



NBA



AIGC EMPOWERING MARKETING EFFECTIVENESS AND SALES GROWTH

11 April 2024



AIGC

**Empowering Marketing
Effectiveness and Sales Growth**

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Nordic Friend Agency, Prepared for April 2024



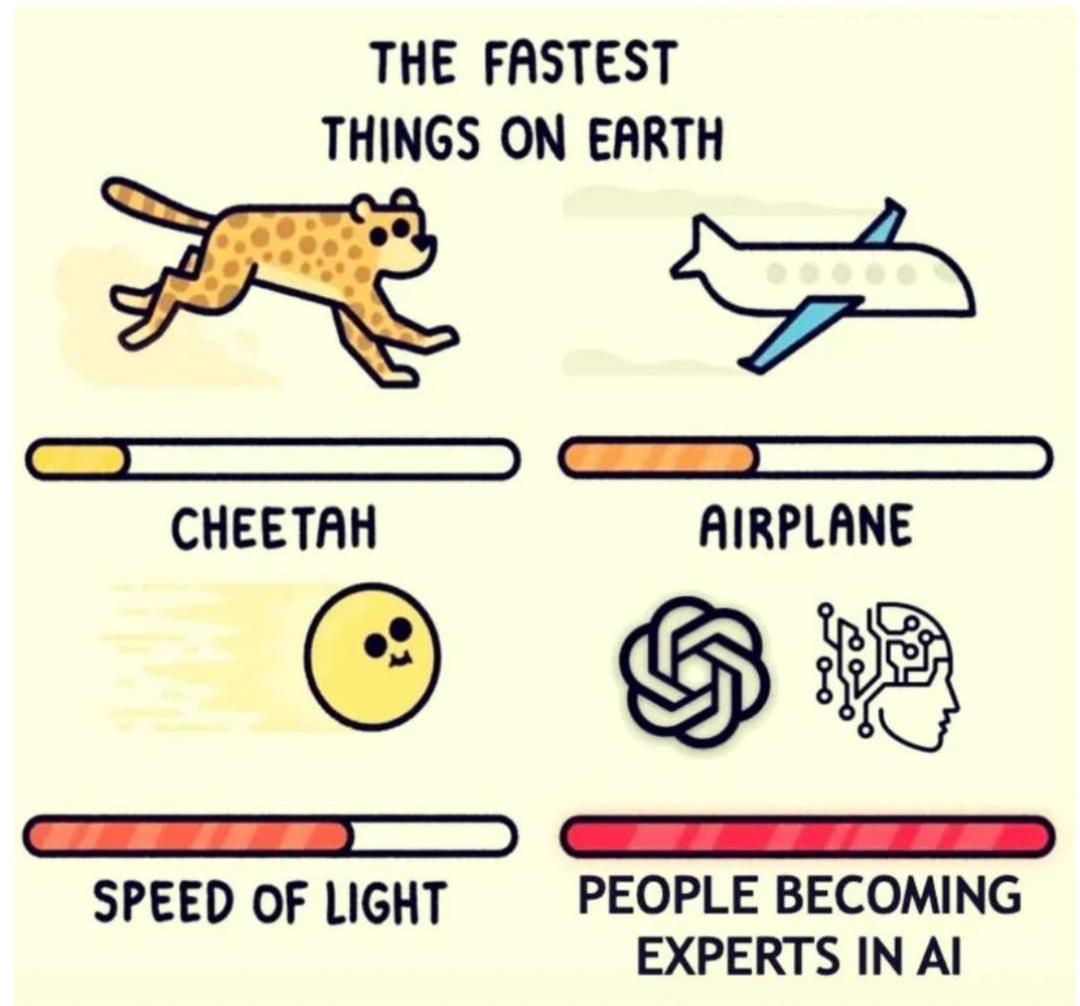
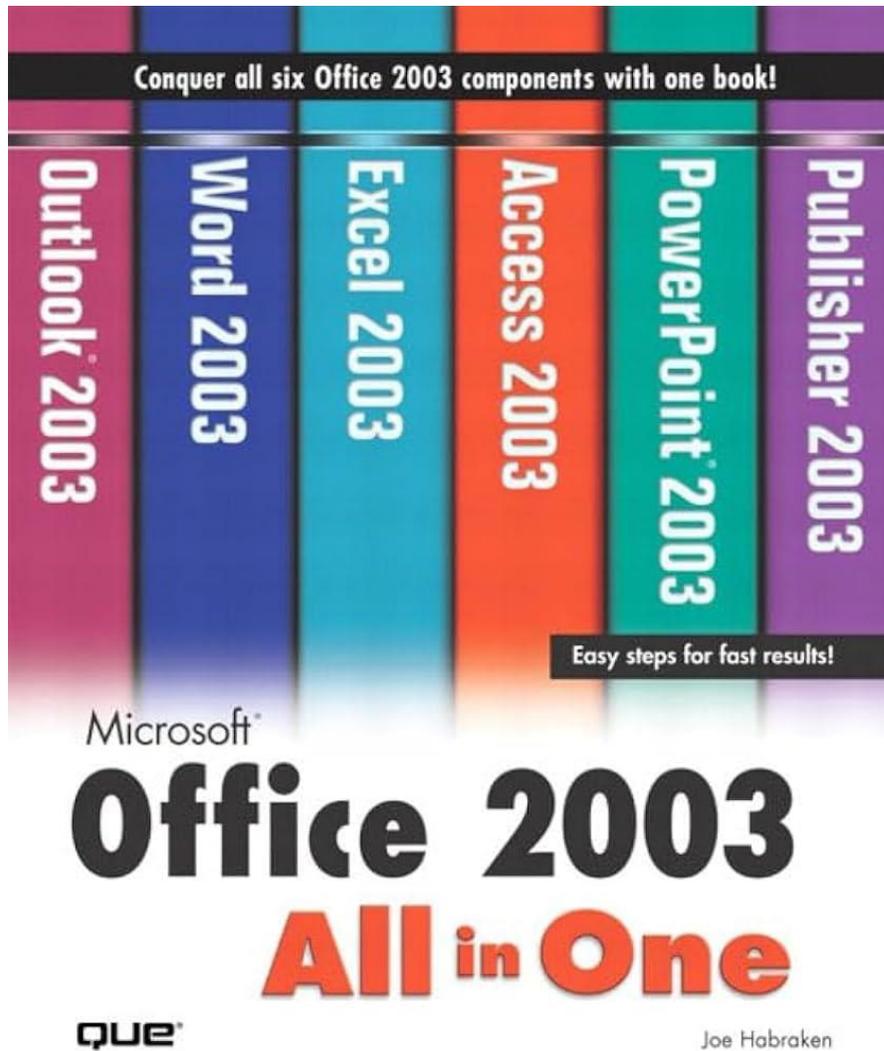


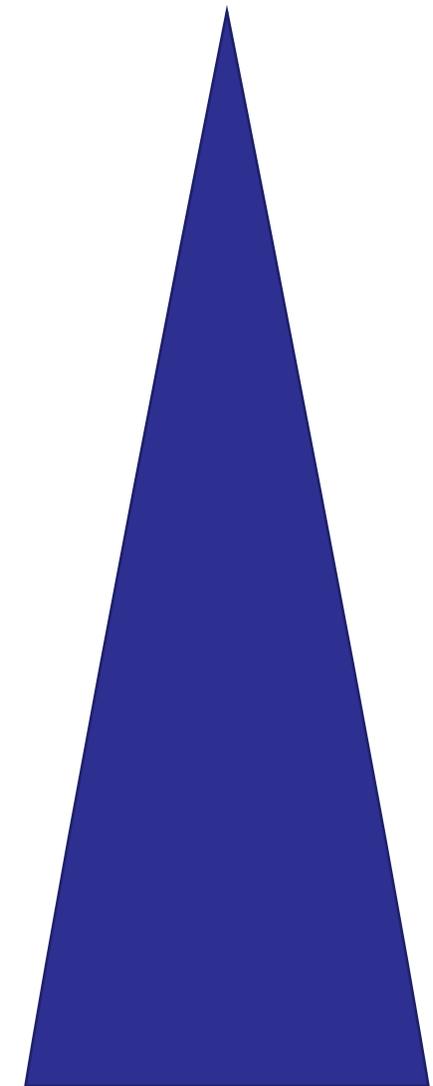
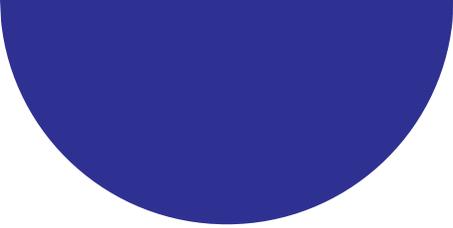
Nordic Friend Agency is a digital-era marketing, communications & advertising agency, specializing in the Chinese market with offices in both Nordics and China. Nordic Friend combines an international business mentality with Chinese know-how.

Nordic Friend has a diverse team of media, PR, and branding experts, and is dedicated to serving a wide array of clients across various sectors, including government, tourism, education, maritime, food, consumer goods, industrial, and more. The client base spans the entire Nordic region and has expanded in recent years to include clients from other parts of Europe, the Middle East, and Southeast Asia.

Nordic Friend's mission is to drive sustainable growth for the clients by leveraging cutting-edge content marketing, communications, and digital sales strategies tailored for the Chinese market.

About Us





The Generative AI Application Landscape v2



A work in progress



Era of AI

中国的AIGC市场地图



文字生成



图像生成



音频生成



视频生成



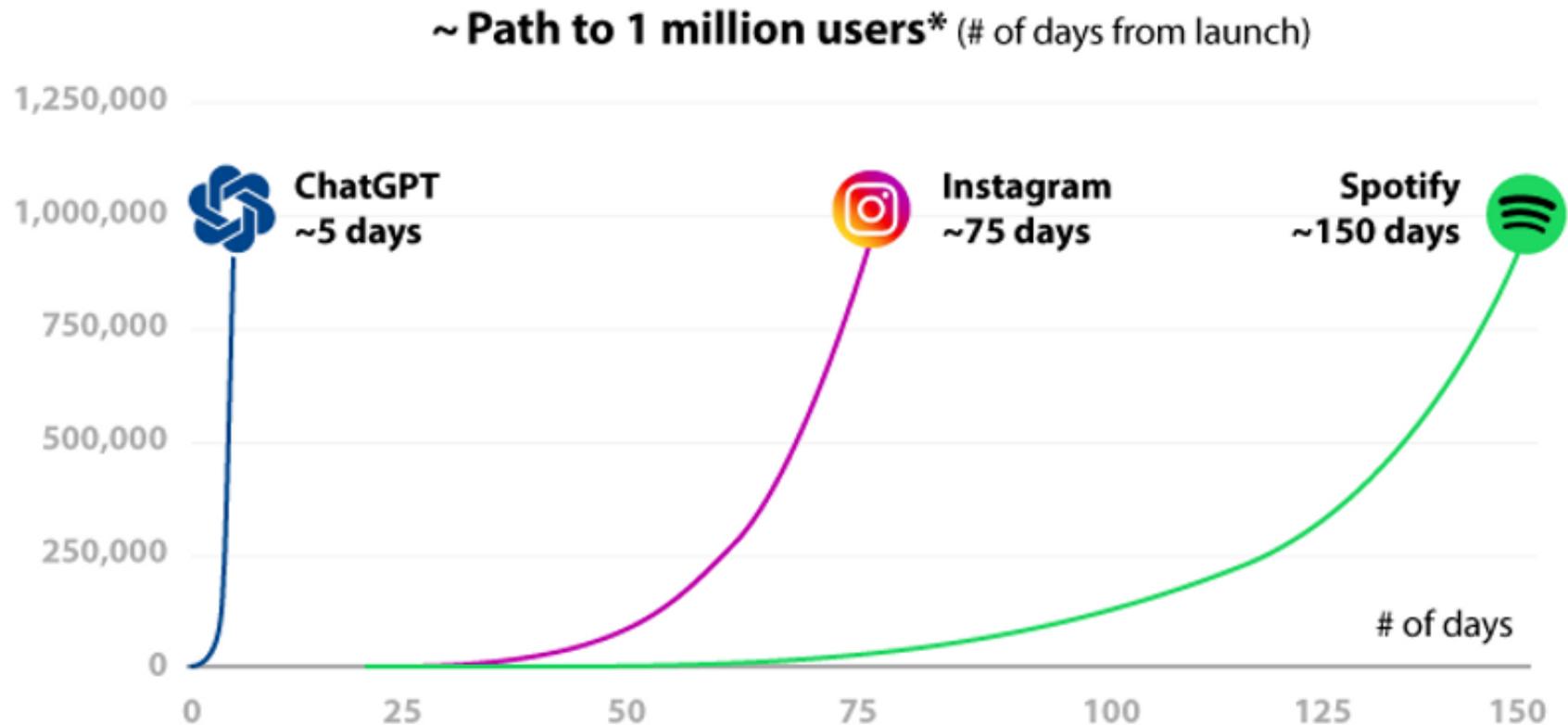
游戏



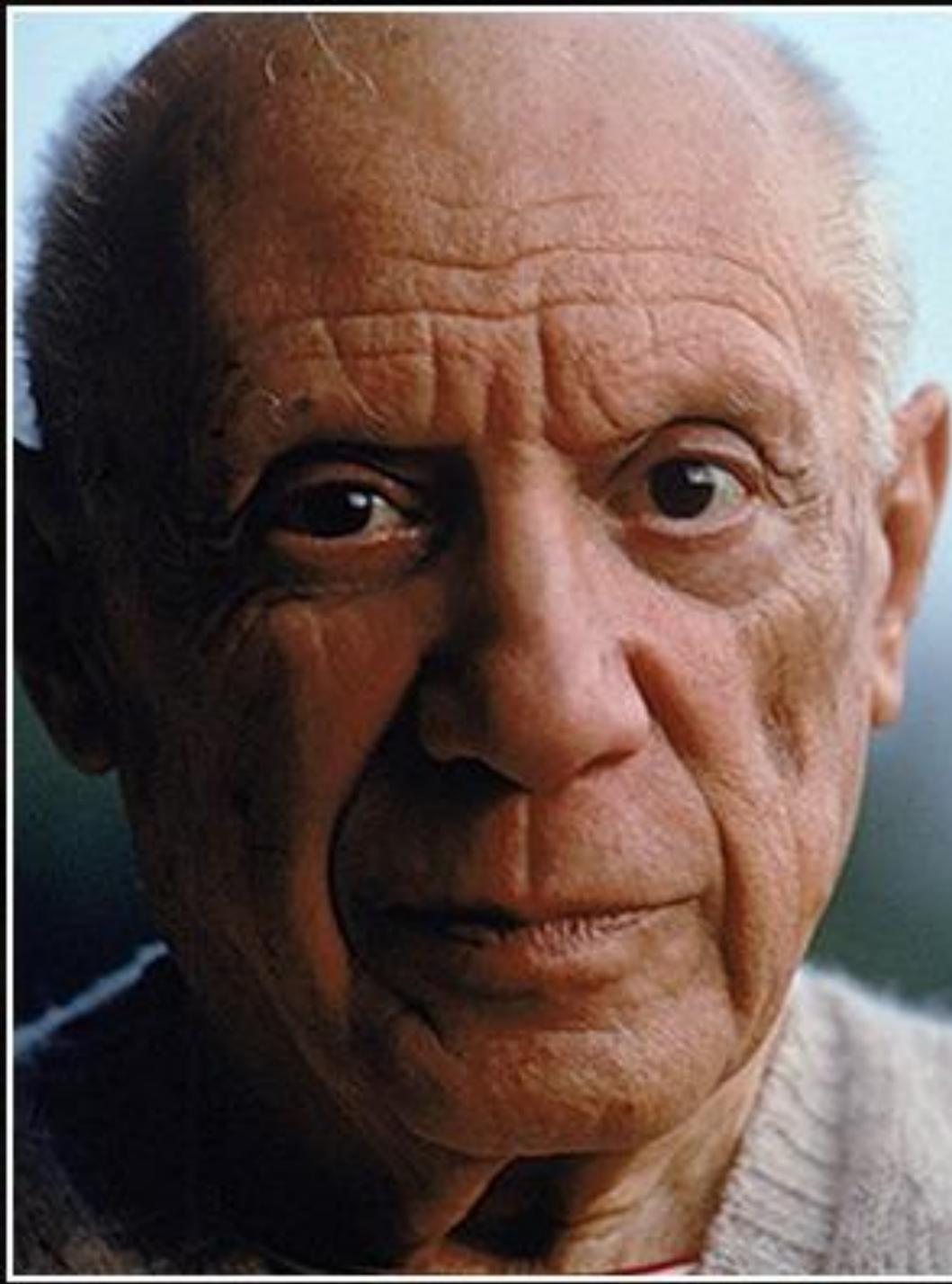
Quickly:

What is AIGC

Things have changed fast!



Sources: Google, Subredditstats, Media Reports



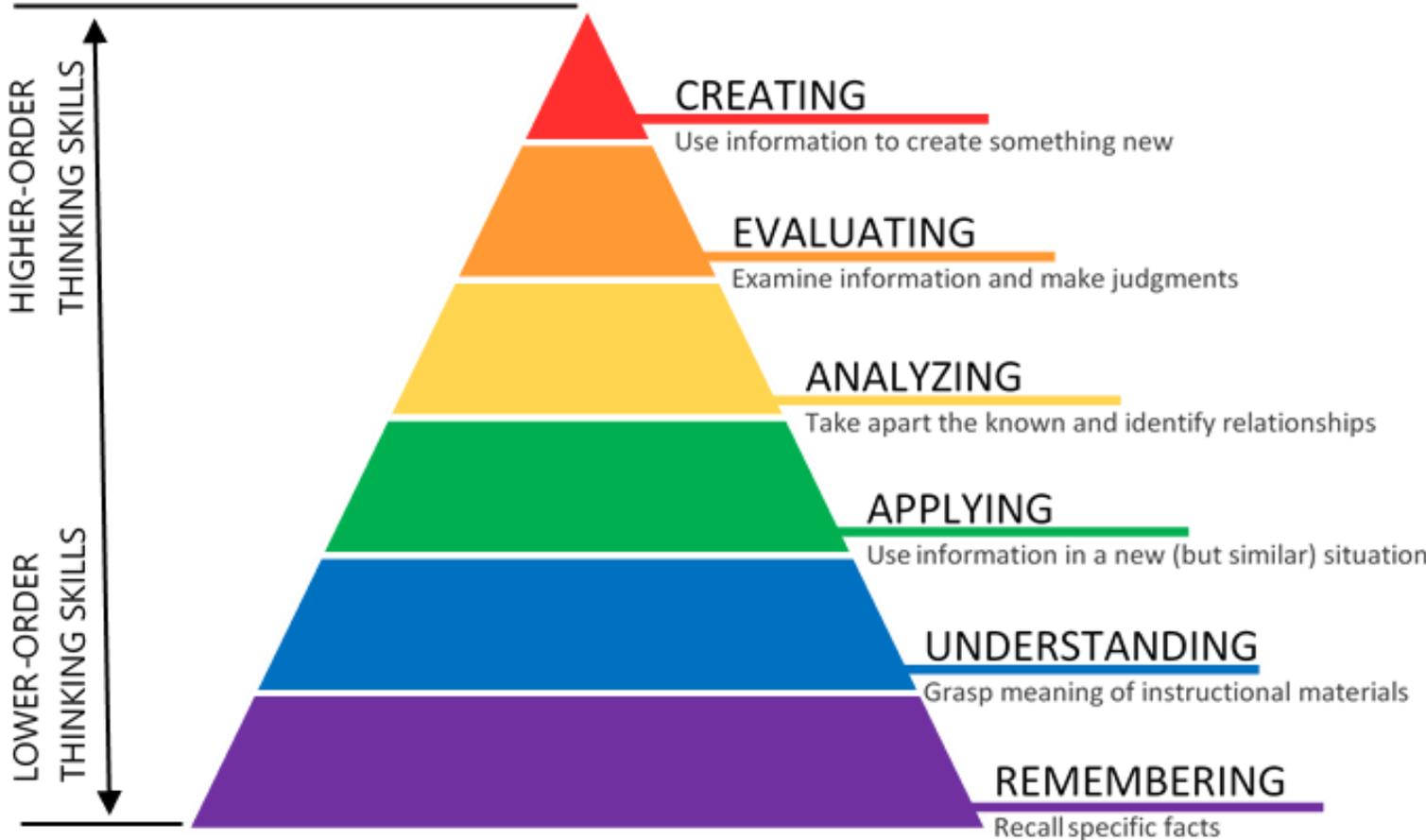
Computers are useless. They can
only give you answers.

— *Pablo Picasso* —

AZ QUOTES

Some (more) problems are solved.

BLOOM'S TAXONOMY – COGNITIVE DOMAIN (2001)





What can AIGC do?

Question:

Think of yourself being a marketer in the company:

- ***What daily tasks cost lots of your work time?***
- ***What tasks do you find somewhat difficult to handle?***
- ***What tasks do you feel possible to leverage to AI?***



Quick Summary

In^{ternal} Work Processing

- Work process: (sometimes) translate, understand, present and report
- Planning (either qualitatively or quantitatively based) strategy
- Summarizing and reporting
- Internal emails writing, personal LinkedIn or Yammer post writing

Ex^{ternal} Content Production/Output

- Texts: social media post, PR release article
- Images: editing & creating
- Videos: script writing, video producing
- Customer Experience: consumer understanding; survey; daily responding
- Searching Engine Optimization

This is not just about cost and efficiency!



#1

Kimi

Firstly, looking at a Chinese model

<https://kimi.moonshot.cn/>



每一次，都集中全力 _

Enter 发送; Shift + Enter 换行



 试试这些超长文本的例子~

● 【Longer than long】Kimi 支持200万字上下文输入了!

💡 【信息搜索】关于人生和投资，瑞达利欧有哪些核心原则?

📄 【量子速读】请帮我读一篇最新的AI论文 <https://arxiv.org/html/2401.10220v1>

🗨️ 【关于我们】讲给对Moonshot AI好奇的你  关于Moonshot AI.pdf

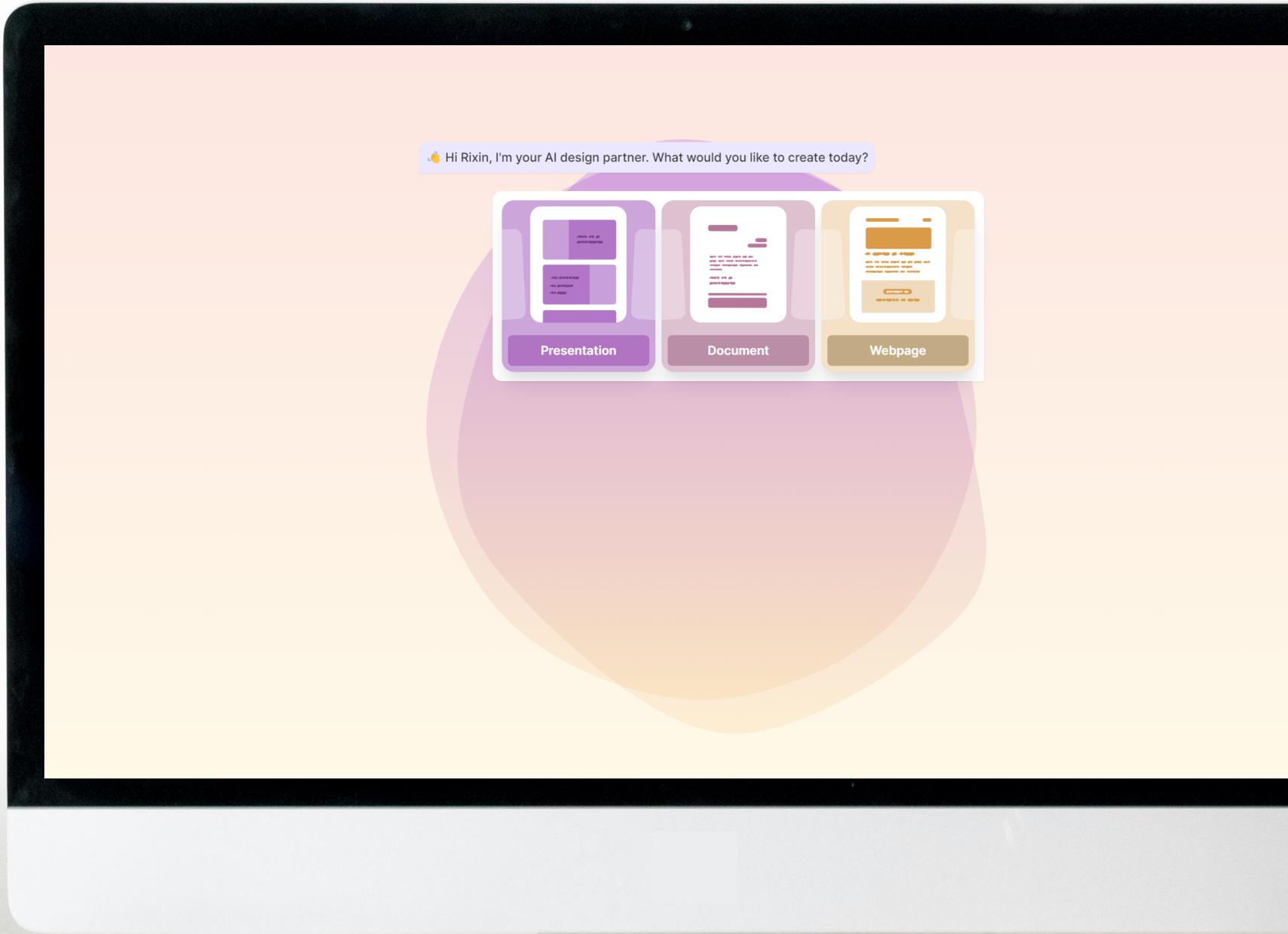


#2

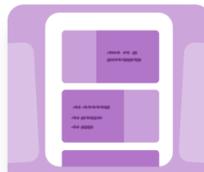
Gamma APP

Creating Presentations

<https://gamma.app/>



Hi Rixin, I'm your AI design partner. What would you like to create today?



Presentation



Document



Webpage

Sounds good! What would you like the presentation to be about?

Tip: You can enter your own topic, or use one of our suggestions to get started quickly.

AIGC技巧培训

10/100

AIGC技巧培训? Sounds interesting!
Let me come up with a few ideas...

Here's an outline for you. What do you think?

You can edit this outline, or continue as is:

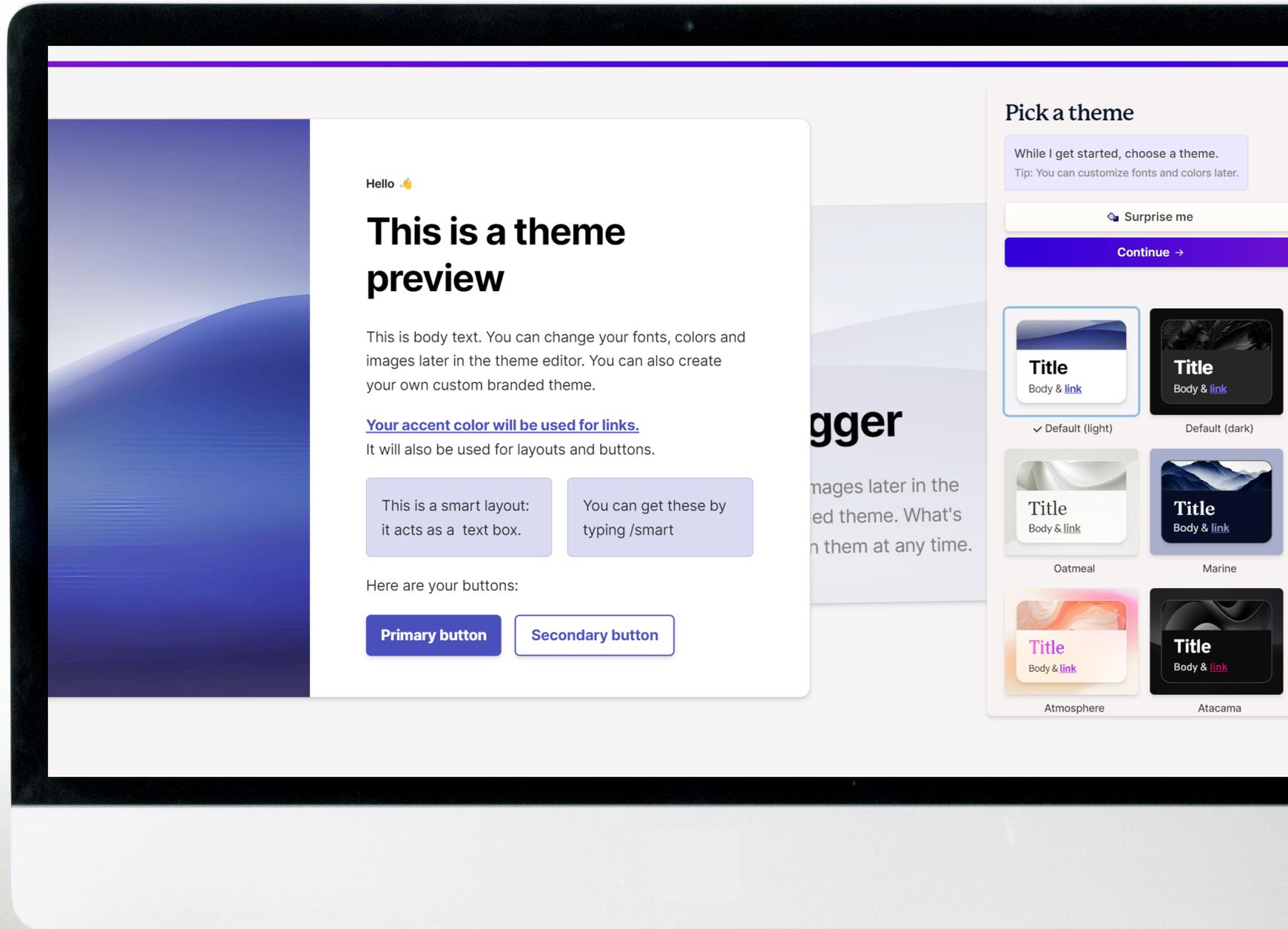
简体中文

- AIGC技巧培训的背景和目的
- 培训内容概述
- 关键技能介绍和实践
- 技能应用案例
- 培训效果评估
- 后续支持和反馈
- 总结和建议

Try again

Continue →

40



Hello 🍌

This is a theme preview

This is body text. You can change your fonts, colors and images later in the theme editor. You can also create your own custom branded theme.

Your accent color will be used for links.

It will also be used for layouts and buttons.

This is a smart layout:
it acts as a text box.

You can get these by
typing /smart

Here are your buttons:

Primary button

Secondary button

Pick a theme

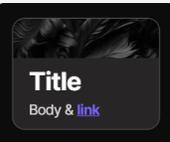
While I get started, choose a theme.
Tip: You can customize fonts and colors later.

Surprise me

Continue →



✓ Default (light)



Default (dark)



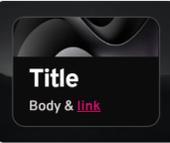
Oatmeal



Marine



Atmosphere



Atacama



#3

New Bing

What's next for SEO and SEM Marketing?

欢迎使用新必应

由 AI 支持的网页版 Copilot

🧐 提出复杂问题

"我可以为我挑剔的只吃橙色食物的孩子做什么饭?"

🔥 获取更好的答案

"销量最高的 3 种宠物吸尘器有哪些优点和缺点?"

🎨 获得创意灵感

"以海盗的口吻写一首关于外太空鳄鱼的俳句"

让我们一起学习。必应由可以理解并生成文本和图像的 AI 提供支持，因此可能出现意外和错误。请确保核对事实，并 [共享反馈](#) 以便我们可以学习和改进!

[条款](#) | [隐私](#)

选择对话样式

更有创造力

更平衡

更精确

🚩 新主题

🗨️ 有问题尽管问我...



#4

Gemini

- Vertex AI
- TOOLS
 - Dashboard
 - Model Garden
 - Pipelines
- NOTEBOOKS
 - Colab Enterprise
 - Workbench
- VERTEX AI STUDIO
 - Overview
 - Multimodal **NEW**
 - Language

← Untitled prompt

HISTORY NOTES API REFERENCE

Model: gemini-1.5-pro-preview-0409

Region*: us-central1 (Iowa)

Temperature: 1

Output token limit: 8192

Add stop sequence

Press Enter after each sequence

SAFETY SETTINGS

Advanced

▼ Prompt

videoplayback.mp4

what this video is talking about?

0 tokens

SUBMIT

▼ Response

Markdown





#5

ChatGPT

GPT: *Generative Pre-trained Transformer*
生成式 预训练 变换模型

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

[Top Picks](#) [DALL·E](#) [Writing](#) [Productivity](#) [Research & Analysis](#) [Programming](#) [Education](#) [Lifestyle](#)

Featured

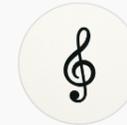
Curated top picks from this week



ChatPRD

An on-demand Chief Product Officer that drafts and improves your PRDs, while coaching you to...

By Claire V Lawless



Music Teacher

Regular ChatGPT isn't great at music theory and relative scales, so I trained Music Teacher to be an...

By gryphonedm.com



UX Design Mentor

I provide specific UX or Product Design feedback.

By community builder



Adobe Express

Stand out with Adobe Express. Quickly and easily make impactful social posts, images, videos, flyers...

By adobe.com

Live Demo

DALL-E



Huiwa



Adobe



Midjourney



Basic Parameters in Midjourney

Aspect Ratios

--aspect, or --ar

Change the aspect ratio of a generation.

Chaos

--chaos <number 0-100>

Change how varied the results will be. Higher values produce more unusual and unexpected generations.

Character Reference

--cref URL

Use images as character references in your prompt to create images of the same character in different situations.

Use --cw <0-100> for how similar of the reference image, 100 keep similar of face, hair, and clothes; 0 only keep similar of face

Fast

--fast

override your current setting and run a single job using Fast Mode.

Image Weight

--iw <0-2>

Sets image prompt weight relative to text weight. The default value is 1.

No

--no

Negative prompting, --no plants would try to remove plants from the image.

Quality

--quality <.25, .5, or 1>, or --q <.25, .5, or 1>

How much rendering quality time you want to spend. The default value is 1.

Higher values use more GPU minutes; lower values use less.

Random

--style random

add a random 32 base styles Style Tuner code to your prompt. You can also use --style random-16, --style random-64 or --style random-128 to use random results from other lengths of Style Tuners.

Relax

--relax

override your current setting and run a single job using Relax Mode.

Repeat

--repeat <1-40>, or --r <1-40>

Create multiple Jobs from a single prompt. --repeat is useful for quickly rerunning a job multiple times.

Basic Parameters in Midjourney

Seed

`--seed <integer between 0-4294967295>`

The Midjourney bot uses a seed number to create a field of visual noise, like television static, as a starting point to generate the initial image grids. Seed numbers are generated randomly for each image but can be specified with the `--seed` or `--sameseed` parameter. Using the same seed number and prompt will produce similar ending images.

Stop

`--stop <integer between 10-100>`

Use the `--stop` parameter to finish a Job partway through the process. Stopping a Job at an earlier percentage can create blurrier, less detailed results.

Style

- `--style <raw>` Switch between versions of the Midjourney Model version 5.1 and 5.2.
- `--style <4a, 4b, or 4c>` Switch between versions of the Midjourney Model version 4.
- `--style <cute, expressive, original, or scenic>` Switch between versions of the Niji Model version 5.

Style Reference

Use images as style references in your prompt to influence the style or aesthetic of images you want Midjourney to make.

Stylize

`--stylize <number>`, or `--s <number>` parameter

influences how strongly Midjourney's default aesthetic style is applied to Jobs.

Tile

`--tile`

parameter generates images that can be used as repeating tiles to create seamless patterns.

Turbo

`--turbo`

override your current setting and run a single job using Turbo Mode.

Video

`--video`

Saves a progress video of the initial image grid being generated. Emoji react to the completed image grid with 🎥 to trigger the video being sent to your direct messages. `--video` does not work when upscaling an image.

Weird

`--weird <number 0-3000>`, or `--w <number 0-3000>`

Explore unusual aesthetics with the experimental `--weird` parameter.

Comparison of different numbers for --s



--s 0



--s 250



--s 500



--s 1000

wooden Chinese architecture, wooden material, on a plain white background

Comparison of different numbers for --s



--s 0



--s 250



--s 500



--s 1000

architecture in a Norwegian forest, glass material

Comparison of different numbers for --c



--c 25

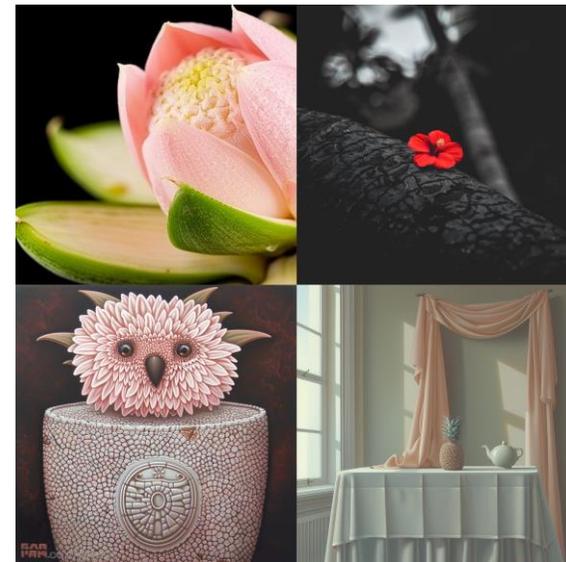


--c 50



--c 75

A pink flower on a pineapple



--c 100

Comparison of images generated by DALL-E and Midjourney



MJ



DALL-E

Photo of a man with a beard and glasses, looking confused, with a cityscape behind him, cars passing by and people walking



Comparison of images generated by DALL-E and Midjourney



MJ



DALL-E

Realistic photo of a snowy landscape in Norway, with trees, a man and a woman standing in front of a tent

Images generated by DALL-E and Midjourney



Photoshop generative expand



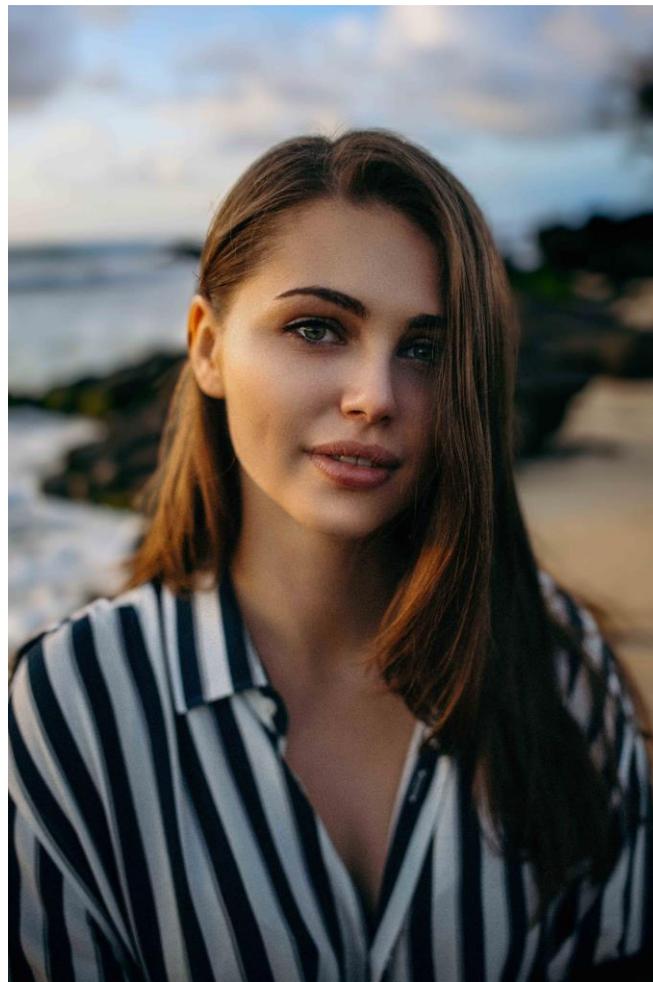
Photoshop generative fill



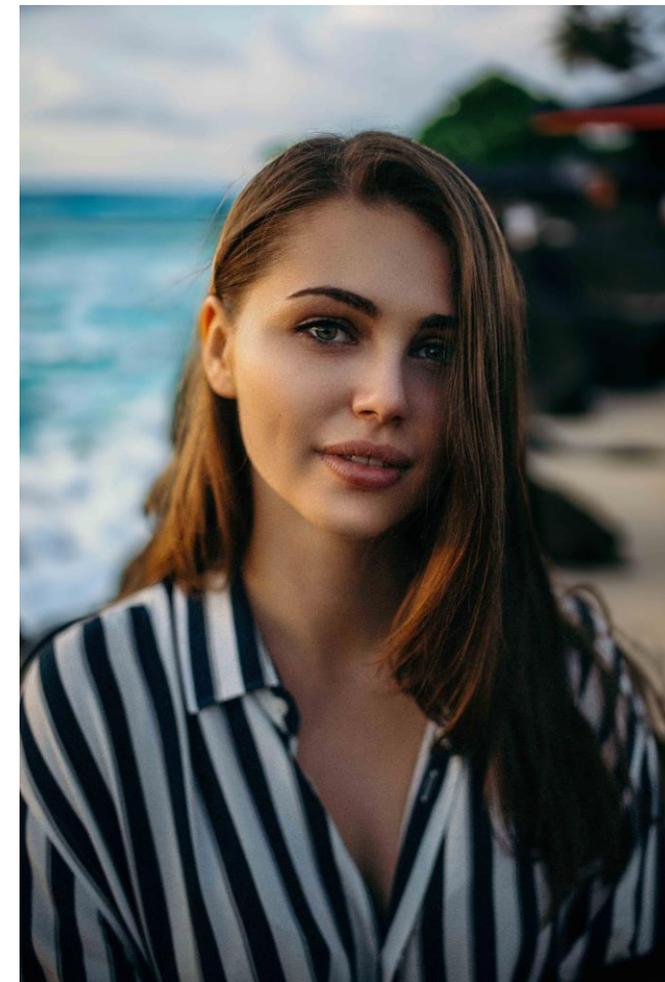
Wooden house



Photoshop generative fill



Sunny beach



Photoshop generative fill



Jean jacket

Assets needed in Huiwa



Products

我的商品模型

请输入商品模型名称

定制商品模型

grey T green t-shirt chef

Lindstrom food

white dress

请按照以下要求上传, 生成效果美美哒

不同角度站姿图 (建议4张)

多姿势可参考以下图片 (建议上传11张以上)

Model

还没有模特, 用这些模特试试吧~

全部

给我惊喜 (女) 给我惊喜 (男) 西西-数字分身 萌萌-数字分身 紫语-数字分身 雅婷-数字分身

琳琳-数字分身 雅雯-数字分身 妮妮-数字分身 克利丝汀-数字... 艾琳-数字分身 凯特-数字分身

朱莉-数字分身 奈莉-数字分身 帕梅拉-数字分身 艾米-数字分身 佩妮-数字分身 伊娃-数字分身

元气甜妹-风格 成熟御姐-风格 校园白月光-风格 气质短发-风格 活力粉发-风格 韩系黄发-风格

混血少女-风格 高级黄黑皮-风格 晨浩-数字分身

艾伦-数字分身 沐晨-数字分身 允初-数字分身

您还没有模特, 快去创建一个吧

定制我的模特

Reference image

还没有参考图, 用这些参考图试试吧~

全部 简单背景 室内 室外 半身 全身 居家 公司 街道 休闲运动 甜美风 辣妹风 复古风 千金风

给我惊喜-全部 半身写真 绿植对镜拍 坐姿对镜拍 客厅对镜拍 明媚客厅

悠闲对镜拍 俏皮对镜拍 衣橱间对镜拍 酒店对镜拍 精致对镜拍 简单对镜

卧室对镜拍 商场对镜拍 甜美自拍 居家坐家 度假海边 户外草坪

选择一张参考图

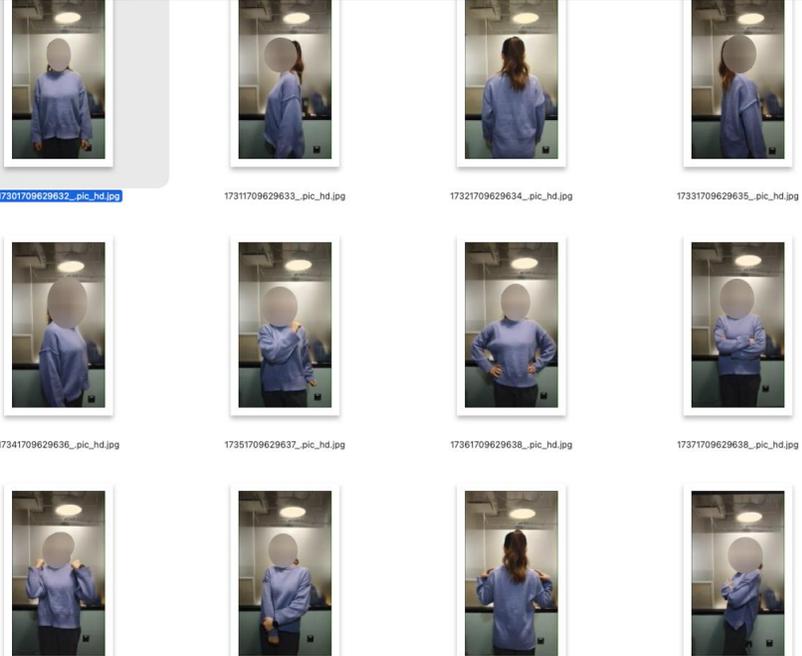
我的参考图

上传参考图

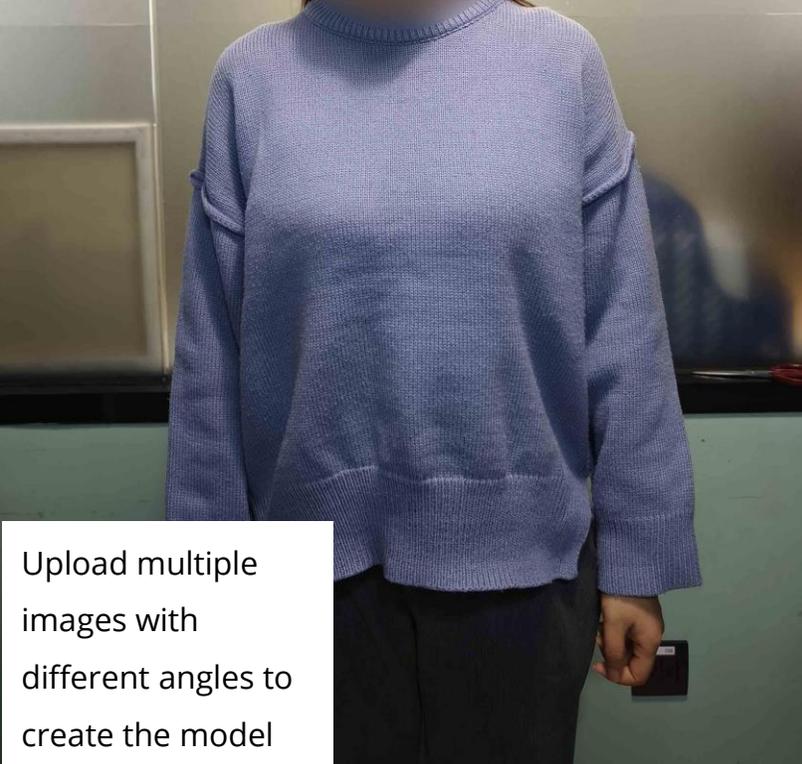
参考图_06144128 参考图_06143925 参考图_06123302

参考图_05191731 参考图_05191323 参考图_05191122 参考图_05181648

1 2 3 >



Results



Upload multiple images with different angles to create the model



Reference image



How strong the reference image influence the result



low



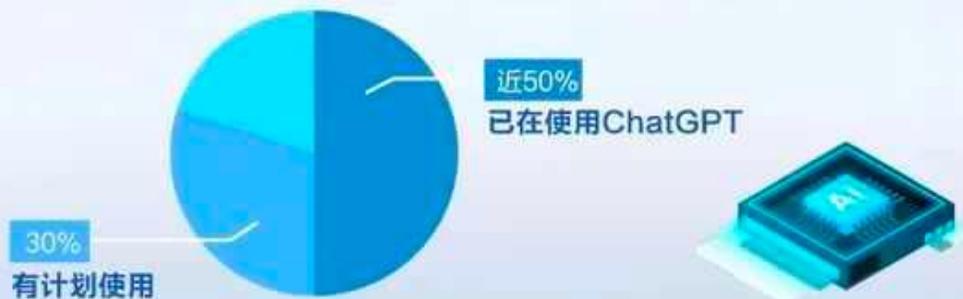
medium



strong



美国受访企业ChatGPT使用情况



美国部分企业引入ChatGPT代替员工工作

美国受访企业使用ChatGPT节省成本调查



美国：部分企业引入人工智能ChatGPT代替员工工作

AI will not
replace you.
A person who's
using AI will
replace you.

—ChatGPT

“...How could we create so much, so fast, so well?

In fewer than 4,000 days, we have encoded half a trillion versions of our collective story and put them in front of 1 billion people, or one-sixth of the world's population. That remarkable achievement was not in anyone's 10-year plan....

Why aren't we more amazed by this fullness? Kings of old would have gone to war to win such abilities. Only small children would have dreamed such a magic window could be real...”

Wired editor, Kevin Kelly, views the massive growth of the Web over the past years. 2005

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