

How
Real Human
Intelligence™
Makes AI More
Valuable

mason

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The truth is that you can only optimize the effectiveness of Generative AI with Real Human Intelligence™.

While Generative AI has made significant advancements in creative applications, there are still several aspects in which a human's expertise and touch are indispensable.

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Introducing RHI™ Real Human Intelligence

Here are a few areas where Generative AI becomes even more effective with Real Human Intelligence™

1 Conceptualization and Vision

Generative AI uses predefined inputs to create content but lacks the ability to have a unique vision. In contrast, humans possess strategic thinking and visionary skills to conceive creative concepts, set artistic direction, and align them with brand objectives and values.

2 Emotional and Cultural Understanding

Generative AI struggles with human emotions, cultural nuances, and context-specific references, leading to content that may lack depth and relevance. Humans, with their understanding of psychology, culture, and storytelling, bring emotional resonance and cultural relevance to a brand's messaging.

3 Iterative Feedback and Adaptation

Generative AI generates content variations but struggles with nuanced feedback and adaptation. Humans interpret feedback, make informed adjustments, and iterate on concepts, fostering effective collaboration and real-time refinement of creative outputs.

4 Strategic Decision-Making

Humans understand a brand's identity, market positioning, and competition. We make strategic decisions on aesthetics, messaging, and brand experience aligned with the overall strategy. Generative AI, without human guidance, may lack direction and fail to convey a brand's value proposition effectively.

5 Uniqueness and Differentiation

Generative AI learns from existing data, limiting its ability to generate unique concepts. Humans, with industry knowledge and creativity, introduce innovative ideas that differentiate a brand. We push boundaries, create memorable experiences, and resonate with the target audience.

6 Collaboration and Interpretation

Humans excel in collaborating with clients, designers, writers, and marketing teams. We communicate effectively, translating client requirements into creative strategies. Bridging the gap between brand vision and execution, humans ensure the creative output aligns with client goals.

At Mason, we see Generative AI as a groundbreaking new tool with virtually limitless possibilities for marketing and brand communications. We're committed to remaining at the forefront of the AI revolution to deliver lasting competitive advantages for our clients and their customers.

While AI continues to evolve at a rapid pace, we believe incorporating **Real Human Intelligence™ (RHI™)** is the only way to maintain the highest standards of creativity, accuracy, client confidentiality, and ethics.

“...this fundamentally is going to be a shift in how we work and how we interact at a level that’s as big as anything we’ve seen in our lifetimes.”

-Ethan Mollick

Associate Professor
Wharton School
University of Pennsylvania

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Understanding Predictive AI vs. Generative AI

Predictive AI tries to guess what will happen next using patterns and trends from past data.

It is mainly used for predictions in fields such as finance, healthcare, marketing, etc. Most of us have experience with Predictive AI, including fraud detection, which is one of the most common applications of Predictive AI in the financial industry, where algorithms are used to detect fraudulent activities in real-time. Another is recommender systems. Predictive AI is used in many online platforms to provide personalized recommendations to users based on their past behavior. These systems analyze user behavior, purchase history, search queries, and other factors to predict what products, movies, or music a user is likely to be interested in.

Generative AI creates new and original content, such as images, music, or even virtual worlds, rather than just making predictions.

This is new and capturing our attention today. It uses a dataset as a reference but works to create new content that is original or unique.

In fact, Generative AI also improves programmatic media targeting by providing advertisers with the ability to create original and dynamic content that captivates users. By leveraging Generative AI, advertisers can enhance their creativity, personalize their campaigns, and optimize ad performance for more effective and engaging advertising experiences.

Although these two AI types utilize machine learning, they have different goals and techniques.

Predictive AI looks at existing data to estimate/predict future events.

Generative AI constructs a model to understand the pattern and structure of data and generate new content.

“AI is the most powerful technology force of our time. It is the automation of automation, where software writes software.”

-Jensen Huang

CEO
Nvidia

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Areas of Impact

Generative AI has been evolving at a rapid pace. It's reshaping marketing by delivering personalization, engagement, and informed decision-making, enabling businesses to meet dynamic customer needs and drive success. Generative AI will impact brands in several ways:

1 Content Generation

Automate the creation of various forms of content, such as text, images, videos, and music.

2 Personalization

Tailor messages more easily to specific individuals or target audiences.

3 Idea Generation

Provide creative suggestions and generate new concepts.

4 Efficiency and Speed

Automation can accelerate the creative messaging process.

5 A/B Testing and Optimization

Influence A/B testing and optimization of creative messaging, identifying patterns and generating insights.

6 Creative Design and Production

Aid designers, explore new possibilities, automate repetitive tasks, enable personalized and customized design assets, and much more.

7 Public Relations & Crisis Communications

Automate news generation, monitor social media sentiment, and enable targeted communication and personalization.

8 Web, SEO, SEM

Automate content generation, enable personalized experiences, support SEO optimization and voice search, facilitate A/B testing and optimization, automate SEM ad generation, and provide data analysis and insights.

9 Media

Revolutionize the media industry through automated content generation, personalized recommendations, data analysis, transcription and translation, news verification, media production assistance, and audience engagement.

“By far, the greatest danger of Artificial Intelligence is that people conclude too early that they understand it.”

-Eliezer Yudkowsky

Artificial Intelligence Researcher
Machine Intelligence Research Institute

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How is Generative AI Being Used?

A Few Examples

1 AI for Drug Discovery and Healthcare

AI is being leveraged to accelerate drug discovery and development processes, as well as improve healthcare outcomes. Machine learning models can analyze vast amounts of biomedical data, including genomic data, clinical records, and scientific literature, to identify potential drug candidates, predict patient outcomes, and support personalized medicine approaches. AI is also being used to assist in medical image analysis, pathology diagnosis, and patient monitoring.

2 Generative AI for Creative Content

Generative AI models, such as GANs and variational autoencoders, are being used to create unique and creative content across various domains. For instance, AI can generate realistic and high-resolution images, music compositions, artwork, and even video game levels. This application of AI is expanding the possibilities of creativity and artistic expression.

3 Autonomous Vehicles

AI is playing a pivotal role in the development of autonomous vehicles. Advanced AI algorithms enable vehicles to perceive and interpret their surroundings using sensors, cameras, and other data sources. They can make real-time decisions and control the vehicle's movements, leading to the potential for safer and more efficient transportation.

4 Prompt Engineering

Prompt engineering is a technique used in Generative AI to improve model performance. It involves designing and refining prompts to guide the model's behavior and achieve desired outcomes. By adjusting prompts and providing instructions, users can influence the model's output. Effective prompt engineering requires understanding the model's capabilities, considering context and potential biases, and iterating to achieve desired results. Overall, prompt engineering helps shape and optimize Generative AI models.

“...even though we may understand how to build perfectly safe general purpose AI, what’s to stop Dr. Evil building general purpose AI that’s going to destroy the world?”

-Stuart Russell

Professor of Computer Science
UC Berkeley

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The Risks of AI

While AI can provide various advantages, there are still potential risks associated with its use. These include biased decisions, lack of transparency in decision-making, data security issues, job losses as a result of automation, ethical considerations, vulnerabilities to manipulations, shortcoming in human oversight, and unexpected results.

A main concern includes proprietary data.

Entering proprietary data into Generative AI tools can have significant ramifications, with key points to consider:

- 1 Intellectual Property Concerns**
Sharing proprietary data risks disclosing valuable intellectual property. Evaluate shared data and use proper safeguards.
- 2 Data Security and Privacy**
Sharing proprietary data raises concerns about security and privacy. Unauthorized access or breaches may lead to loss or legal consequences.
- 3 Unintended Replication or Distribution**
Generative AI models can replicate patterns from the data, potentially leading to unintended distribution of sensitive information.
- 4 Competitive Advantage and Disclosure**
Sharing proprietary data may reveal competitive advantages to others, compromising a company's strategic position.
- 5 Legal and Ethical Considerations**
Adhere to legal and ethical obligations when using Generative AI tools with proprietary data.

To mitigate these ramifications, we need to assess risks, implement security measures, and consult legal and privacy professionals.

The potential of Generative AI makes it both a powerful tool and a source of concern.

“The way I think about it is it’s too important an area not to regulate and too important an area not to regulate well. You know, you must get the balance right.”

-Sundar Pichai

CEO
Google

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Understanding Generative AI Ownership and Rights

One of the biggest challenges with AI is the issue of ownership and rights, as it can be difficult to identify who the actual owner of an AI system or its outputs is. Here are a few things to consider when thinking about ownership and rights with AI:

1 IP Ownership

Understanding who owns the intellectual property rights to the AI system. This can include patent rights, copyrightable elements, and trade secrets, among others.

In examples like photography, ownership rights to a Generative AI-created photograph can be complex, depending on various factors. Generally, the individual or entity that created or commissioned the Generative AI model may own the rights. However, legal considerations and copyright laws differ, and seeking professional advice is recommended for precise assessments.

2 Data Ownership

AI systems rely on large amounts of data to function. Organizations must consider who owns the data being used in the AI system, whether it is proprietary data or public data, and ensure they have proper consent and permissions.

Entering proprietary data into generative AI tools can have significant ramifications, both in terms of potential benefits and risks. To mitigate these ramifications, it is advisable to thoroughly assess the risks, implement robust security measures, and carefully consider the potential impact before entering proprietary data into Generative AI tools. Consulting with legal and data privacy professionals can help ensure compliance and protect valuable assets.

3 Idea Generation

As AI systems become increasingly autonomous, it is critical to identify who is liable for the consequences of their actions, particularly if they cause harm or damage.

4 Ethical Considerations

There are also ethical considerations to be weighed about AI ownership and rights, particularly around issues of bias, fairness, and accountability. For example, questions of ownership may arise if an AI system causes harm, but the responsibility for that harm cannot clearly be attributed to any one individual or organization.

5 Governance Frameworks

As AI continues to evolve, there is increasing discussion around the need for governance frameworks to address the issues of ownership and rights. Such frameworks may help to provide guidance around questions of ownership, liability, and ethics, and ensure that AI systems are being developed and used in a responsible manner.

Overall, understanding ownership and rights about AI is a complex issue that requires careful consideration of legal, ethical, and practical factors.

As AI continues to evolve and become more prevalent in our lives, it is critical to establish clear guidelines and frameworks around ownership and rights to ensure that it is being developed and used in a responsible and ethical manner.

With new breakthroughs in Generative AI, Google is again reimagining what a search engine can do. With this powerful new technology, Google can unlock entirely new types of questions you never thought Search could answer, transforming the way information is organized to help you sort through and make sense of what's out there.

With Generative AI, users can receive AI-powered snapshots of key information related to their search queries, along with links for further exploration. This feature aims to simplify the process of understanding complex topics and making informed decisions, such as choosing between travel destinations or shopping for products.

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How Generative AI Will Supercharge Search

Generative AI has the potential to significantly impact Google Search by enhancing various aspects of the search experience in several ways:

- 1 Improved Search Relevance**

By analyzing large amounts of data and user behavior, Generative AI models can enhance Google's search algorithms to provide more accurate and relevant search results.
- 2 Enhanced Natural Language Understanding**

Generative AI helps Google better interpret and understand natural language queries, enabling it to handle complex queries and provide more precise search results.
- 3 Personalized Search Experience**

Generative AI allows Google to deliver personalized search results based on individual preferences and search history, resulting in a more tailored and relevant user experience.
- 4 Advanced Language Generation**

Generative AI models assist in generating comprehensive and user-friendly search snippets, knowledge panels, and featured snippets, summarizing web pages and presenting key information efficiently.
- 5 Contextual Understanding and Complex Query Answering**

Generative AI helps Google understand the context of search queries, enabling it to provide accurate answers to complex questions and in-depth information on specific topics.
- 6 Voice Search and Virtual Assistants**

Generative AI improves Google's voice search capabilities and virtual assistants like Google Assistant, allowing for more accurate interpretation of spoken queries, natural language responses, and the execution of complex tasks through voice commands.

Generative AI: Search and Click-to-Call Responses

Generative AI can significantly impact click-to-call responses by improving quality, efficiency, and personalization. Here's how it can affect click-to-call:

- 1 Natural Language Generation**
AI models understand click-to-call requests and provide tailored and engaging natural language responses, enhancing personalization.
- 2 Automated Call Handling**
Generative AI automates tasks like providing information and routing calls, improving response times, and freeing up human agents for more complex inquiries.
- 3 Voice Synthesis**
AI can synthesize human-like voices, creating more engaging conversations and improving user satisfaction.
- 4 Sentiment Analysis and Personalization**
AI analyzes customer sentiment during calls, enabling businesses to respond appropriately and enhance customer satisfaction.
- 5 Continuous Learning and Improvement**
Generative AI learns from previous interactions, identifying patterns and optimizing click-to-call responses for a better customer experience.

Responsible design and deployment of Generative AI systems should consider ethics, privacy, and human oversight to ensure benefits for businesses and customers.

Generative AI: Search and Reporting

Generative AI will significantly impact search reporting by improving data quality, accuracy, and efficiency. Here's how it affects search reporting:

- 1 Improved Data Interpretation**
Generative AI analyzes search data, identifies patterns, and provides meaningful insights, enabling businesses to understand user behavior and preferences more deeply.
- 2 Natural Language Understanding**
Generative AI models better interpret natural language queries, extracting key information and intent for more accurate search reporting.
- 3 Enhanced Relevance and Personalization**
Generative AI tailors search reports to individual users based on their search history, behavior, and preferences, improving relevance and personalization.
- 4 Real-Time Analysis**
Generative AI provides real-time analysis of search queries, helping businesses respond quickly to emerging trends and adapt strategies accordingly.
- 5 Automation and Efficiency**
Generative AI automates the generation of search reports, handling large data volumes and complex analysis tasks faster than manual methods, improving efficiency.

Responsible use of Generative AI in search reporting involves addressing privacy, data security, and transparency concerns, ensuring accurate and unbiased insights.

Human oversight ensures the highest quality of search reports.

Generative AI: Search and Compliance

Generative AI aids search compliance by assisting in various compliance tasks. Here's how it affects search compliance:

1 Content Filtering and Moderation

Generative AI models can help identify and filter out content that violates compliance regulations, such as inappropriate or illegal material. By analyzing search queries and content, these models can improve the accuracy of content moderation, ensuring compliance with relevant guidelines and policies.

2 Privacy Protection

Generative AI can assist in safeguarding user privacy during search interactions. AI models can analyze and anonymize user data, ensuring that personally identifiable information is handled in compliance with privacy regulations and standards.

3 Regulatory Monitoring and Reporting

Generative AI can aid in monitoring search activities and identifying potential compliance issues. By analyzing search queries, user behavior, and content, these models can detect patterns or anomalies that may require attention or reporting to regulatory authorities.

4 Compliance Auditing

Generative AI models can automate the process of auditing search activities for compliance purposes. By analyzing search logs, queries, and user interactions, these models can identify potential violations, assess adherence to compliance guidelines, and generate reports to ensure regulatory compliance.

5 Legal Research and Analysis

Generative AI can assist legal professionals in conducting research and analysis related to compliance issues. By analyzing vast amounts of legal documents, regulations, and case law, AI models can provide insights, identify relevant information, and assist in compliance-related decision-making.

However, it's important to note that while Generative AI can support compliance efforts, human oversight and validation are still necessary. Compliance regulations and standards are complex and context-dependent, requiring human judgment and expertise to ensure accurate interpretation and adherence. Additionally, ethical considerations and the transparency of AI systems should be considered to maintain trust and accountability in compliance-related search activities.

Google will continue to research, develop, and deploy Generative AI in its search capabilities, leveraging new innovations and advancements to further enhance and refine the search experience.

The development of AI is as fundamental as the creation of the microprocessor, the personal computer, the Internet, and the mobile phone. It will change the way people work, learn, travel, get health care, and communicate with each other.”

-Bill Gates

Co-chair
Bill & Melinda Gates Foundation

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The Generative AI Advantage

Generative AI offers several advantages for Mason clients.

1 Creativity and Innovation

Spark creativity and fuel innovation in branding. Generative AI-powered tools generate design concepts, logos, color schemes, and visual elements.

How We Do It

- Currently leveraging for design projects

2 Efficiency and Speed

Streamline branding processes by automating tasks like design mock-ups, asset generation, and element testing. This time-saving automation enables faster delivery of results, especially for large-scale projects or tight timelines.

How We Do It

- Recently developed more idea options in a shorter period

3 Personalization and Targeting

Customize branding strategies by analyzing data on customer preferences, behavior, and demographics to generate personalized brand messages and experiences. Enables branding clients to establish stronger connections with their customers and create brand experiences that resonate on an individual level.

How We Do It

- Experimenting with more strategic branding possibilities in new business pitches
- Effective in proactively looking for ways to improve our current clients' businesses

4 Consistency and Cohesion

Ensure brand consistency by generating design templates, guidelines, and style guides. This technology delivers consistent visual cohesion, typography, and color palettes across brand touchpoints, fostering recognition and trust with target audiences.

How We Do It

- Experimenting with our social channels to test and iterate so we can launch for clients

5 Data-Driven Decision Making

Analyze campaign data to optimize performance. Provide insights into ad effectiveness, patterns, and user behavior, helping us make data-driven recommendations for future campaigns. This continuous improvement process enhances campaign performance for clients.

How We Do It

- Building datasets to deliver more value and differentiation for our clients

6 Brand Storytelling and Messaging

Assist in crafting compelling brand narratives and messaging. Generative AI algorithms can generate ideas, suggest storytelling angles, or refine brand messages based on predefined parameters or data inputs. This technology can support clients in developing authentic and engaging brand stories that resonate with their target audiences.

How We Do It

- Testing outputs to go beyond thought starters for a multitude of options

7 Cost Savings and Resource Allocation

Generative AI automates ad production, reducing costs and manual labor. Agencies can allocate resources efficiently, focusing on strategy and client relationships. By leveraging Generative AI, agencies can offer cost-effective solutions and optimize operational costs.

How We Do It

- Examining the impact of automating tasks and its implications on quality

8 Collaboration and Client Engagement

Generative AI fosters collaboration between ad agencies and clients. AI tools generate visual mock-ups and prototypes for client feedback. This collaborative process enhances client relationships and satisfaction, aligning creative output with expectations.

How We Do It

- Unique outputs allow us to more effectively engage clients for meaningful feedback

9 Competitive Differentiation

The adoption of Generative AI technology produces innovative, personalized, and data-driven campaigns that offer unique advantages – including uncharted creative territories and dynamic content, distinguishing brands in the market. By harnessing AI's data analysis capabilities, we heighten a tailored campaign's relevance and engagement.

How We Do It

- Experimenting with understanding where brands can best live in the minds of the consumer

10 Continuous Iteration and Improvement

Generative AI empowers clients to iterate and refine their brand elements using feedback and performance data – *in real-time*. AI-powered tools generate diverse variations of brand assets, test various visual elements, and fine-tune messaging based on user response and market trends. This iterative approach enables clients to continually elevate their brand presence, ensuring their messaging remains relevant and impactful.

How We Do It

- Developing process to implement iteration strategies
- Looking at how to implement insights in real-time

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