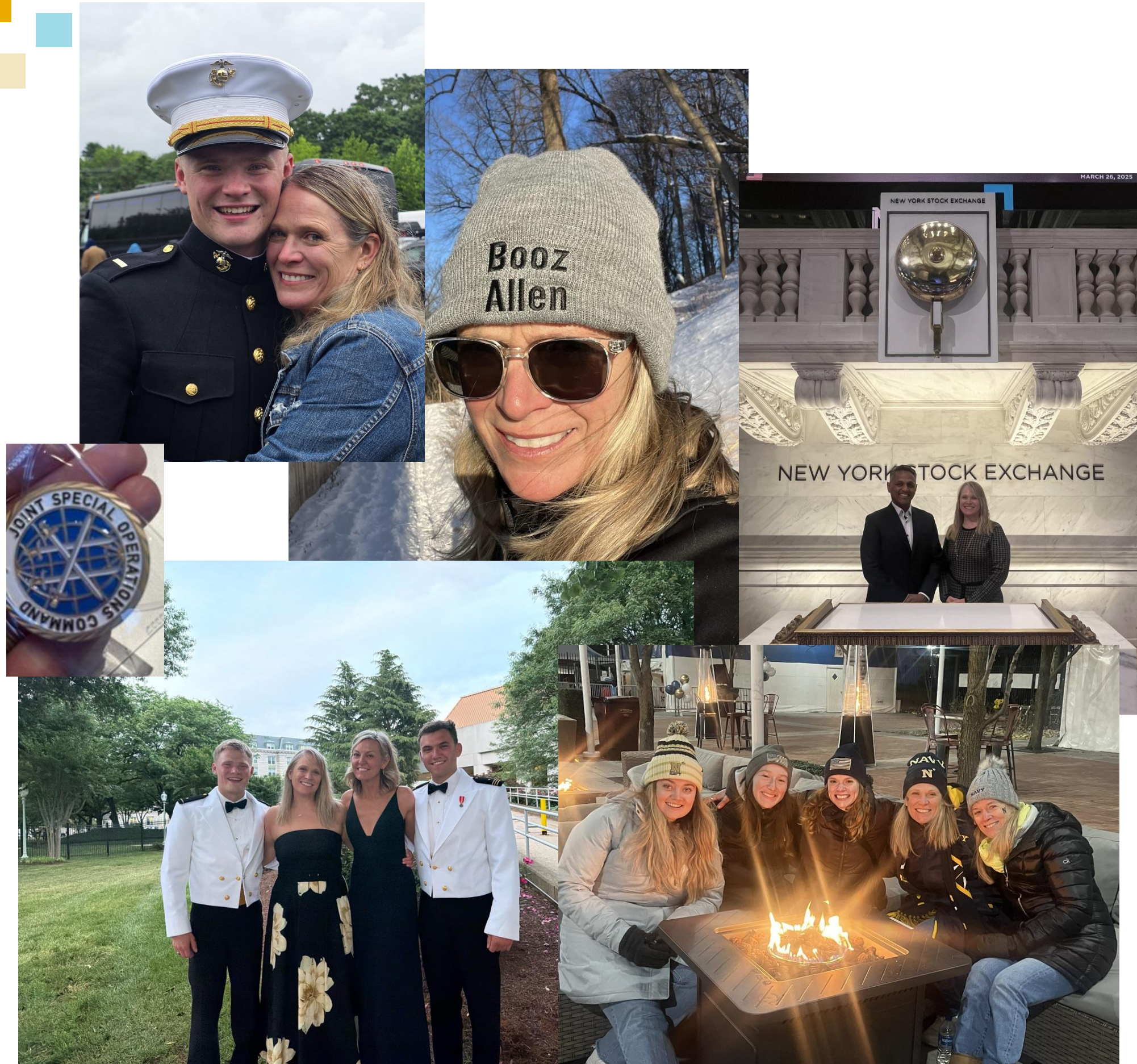


Humanity in the Loop

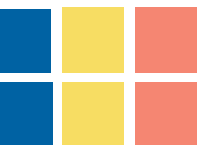
AI as Creative Collaborator for the Next Generation

Megan Smith-Branch, Founder Core Human AI

Integrate
2026



My algorithm






**LGBTQ+
MENTAL
HEALTH
& CRISIS
SUPPORT**

The algorithm knows some of me. It doesn't know the part that makes getting this wrong unforgivable.



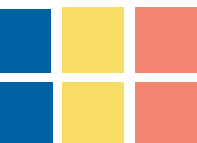


■ THE 2017 PEPSI AD

Every metric was optimized.
Every audience was targeted.
Every A/B test was green.

■ WHAT WAS MISSING

Cultural weight
Lived context
Human judgment





The world is asking the wrong question



Why this matters to you

Generative AI in creative industries by 2030

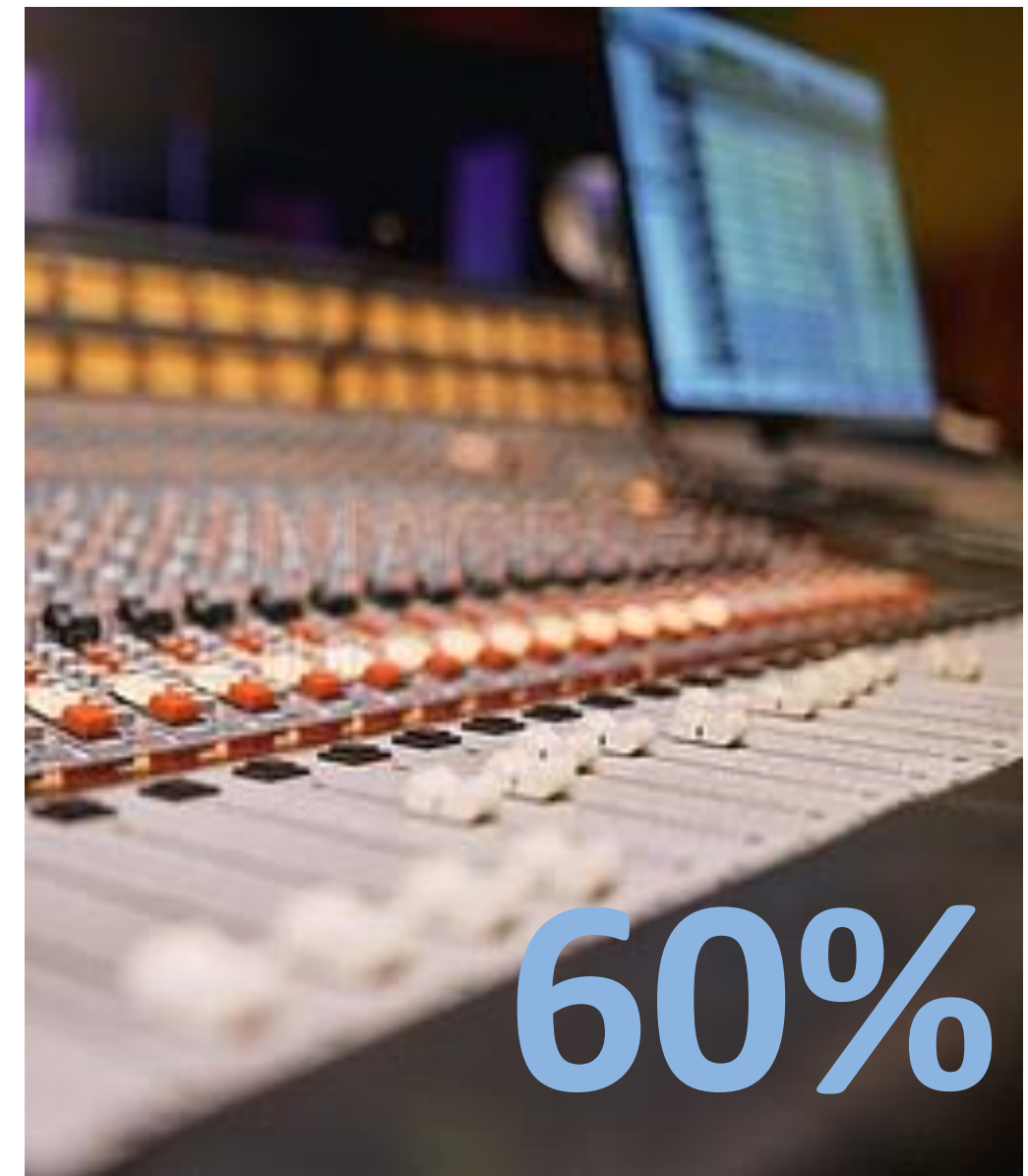


Annual growth rate

32.3%



Creative professionals using AI tools



THREE THINGS AI CANNOT REPLICATE



Cultural Intelligence

Reading a moment, a community, a subculture. Understanding what a brand means to real people in real contexts — and knowing what not to do.



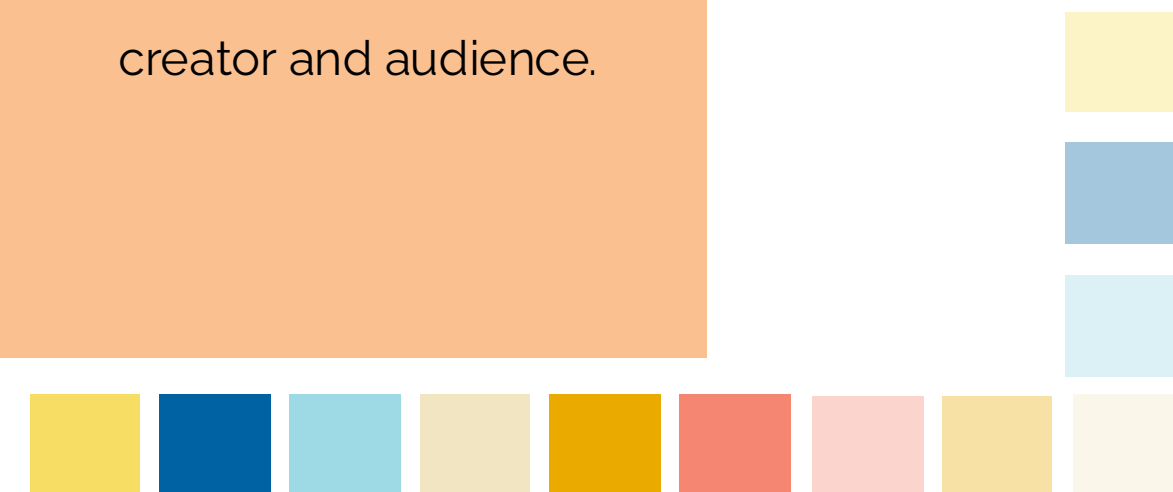
Ethical Judgment

Knowing what shouldn't be made, not just what can be. Navigating rights, representation, and responsibility in a world of infinite generation.



Relational Meaning

The why behind the work. Who it's for. What it costs to get it wrong. The emotional contract between creator and audience.





Humanity in the Loop

- ✓ Cultural Intelligence
- ✓ Ethical Judgment
- ✓ Relational Meaning



Human creativity, cultural intelligence, and ethical judgment become more valuable as AI scales, not less. But only if you develop them intentionally.



A Mental Model

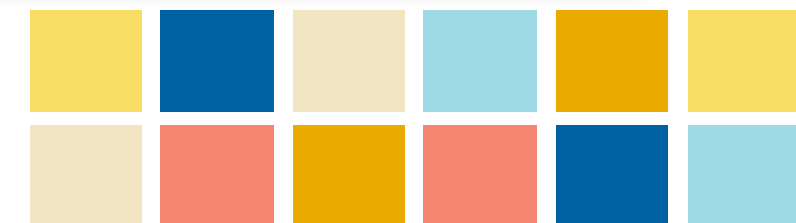
AI HANDLES WELL

- › Volume & variation at scale
- › Pattern recognition across data
- › Rapid iteration & prototyping
- › Optimization & A/B testing
- › Asset generation from prompts
- › Distribution & audience targeting

THE LOOP

HUMANS BRING

- › Cultural read & timing judgment
- › Ethical context & consequence
- › Emotional authenticity & meaning
- › Audience relationship & trust
- › Creative vision & direction
- › Deciding what not to make





Keeping the Soul of the Brand





What the Data Tells Us

\$40B

Global AI marketing spend
reached in 2025

95%

of content leaders say visual
content is critical to their
business

68%

of art directors say AI-generated
imagery lacks emotional depth



AI scales the volume. Humans make it matter.

WHAT AI DOES IN BRAND MARKETING

Copy variations

Headlines, subject lines, and CTAs generated at scale across every audience segment

A/B testing

Real-time optimization every variant tested, every winner surfaced automatically

Asset generation

Images, video, and creative formats produced on demand, faster than any team

Audience targeting

Precision delivery based on behavioral signals, purchase history, and lookalike data

THE LOOP

WHERE HUMANS SHAPE THE BRAND

Tone

The voice that makes a brand feel human and worth trusting

Cultural timing

Knowing when, and when not, to show up in the conversation

What not to say

The judgment that protects brand trust when data can't see the risk

Brand authenticity

The relationship between brand and audience that only humans can author



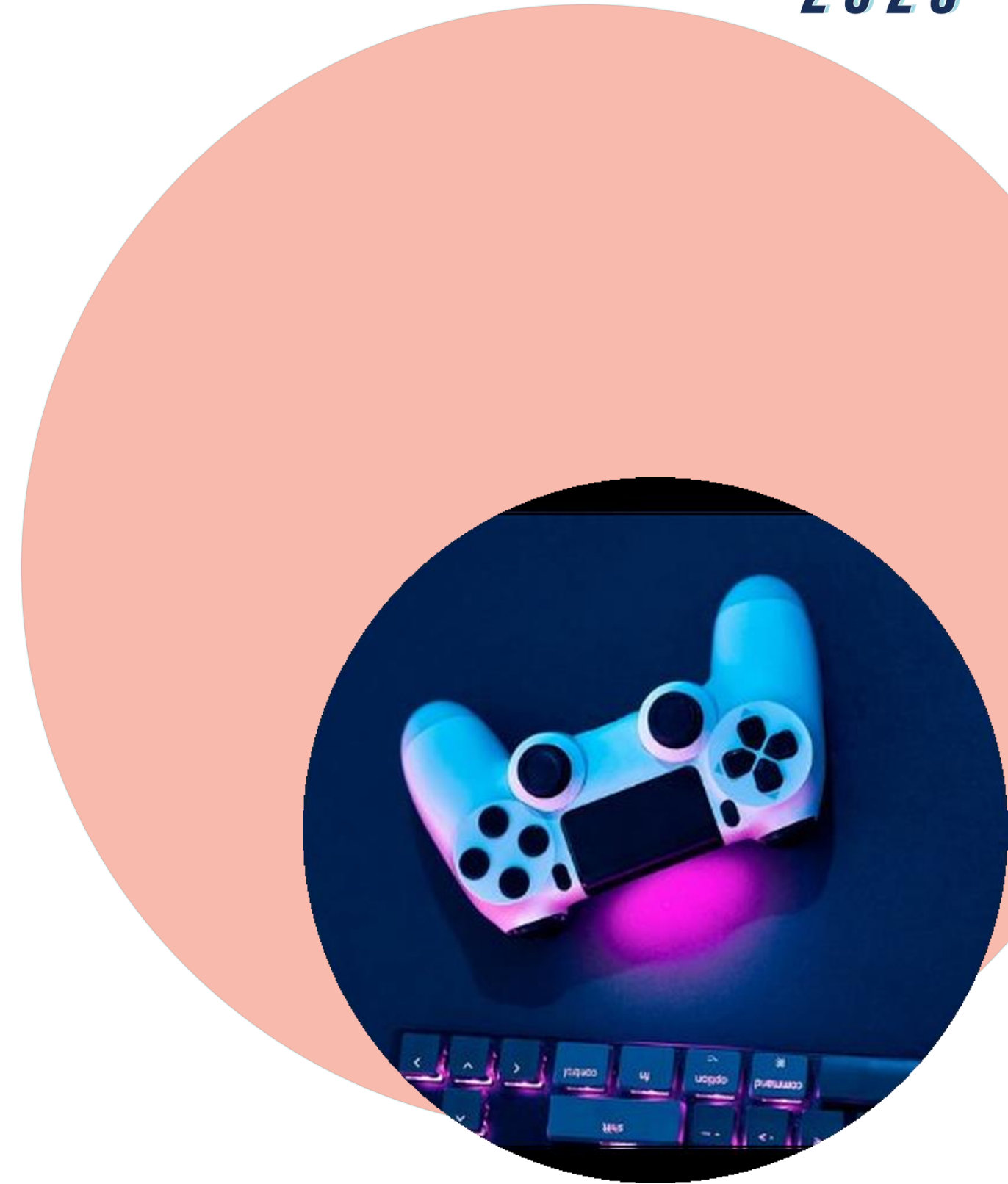
BUILD CULTURAL FLUENCY

- ✓ Brand authenticity is a real thing built through human decisions, not automated ones
- ✓ Study culture obsessively





Maintaining an emotional contract





AI scales the reach. Marketers shape what it means.

WHAT AI DOES IN MARKETING & MEDIA

Content generation

Copy, headlines, and creative assets produced at scale across every channel

Audience targeting

Precision delivery based on behavioral signals, purchase history, and lookalike data

Campaign optimization

Real-time A/B testing; every variant tested, every winner surfaced automatically

Performance analytics

Predictive modeling, attribution, and trend forecasting at scale

WHERE THE HUMAN SHAPES THE EXPERIENCE

Emotional arc

The narrative arc that builds lasting emotional connection with audiences

Audience empathy

Designing for what someone will feel at every brand touchpoint

Narrative coherence

Ensuring the campaign feels authored, not assembled

Ethical design

Protecting audience trust; knowing what not to say



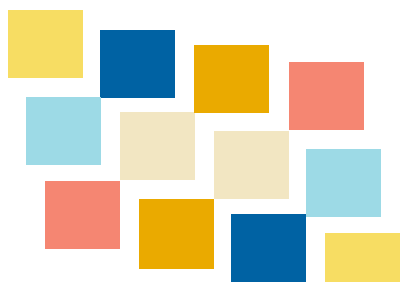
BUILD EMOTIONAL ARCHITECTURE

- ✓ Develop emotional vocabulary as deliberately as you develop technical skills.
- ✓ Explore widely





The human responsibility to protect the integrity of a creative vision



The Tension

34M

AI-Generated Images
Created Daily

2K

2,000 AI image generation
tools available online

71%

of Social Media Images Now AI-
Generated

AI transforms the industry. Humans remain irreplaceable.

WHERE AI HELPS

Talent & creator discovery

Surfacing emerging voices from streaming, social, and behavioral data at scale

Content distribution & placement

Campaign & brand analytics

Production tools

WHERE HUMANS CANNOT BE REPLACED

Which voices to amplify and why

Protecting what the creator stands for, not just what performs

Creative vision stewardship

Ensuring the deal honors the creator's identity and long-term integrity

Rights, consent, and ethical judgment

Genuine relationships

Technology cannot build the trust that sustains a creative career



ARTISTIC STEWARDSHIP

- ✓ Build real relationships with artists and their communities.
- ✓ Understand what authentic sounds like
- ✓ Develop ethical clarity





The ceiling now belongs entirely to human depth and discernment.



Study Culture

01

02

Build Relationships



03

04

Ethics First

Develop Creative Judgment



AI can generate the work.

Only *you* can make it matter.



Integrate
2026

Thank You

Time For Questions

