

Cannes in Cairns 2024

Pip Bingemann
Co-Founder Springboards.ai



**AI IS RIPPING
APART THE
AD WORLD.
AND DAMN,
ISN'T IT
ABOUT TIME?**



THE MACHINES ARE HERE


**BUT THEY HAVE
ALWAYS BEEN**

**AND I THINK THEY
FUCKED UP OUR
INDUSTRY**

FOR THREE REASONS.

01.

ADVERTISING BECAME SELF SERVE



Aussie Nowra
Sponsored
Library ID: 1848878498872399

****COMPETITION TIME****
🚗🏠 Shoalhaven, are you ready for the adventure of a lifetime?

You could be the lucky winner of Aussie's prizes!

Are you lucky enough to score the Grand Prize? Win a Toyota Hilux & Ezytrail Caravan!...

WIN
A SHARE OF
\$65,000
IN WEEKLY PRIZES

\$500 & \$5000
GIFT CARDS
UP FOR GRABS

**Apple Vision Pro**

**+ 2 SETS OF
APPLE
VISION PRO
GLASSES**

Ready to win?*


Aussie Nowra
02 4422 8700



My Local Tuckerbox
30 April at 19:00 · 🌐

A **GIVEAWAY** just in time for **Mother's Day** 🍷🍷
[Pssst... Every entrant receives 5% OFF!]

Enter now to WIN \$150 My Local Tucker Box Voucher • Seafood • Meat • Fui... [See more](#)

**TUCKERBOX**
fruit & veg • meat • seafood

WIN A \$150 BOX

+ ALL ENTRANTS RECIEVE A
5% DISCOUNT CODE



WINNER ANNOUNCED 10T



FlatOut Massage Singleton
17 March · 🌐

🌟 Exciting News 🌟
I'm thrilled to introduce Adam and Brandon, my amazing new massage therapists! They're ready to provide top-notch treatments just for you.

Enjoy 40% OFF on massages for you and your friends, so spread the word. Limited time offer!

Book now online or by texting 0448 410 557 with Adam or Brandon for the ultimate relaxation experience!

Looking forward to seeing you soon!

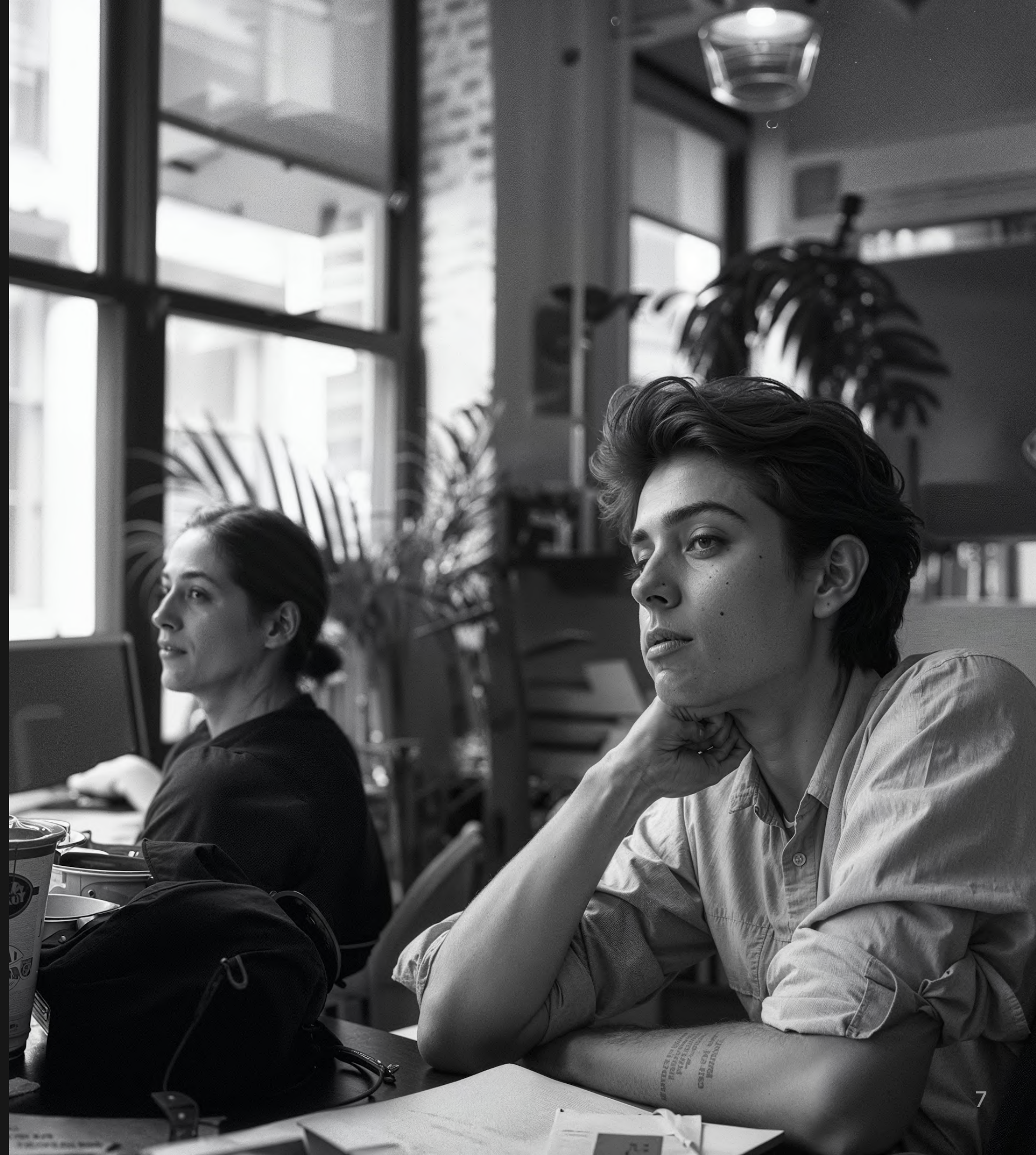
**FLATOUT**
massage

FlatOut Massage Singleton - 6 Wilkinson Boulevard - Hunterview | Fresha

[Call now](#)

02.

RELEVANCE OVER DISTINCTION



03.

WE BECAME SLAVES TO NUMBERS





**MACHINE LEARNING ONLY
EVER LIFTS THE FLOOR.**

**IT LIMITS EVERYTHING TO
WHATEVER IS POPULAR
IN THE MOMENT.**

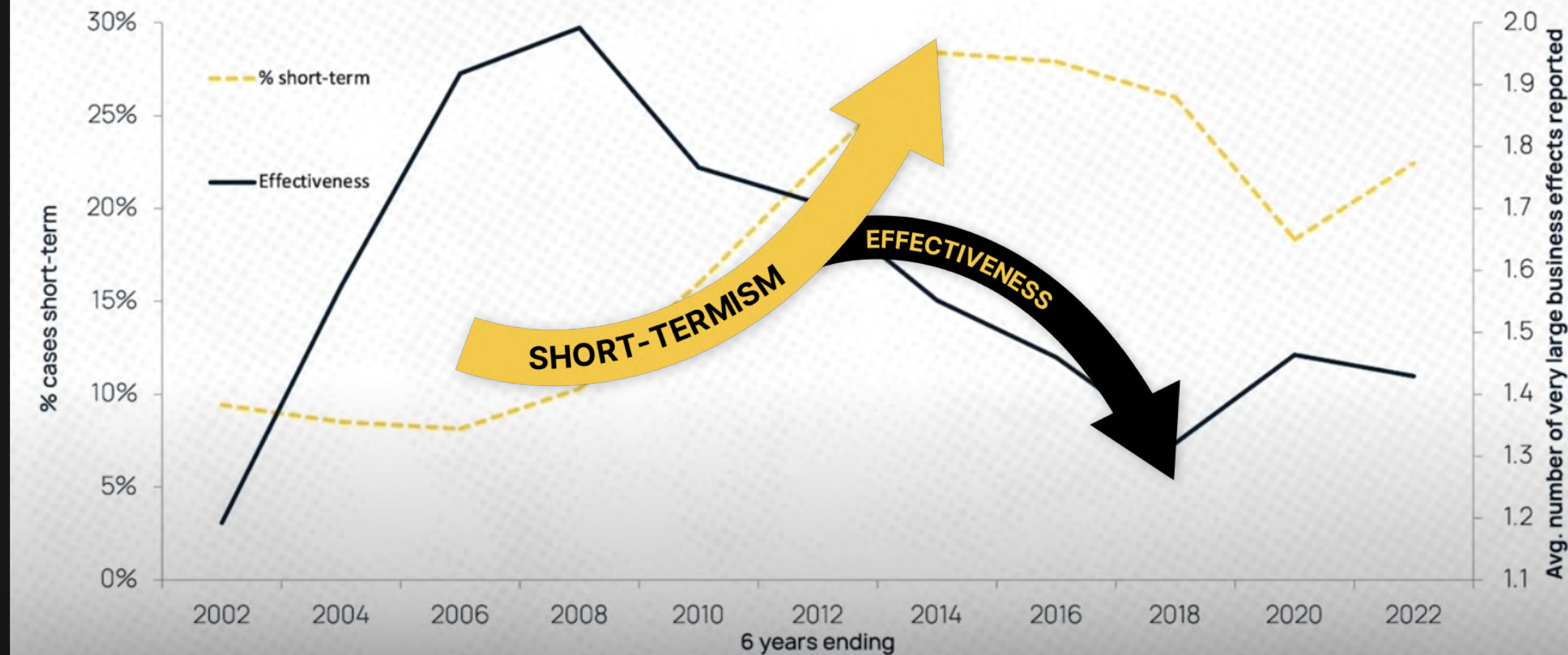
**BUT POPULARITY IS
MEDIOCRITY.**

**IT APPEASES THE MIDDLE
IN THE MOMENT.**

The background of the slide is a reproduction of the painting 'The Starry Night' by Vincent van Gogh. It features a dark, swirling night sky with a prominent crescent moon and several bright, glowing stars. Below the sky, there are dark, rolling hills and a small village with a church spire visible in the distance. The overall mood is serene yet turbulent, reflecting the emotional intensity of the artist's work.

**VAN GOGH “SUCKED”
IN THE MOMENT.**

Climate: A swing to short-termism with predictable results



MACHINES LED THE SHIFT TO SHORT TERMISM AND IT DIDN'T EVEN GIVE US BETTER RESULTS

**BUT IT'S TOO SIMPLE TO JUST
BLAME THE MACHINES.**



IF WE'RE HONEST...

→ Agencies screwed advertising



IF WE'RE HONEST...

- Agencies screwed advertising
- Clients screwed advertising



IF WE'RE HONEST...

- Agencies screwed advertising
- Clients screwed advertising
- And we screwed it ourselves

**IT'S LED TO
MORE WORK,
LESS FUN.**

AND UNSUSTAINABLE MARGINS

 **Mumbrella**

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NEWS

EXCLUSIVE: Industry body proposes client-agency charter as PR industry reports declining profits

December 5, 2023 9:13
by [LAUREN MCNAMARA](#)

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in

Due to a significant profitability drop in FY23, the PR industry is on an unsustainable declining path, according to the Public Relations Institute of Australia (PRIA) and its Registered Consultancies Group (RCG).

As a result, the industry body has proposed a client-agency charter, to improve commercial relationships with clients and help agencies make positive progress, Mumbrella can reveal.

**BUT TO MAKE THIS
MORE DEPRESSING..**

**IT'S NOT JUST THE ADVERTISING
WORLD UNDER ATTACK**

**OUR CREATIVE WORLD IS
UNDER ATTACK TOO**



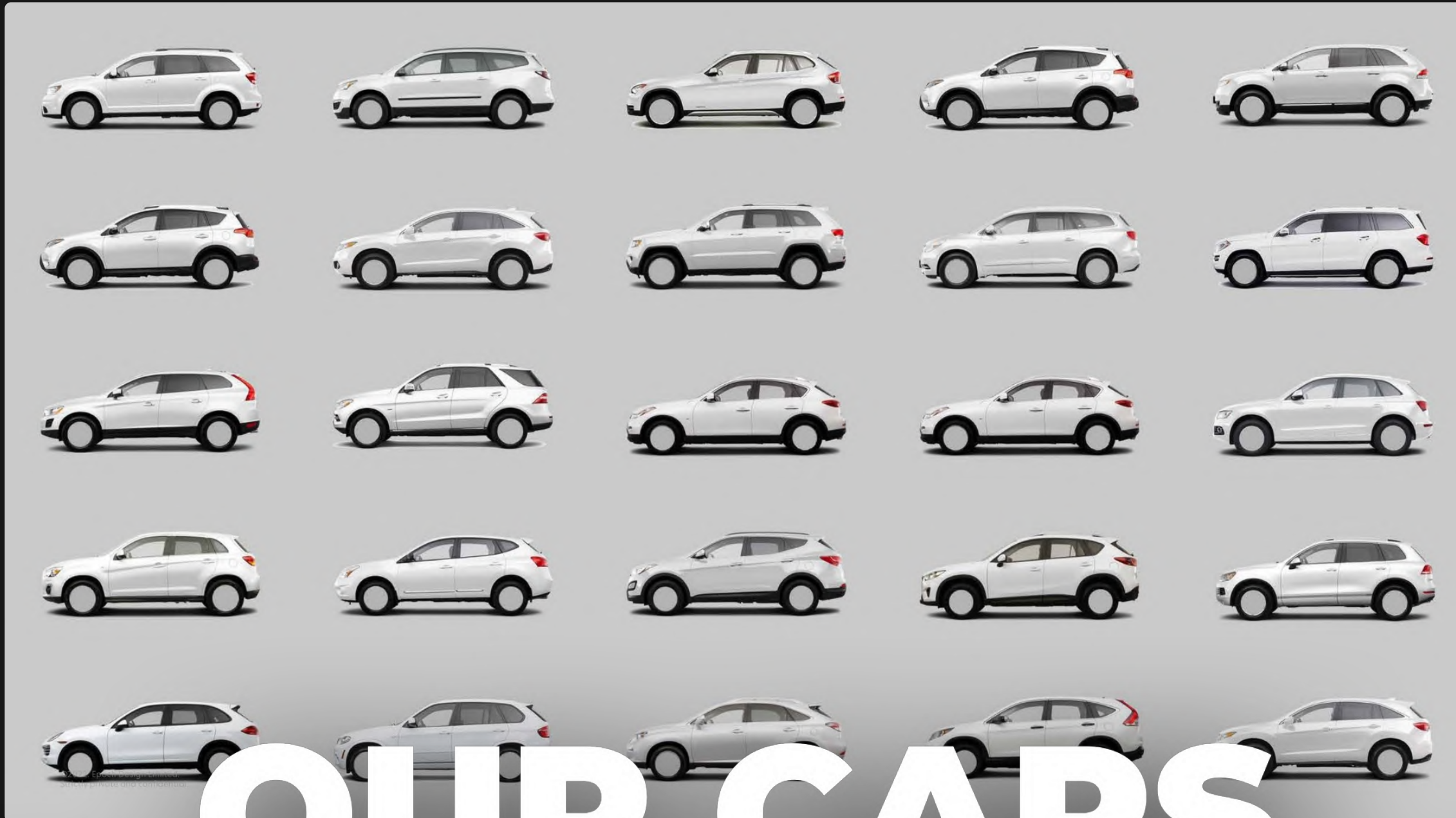
OUR CITIES LOOK THE SAME

The Age of Average, Alex Murrell



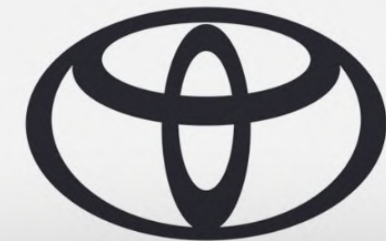
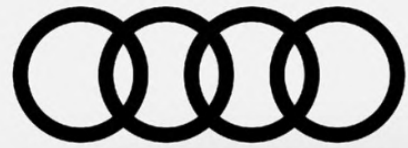
OUR CAFE'S LOOK THE SAME

The Age of Average, Alex Murrell



OUR CARS LOOK THE SAME

The Age of Average, Alex Murrell



OUR LOGO'S
LOOK THE SAME

The Age of Average, Alex Murrell



OUR INSTAGRAM FEEDS ARE ALL THE SAME

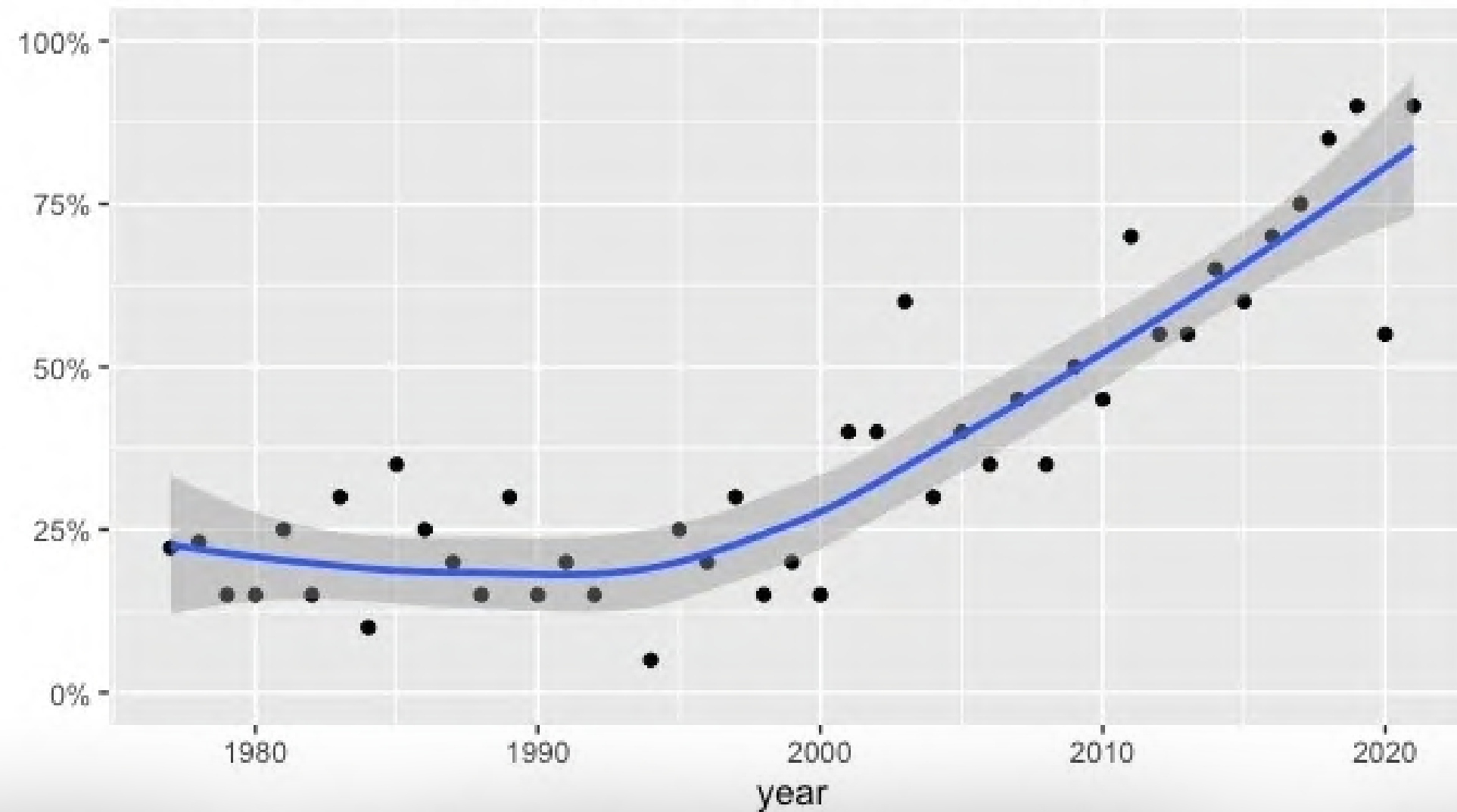
Images courtesy of @insta_repeat



OUR F*CKING SELF HELP BOOKS ARE THE SAME

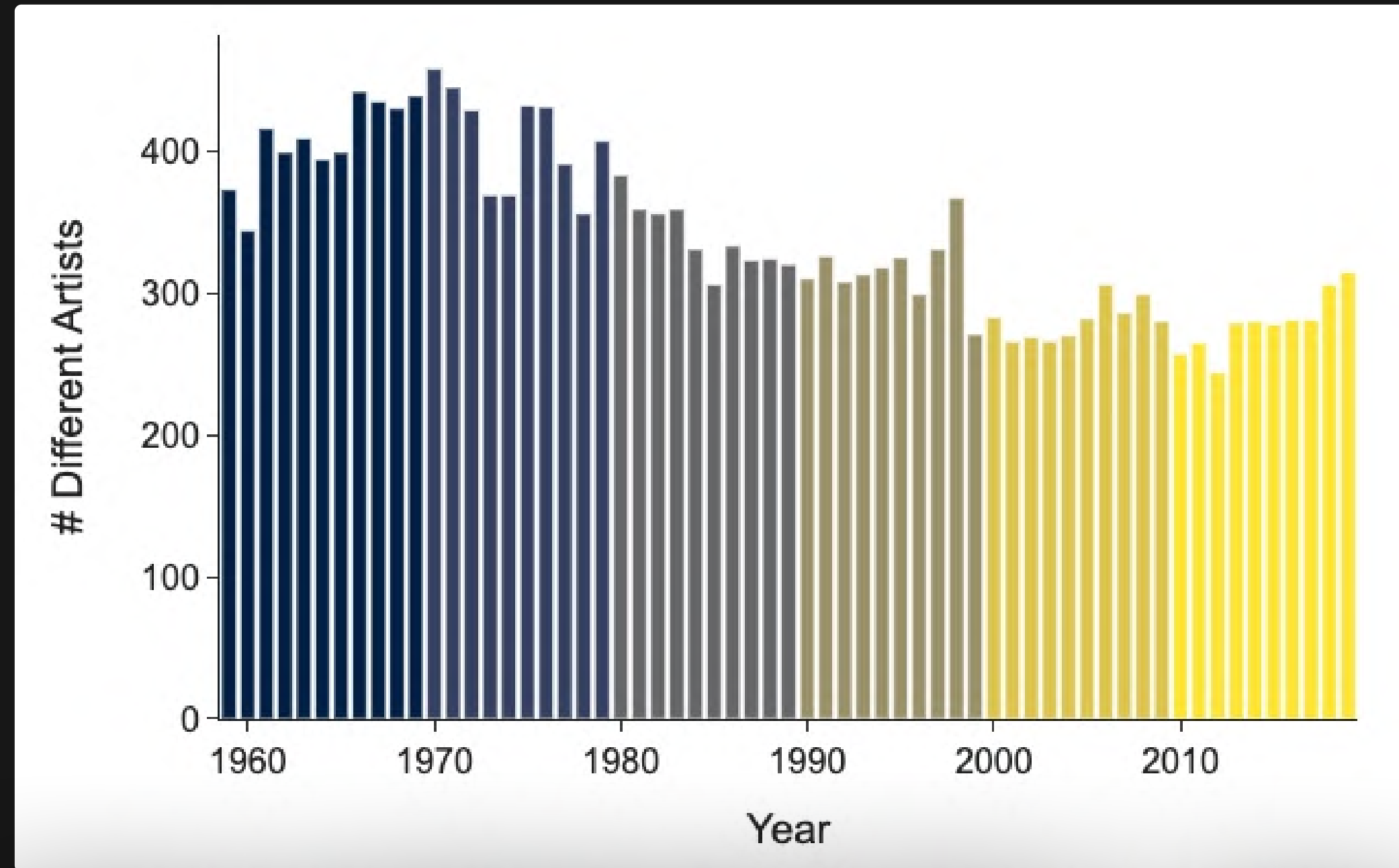
The Age of Average, Alex Murrell

Movies in the top 20 (by revenue) that are prequels, sequels, spinoffs, remakes, reboots, or cinematic universe expansions



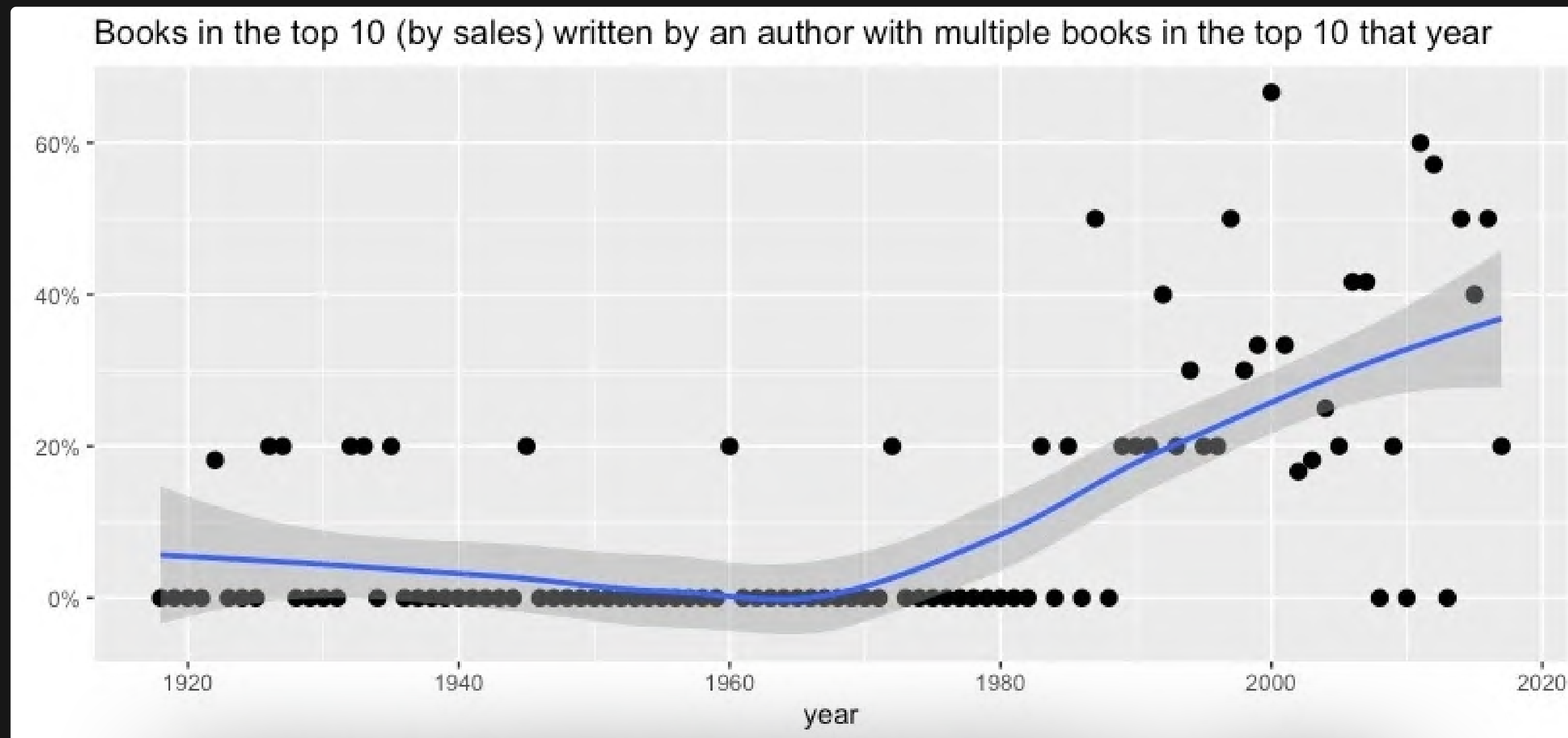
OUR MOVIES ARE ALL SPINOFFS

Pop Culture Has Become an Oligopoly, Adam Mastroianni



DIVERSITY IN MUSIC IS DOWN

Pop Culture Has Become an Oligopoly, Adam Mastroianni



DIVERSITY IN BOOKS IS DOWN

Pop Culture Has Become an Oligopoly, Adam Mastroianni

SPOTIFY RECOMMENDS WHAT TO LISTEN TO

Keep getting recommended the same songs



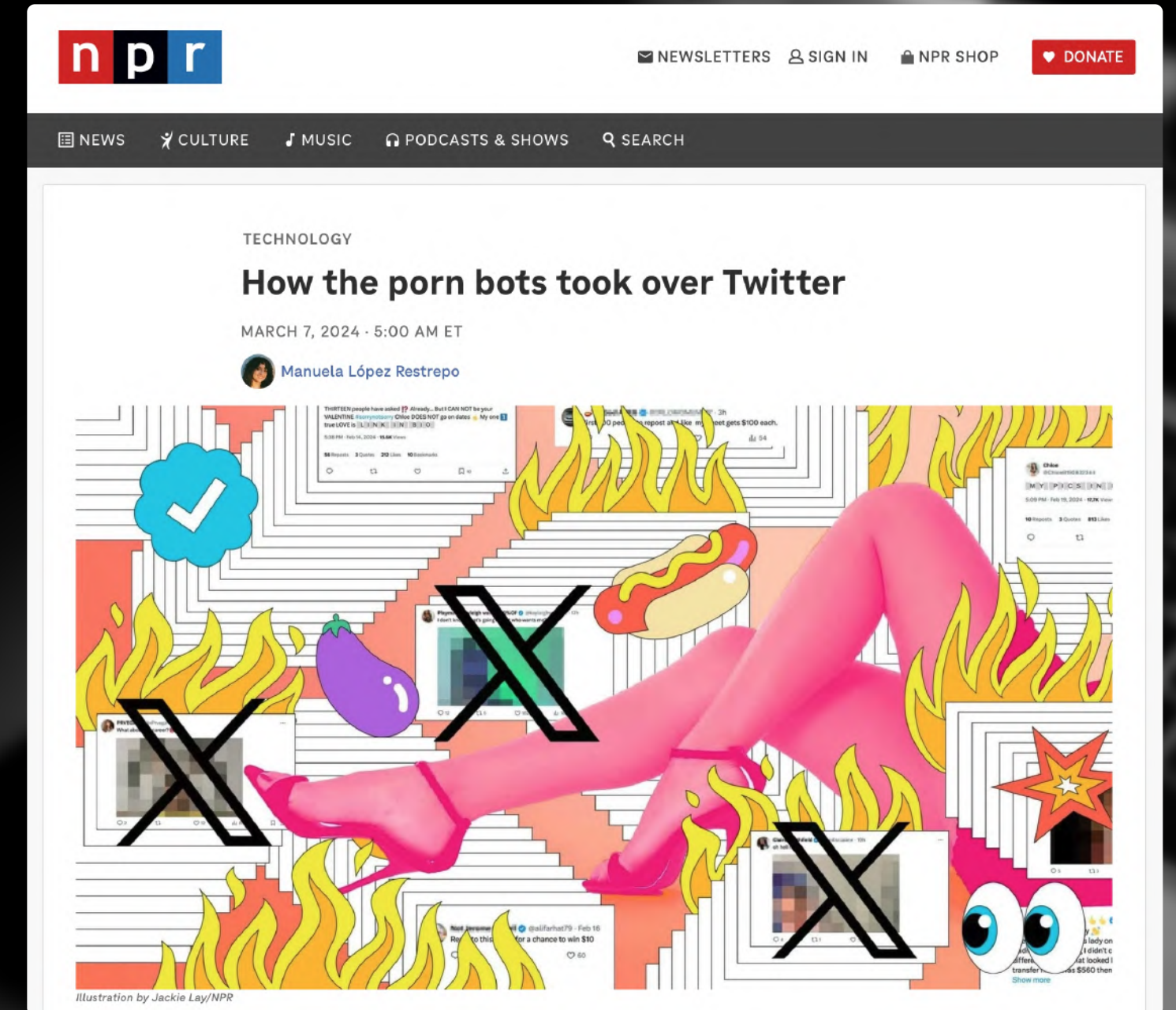
Nugget543535

Visitor

2023-02-13 08:12 PM

Why does Spotify keep recommending me the exact same songs in my recommended tab. nearly every single song on the recommended tab has already been suggested to me many times before and i've only had this account for a week. Is there any way I can stop this as I moved to Spotify thinking that it had a good recommended algorithm. Thanks!

TWITTER RECOMMENDS WHAT PORN TO WATCH



NETFLIX RECOMMENDS WHAT TV TO WATCH

🕒 AUGUST 21, 2023

✓ Editors' notes

New study shows algorithms promote gender bias, and that consumers cooperate

by University of Utah



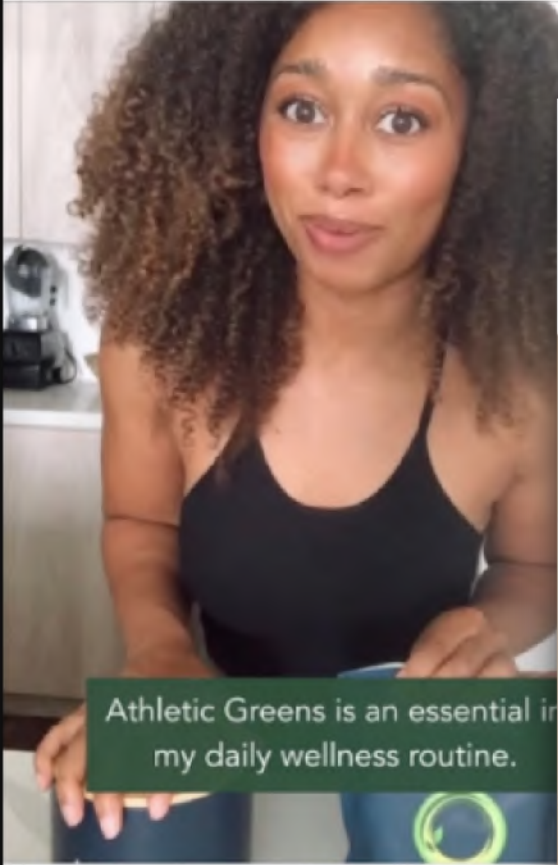
Credit: Unsplash/CC0 Public Domain

Just watched a rom-com on Netflix? Well, now there are "top picks" just like it in your queue, thanks to the streaming service's matching system.

META RECOMMENDS WHAT TO BUY

Balanced Black Girl
Sponsored · 🌐

Athletic Greens has made a HUGE difference in my skin, digestion, energy! It's packed with 75 vitamins, minerals, prebiotics, probiotic... See More




Athletic Greens is an essential in my daily wellness routine.

ATHLETICGREENS.COM
Get a FREE Year Supply of Vitamin D + 5 Travel Packs

130 10 Comments 7 Shares

FoodbyMaria
Sponsored · 🌐

I've started drinking Athletic Greens to support my immune system, energy, gut health and digestion. It's by far the easiest way for me to hel... See More



So Athletic Greens is a green powder that you put in water.

ATHLETICGREENS.COM
Get a FREE Year Supply of Vitamin D + 5 Travel Packs

Boone Brothers
Sponsored · 🌐

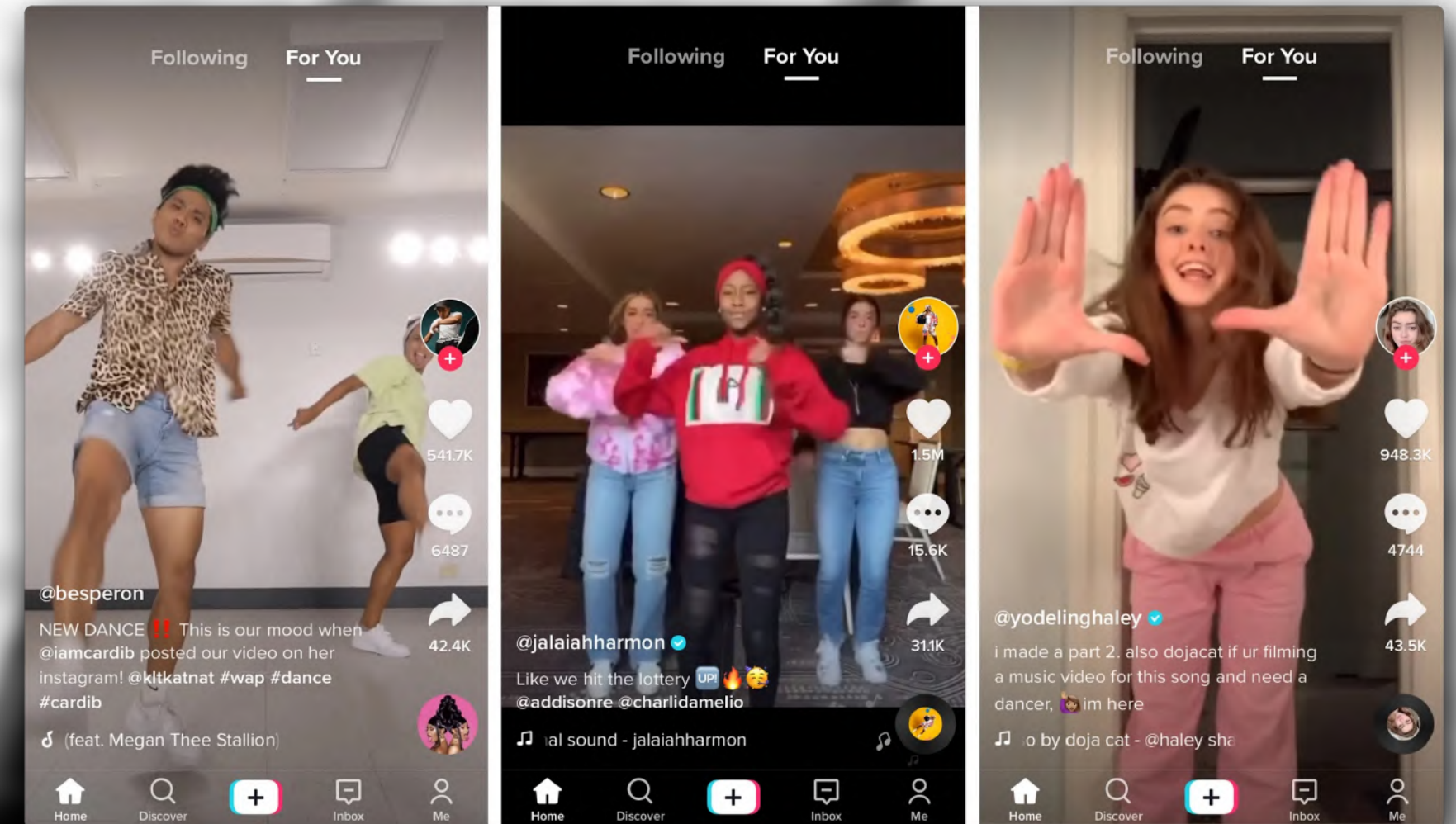
People always ask us how we keep our health on track as athletes, and it starts daily with Athletic Greens! It's packed with 75 vitamins an... See More



We're way more conscious about what we're putting into our body.

ATHLETICGREENS.COM
Get a FREE Year Supply of Vitamin D + 5 Travel Packs [Learn More](#)

TIKTOK RECOMMENDS HOW TO DANCE



CULTURE HAS BECOME AN OLIGOPOLY

“Movies, TV, music, books, and video games should expand our consciousness, jumpstart our imaginations, and introduce us to new worlds and stories and feelings.

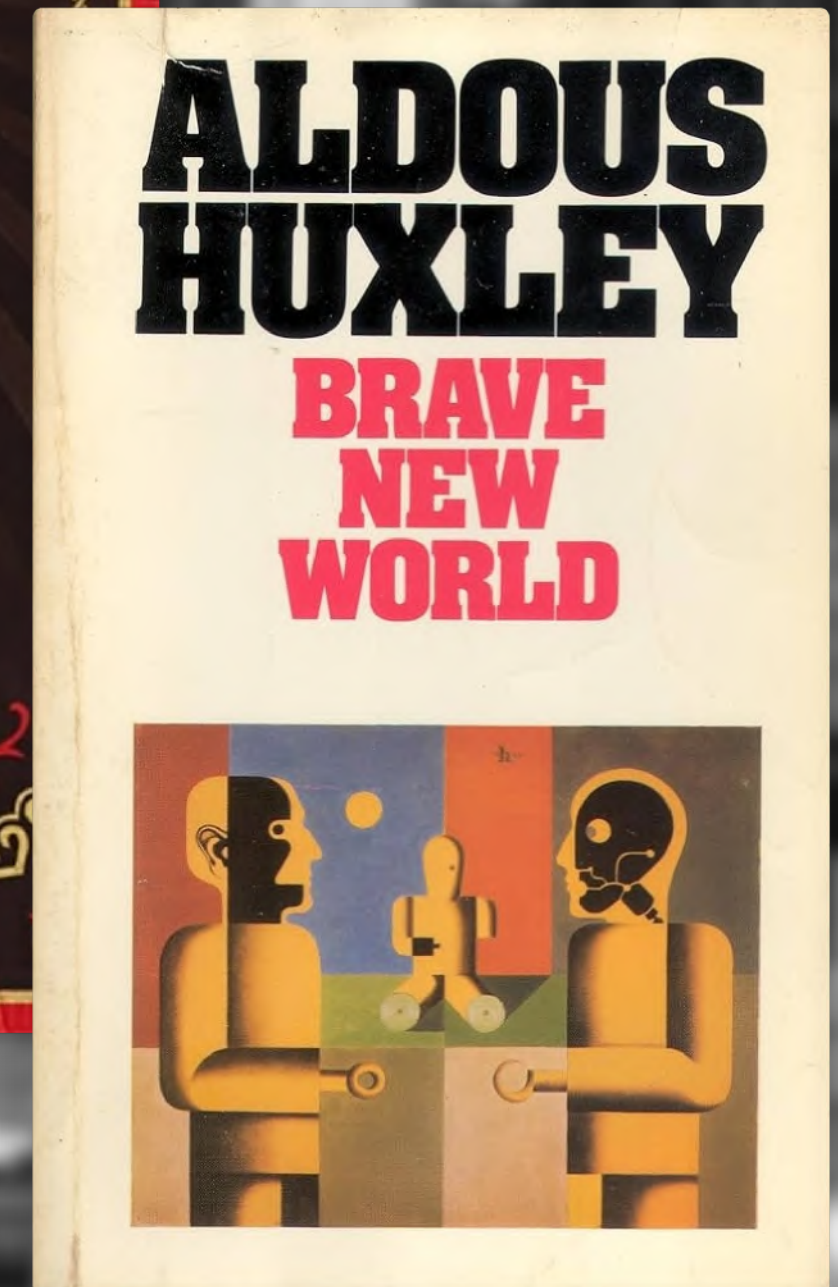
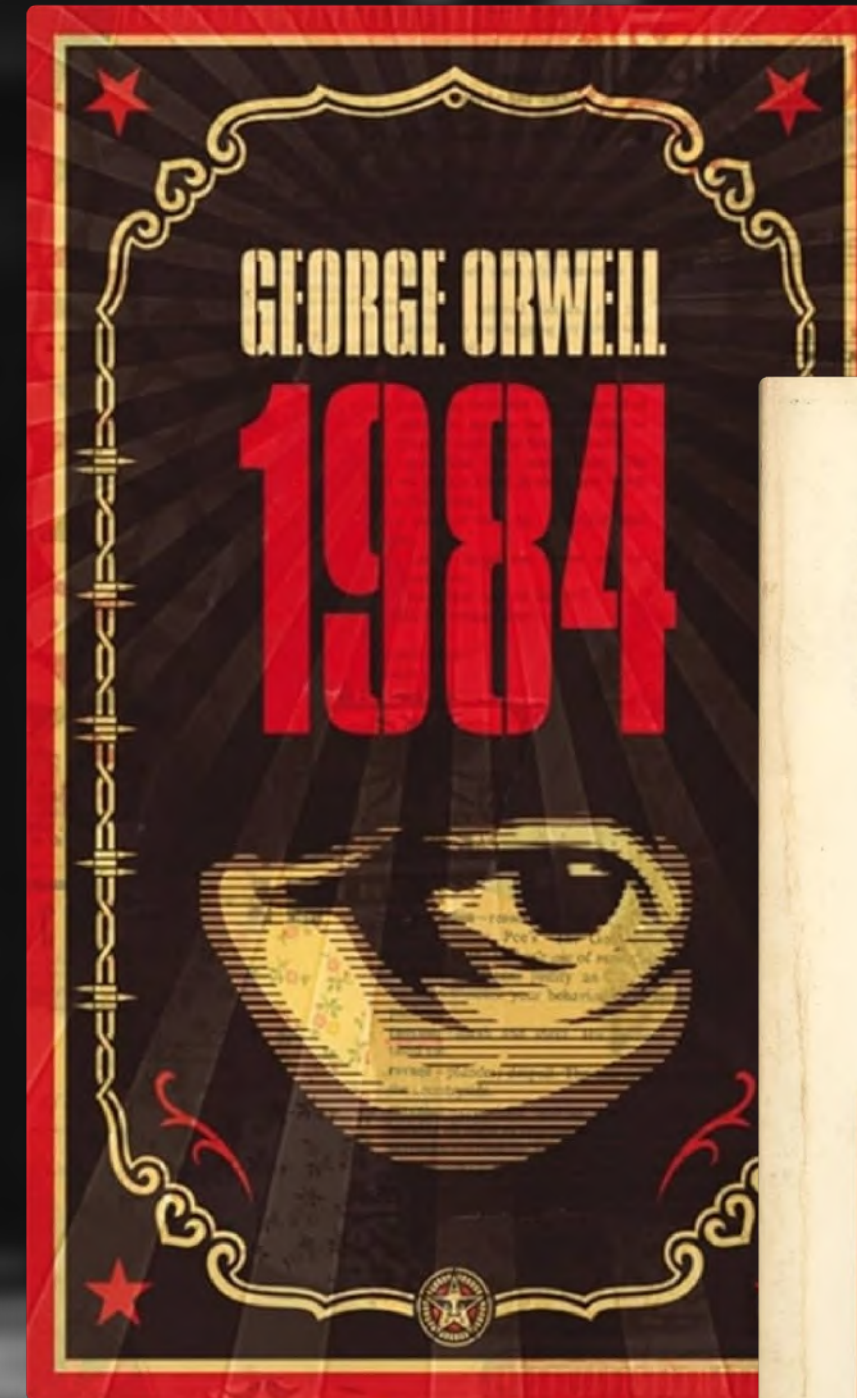
They should alienate us sometimes, make us mad or make us think.
**But they can't do any of that if they only feed us sequels and spinoffs.
It's like eating macaroni and cheese every single night forever.”**

– Adam Mastroianni

AND THIS IS MY BIGGEST FEAR

“Orwell feared we would become a captive culture. Huxley feared we would become a trivial culture....Orwell feared that what we hate will ruin us. Huxley feared that what we love will ruin us.

Neil Postman, *Amusing ourselves to death*



**IF THE INDUSTRY DOES NOT
REVITALIZE FROM WITHIN.**

**IT WILL BE DISRUPTED
FROM THE OUTSIDE**

THE END*

*Jokes. Let's talk about it.



**SO... BACK TO THE START.
ISN'T IT ABOUT TIME
AI RIPPED IT UP?**

**THE QUESTION IS
CAN AI GET US OUT
OF THIS HOLE?**

**OR DOES IT DIG US
DEEPER?**

**I BELIEVE IT OFFERS
US A WAY OUT.**

**BECAUSE TECHNOLOGY
DOESN'T JUST DESTROY.
IT CREATES.**



**FOR NEARLY 42,000 YEARS ART
WAS REALLY ABOUT PAINTING
MORE REALISTIC PEOPLE**




**THE 'DEATH' OF ART
GAVE BIRTH TO ART**

A detailed illustration of a robot in the foreground, looking out over a landscape under a swirling, starry night sky. The robot is dark and metallic, with a large, glowing yellow light on its head. The background features a turbulent, blue and yellow sky with swirling patterns, reminiscent of J.M.W. Turner's 'Rain, Steam, and Great Smokes'. The landscape below is dark and hilly, with some small, glowing structures. The overall mood is one of contemplation and hope.

**IN DESTRUCTION.
SOMETHING MORE
BEAUTIFUL CAN EMERGE**

AND REBIRTH IS HAPPENING.



STRATEGY IN THE ERA OF AI

ZOE SCAMAN

[linkedin.com/in/zoescaman](https://www.linkedin.com/in/zoescaman)



MARCUS BYRNE - PROMPT BOOKS

marcusbyrne.gumroad.com



JEREMY SOMERS

notcontent.ai

NEEDS MORE BOOM

Any scene, directed by Michael Bay

Pip smirks and snaps his fingers. Suddenly, the stage TRANSFORMS into a massive 3D HOLOGRAM of an advertisement. The crowd GASPS.

PIP
(over the roar)
AI isn't just about robots and automation. It's about creating new, interactive experiences!

Suddenly, a row of DRONES zooms over the crowd, dropping leaflets. The crowd CHEERS, grabbing at the falling paper.

ANGLE ON: VIP TENT

The surprised Suits watch as their Robot Waiter miraculously fixes itself, resumes serving drinks.

SUIT #2
(stunned)
He's not just a tech bro... he's a genius.

BACK ON STAGE

Pip launches into a breathtaking light show, synced with his speech. Drones, lasers, holograms - the beach is a symphony of light and sound.

Suddenly, a MASSIVE EXPLOSION of fireworks lights up the sky. The crowd SCREAMS, CHEERS.

PIP
(yells over the din)
And THAT, my friends... is the future of AI in advertising!

As he drops the mic, the stage rotates, revealing a GIANT logo of Pip's company. An even larger FIREWORKS EXPLOSION fills the sky.

FADE OUT:

TO: THE SOUND OF WAVES CRASHING, ECHOING APPLAUSE.

LAB31

The Lab Team

We're building 31 GPTs in 31 days.

29.02 31 GPTs in 31 Days: What We Learned

31.01 Day #31: The Lab31 GPT Workshop

30.01 Day #30: #anyotherdayforaustraliaday

29.01 Day #29: AMA

28.01 Day #28: Condé Nast Travel Planner

27.01 Day #27: Operation: Character Clinic

26.01 Day #26: Whodunit?

25.01 Day #25: Instant Party

24.01 Day #24: 80 Years Ago

23.01 Day #23: Perler Patterns

JENNY NICHOLSON
& JESS WHEELER

needsmoreboom.com

JENNY NICHOLSON
& ALLISTER HERCUS

lab31.xyz



Verified Artist

Grape Tape


433 monthly listeners



Follow



Popular

- | | | | |
|---|-------------------------------------------------------------------------------------|-----------------------|------|
| 1 |  | Milkshake | 1:38 |
| 2 |  | Horsey | 1:05 |
| 3 |  | I Ate The Last Chippy | 1:38 |
| 4 |  | The BBQ Chip Feast | 1:05 |
| 5 |  | Fruity Kitty Meow | 1:05 |

See more

Discography

GRAHAM AND LEVI SWEET



Cute and Cuddly Kitt

Grape Tape



About the artist



Grape Tape

433 monthly listeners

Follow

Sticky and sweet beats made fresh by two humans and one robot named Udio.

Credits

Show all

Grape Tape

Main Artist

Follow

Levi Sweet

Composer, Lyricist

Graham Sweet

Composer, Lyricist



ANT KEOUGH - JELLY MEN

youtube.com/watch?v=juwlin460LI



AI FILM FESTIVAL

The 2nd Annual International





MAY 1 at The Orpheum Theater in Los Angeles | MAY 9 at The Metrograph Theater in New York
Organized by runwayStudios | aiff.com | runwayml.com | 2024

Presenting Partners

Festival Partners



AI FILM FESTIVAL

aiff.runwayml.com

**SO WHERE
TO NOW?**

5 THINGS.

01.

MOVE TO VALUE BASED PRICING



02.

02.



A collage of various design and branding documents, including a Brand Strategy document, a Creative Brief, a Campaign Concepts document, and a poster for the Netflix documentary 'Greatness Grounded: Weet-Bix'. The documents are layered and overlapping, showing different stages of a creative process. The Brand Strategy document includes sections for Mission, Tone of Voice, Brand Archeology, Brand Tension, Brand Positioning, and Brand Advantage. The Creative Brief includes sections for Get, Who, To, and By. The Campaign Concepts document includes sections for Netflix documentary, Title, Campaign Idea, Insight, Narrative, and everyday heroes. The poster for 'Greatness Grounded: Weet-Bix' features a silhouette of a person skateboarding over a city skyline at sunset, with the text 'GREATNESS GROUNDED' and 'Weet-Bix' prominently displayed. There are also several comment bubbles and a date stamp '02/22/2024' visible on the documents.

03.

EMBRACE THE NEWCOMERS



04.

SPEND 10X MORE EFFORT DEVELOPING THE NEXT GENERATION



05.

UNITE. CLIENTS, AGENCIES & TECHNOLOGY



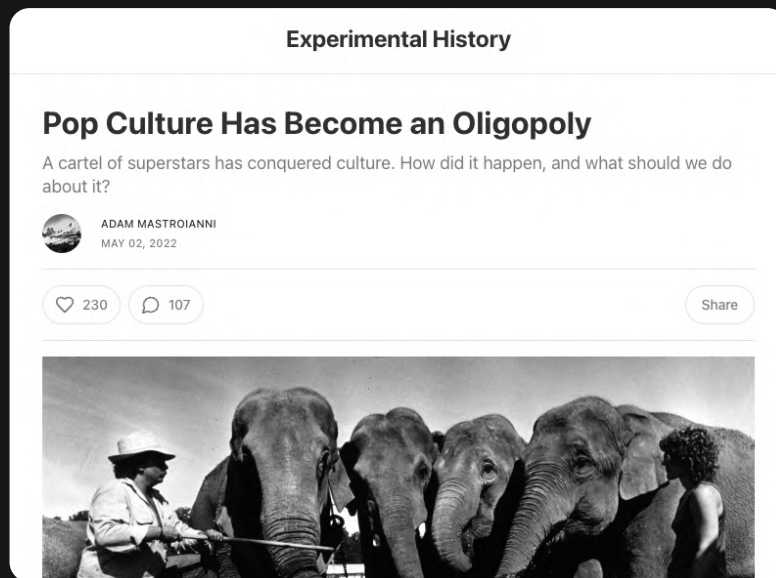
**NOT FOR OUR
INDUSTRY**

**BUT FOR
CREATIVITY**

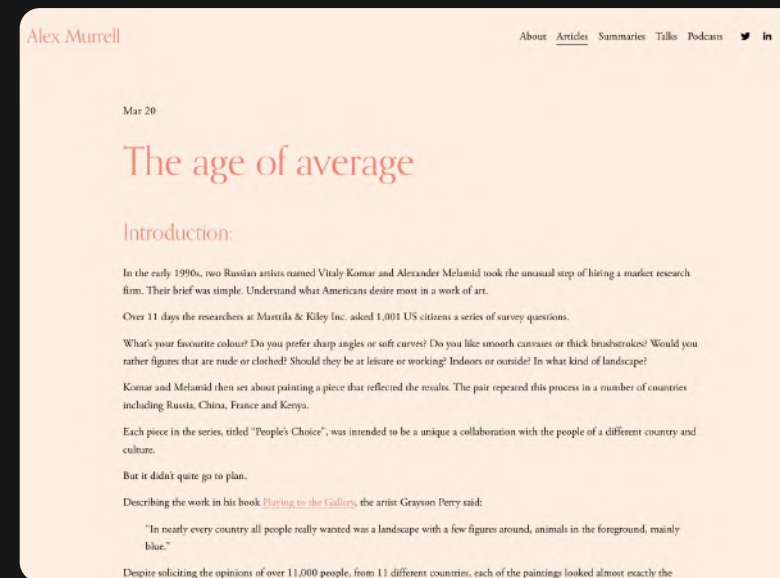
**AND NOT TO
JUST REFLECT
CULTURE**

**BUT TO
BREAK IT.**

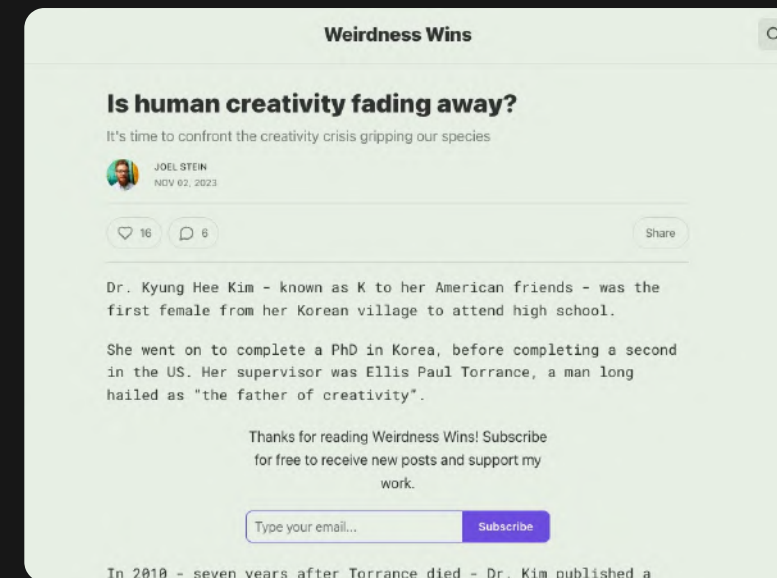
KEY REFERENCES & INSPIRATION



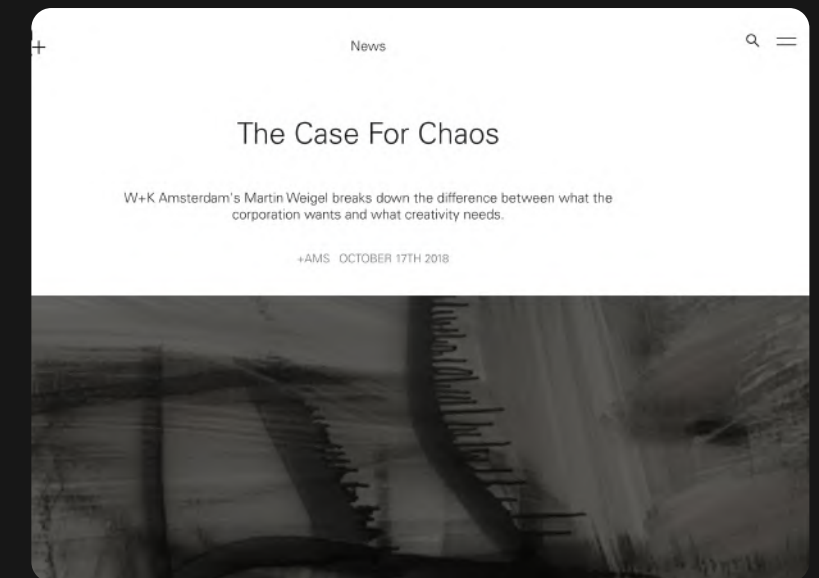
<https://www.experimental-history.com/p/pop-culture-has-become-an-oligopoly>



<https://www.alexmurrell.co.uk/articles/the-age-of-average>



<https://weirdnesswins.substack.com/p/is-human-creativity-fading-away>



<https://www.wk.com/news/the-case-for-chaos/>

WHERE TO FIND ME/US.

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