



**PUBLICIS
GROUPE**

**PUBLICISE GROUP UK
CREATIVE WORKSHOP
SUBMISSION**

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THE BRIEF

2024



STUDENT WORKSHOP

Entry Brief

'Laze-AI Generated Ideas'

The rise of Ai has allegedly foretold the death of the creative industry.

But an idea is only as good or as bad as the brain who prompts it.

Use generative Ai to make an advert that no human would.

Take an existing advertising strategy, or creative platform, endline or character, and re-interpret it with the 'assistance' of Gen Ai.

Could be DALL-E, Midjourney, Chat GPT, whatever...

It could be a success or a failure

It could be a picture, a film or text.

Just tell us what campaign the image, or script was based on.



SAATCHI & SAATCHI

MSL
PROMOTION

publicis•poke



Leo Burnett

ORIGINAL AD



Sleeperette* service is offered on First-Class flights at no extra charge . . . Berths are \$55 extra.



Europe is only a dream away

— when Uncle Sam's your Skipper

You sense the difference when you step aboard a big Pan Am Clipper*—to head for Europe with the only U. S. airline that specializes in overseas travel.

Some say it's the friendliness of Pan Am's people. Others credit the roomy, long-range planes. And all agree that when you know Pan

American meets Uncle Sam's strictest rules of airline operation with a generous margin to spare, it adds up to an assurance which makes the hours fly by.

As so many experienced travelers have said: "Pan Am knows how to run an airline." For reservations, call your Travel Agent or Pan Am.

*Trade-Marks, Reg. U. S. Pat. Off.

More people fly to Europe by

PAN AMERICAN

WORLD'S MOST EXPERIENCED AIRLINE

WHY THE PAN AM AD?

A Classic ad at a time when luxury airlines and advertising were burgeoning to greatness, this Pan-Am ad has one of my favourite endlines

“Europe is only a dream away.”

While I appreciate the era, I was not a big fan of the image, it felt limited for such an iconic endline.

WHAT DID I DO?

I reimagined it away from a newspaper-style ad and did away with the words, by using Midjourney.

I wanted to add a bit more to the image, let the image do the talking while enhancing the iconic words.

I kept it simple.

The prompt?

“A 1950s style vintage image of a modern-day highly comfortable first-class airplane seat, with many amenities. The seat also includes a comfortable pillow and a blanket. Outside the window, we can see major European landmarks.”

AI GENERATED AD



Why did I do what I did?

I wanted to keep the vintage vibe, but apply it to a modern audience and aircraft. Luxury airlines have changed and I wanted to see how it would look if we combined both worlds and eras.

More importantly, my creative process led me down a “Window Seat**” path, where, while looking out, one can imagine endless possibilities, dreaming about the dream before it even begins so to speak. This thought, I feel, added an extra dimension to the original ad and added a sense of Wanderlust, a key element of modern society. The reiteration shows that the Pan-Am experience is so comfortable that your imagination can already run wild.**

So while the original ad spoke about dream in a literal sense, I went metaphorical.

How did Midjourney Help?

Midjourney was great at putting my thoughts on the page. There were several elements that I wanted in the ad, and Midjourney almost brought the image in my head to reality with near-pinpoint accuracy.

Downsides?

It took multiple variations and renditions of the same prompt, which had to be refined several times.

Overall, using Gen AI in this way was a fascinating exploration of what it can do and how we as humans can utilize it as assistants to create even better ads.

Thank you for your time!

**Some blooper images(from the same prompt)
that obviously did not make the cut.**

