



Next Gen
LIVE!

Feb 23-25, 2025 | Dallas, TX

AI Unleashed: Elevate Your AI Skills for Captivating Content

G R O W . C O N N E C T . L E A D .



Next Gen

LIVE!

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GROW. CONNECT. LEAD

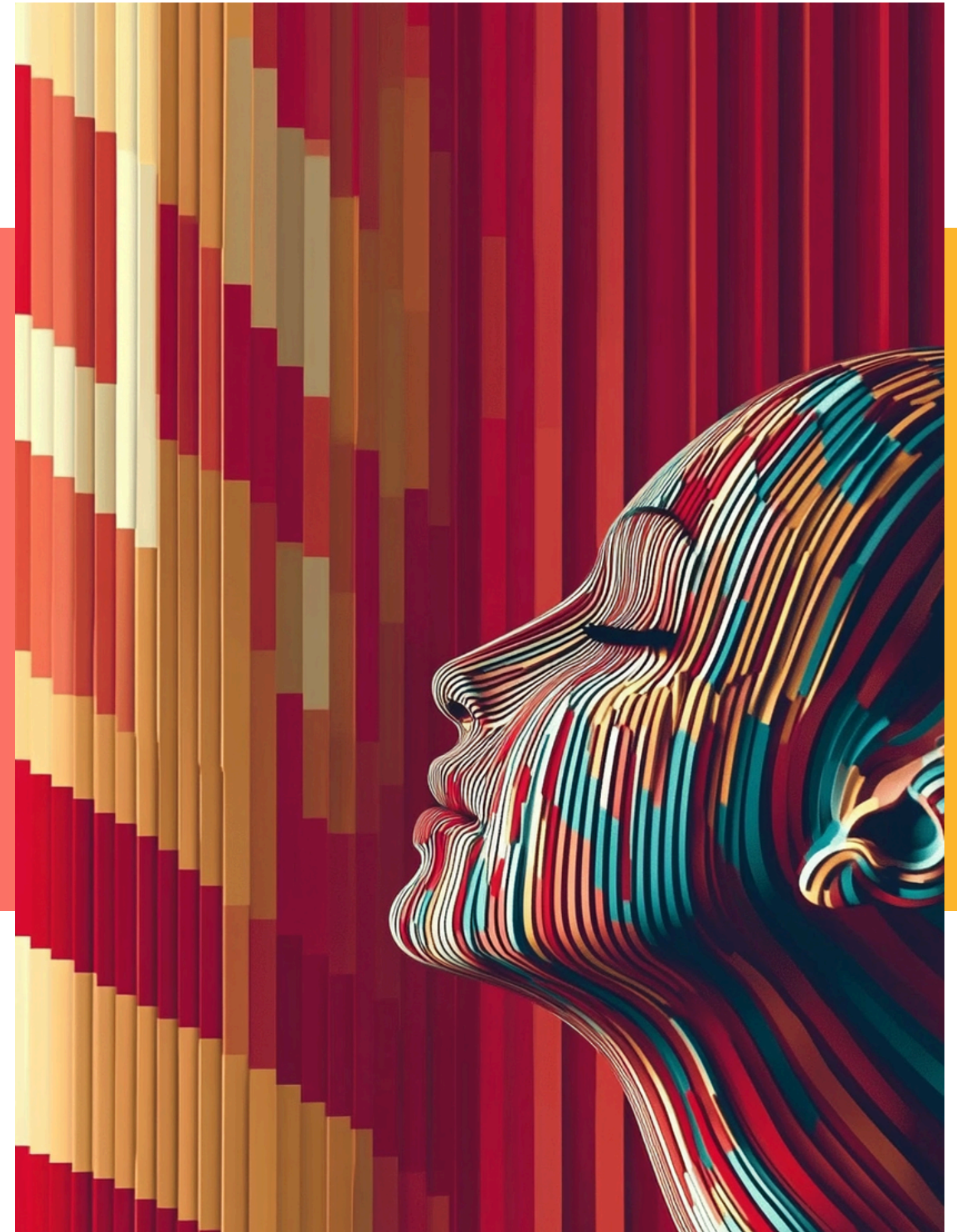
AI Unleashed: Elevate Your AI Skills for Captivating Content

Ryan Black

Marketing Director
Jet Fresh Flowers

“Artificial intelligence will have a more profound impact on humanity than fire, electricity and the internet.”

– Sundar Pichai, the CEO of Alphabet/Google



“To the man who only has a hammer, everything he encounters begins to look like a nail.”

– Abraham Maslow, *American psychologist*





nutella



HEINZ
ESTD 1869



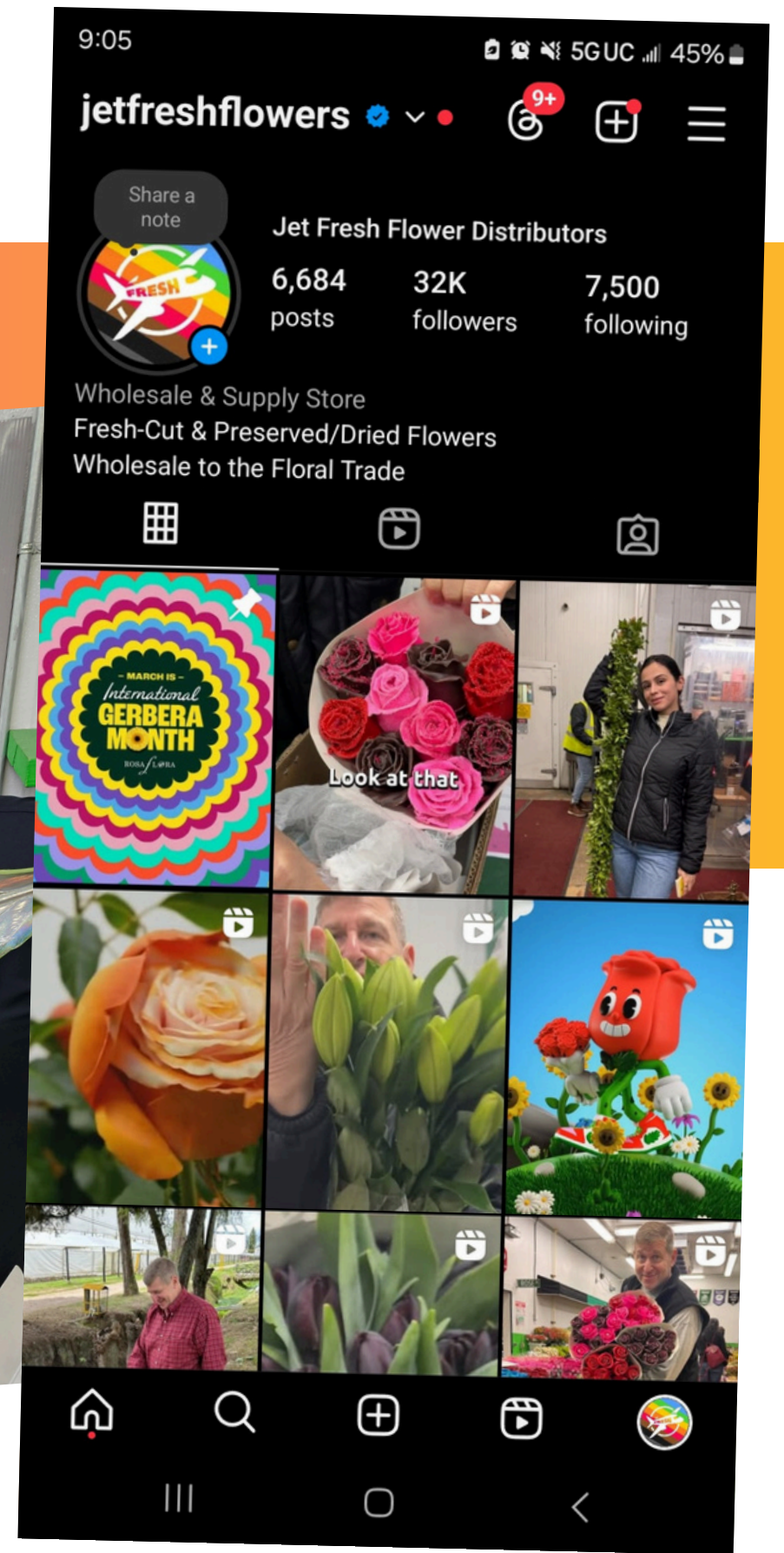
after four years
of individualisation
through words



**ARTIFICIAL INTELLIGENCE CAN ~~NOW~~
GENERATE IMAGES FROM TEXT.**

Keeping it

FRESH



J E T F R E S H F L O W E R S

JOEL

RYAN

EMILIA

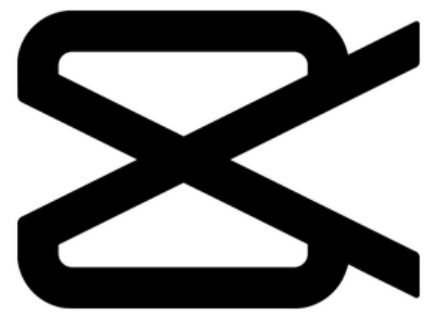
MIMI



MARKETING FANTASTIC FOUR

SAVING THE FLOWER INDUSTRY FROM BOREDOM

Programs/Apps Used Daily



CapCut

Quick Video Editing
Auto Captions
Transitions/Effects



Adobe Suite

Photoshop
Illustrator
Premiere



Canva

Quick Flyers
Presentations
Auto-Editing

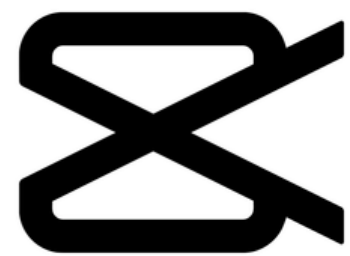


Chat GPT

Responses
Prompts
Ideas

Honorable Mention: **Grammarly**

Capcut



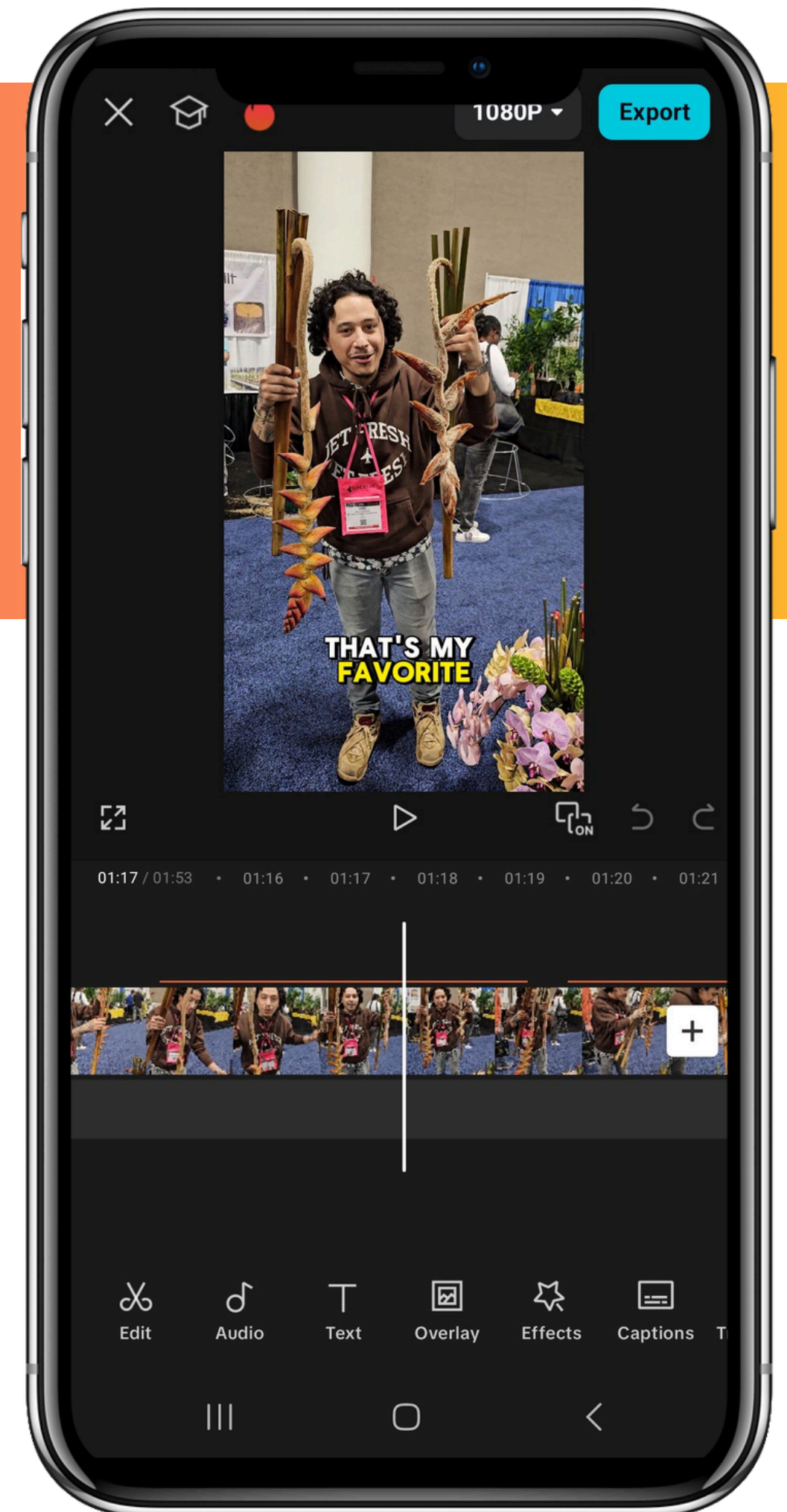
More Robust Design Tools

Improved audience comprehension
Fix bad sound quality
Increased seo and views

**ADA estimates
48 million Americans
with hearing loss.**

Ad recall: Subtitles can increase
ad recall by 8%.

Brand linkage: Subtitles can
increase brand linkage by 13%.



Photoshop/ Illustrator

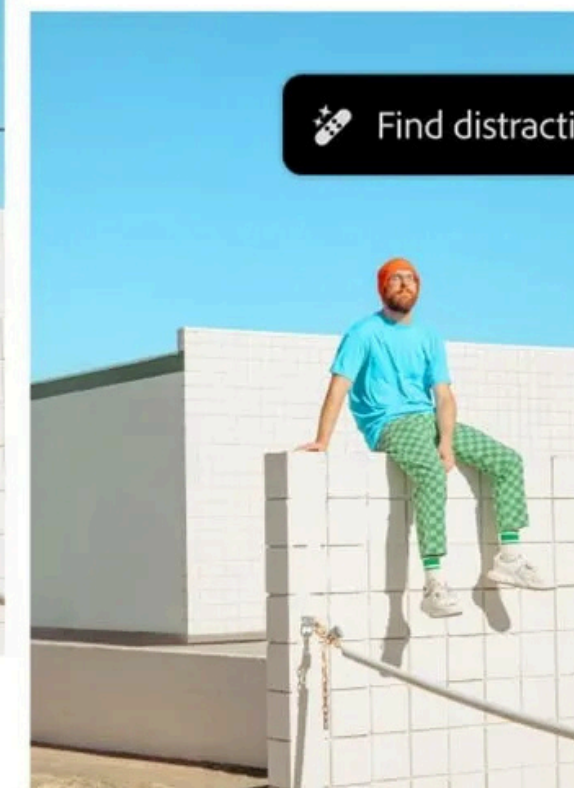
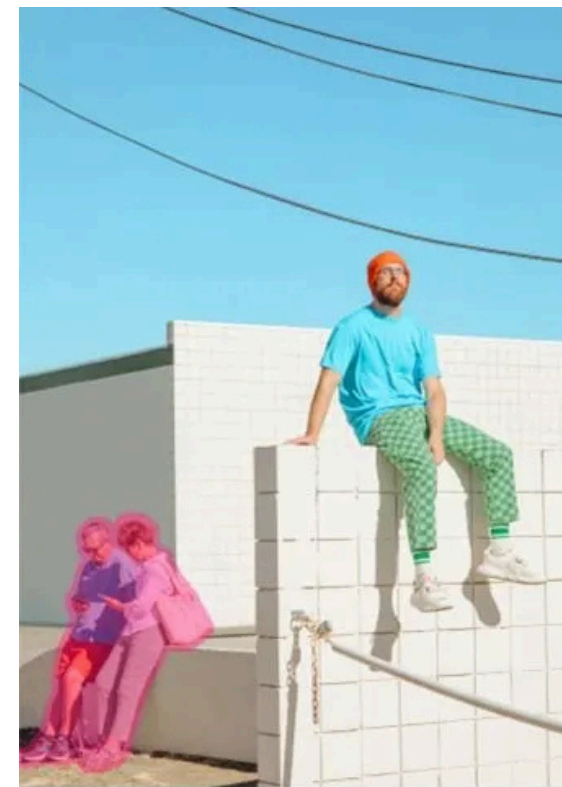


Adobe

More Robust Design Tools

Generative Ai
Declutter
Beta Tools

Match Fonts
Generative Vector
Faux 3D



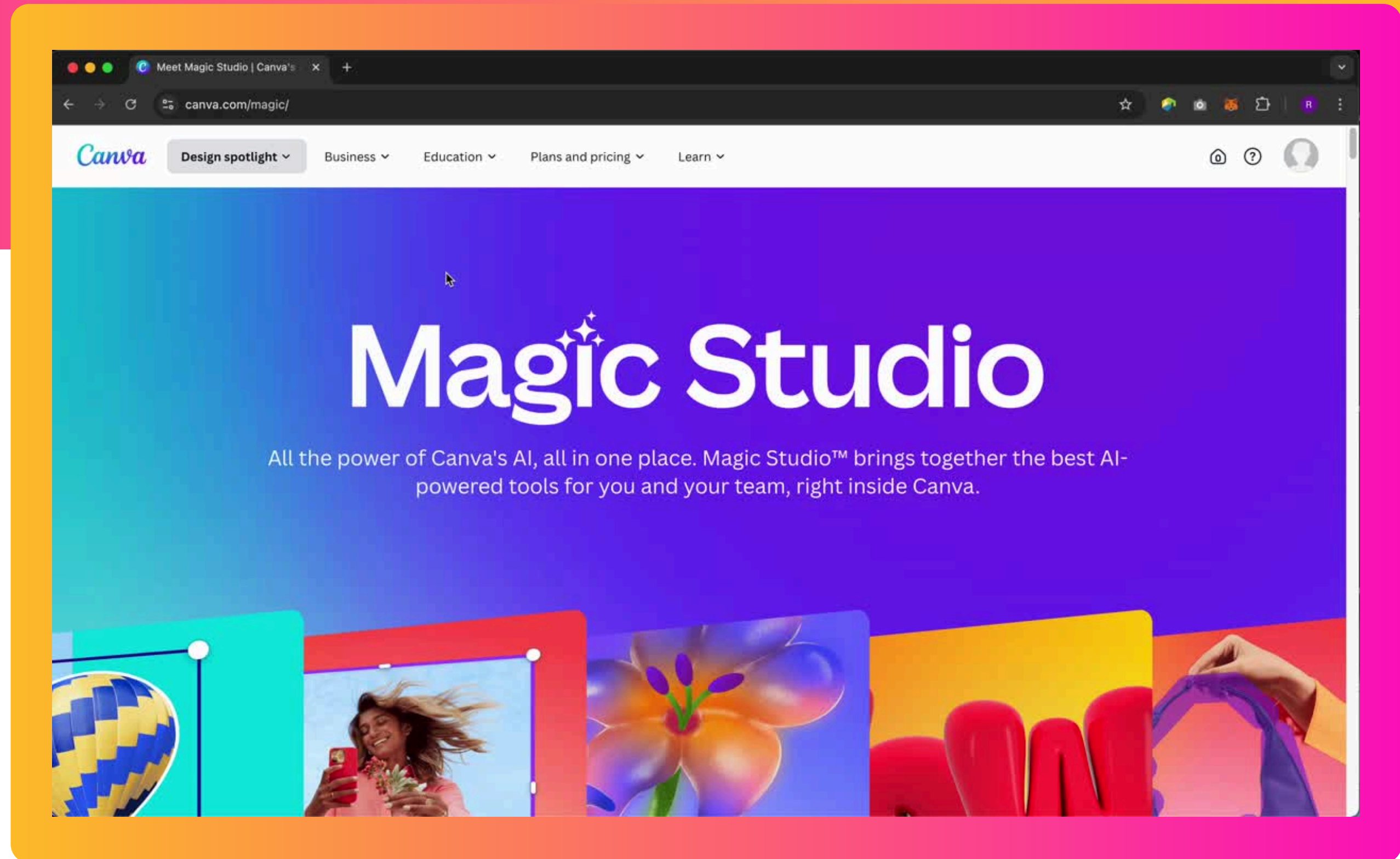
Canva



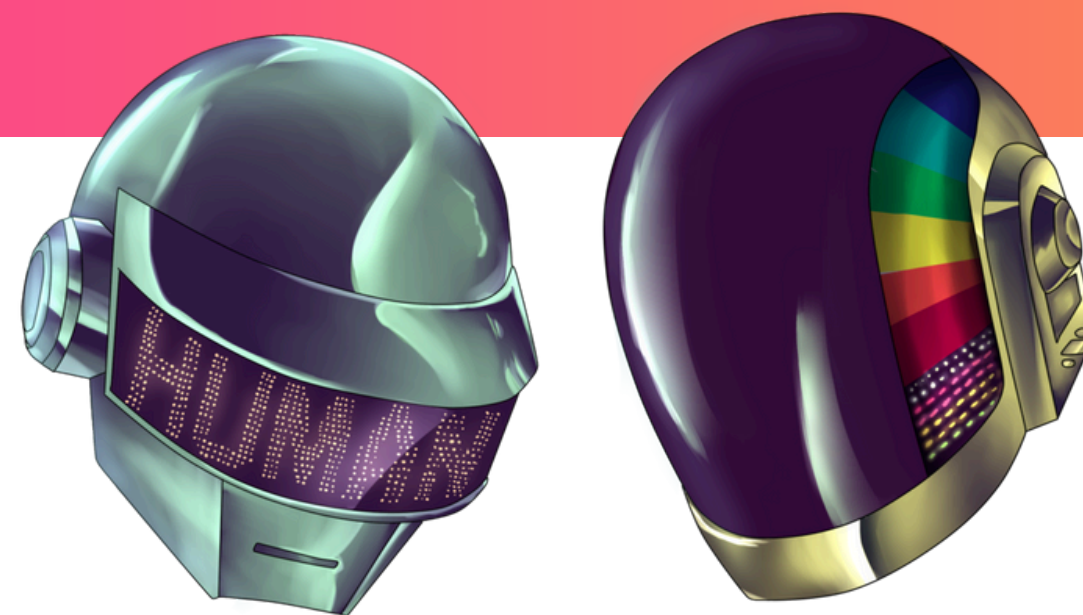
Magic Lab

Dream Lab
Auto-Edit Photos
Auto-Edit Video

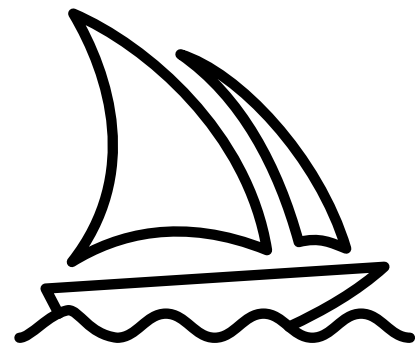
canva.com/magic/



**Marketers want any tools
or tricks that can help us
execute our jobs
faster, better, harder, stronger.**



Ai-Driven Programs



MidJourney

Text to Image
Image to Text



Firefly

Photoshop
Illustrator
Premiere



Sora

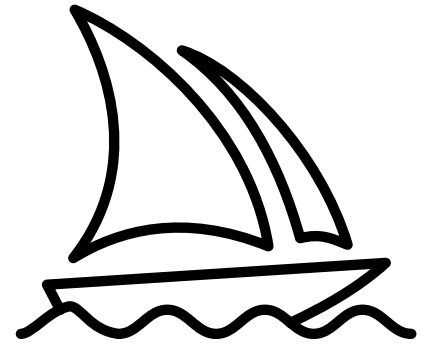
Quick Flyers
Presentations
Auto-Editing



Chat GPT

Responses
Prompts
Ideas

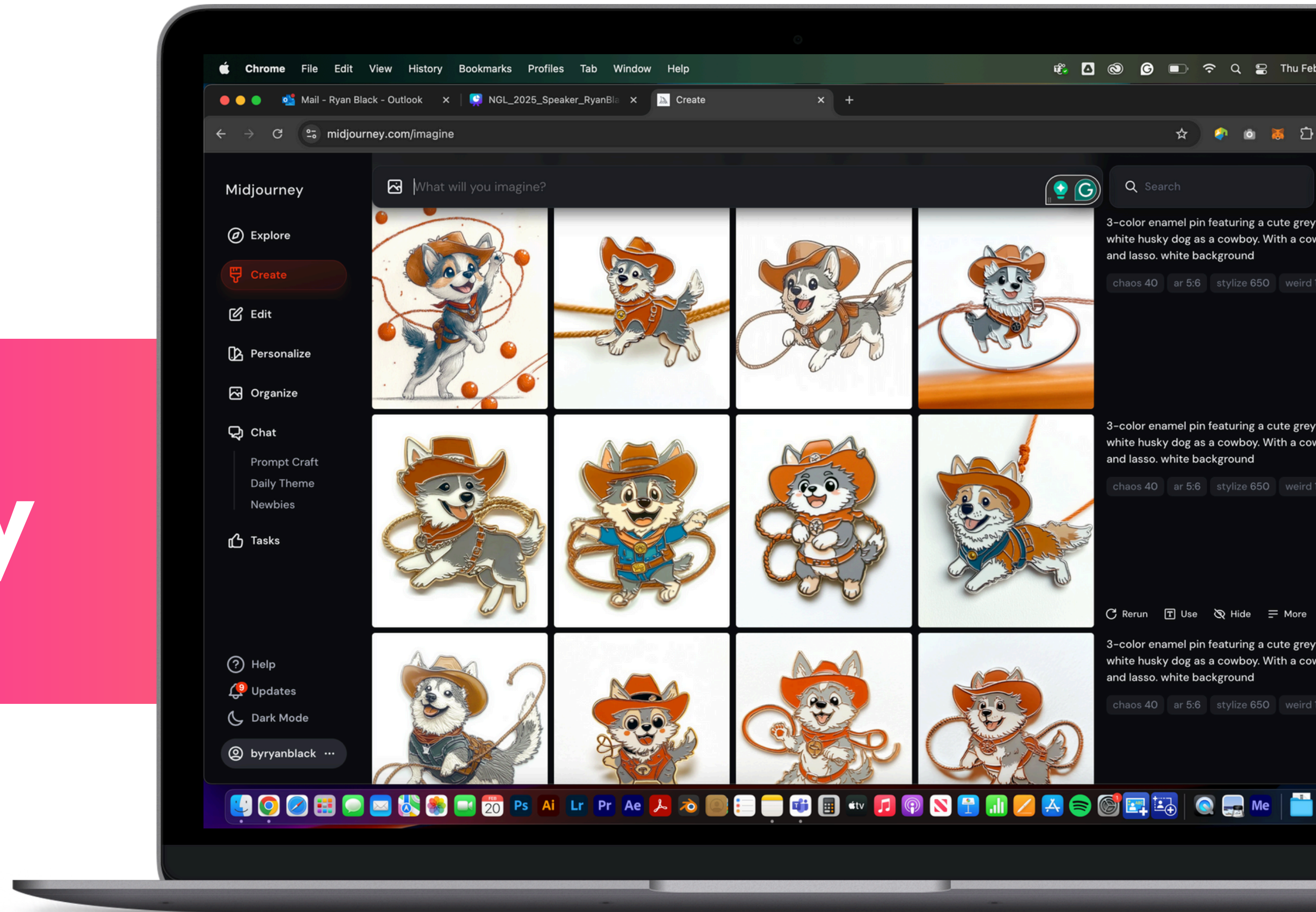
Honorable Mention: **Grammarly**

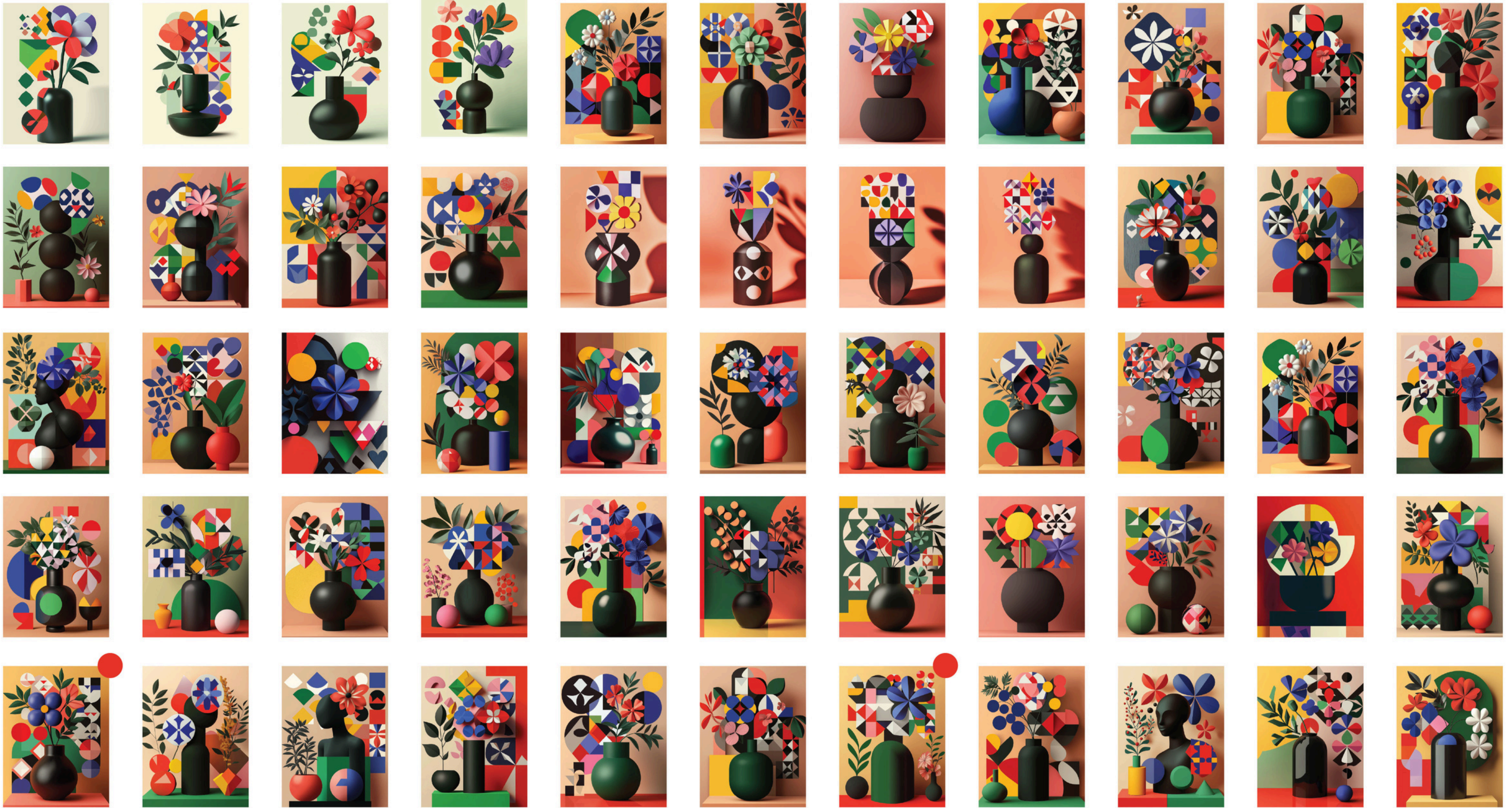


Midjourney

Ai Image Generator

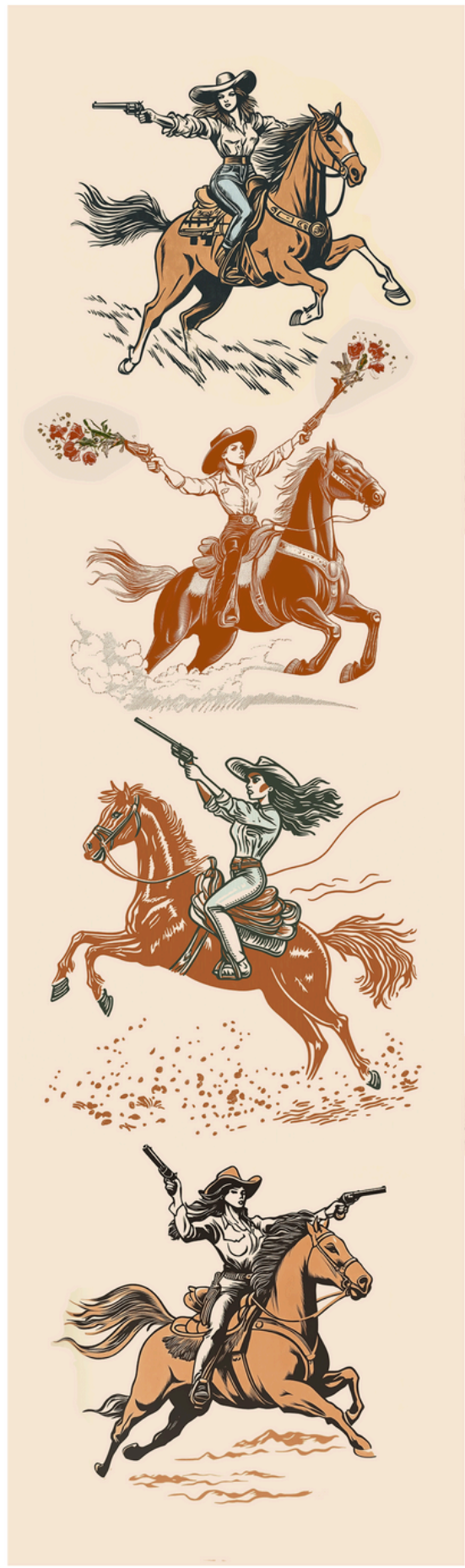
- Text to Image
- Image to Text
- Ai Edit Images

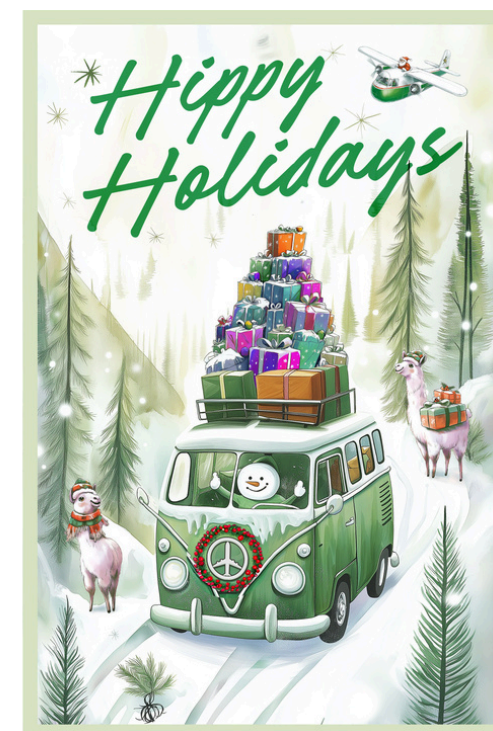
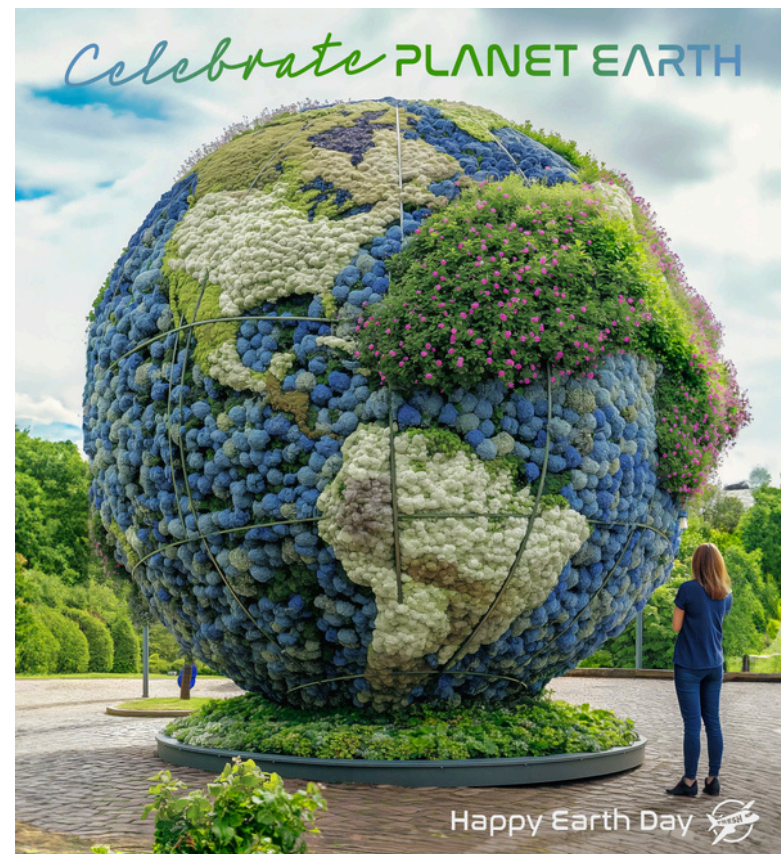


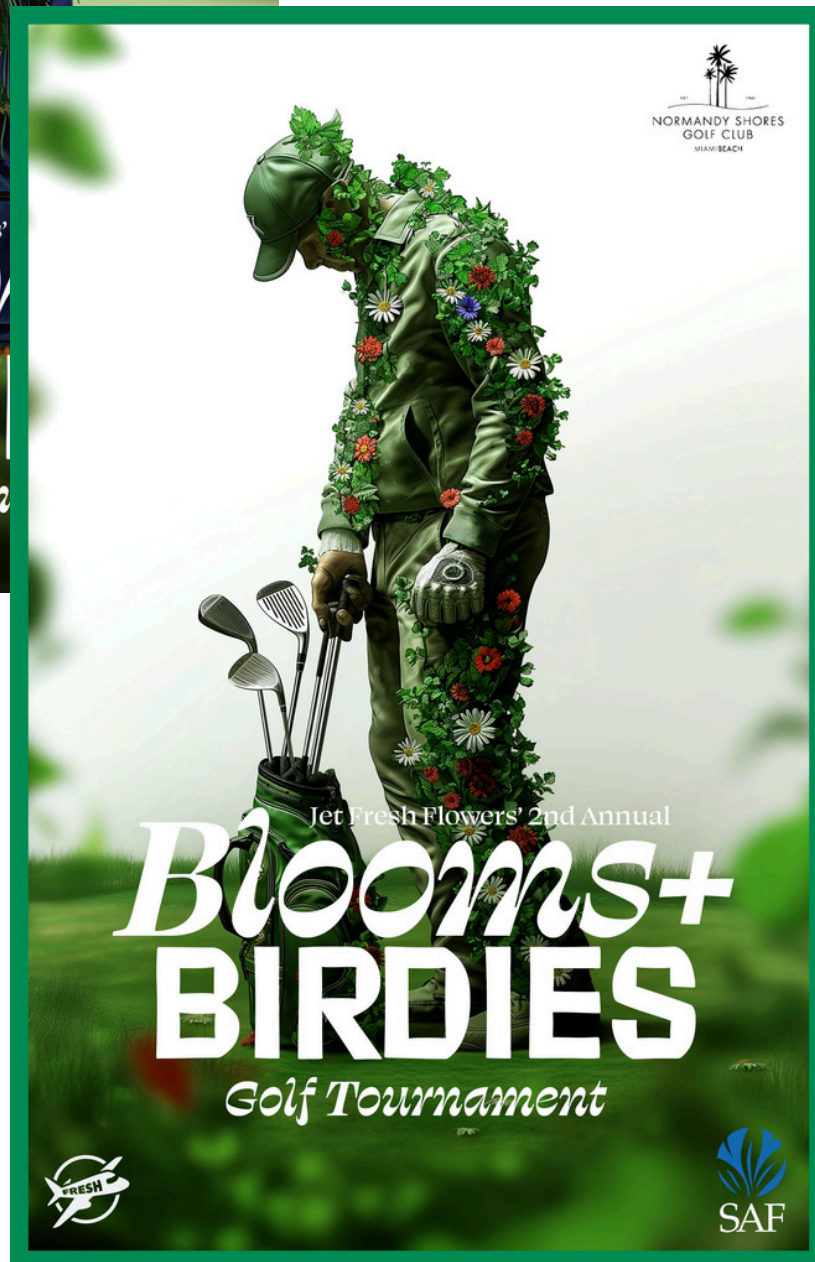


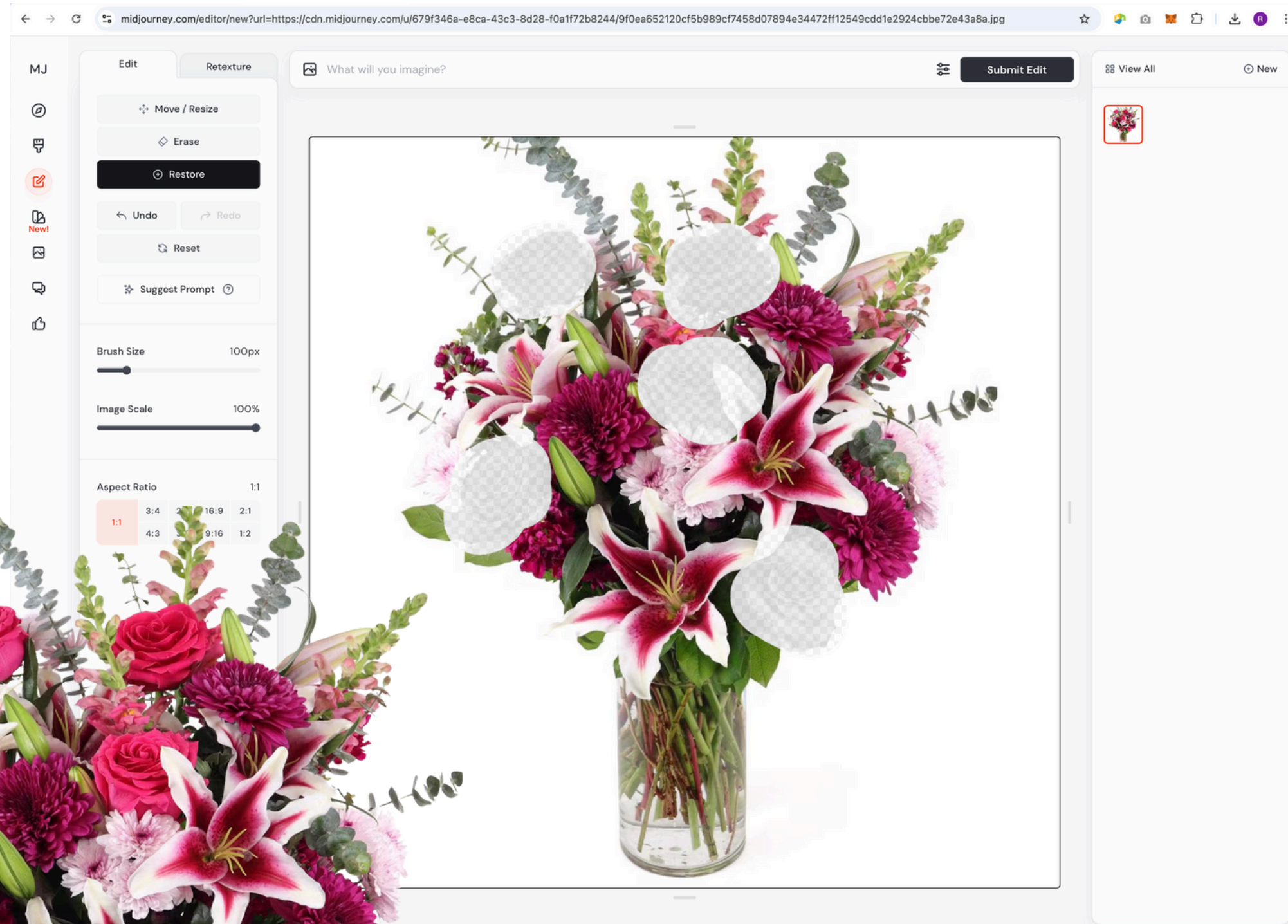












Original Product Pic



Roses removed

Lilies removed



Original Product Pic



Orchids removed

Original
Product Pic



Prompt: Place the vase of flowers
on a table in an office building.





A



B



C



A



B



C



A



B



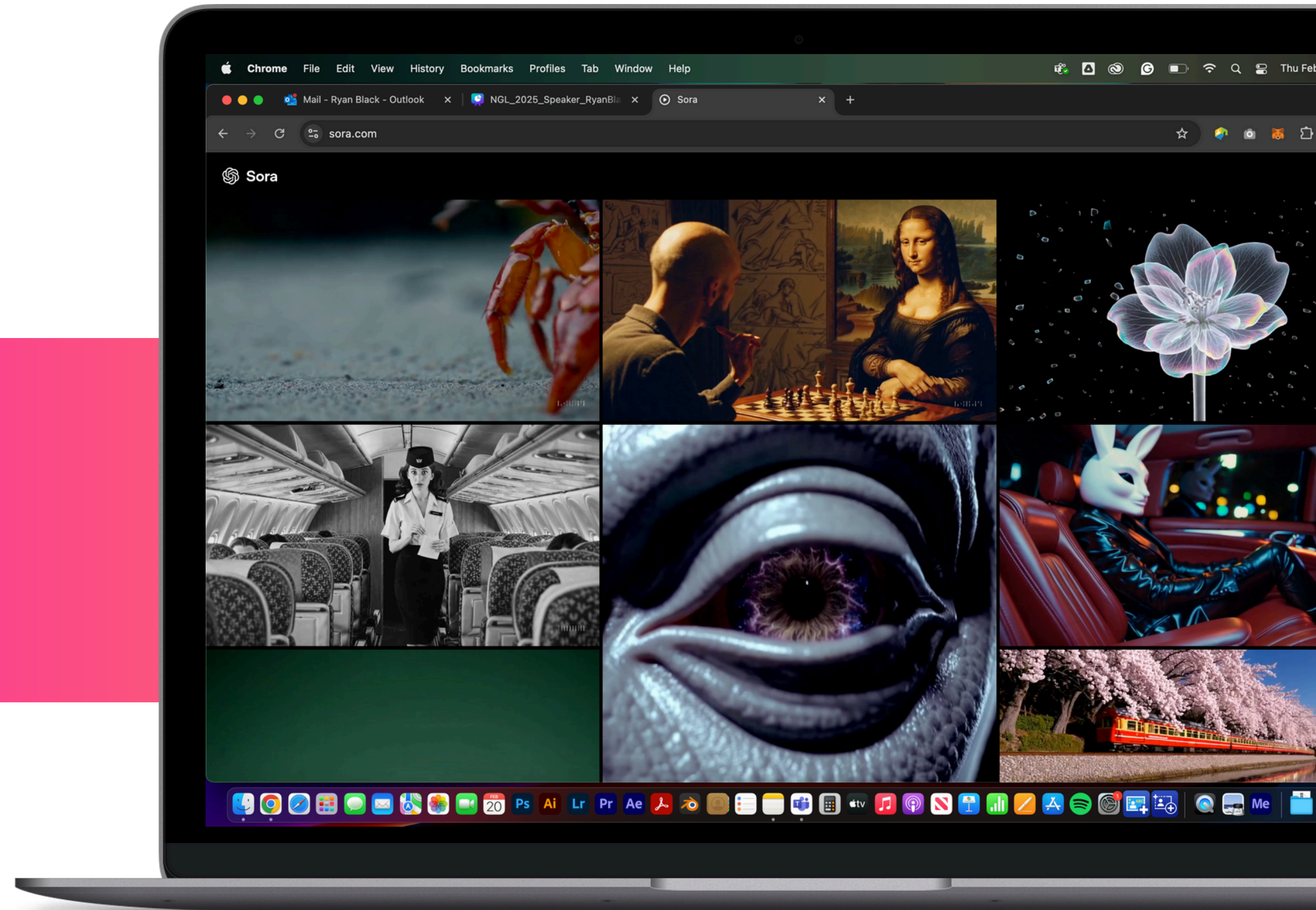
C



Sora

Just the Beginning...

- Text to Video
- Image to Video
- Storyboard Edit

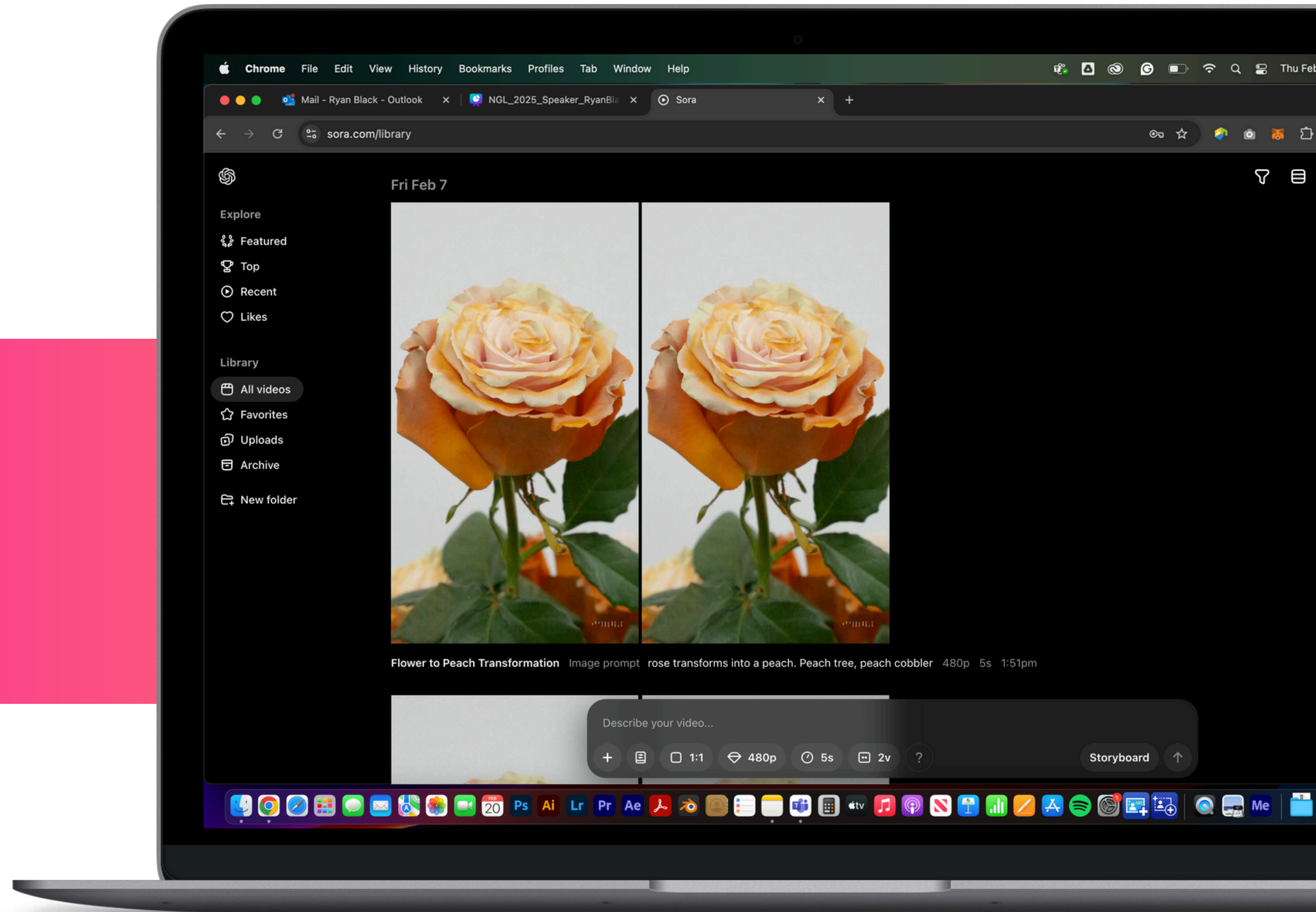




Sora

Just the Beginning...

- Text to Video
- Image to Video
- Storyboard Edit

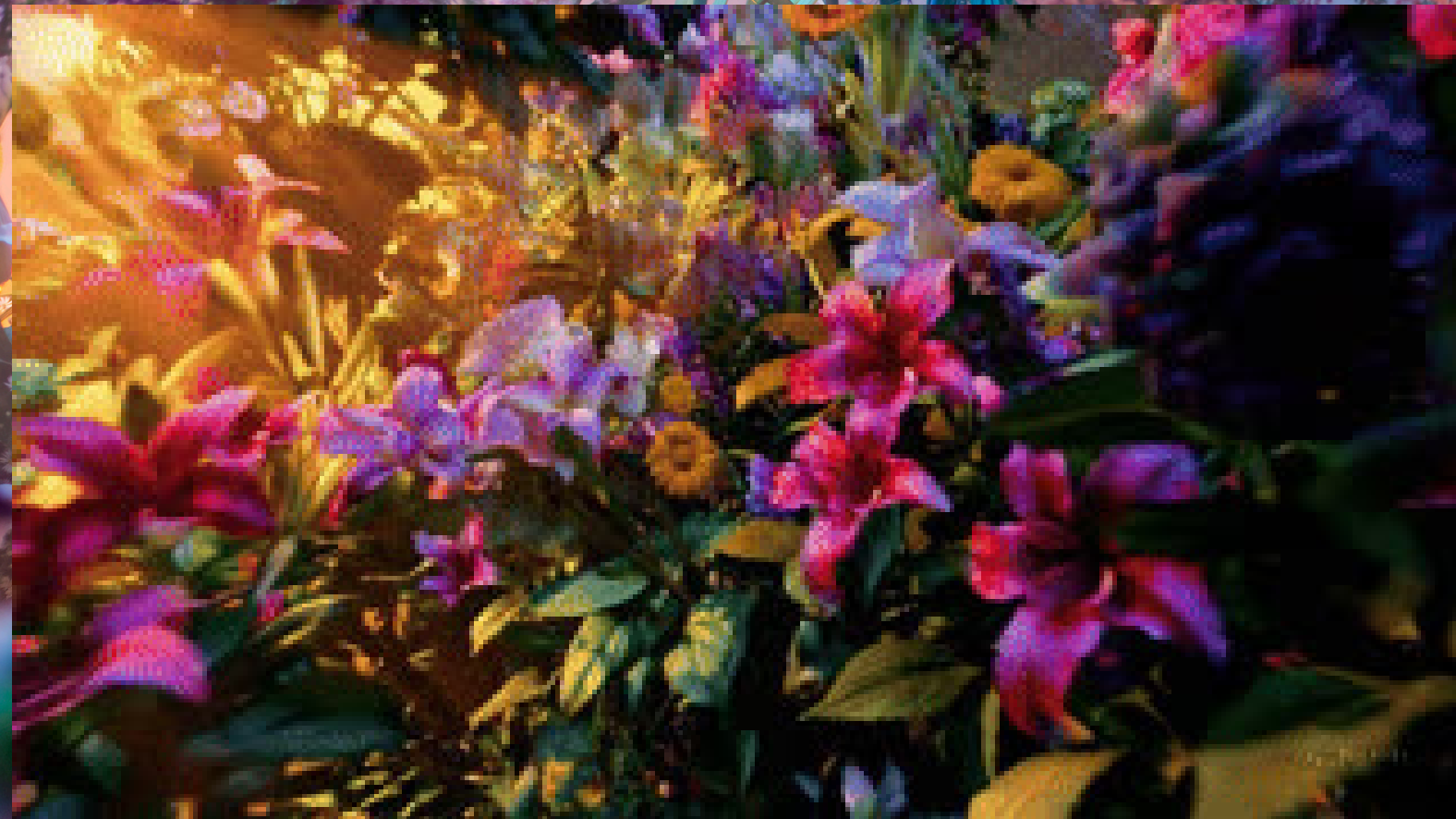




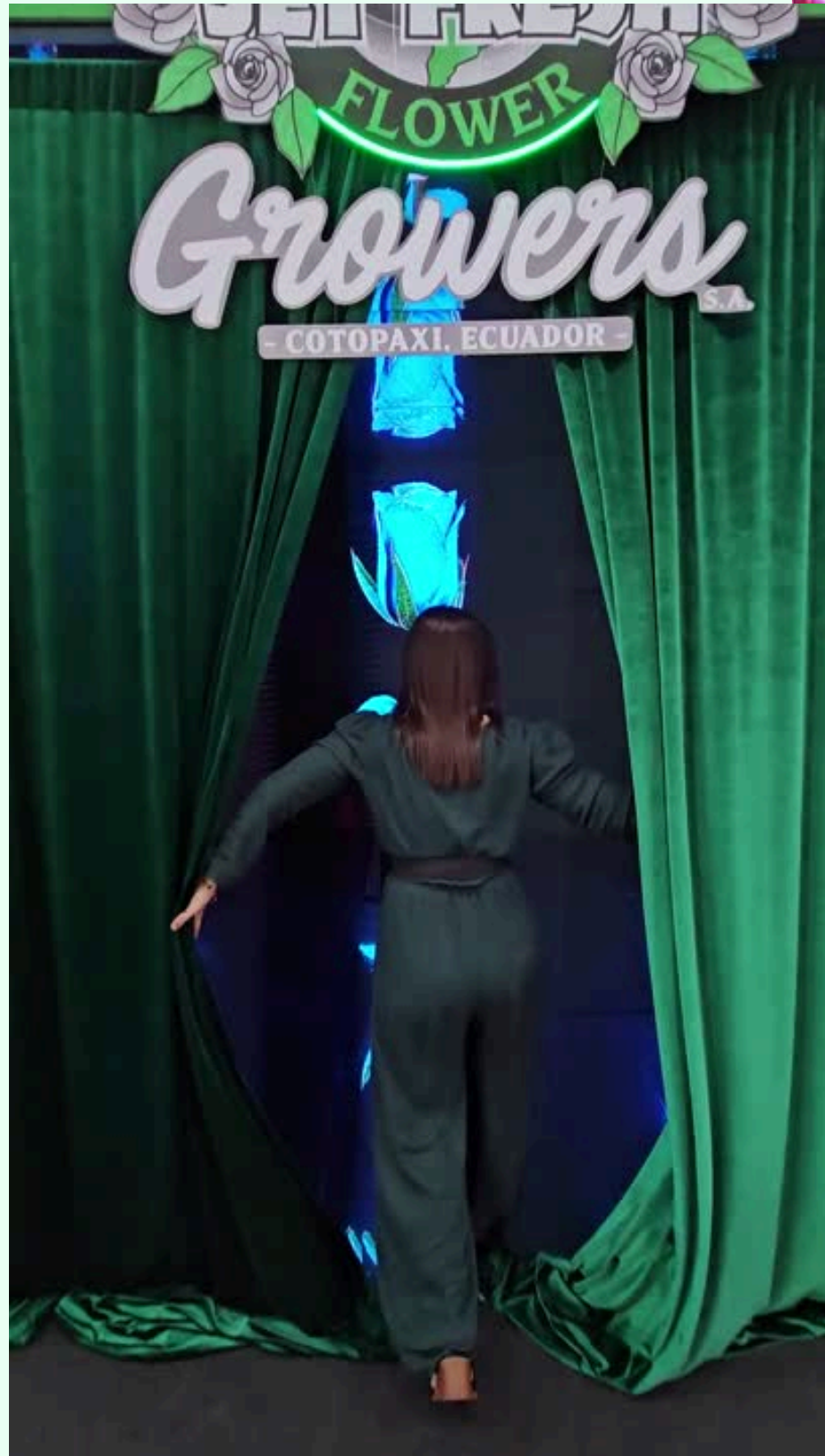
BUMBLEBEE

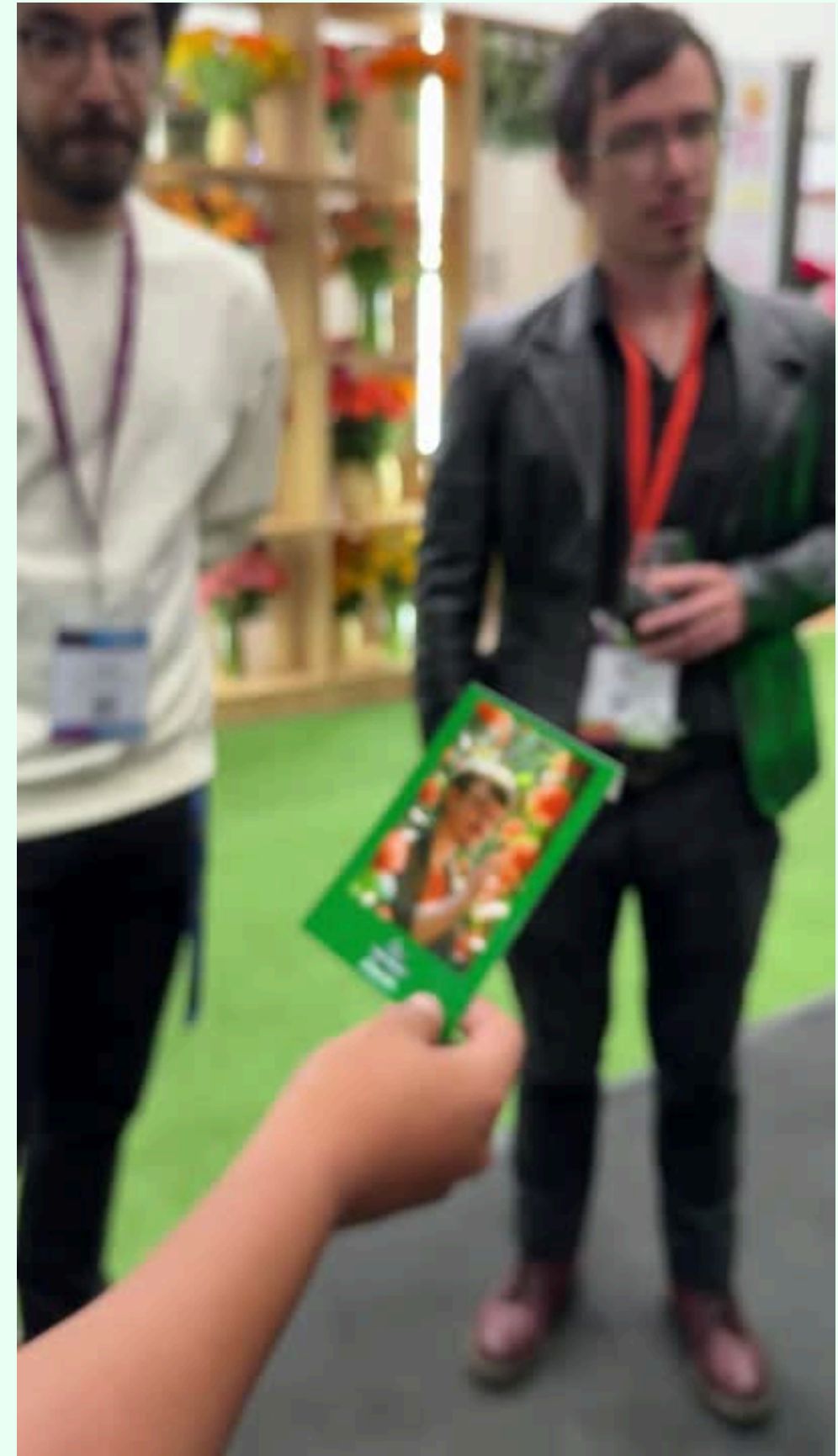
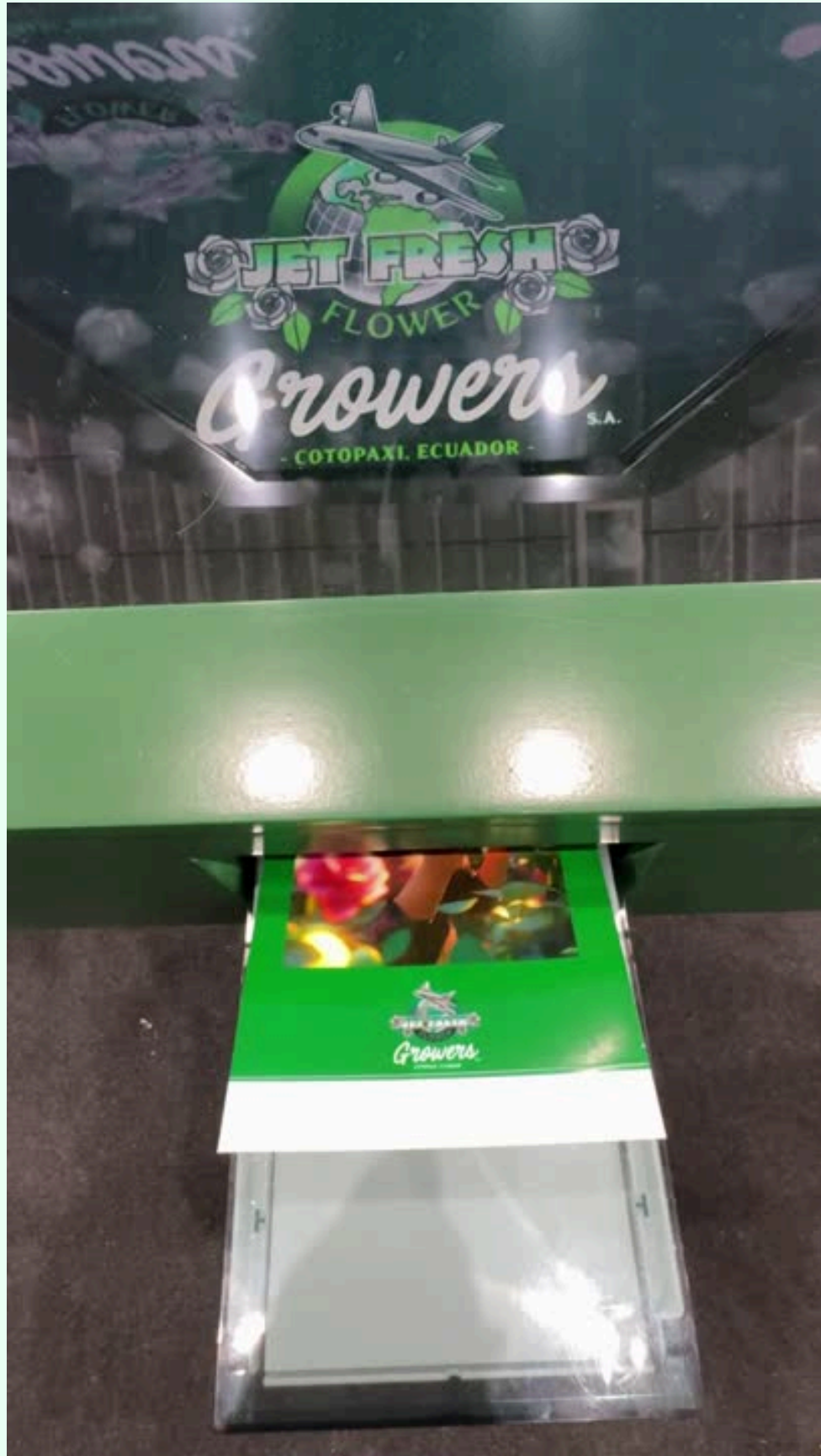


that
flower
feeling™











Starting Picture

Sample Videos





Sample Video



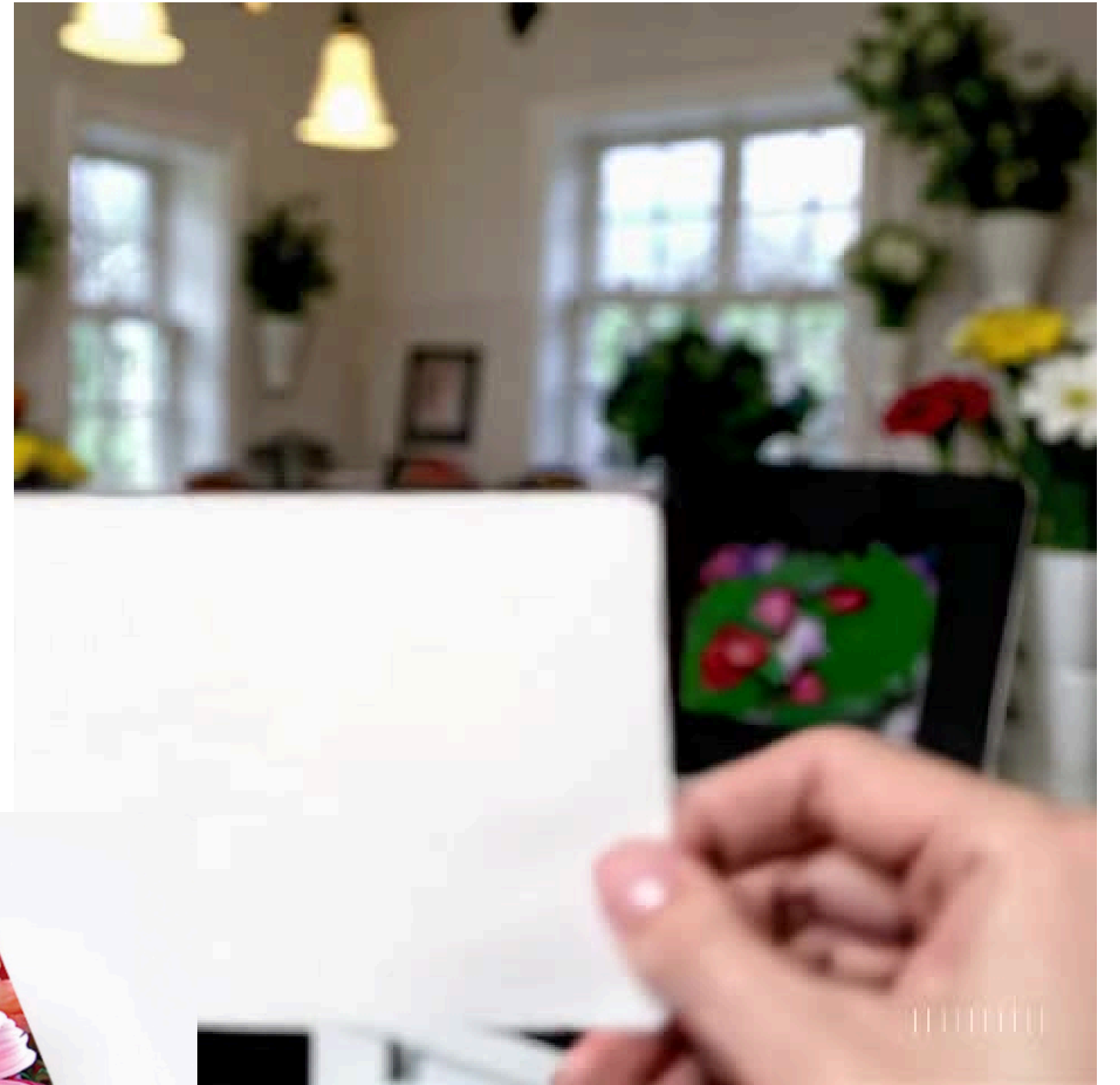
Starting Picture



Sample Video



Sample Video

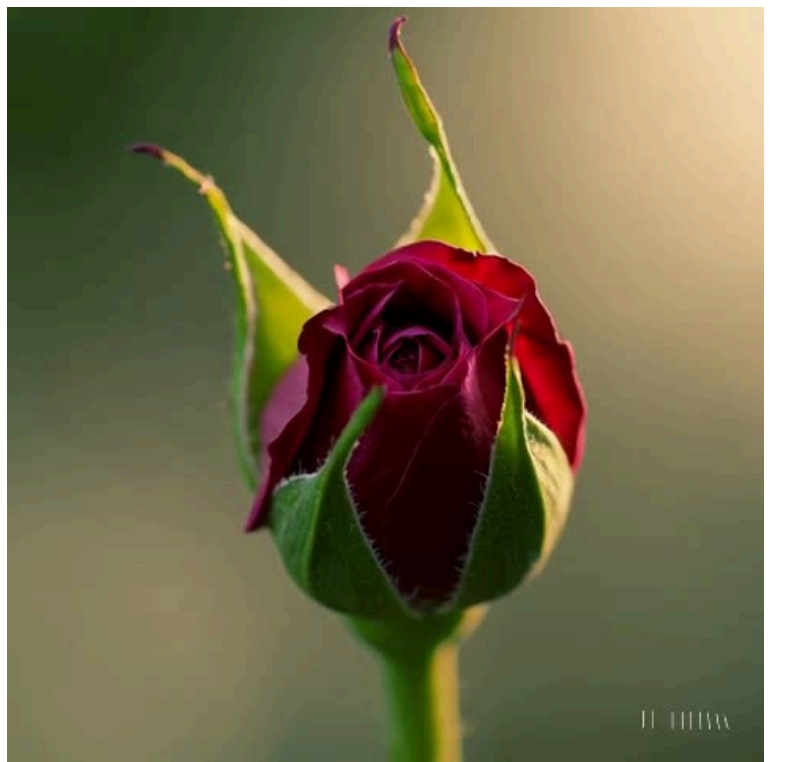


Sample Video



Starting Picture







x

Vip Roses



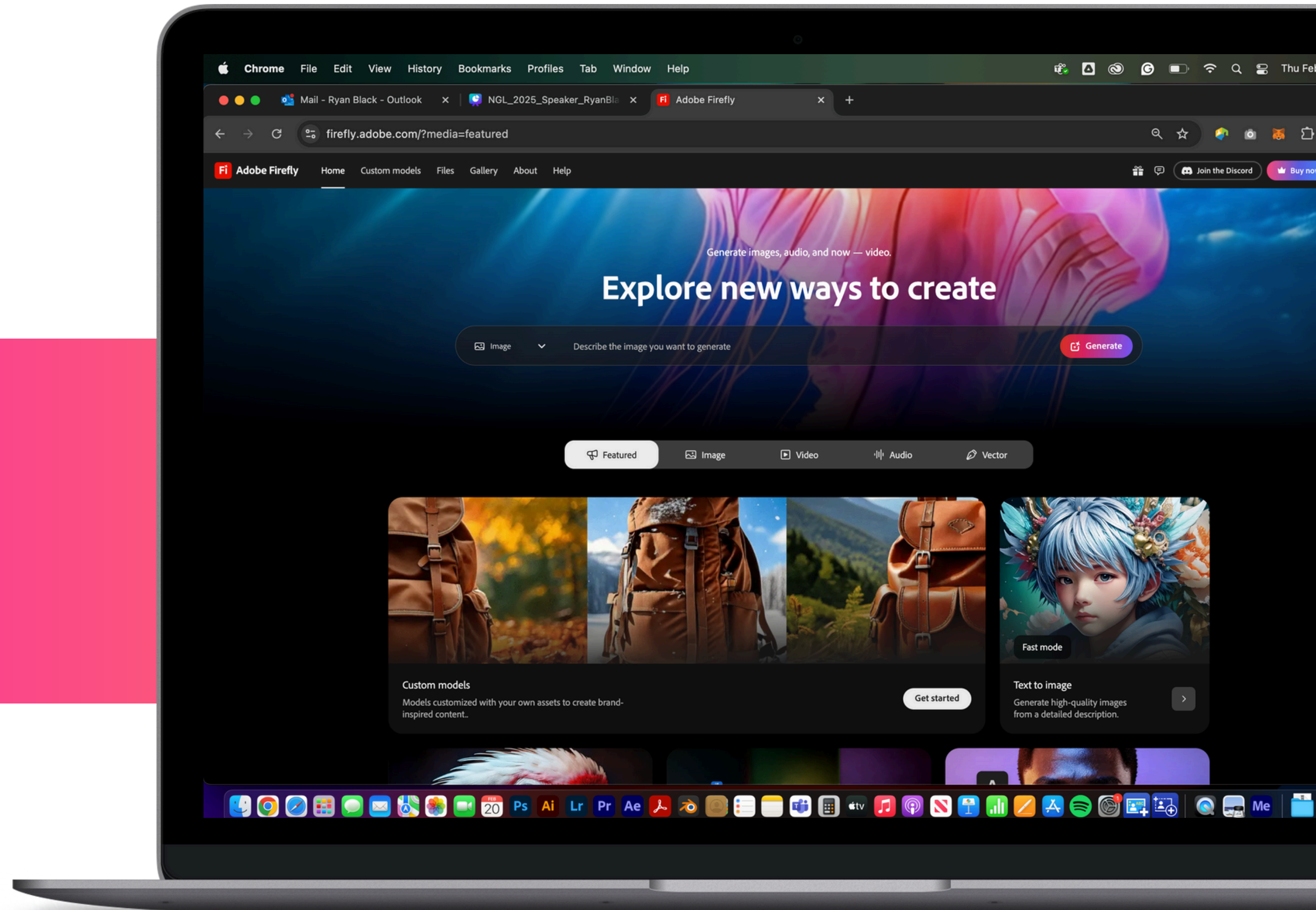




Firefly

Adobe Ai

- Reference Constraints
- Text Styles
- Text to Video

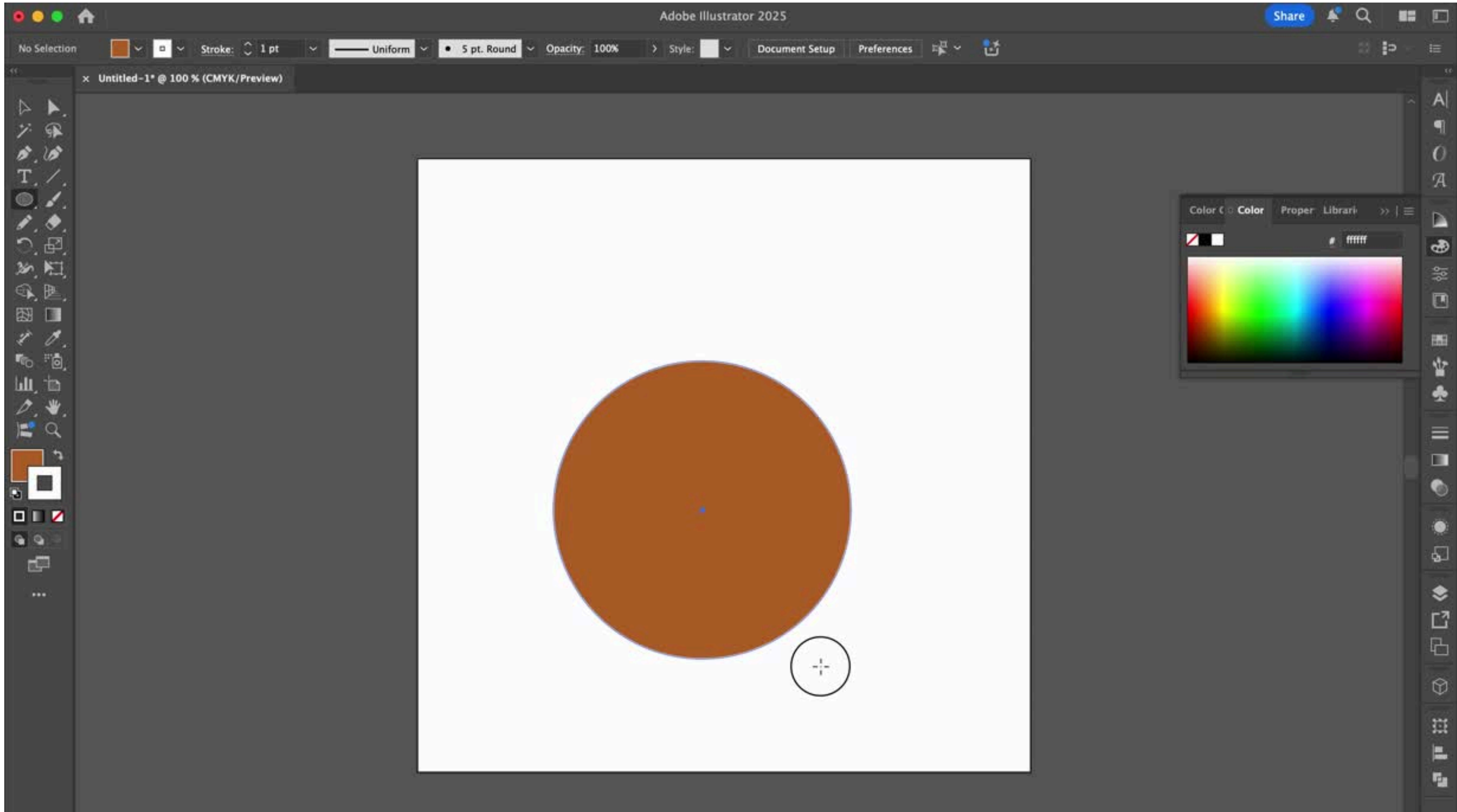


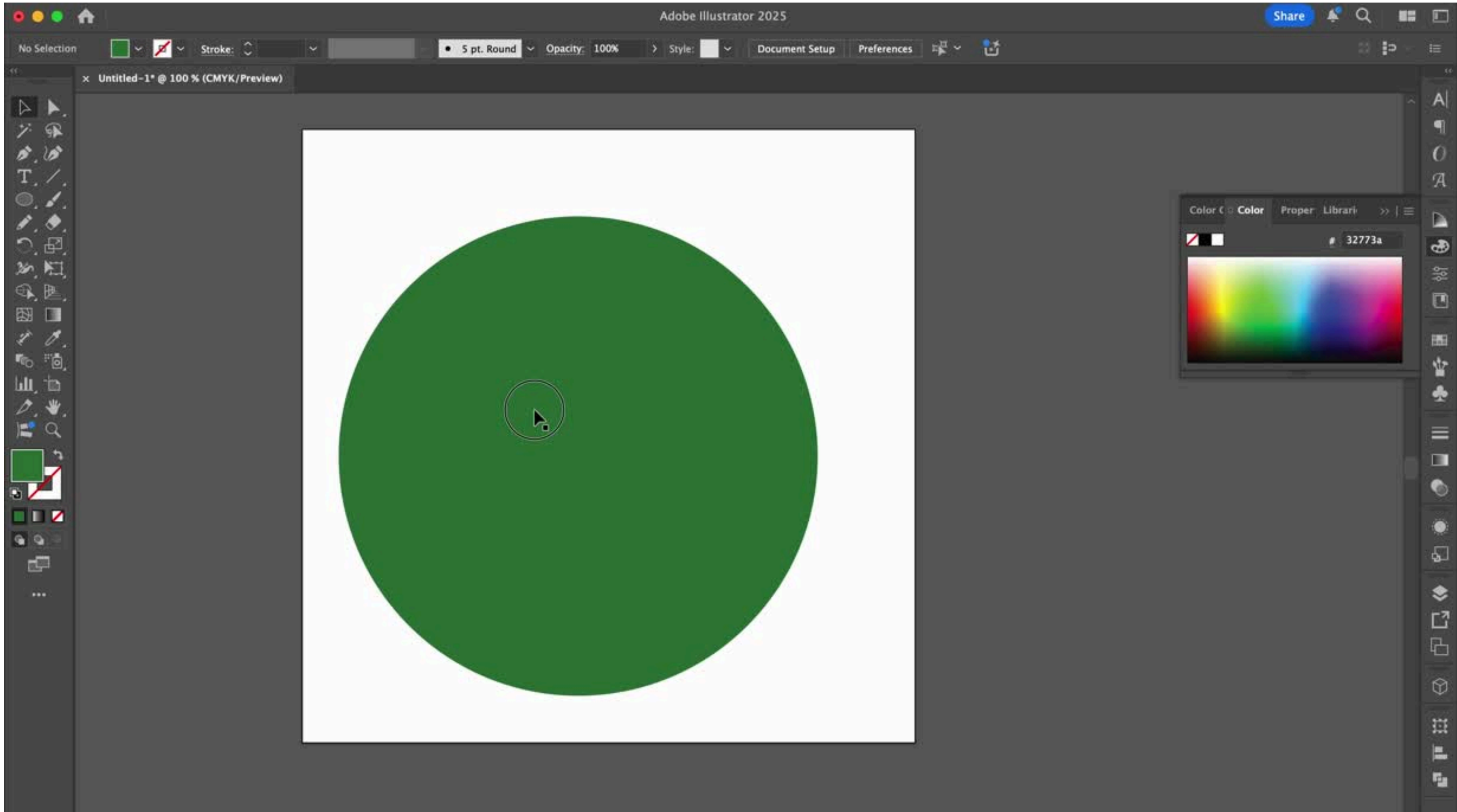


into the elements

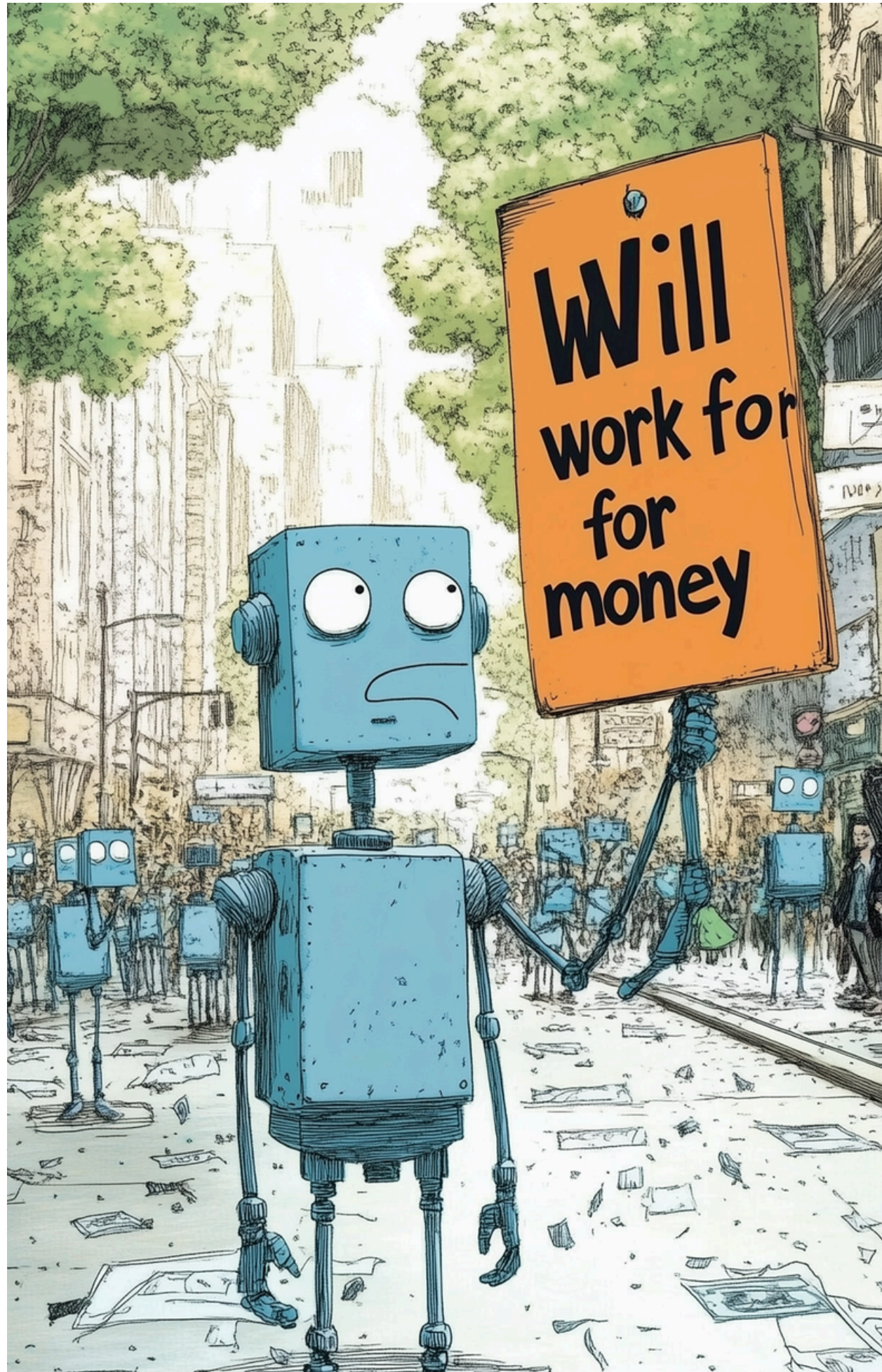
A floral exploration of the 4 elements of life:
water, earth, **fire** & wind.









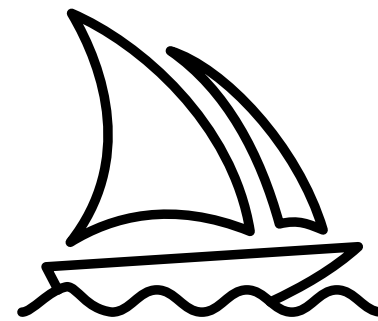


Adobe

Creative Cloud

\$35/month

Different levels and
plan options



Midjourney

\$20/month

"MEGA PLAN"
\$120 per month



Canva Pro

\$10/month

Includes Magic
Studio



Adobe Firefly

\$10/month

2000 credits per
month



Chat GPT Plus

\$20/month

Different levels and
plan options



Sora

Pay by Credits

Included in Chat
GPT Plus plan

Cons of Ai in Marketing

Misunderstanding

- AI lacks the common sense and human behavior that can make content more engaging.
- AI doesn't understand user intent for queries.

Costs

- AI tools, integration, and maintenance can be expensive, especially for small businesses.
- AI requires a certain level of expertise and understanding to use effectively.

Bias

- AI is susceptible to the biases and stereotypes in existing data and discourse.
- AI is unlikely to provide up-to-date information on emerging trends or unforeseen events.

Dependencies

- The quality of insights and decisions made by AI marketing tools is directly proportional to the quality of data they're fed.



**“It’s quite fun to do
the impossible.”**

– Walt Disney

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Marketing Director
Jet Fresh Flowers



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resources and web links



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