

**HAVE WE PASSED THE
LOVELACE TEST?
CREATIVITY &
GENERATIVE ARTIFICIAL INTELLIGENCE**

**PROMEGA GLOBAL MARKETING CONFERENCE
TUESDAY, JUNE 18**



AGENDA

INTRODUCTION

WHAT IS CREATIVITY?

CREATIVITY & AI

MARKETING APPLICATIONS

POTENTIALS & OBSTACLES

CONCLUSION





INTRODUCTION

ADVERTISING &
PUBLIC COMMUNICATIONS

VISUAL ARTS

PHD, MEDIA STUDIES (2019, UWM)

ASST. PROF., ENGLISH &
HUMANITIES



A black and white photograph of a fern frond, which is a large, feathery leaf. A circular frame made of thin, curved twigs or branches is positioned over the center of the frond. The text "WHAT IS CREATIVITY?" is written in a bold, white, sans-serif font across the middle of the image, centered within the circular frame.

WHAT IS CREATIVITY?



Detail from Raphael's *The School of Athens* (1509-1511)



Jacopo Tintoretto, *The Muses*, 1578

UNDERSTANDING CREATIVITY



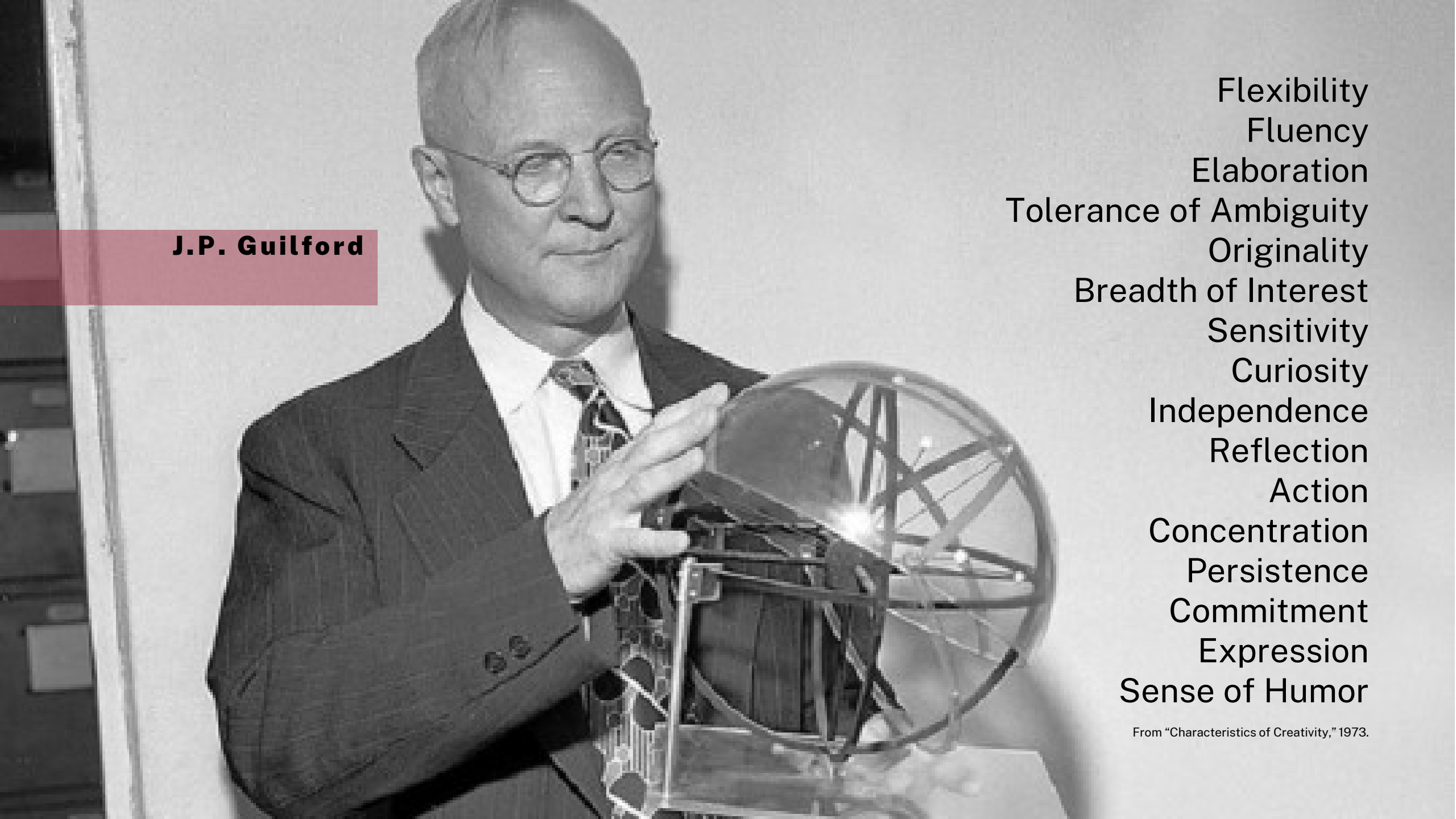
Henri Poincaré



Source: Microsoft stock photo



Source: Public Domain



J.P. Guilford

Flexibility
Fluency
Elaboration
Tolerance of Ambiguity
Originality
Breadth of Interest
Sensitivity
Curiosity
Independence
Reflection
Action
Concentration
Persistence
Commitment
Expression
Sense of Humor

From "Characteristics of Creativity," 1973.

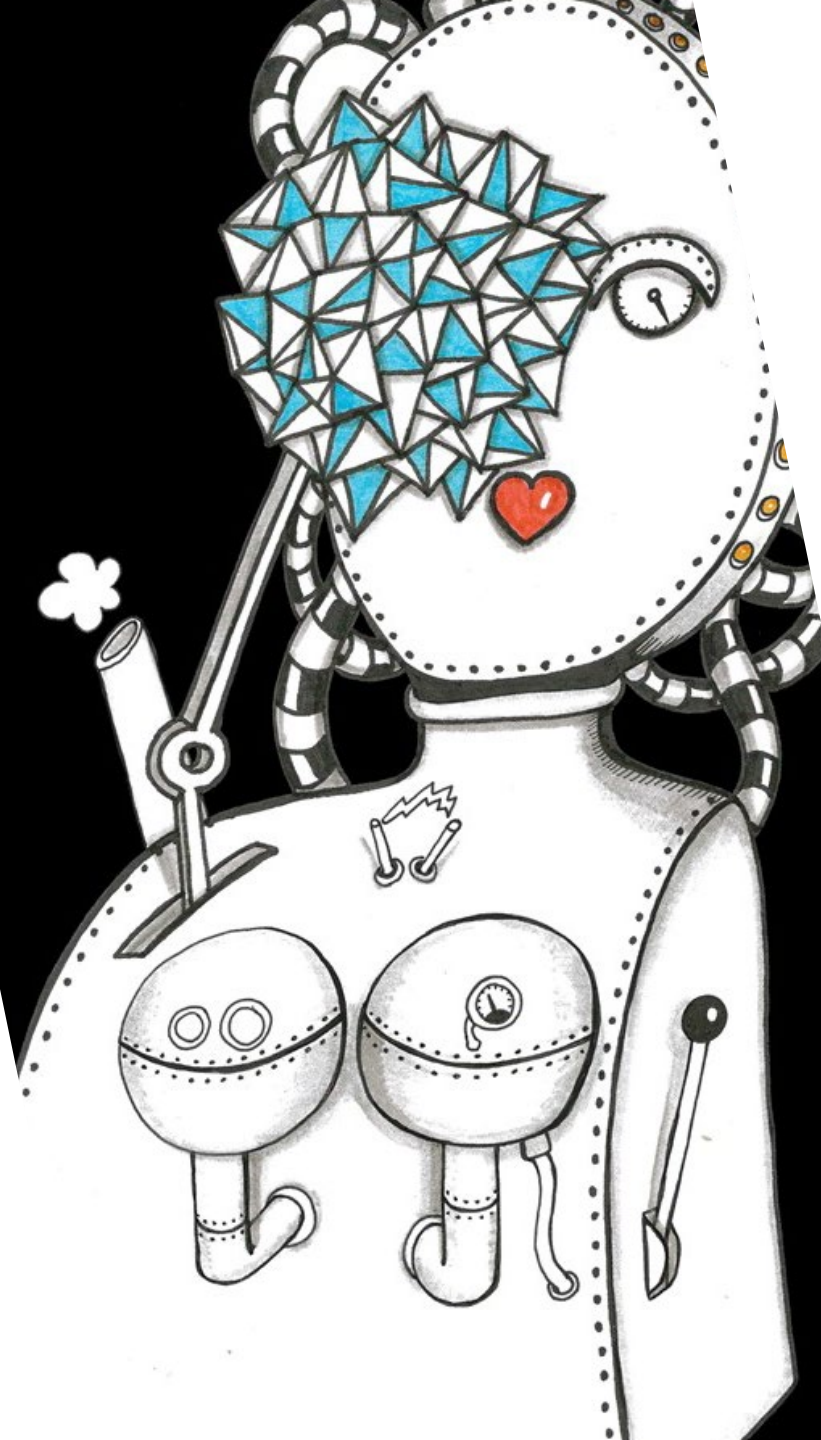


CONTEMPORARY DEFINITIONS

- “New, surprising, and of value”
(Boden, 1990)
- “Useful, illuminating, or challenging
in some way” (Boden, 2004)
- Three forms
 - Exploratory
 - Combinatory
 - Transformational



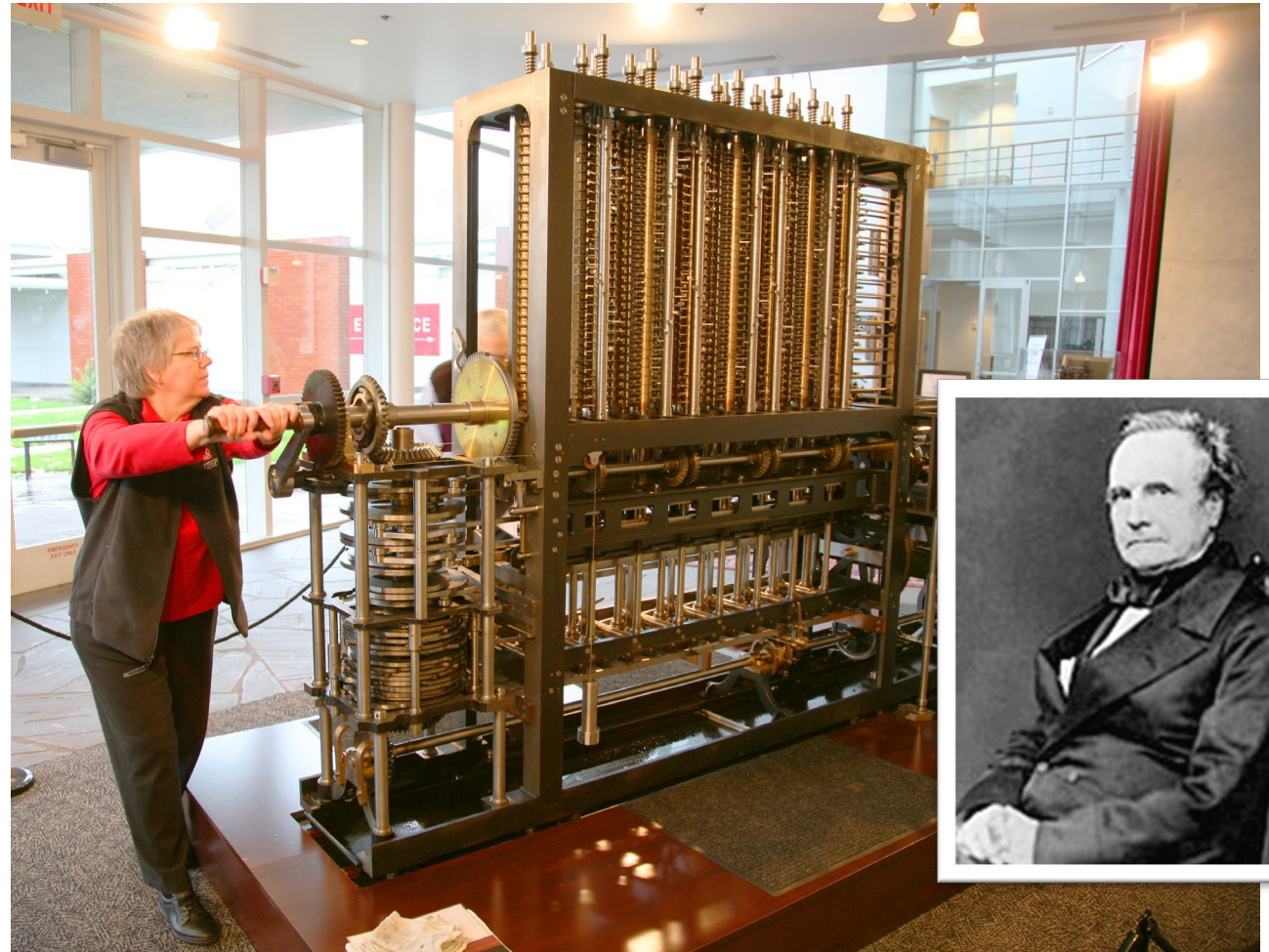
CREATIVITY & AI





Source: "Ada Lovelace" by Alfred Edward Chalon, CC BY-SA 4.0 via Wikimedia Commons

ADA LOVELACE & THE ANALYTICAL ENGINE



Source: Jitze Couperus from Los Altos Hills, California, USA, CC BY 2.0 via Wikimedia Commons

TURING TEST



Midjourney AI, prompted by Netha Hussain, Public domain, via Wikimedia Commons



AlphaGo

AI & THE CREATIVE INDUSTRY

APRIL 2016

“The Next
Rembrandt”



Dutch Digital Design: “The Next Rembrandt: Bringing the Old Master Back to Life”

AI & THE CREATIVE INDUSTRY

SEPTEMBER 2022

“Théâtre D’opéra
Spatial” by
Jason M. Allen via
Midjourney



NYTimes. "An A.I.-Generated Picture Won an Art Prize. Artists Aren't Happy."

AI & THE CREATIVE INDUSTRY

JANUARY 2023

Andersen, McKernan, and Ortiz

v.

Stability AI

Getty Images

v.

Stability AI



Source: AP Photo, George Walker IV

gettyimages®

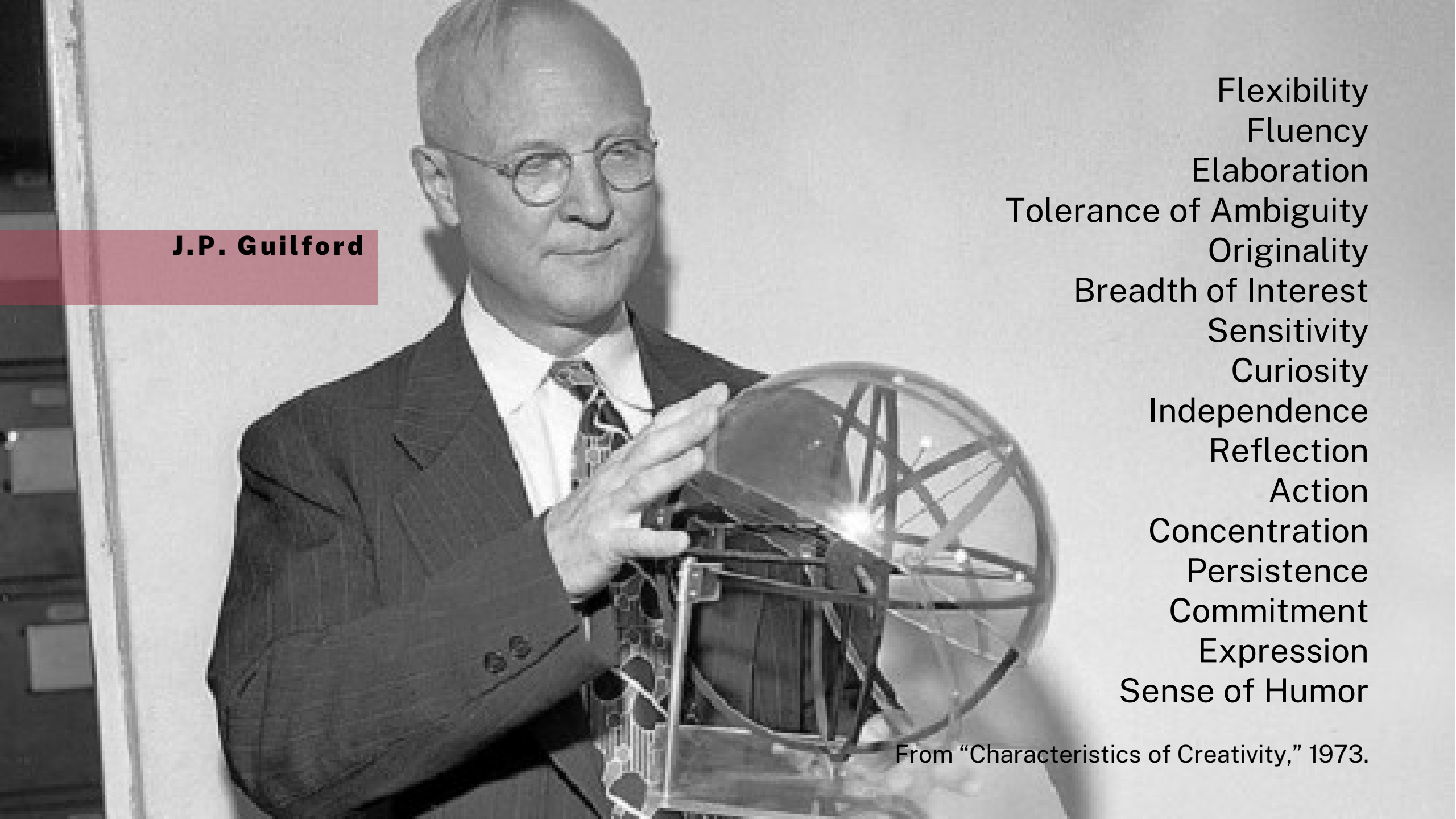
TURING TEST VS. LOVELACE TEST



Midjourney AI, prompted by Netha Hussain, Public domain, via Wikimedia Commons



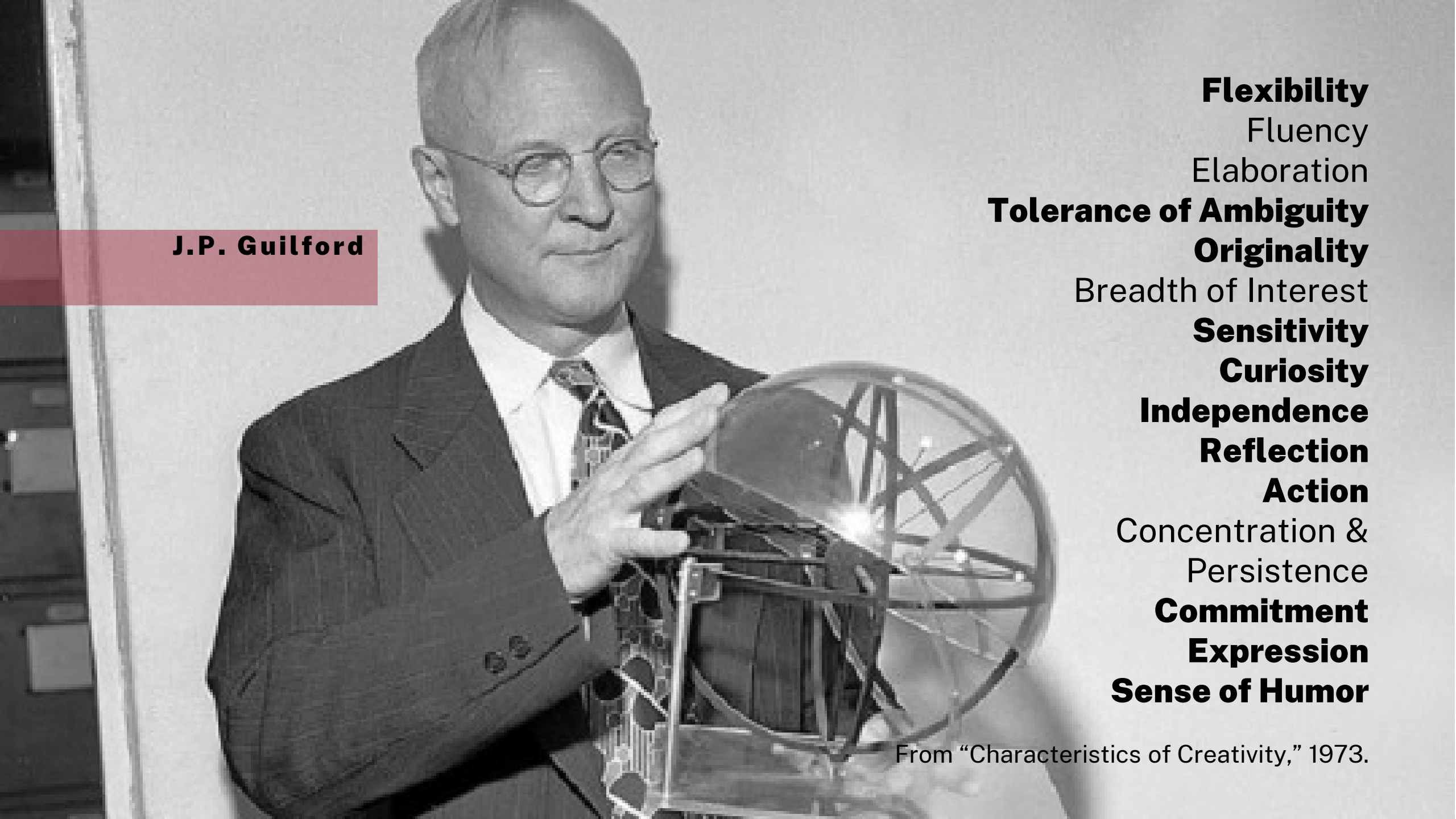
MARKETING APPLICATIONS



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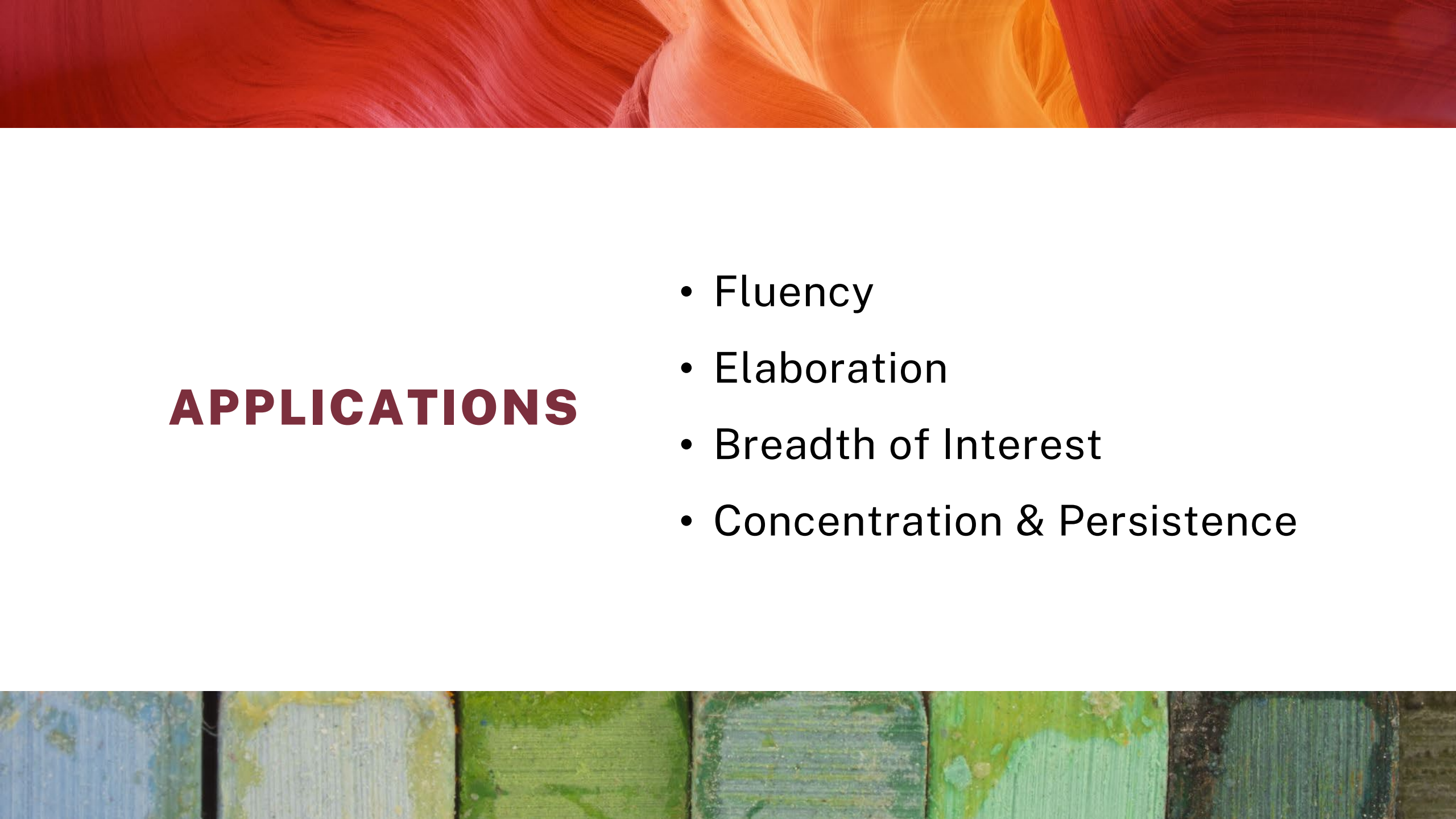
Persistence

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From "Characteristics of Creativity," 1973.



APPLICATIONS

- Fluency
- Elaboration
- Breadth of Interest
- Concentration & Persistence



APPLICATIONS

- Content Creation
 - Analysis
 - Brand Consistency
- 

**“WHERE DISCOVERY IS FUELED BY
CREATIVITY AND CONNECTION”**



Source: Promega Corporation Instagram





POTENTIALS & OBSTACLES



Image Source: Mapbox, CC BY

POTENTIAL BENEFITS

- Day-to-Day Productivity
- Expanded Skillset
- Information Processing
- Accessibility
- UX Design



Image Source: Mapbox, CC BY

POTENTIAL OBSTACLES

- Information Illiteracy
- Ethics & Equity
- Reliability
- Over-Reliance
- Copyright & IP
- Environmental

DISCONNECTION



THE CREATIVE AGE?

THE CREATIVE PRACTITIONER

- Backgrounds
- Experiences
- Skills
- Cultures
- Languages
- Collaborations
- Playfulness



**A GOOD TOOL IS AN
EXTENSION OF THE
PRACTITIONER**





**AI IS AN EXTENSION
OF THE WORLD**

cli·ché

/klē'SHā/

noun

noun: **cliché**; plural noun: **clichés**; noun: **cliche**; plural noun: **cliches**

1. a phrase or opinion that is overused and betrays a lack of original thought.
"the old cliché "one man's meat is another man's poison.""

Similar:

platitude

hackneyed phrase

commonplace

banality

truism



- a very predictable or unoriginal thing or person.
"each building is a mishmash of tired clichés"

2. **BRITISH • PRINTING**
a stereotype or electrotype.



Source: Public Domain



Source: "Traveller at Bambara Wedding, Mali, West Africa," Dr. Ondřej Havelka, CC BY-SA, Wikimedia Commons

THANK YOU

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