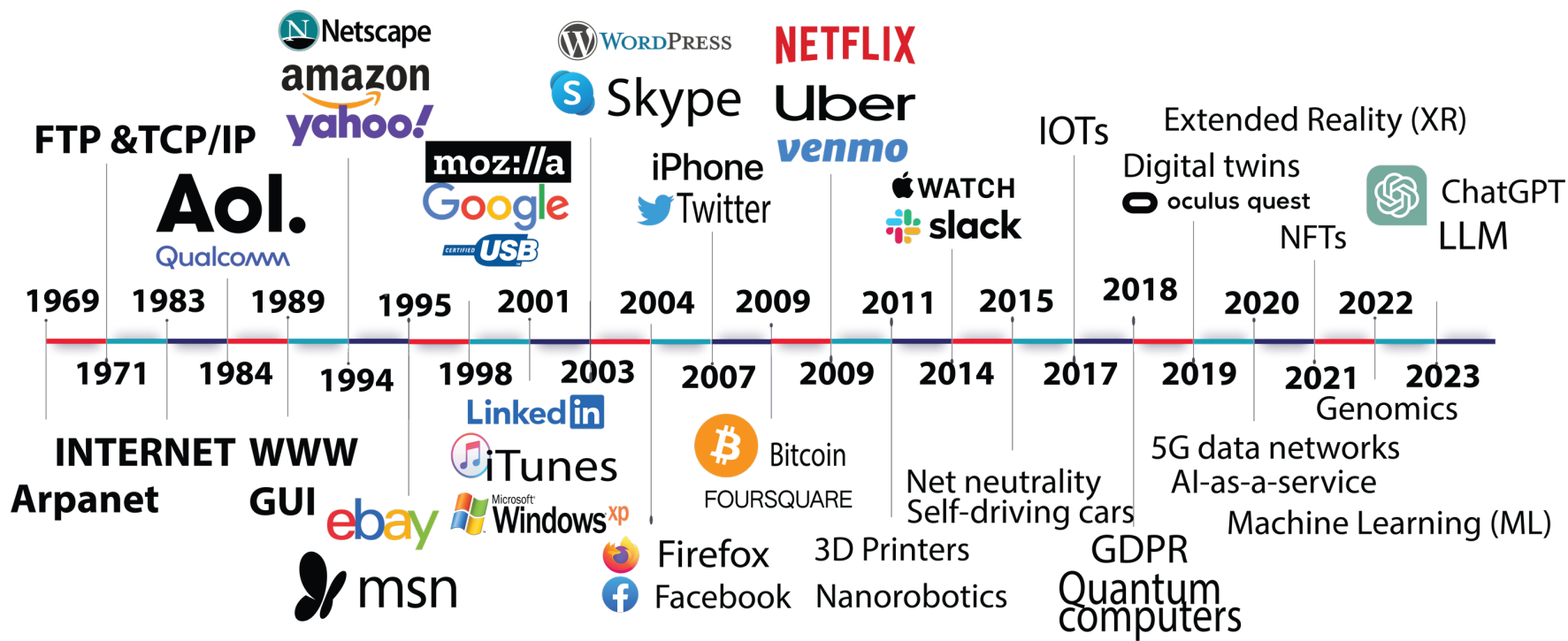


# AI's Dual Edge: Sculpting Opportunities While Dodging Pitfalls with Generative AI in Content Creation



*Disclosure: I am not an attorney. The information provided herein does not and is not meant to, constitute legal advice.*

# WE ARE WITNESSING A SIGNIFICANT TECHNOLOGICAL SHIFT



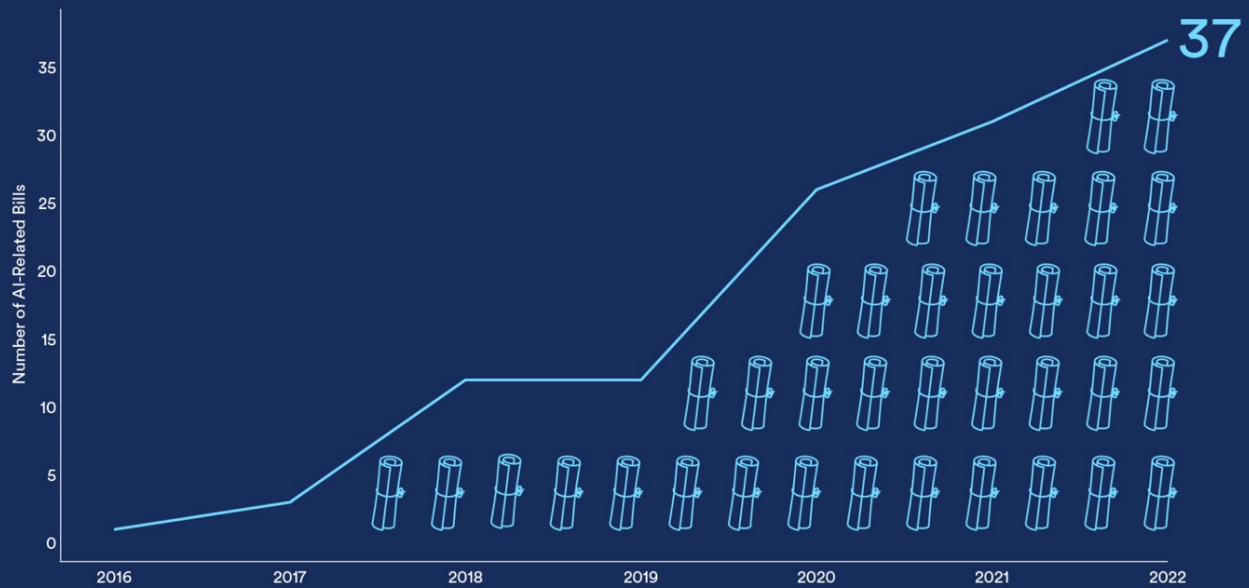
## MIND THE GAP!



We don't have a mature legal, regulatory, or even industry framework within which we can balance out the risks and opportunities that come with leveraging AI.

# REGULATIONS ARE COMING

## Number of AI-Related Bills Passed into Law Globally



Source: AI Index, 2022 | Chart: 2023 AI Index Report

# WHAT DOES THE GLOBAL LEGAL AND REGULATORY LANDSCAPE LOOK LIKE?



## WHAT DOES THAT MEAN FOR ORGANIZATIONS LIKE YOURS?

CONTENT  
CREATION,  
TRANSLATION AND  
LOCALIZATION



MARKETING AND  
SALES  
PERSONALIZATION



BUSINESS  
OPERATIONS



## THROUGH THE LENS OF THREE USE CASES

A life sciences company using LLMs to deliver newly generated and translated content to all local markets for new product rollout.



CONTENT TRANSLATION  
AND LOCALIZATION

A fashion brand uses a CGI model on social media, with synthetic personas and LLMs to increase personalized shopper advertising.



MARKETING AND SALES  
PERSONALIZATION

A gas and chemicals company uses AI to model workforce retention.



BUSINESS OPERATIONS

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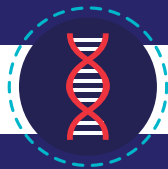
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BUSINESS OPERATIONS





## USE AI TO GENERATE AND TRANSLATED CONTENT

### ROLE



**ALEX CHEN**  
Global Preclinical &  
Clinical Marketing Lead  
Company: InnovateMed  
Solutions

### BACKGROUND

- 21 years global brand management
- 10+ years in clinical product marketing
- Expert in medical product launches
- Deep pharma & life sciences experience

### FOCUS

- Global market penetration success
- Cultural nuances and market trends
- Ensuring a consistent brand experience worldwide
- Launches spanning across North America, Europe, Asia, and Latin America



## HOW ALEX AND HIS TEAM USE LARGE LANGUAGE MODELS

MULTILINGUAL  
CONTENT CREATION



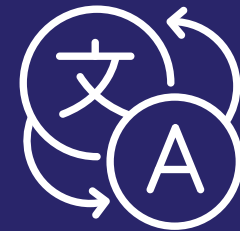
COLLABORATIVE  
EFFORTS



REAL-TIME  
LOCALIZATION



RAPID RESPONSE  
TO TRENDS





## THERE ARE SO MANY RISKS TO THINK ABOUT!

RAJ, THE IT GUY



“What about our cloud server capacity?”

SALLY, THE HEAD OF  
PROCUREMENT



“Acquiring high-quality and diverse datasets for all language pairs can be difficult”

KIM, THE HEAD OF  
DATA AND  
ENGINEERING



“I am concerned about fine-tuning for translation.”

ALEX



“I worry about the bias and style transfer?”

RUTA



“Idiomatic expressions and cultural nuances will be resolved?”

AUDREY



“Legal and ethical concerns are on the top of my mind.”



## WHAT IS INNOVATEMED SOLUTIONS DOING TO CLOSE THE GAP?

- Leveraging data provenance standards
- Using AI guardrails:
  - Dataset preprocessing
  - Bias detection & mitigation
  - Content filtering
  - User feedback loop
  - Controlled generation
  - Context sensitivity
  - Ethical guidelines
  - Adversarial testing
  - Human review
  - Regular audits
  - Transparency & explainability
  - Continuous monitoring & improvement
- Piloting with AI governance tools

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## USE AI TO CREATE SYNTHETIC PERSONAS

A fashion brand uses a CGI model on social media, with synthetic personas and LLMs to increase personalized shopper advertising.



*Image source: AI-Generated synthetic personas*

# WHEN IT GETS PERSONAL

Let's look at a company that is creating personal shopping experience

## BRAND PERSONA: COSMOSTYLE



Using computer-generated imagery (CGI) models, synthetic personas, and language models (LLMs)

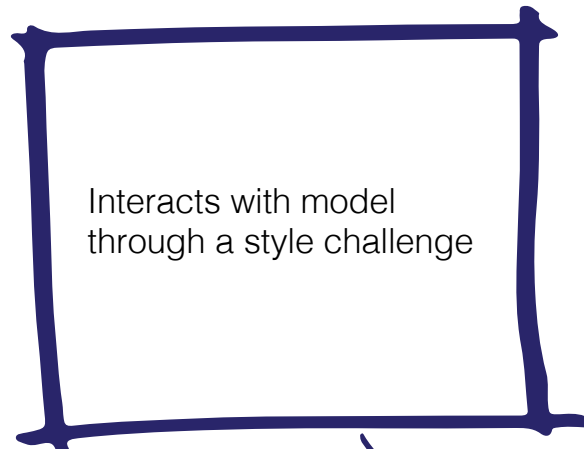
## BRAND VALUES:

- ☑ Innovation
- ☑ Personalization
- ☑ Creativity
- ☑ Authenticity

# Use Case: PERSONALIZED SHOPPER ADVERTISING



Sarah, a fashion enthusiast and active social media user



## INTERACTION STEPS

- 1) Challenge
- 2) Response
- 3) Dialogue with Synthetic Persona
- 4) Product Recommendations
- 5) Language Model Enhancement
- 6) Follow-Up Content



## THE OPPORTUNITIES ARE SIGNIFICANT

- ENGAGEMENT BOOST
- PERSONALIZATION
- MEMORABLE EXPERIENCE
- BRAND LOYALTY
- ELEVATED MARKETING STRATEGY



## BUT THE RISKS ARE ALSO EVER-PRESENT

- Privacy and data protection
- Consent
- False advertising and misrepresentation - Deceptive practices
- Copyright and licensing
- Right of publicity
- Advertisement labeling
- Synthetic persona disclosure
- Content accuracy
- Accountability for content
- Bias and discrimination
- Manipulative practices
- Consumer protection and unfair practices
- Endorsement and testimonial guidelines
- Guidelines



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# USE AI TO MODEL WORKFORCE RETENTION

LLMs PRESENT RISKS AND OPPORTUNITIES FOR USE INSIDE OF THE ENTERPRISE AS WELL

## INTRODUCTION



ChemCorp Solutions

Prominent gases and  
chemicals company

## CHALLENGE

Proactively addressing employee retention challenges by identifying employees at risk of leaving the organization and implementing strategies to enhance job satisfaction, engagement, and loyalty.

## Use Case: ENHANCING EMPLOYEE RETENTION AND SATISFACTION THROUGH AI AND LLMs

### SCENARIO



ChemCorp Solutions observed a trend of higher turnover rates among its technical and specialized employees.

### IMPLEMENTATION STEPS

#### DATA COLLECTION AND ANALYSIS

- Gathering data
- AI analysis
- Identifying "at risk" employees
- Segmentation
- Personalized intervention strategies
- Engagement initiatives
- Leveraging language models for engagement - employee feedback analysis
- Customized communications
- Monitoring and continuous improvement/feedback loop
- Adjustments

### OUTCOMES

- Reduced turnover
- Improved job Satisfaction
- Enhanced loyalty

# WHEN RISKS PERSIST EVEN INSIDE OF AN ORGANIZATION

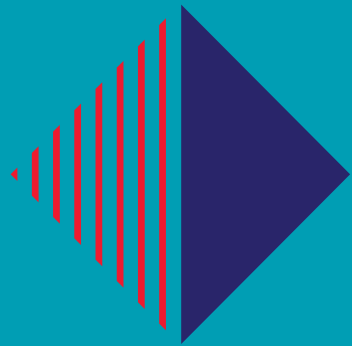
The company faces risks despite leveraging technologies for internal only purposes.



- DATA PRIVACY AND SECURITY
- LOSS OF HUMAN TOUCH
- RESISTANCE TO CHANGE
- MISINTERPRETATION OF DATA
- CULTURAL SENSITIVITY
- LONG-TERM SUSTAINABILITY
- LOSS OF HUMAN EXPERTISE

Employee engagement is a complex issue that requires a holistic approach.

## HERE'S WHAT THE COMPANY IS DOING TO MAXIMIZE OPPORTUNITY AND MINIMIZE RISK



- Aligning with emerging regulations
- Obtaining consent
- Providing transparency
- Combining AI with human touch
- Regularly auditing and monitoring
- Seeking feedback

## THERE ALWAYS HAVE BEEN AND ALWAYS WILL BE RISKS AND OPPORTUNITIES WHEN USING TECHNOLOGY

The risks and opportunities of generative AI and LLMs will continue evolving as we explore applying these technologies to new use cases.



*Stay plugged in!*



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STAY IN TOUCH!



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[kpodnar.com](http://kpodnar.com)

