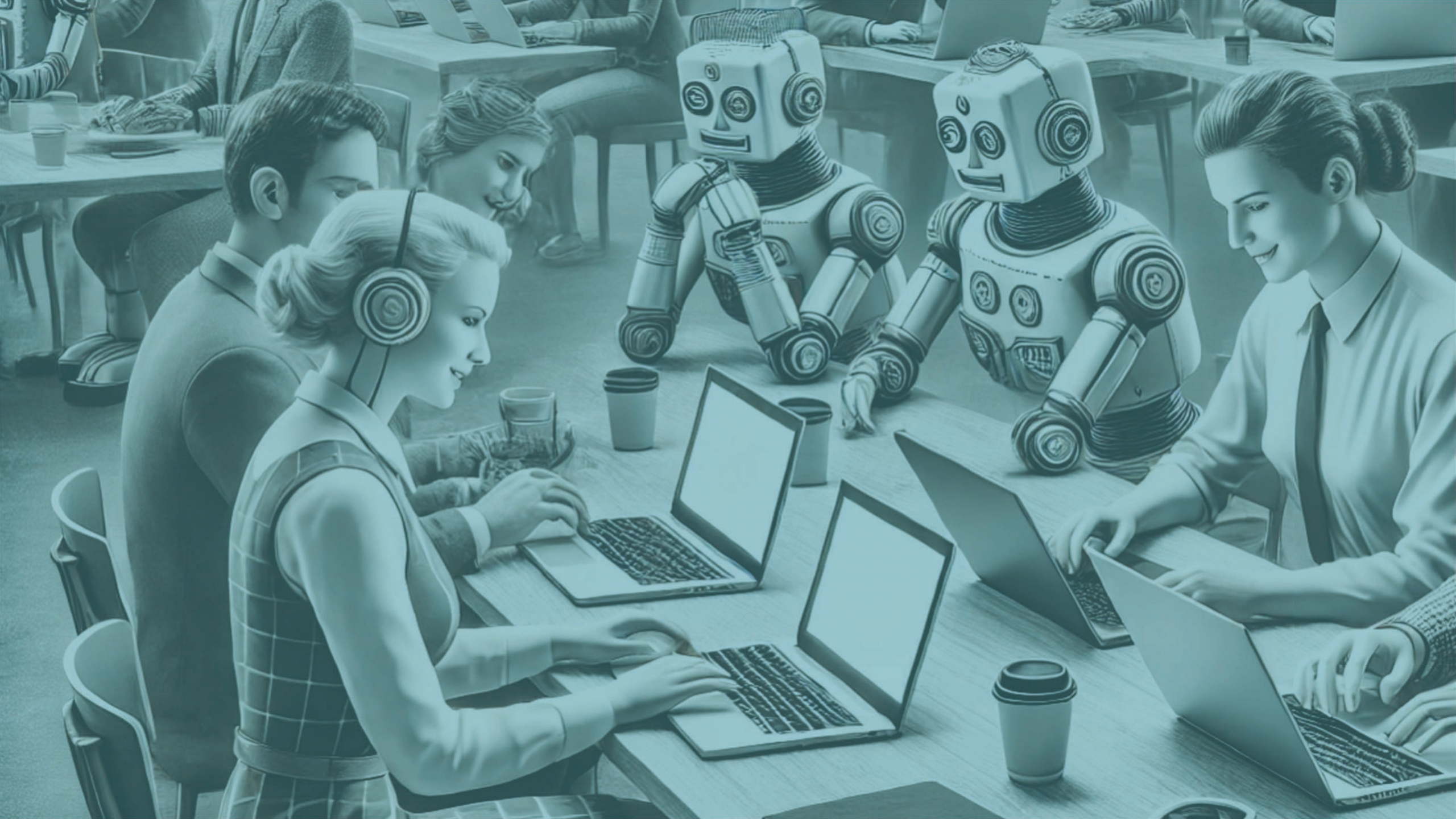


# Creativity through AI in higher ed marketing

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**Mary Pedersen, Executive Creative Director**



**this evolution**  
**requires our energy**

“**When I talk to people about AI, something I hear a lot from non-experts is, *I don't understand AI.* But when I talk to experts, a funny thing happens. They say, *I don't understand AI.* And neither does anyone else.**

**Helen Toner**  
THE TED AI SHOW



**use tools not as crutches**

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**but as amplifiers  
of our creativity**

**rethink what we do  
in the first place**

# **ethical culture of experimentation**

# Our POV

**As we relentlessly evolve with the world around us, we leverage AI to assist our teams in bringing the best work forward and providing the best client experience possible.**

**We embody the belief that AI enables ideas. It is not a replacement, but a companion in the journey.**

**We approach AI with thoughtful curiosity and the intent to craft personal experiences. We use AI with ethics and bias in mind: our team reviews each output for signs of discrimination, accuracy and ethical behavior. AI requires humans.**

**Our approach:**

- **Enables human ideation**
- **Innovates within the current opportunities and limitations of AI**
- **Insists that we are upfront and communicative**
- **Ensures confidentiality and data privacy**
- **Maintains brand integrity**





## Our POV

- 1 AI helps us generate and produce ideas, strategies and creative that deliver better results, and**
- 2 Our use of AI scales the impact of our talented team while providing evolving career opportunities for our people**



# 6 strategies for creativity



1

**Test AI on familiar tasks before trusting it with new**





2

# Get creative through play

**Create NPCs  
for Dungeons  
& Dragons  
campaigns**

**Kids  
prompting  
their own  
bedtime  
stories**

**Debate with  
a famous  
role model**

**Plan party  
activities for  
low-mobility  
guests**

**play**

**Build  
custom  
Lego  
patterns**

**Visualize  
themed  
wedding  
outfits**

**Talk to  
oneself  
from a  
different  
century**

**Compose  
poems  
and music  
about a cat**



**experimentation**  
**leads to**  
**innovation**



3

**Embrace  
clarity,  
flexibility,  
deadlines**



**mix problem clarity**  
**with outcome**  
**flexibility**



**gen AI won't fix  
your problem,  
it will magnify  
the disconnect**



4

# Build from discoveries

5

**Let go of  
what made  
you great  
to this point**



**from creator to curator**





6

**Build around  
what AI can  
do – and  
what it can't**

**seek creativity**

**not just efficiency**

~~powered~~ by AI



*em* powered by AI







THANK YOU

**Questions + feedback:**  
**[mpedersen@jpl.agency](mailto:mpedersen@jpl.agency)**

