

SPEAKER

Ben Martin
Partnerships Manager

POWER
HOUSE

AI Visuals

Wow customers, don't weird them out!

89%

of marketers say they're
using generative AI tools

62%

of marketers are using it
to generate imagery

56%

of consumers believe brands
are relying too heavily on AI



Zalando uses AI to speed up marketing campaigns, cut costs

“Using generative AI cuts the time needed to produce imagery to around three to four days from six to eight weeks, and reduces costs by 90%”

Matthias Haase, vice president of content solutions at Zalando

Fashion brand Mango under fire for using AI models

Clothing company slammed after replacing human models with AI in new advertising: 'We will never know what is fake and isn't'

Clothing Company Faces
Backlash For Using AI Models In
Ads

**Holding Up the Mirror
to AI Beauty: Attractive
Investment or Ethical
Eyesore?**



Source: Mango





Source: New York Bakery – Grupo Bimbo



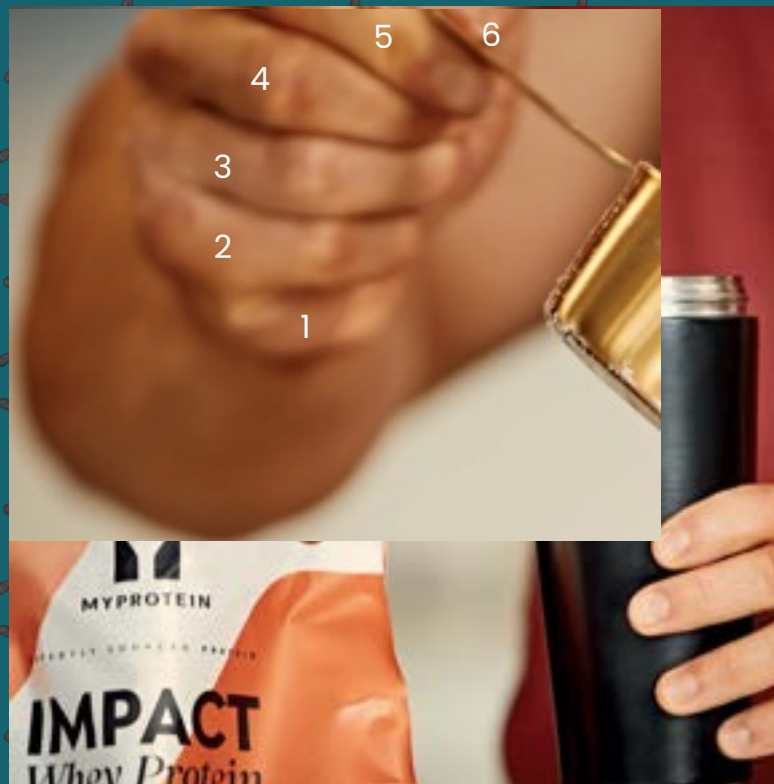
Source: MyProtein – THG



Source: Ben's Originals – Mars



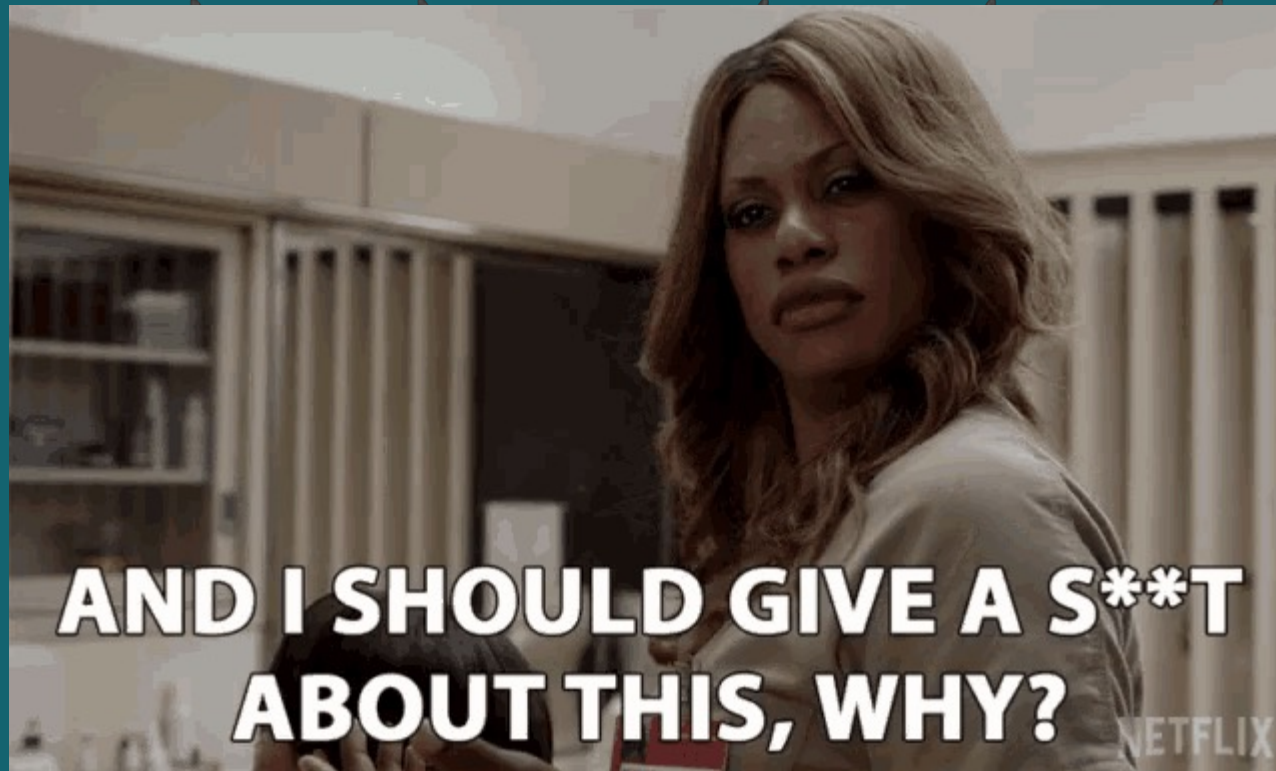
Source: New York Bakery – Grupo Bimbo



Source: MyProtein – THG



Source: Ben's Originals – Mars





HELLO, HOLIDAY ICON...

The perfect travel
companion for
silky-soft skin.

**Scented with
citronellol**



SILKY-SOFT SKIN IN SECONDS

Avon's No.1
bestselling
product

Brimming with
skin-smoothing
jojoba oil and
vitamin E



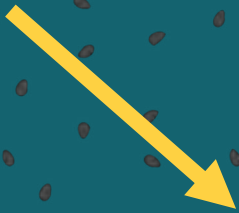








POWER
HOUSE





SPEAKER

Ben Martin
Partnerships Manager

POWER
HOUSE

POWER
HOUSE



Let's connect!