team's creativity



Agree that AI-powered tools free them for higher-level creative and strategic thinking

There's a time and place for AI

AI can be a game-changer, but only when you go beyond using it to directing it. Here are some of the things we're doing with it at MOI:

- Speeding up research
- Automating repetitive tasks
- Generating thought starters
- Getting data insights, calculations and analysis
- Building on ideas, mockups and visuals
- Assisting in coding
- Critiquing work to find potential improvements
- Helping to organize thinking and rationalize ideas

We also understand that not everyone is ready or comfortable using AI, so we offer an opt-out, giving our clients complete control.



AI is an enabler, not an excuse to cut corners

As the "Not-so-B2B" agency, we use AI in creative ways that amplify human talent (not replace it). But we do it responsibly.

It's all about being bold and pushing boundaries, while still being careful, transparent, and legally compliant. And that's how we think everyone should do it.

Get in touch to learn more about how we use AI: creative.AI@moi-global.com