



## AI for Digital Marketing Bootcamp – Part 2

### AI for Images and Video

This course, delivered by **Evan Mangan** on behalf of the **Local Enterprise Office Clare**, provided a comprehensive look at how businesses can leverage AI tools to create and edit marketing images and videos. Evan emphasized that the session was designed to move participants from a basic understanding of AI to more advanced applications, specifically focusing on **creative marketing assets**. The session included detailed demonstrations of multiple platforms, a deep dive into the **ethics of AI**, and practical strategies for producing high-quality video content.

#### Understanding Copyright and Fair Use in AI

Evan began by addressing a common concern: the legalities of using AI-generated content. He stated that content created by an AI does not currently have a copyright owner. He explained that a New York court case ruled that because AI entities are not legal persons and the person prompting the AI did not create the work themselves, **no one owns the copyright**.

However, Evan provided a **major caveat regarding "style" prompts**. He explained that while you can use AI images for your website or social media, you should avoid asking for content "in the style of" specific copyrighted artists or entities. Evan said that if you specifically request an image in the style of *The Simpsons* or a famous photographer like Rankin, you are potentially **infringing on their copyright**.

Regarding how AI models were trained, Evan mentioned the "fair use" argument. He noted that OpenAI argued that feeding books into an AI to help it "learn" is similar to a parent giving a book to a child to improve their reading. While a judge ruled that OpenAI had to pay for using the material because they "stole" it initially, the ruling suggested that going forward, they can use copyrighted material as long as it is purchased once.

## Comparing Image Creation Tools

Evan demonstrated several key tools for creating images from text prompts, comparing their speed, quality, and cost:

- **Gemini vs. ChatGPT:** Evan conducted a live experiment using the prompt "a black and tan Dachshund lying on a purple lilo in a swimming pool". He found that **Gemini was significantly faster**, taking less than 10 seconds, while ChatGPT took roughly double that time. Evan also highlighted that Gemini offers **unlimited image creation for free**, whereas the free version of ChatGPT is limited to three images per day.
- **Midjourney:** Evan described Midjourney as the tool many experts consider the **best for image quality**. It is a paid service, costing approximately \$10 per month. Evan demonstrated how to use the "Explorer" area for inspiration and explained how settings like **stylization** (the "Instagram look"), **weirdness**, and **variety** allow for granular control over the final output.
- **OpenArt.ai:** Evan introduced OpenArt as a "hub" that pulls together various image models (except Midjourney) into one site. He showed how this tool is useful for comparing how different models, such as **Flux Context Pro or SeaDream**, interpret the same prompt, allowing users to find the specific model that works best for their brand.
- **Grok:** Evan explained that Grok, developed by Elon Musk's xAI, is a powerful alternative that is **100% free and unlimited** for image and video creation. Evan noted that Grok is often **less filtered** than ChatGPT or Gemini, providing more honest and direct responses.
- **Canva:** While not a dedicated AI tool, Evan acknowledged its popularity among marketing professionals. He demonstrated Canva's AI features, such as **Magic Eraser** for removing objects and **Magic Edit** for changing elements within an image. However, he noted that Canva's AI quality has recently fallen behind dedicated tools like Gemini.

## Advanced Image Manipulation with "Nano Banana"

A major highlight of the course was the demonstration of **Nano Banana**, the codename for **Gemini's Flash Image Creator**. Evan said this tool is revolutionary because of its **consistency**. Unlike older AI tools that would change the entire scene when asked for a small edit, Nano Banana can keep the original image intact while only changing the specific element requested.

Evan showcased several marketing-specific uses for this technology:

- **Product Placement:** Taking a basic photo of a product (like a Nutri-Grain bar or wooden cats) and asking the AI to place it in a professional **lifestyle setting**, such as a breakfast table or a cozy bookshelf.
- **Clothing Edits:** Changing the colour of a dress from red to black on a model while keeping the model and background identical.
- **Scene Adjustments:** Erasing tourists from travel photos, changing the weather to a "snow blizzard," or altering a room's lighting to look like evening time.

- **Text and Branding:** Changing the wording on neon signs or creating complex **infographics** from long Word documents.

Evan noted that the **Pro version** of this tool is built directly into Gemini, offering better text accuracy, translation capabilities, and the ability to handle complex prompts involving multiple items.

### **Ethics and Transparency in Marketing**

Evan spent significant time discussing the **EU AI Act** and the importance of **transparency**. He advised that businesses should not use AI to deceive customers. He shared a simple rule for when to declare the use of AI:

- **No Declaration Needed:** If you are using AI for basic image editing (similar to Photoshop), such as changing a dress colour or showing a real person from a different angle.
- **Declaration Recommended:** If you are creating a scene or a person that **does not exist**, such as an AI-generated model carrying a handbag or a product placed on a fake table.

Evan suggested using a simple asterisk or a hashtag like **#AIassistedimage** in captions to maintain honesty and build brand trust. He warned against using AI to write social media copy, as audiences may feel the brand "can't be bothered" to connect with them personally.

### **Creating Marketing Videos with AI**

Evan explained that AI video technology is currently "a year behind" image technology. He said that video creation is much more expensive for AI companies, which is why free video tools are rare.

His primary recommendation for video was to **start with a high-quality image** you love and then ask the AI to animate it. He demonstrated this process:

1. Generate an image in Gemini or Midjourney.
2. Use a tool like **Grok** or **Midjourney's "Animate"** feature to turn that image into a 5-6 second clip.
3. Combine multiple clips (different angles of the same product) in a video editor like the **"Edits" app** to create a full marketing Reel with music.

Evan said that while AI video can be useful for showcasing products in situ, it often requires "tweaking and redoing" to look natural, and businesses should continue making real videos of themselves and their products whenever possible.

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## Action Point List for Participants

- **Review Your Image Strategy:** Experiment with **Gemini (free)** to see if it can produce high-quality, unlimited images for your brand's headers or social media posts.
- **Trial Advanced Manipulation:** Use **Nano Banana** in Gemini to take your existing product photos and place them in professional-looking "lifestyle" environments.
- **Implement Transparency:** Decide which of your upcoming posts will feature AI-generated scenes and ensure you include a hashtag like **#AIassistedimage** to stay compliant with ethical standards.
- **Explore Professional Options:** If you require high-end artistic results, consider a one-month subscription to **Midjourney (\$10)** to access its superior stylization and quality.
- **Experiment with Video:** Take a successful AI image of your product, bring it into **Grok**, and animate it to create a short video clip for your next Instagram Reel.
- **Consolidate Tools:** Check **OpenArt.ai** to explore various AI models in one place and find the one that best matches your brand's aesthetic.
- **Check Privacy Settings:** Go into the settings of tools like **Grok and ChatGPT** to ensure your data is not being used to train their models.
- **Stay Updated:** Access the updated course notes via the link provided and consider following Evan's monthly email updates to keep up with the fast-changing AI landscape.

*This was created with the help of one of our AI colleagues 😊*