

# Putting AI into perspective. **Crafted**®

National Attractions Marketing Conference 2025

Sector capability.

Arts, culture,  
attractions  
and travel.

We've got this.



SANTA  
LAPLAND

The British  
Museum

**EXPLORE!**

**KUONI**

LIBRARY  
HSILIB

**English  
National  
Ballet**

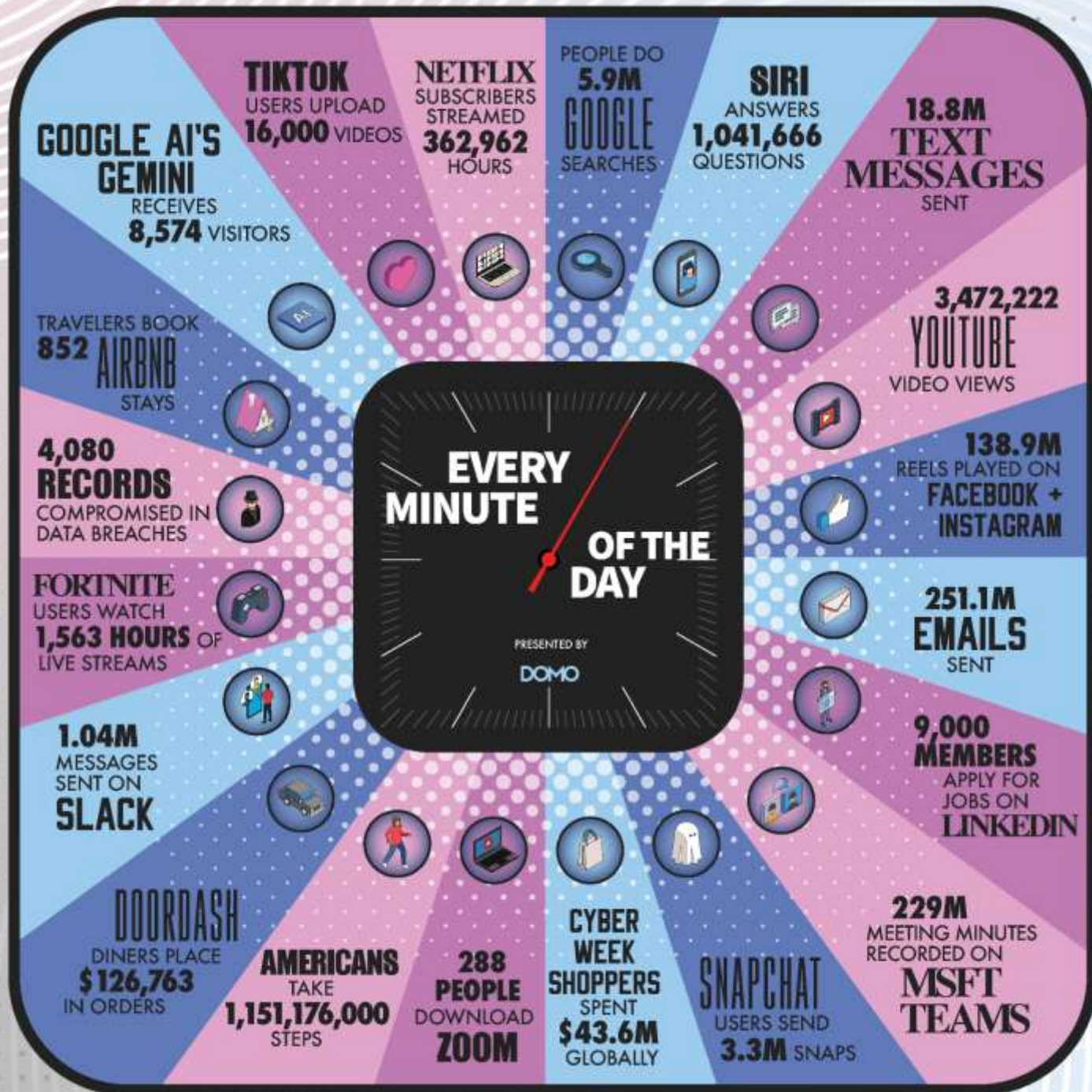


 **UK  
Parliament**

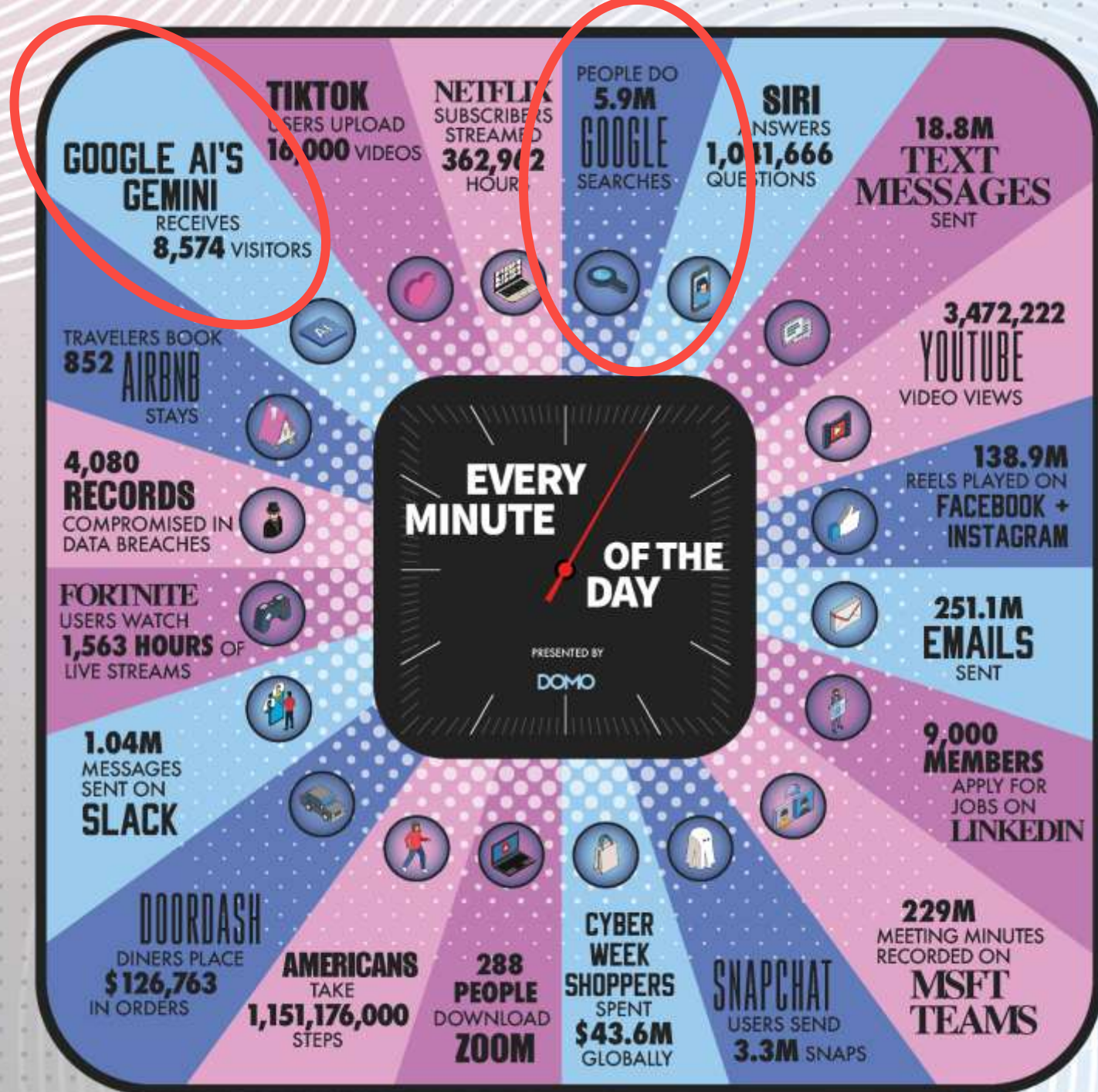
52.3%

of marketers and advertisers  
believe AI is overhyped.

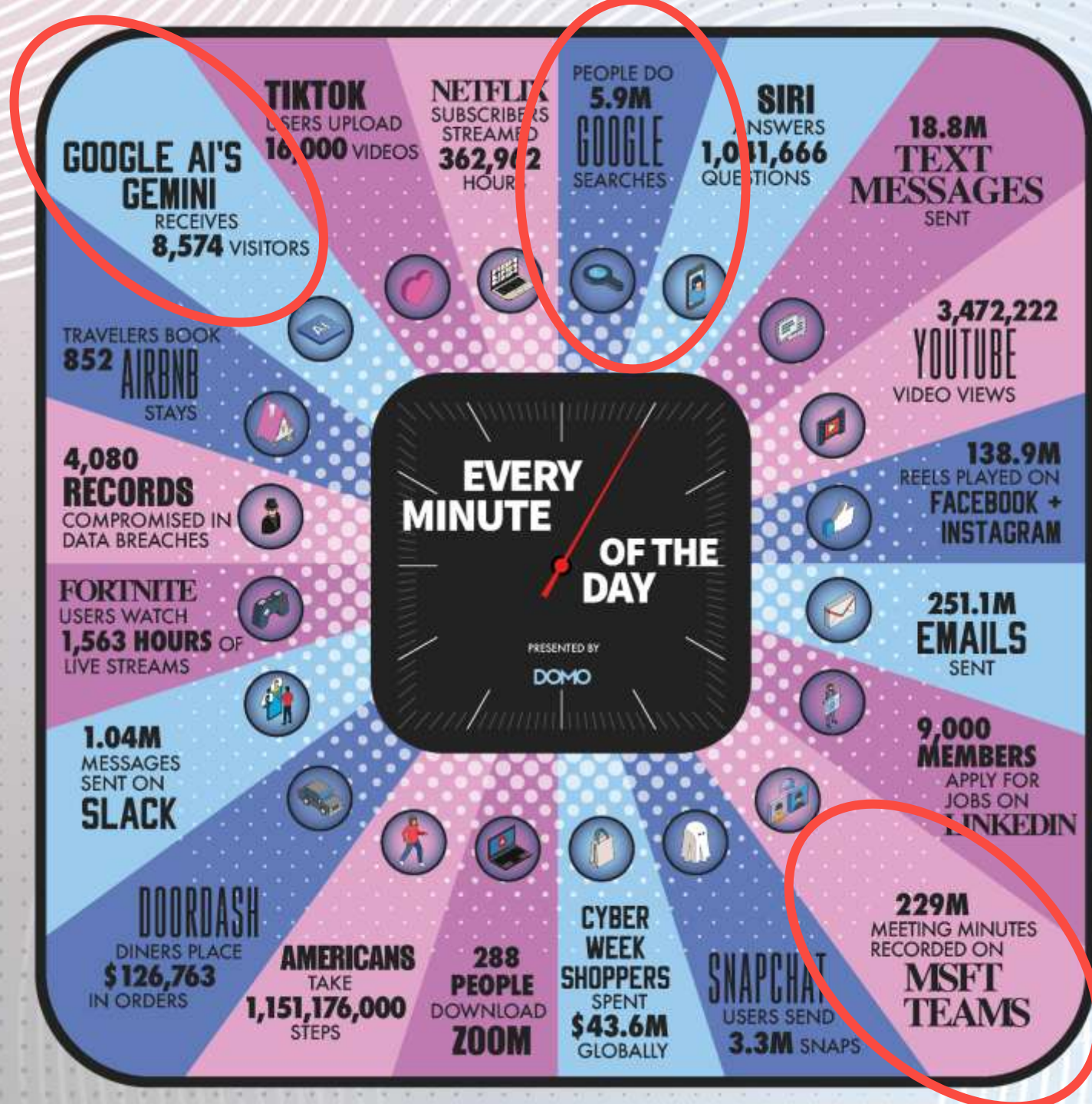
**Let's put it into**  
perspective.



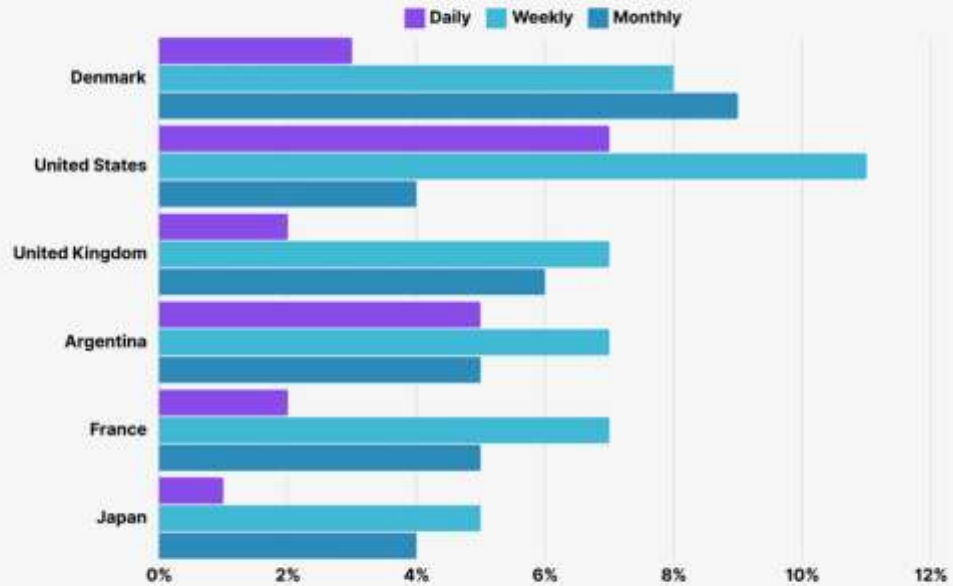






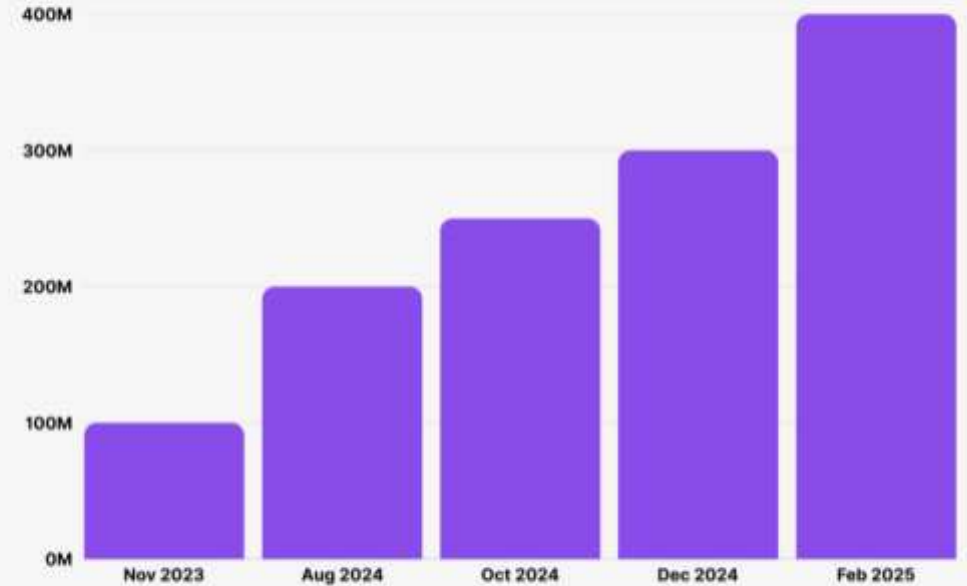


## Use Frequency of ChatGPT by Country



Use Frequency of ChatGPT

## ChatGPT Weekly Active Users Worldwide

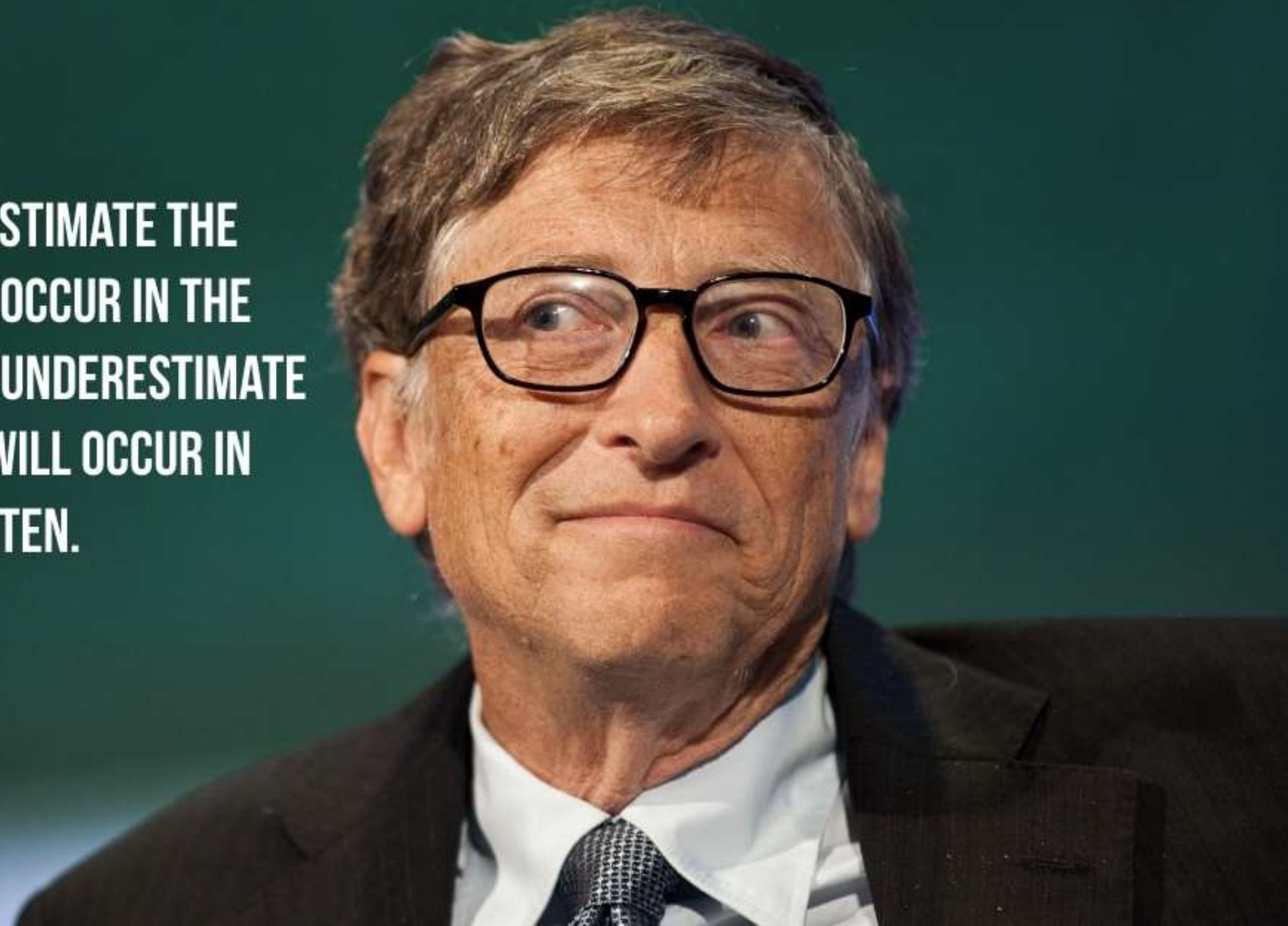


Date



**WE ALWAYS OVERESTIMATE THE  
CHANGE THAT WILL OCCUR IN THE  
NEXT TWO YEARS AND UNDERESTIMATE  
THE CHANGE THAT WILL OCCUR IN  
THE NEXT TEN.**

**BILL GATES**



Are any familiar?

**I'm scared AI will replace me.**

**I don't understand its purpose.**

It feels too complicated overall.

**I don't trust artificial intelligence systems.**

**I doubt AI's reliability in decisions.**

I fear losing control to AI.

I think AI lacks creativity.

**I'm comfortable with my current methods.**

**I don't have time to learn.**

The learning process feels overwhelming.

**I don't see how it helps.**

**I'm concerned about the cost involved.**

The media makes AI sound dangerous.

**I don't want to feel replaceable.**

AI seems impersonal and dehumanising.

I distrust automation replacing human tasks.

**I don't know its practical applications.**

**I've seen biased AI results before.**



I feel overwhelmed by tech advancements.

**I don't share developers' priorities for AI.**


I fear relying too much on AI.

**I'm worried about AI ethics and fairness.**

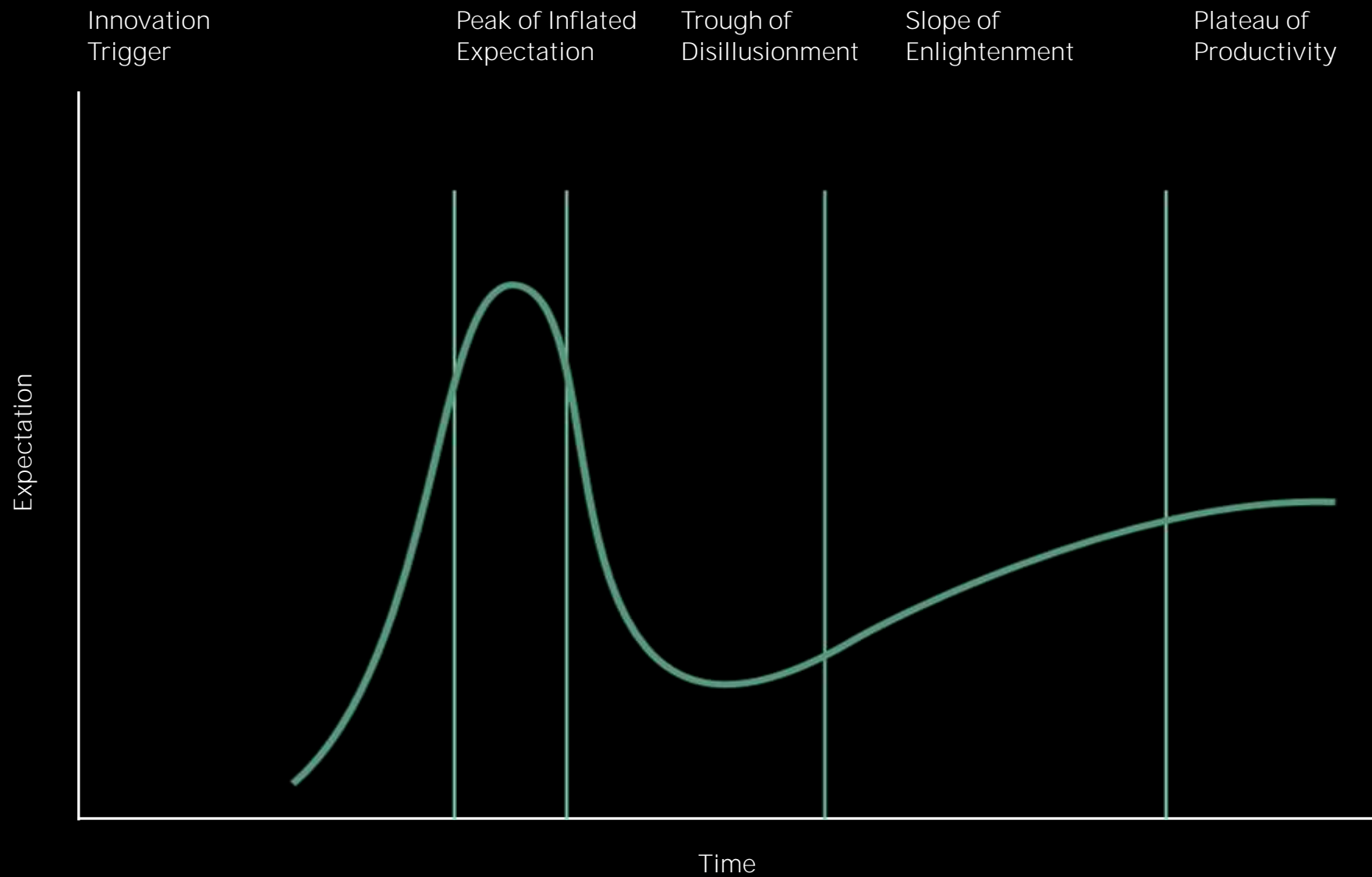
Are any familiar?

 ChatGPT 4o 

Provide at least 20 different reasons why humans have resisted learning about AI and it's usefulness. Reply in bullet points with no more than 5 words in each item. Write in 1st person

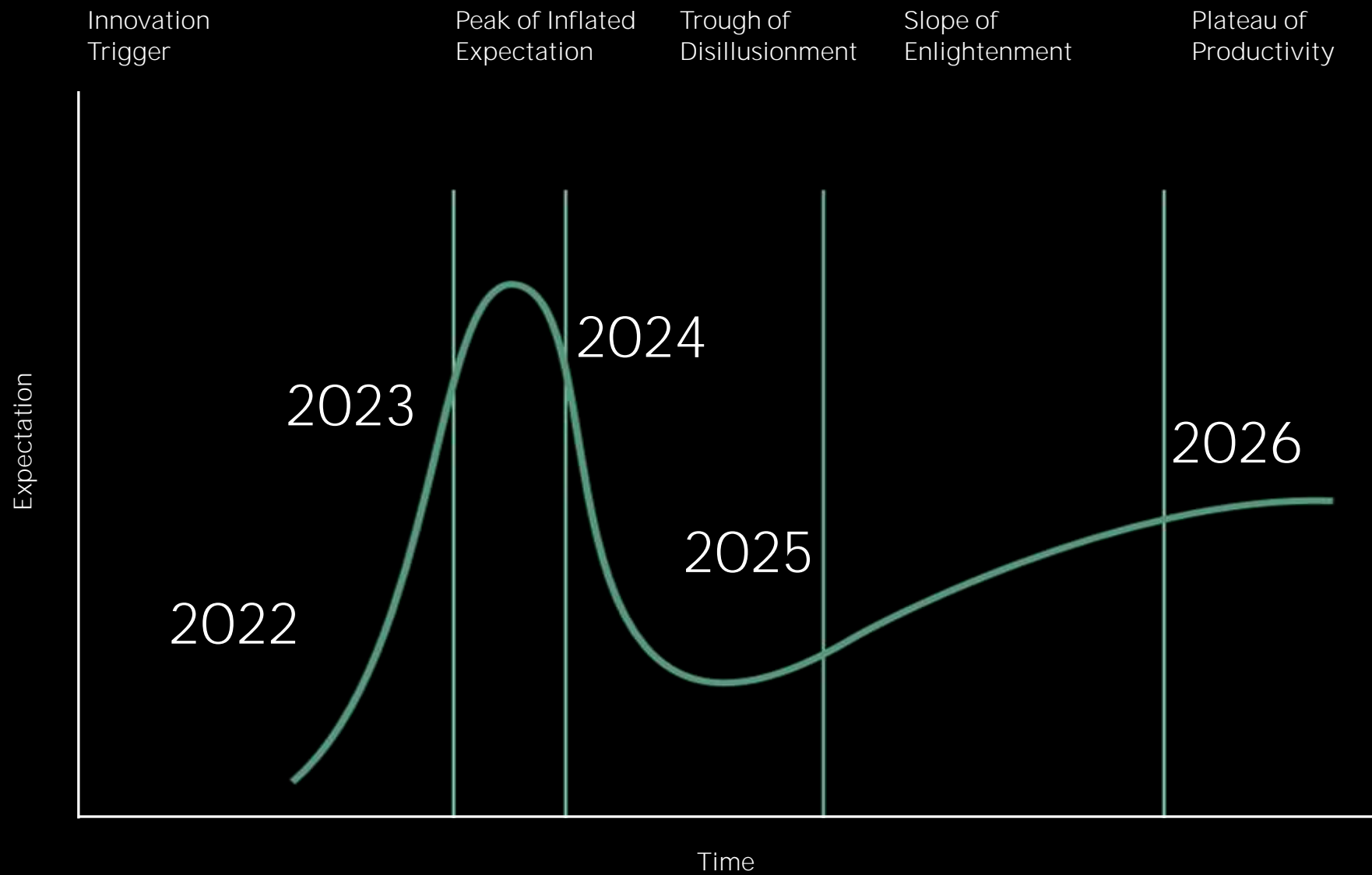


- I'm scared AI will replace me.
- I don't understand its purpose.
- It feels too complicated overall.
- I don't trust artificial intelligence systems.
- I'm worried it will be misused.



**Gartner**®





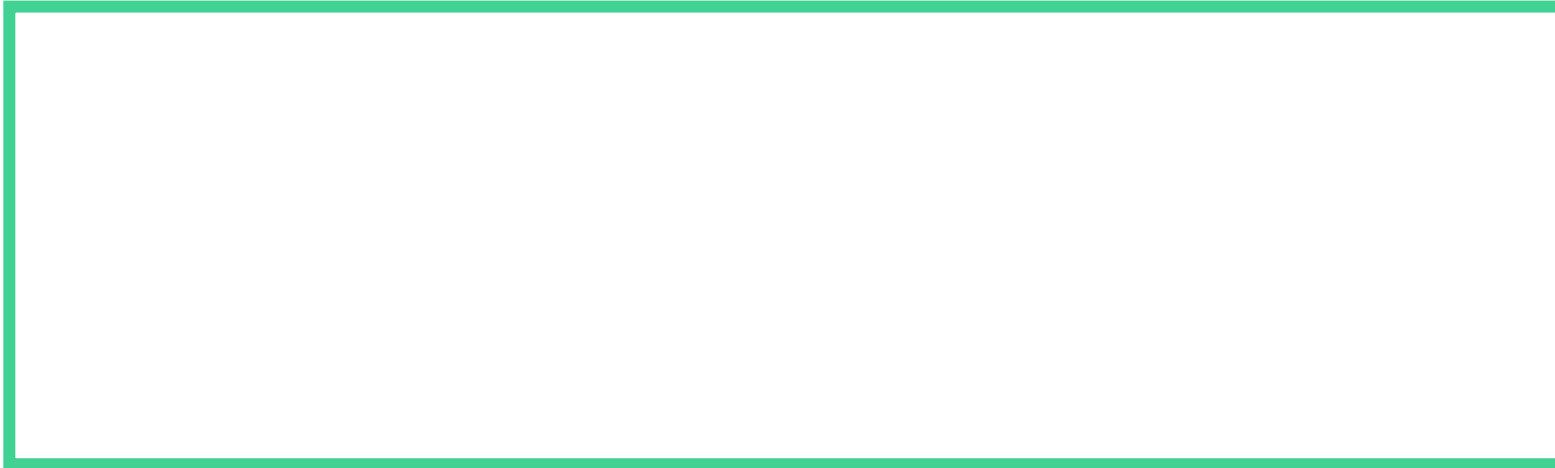
**Gartner**<sup>®</sup>

Crafted opinion:

A lot of AI tech has been  
a solution looking for a  
problem. Now real use  
cases are developing.

# Think about any job:

Any job



Most  
basic

Most  
complex

# Not all tasks are equal.

Any job



Most  
basic

Most  
complex



# AI will impact basic tasks.

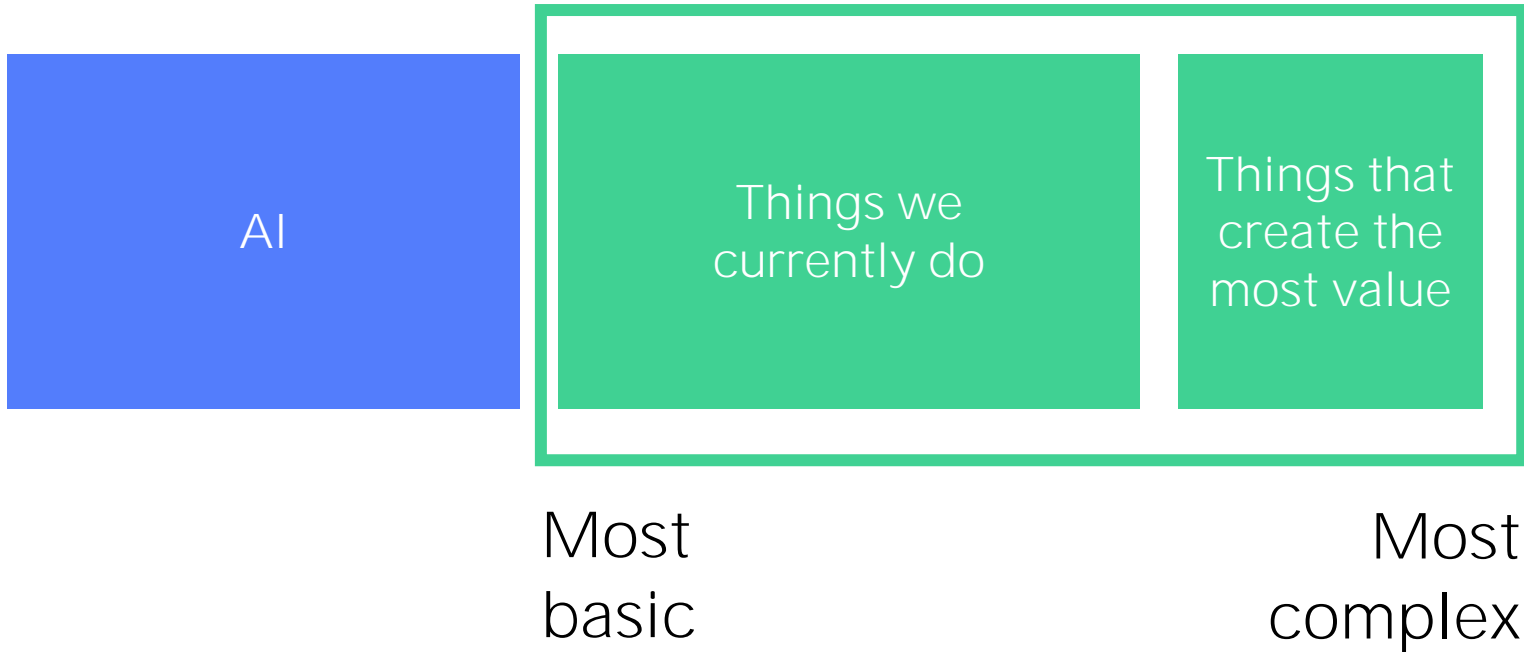
Any job



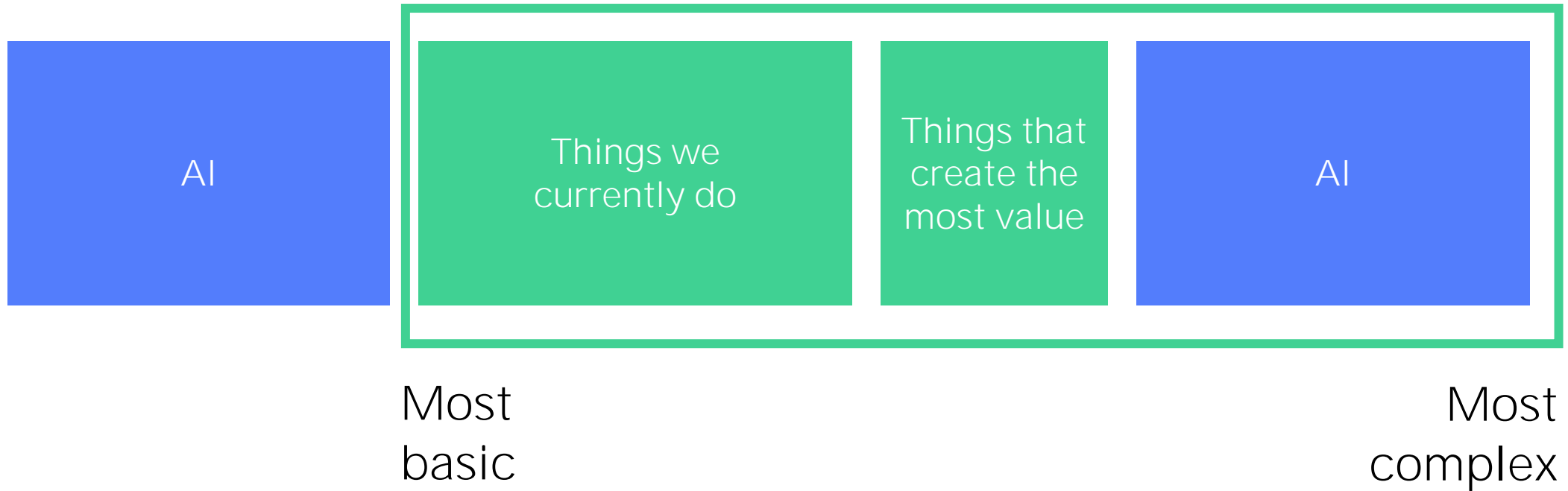
Most  
basic

Most  
complex

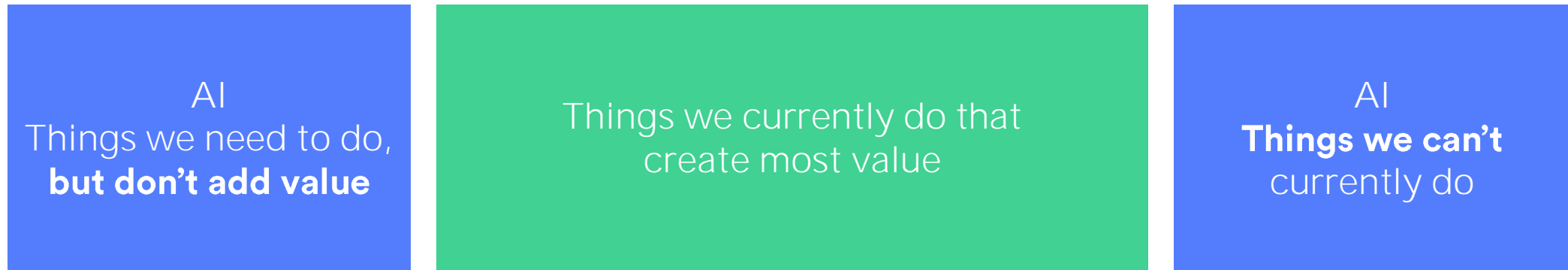
# Which could reduce job scope (and jobs).



# But it can also allow us to do new things.



# How I think about AI.

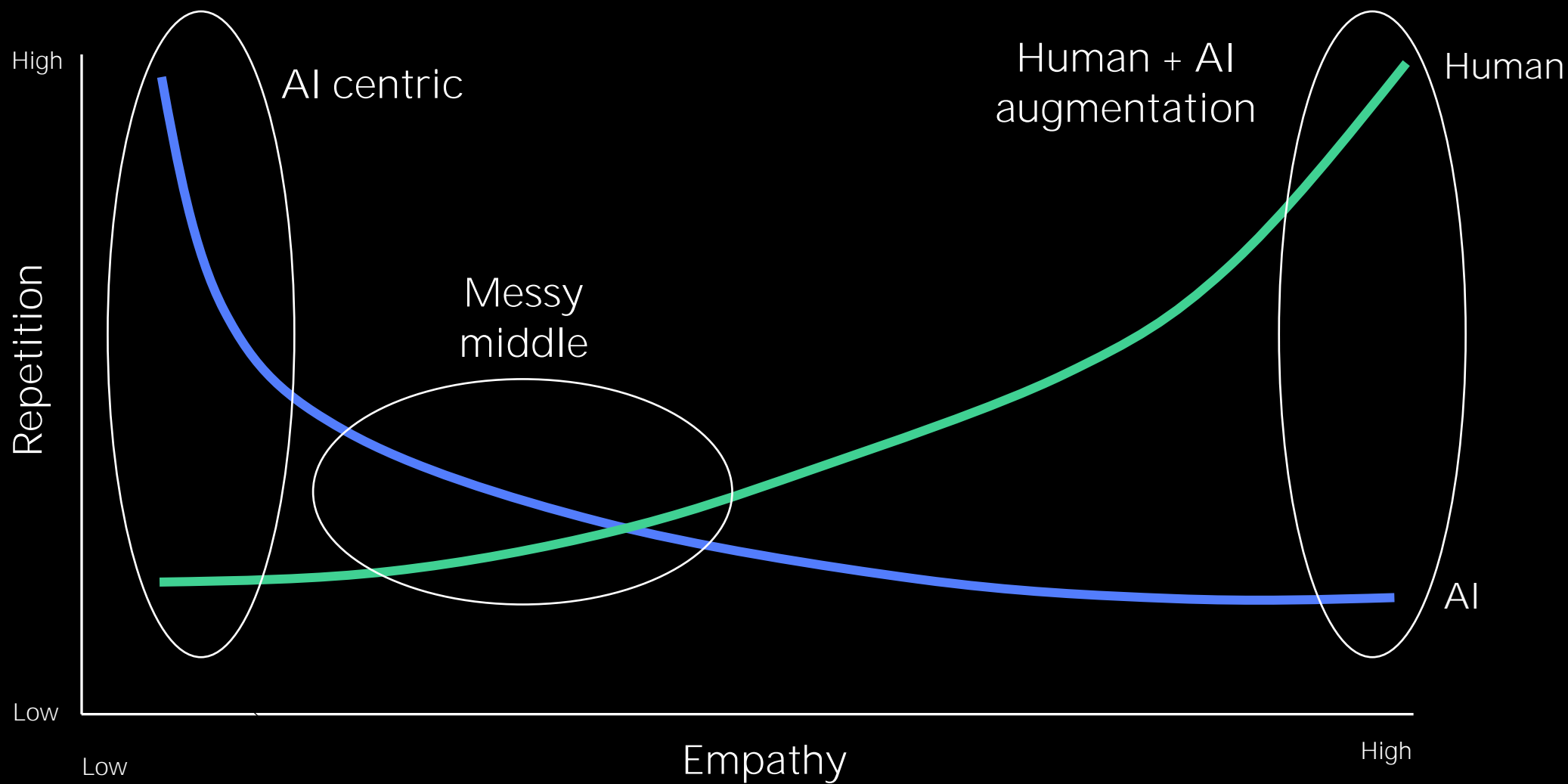


Automate

Augment



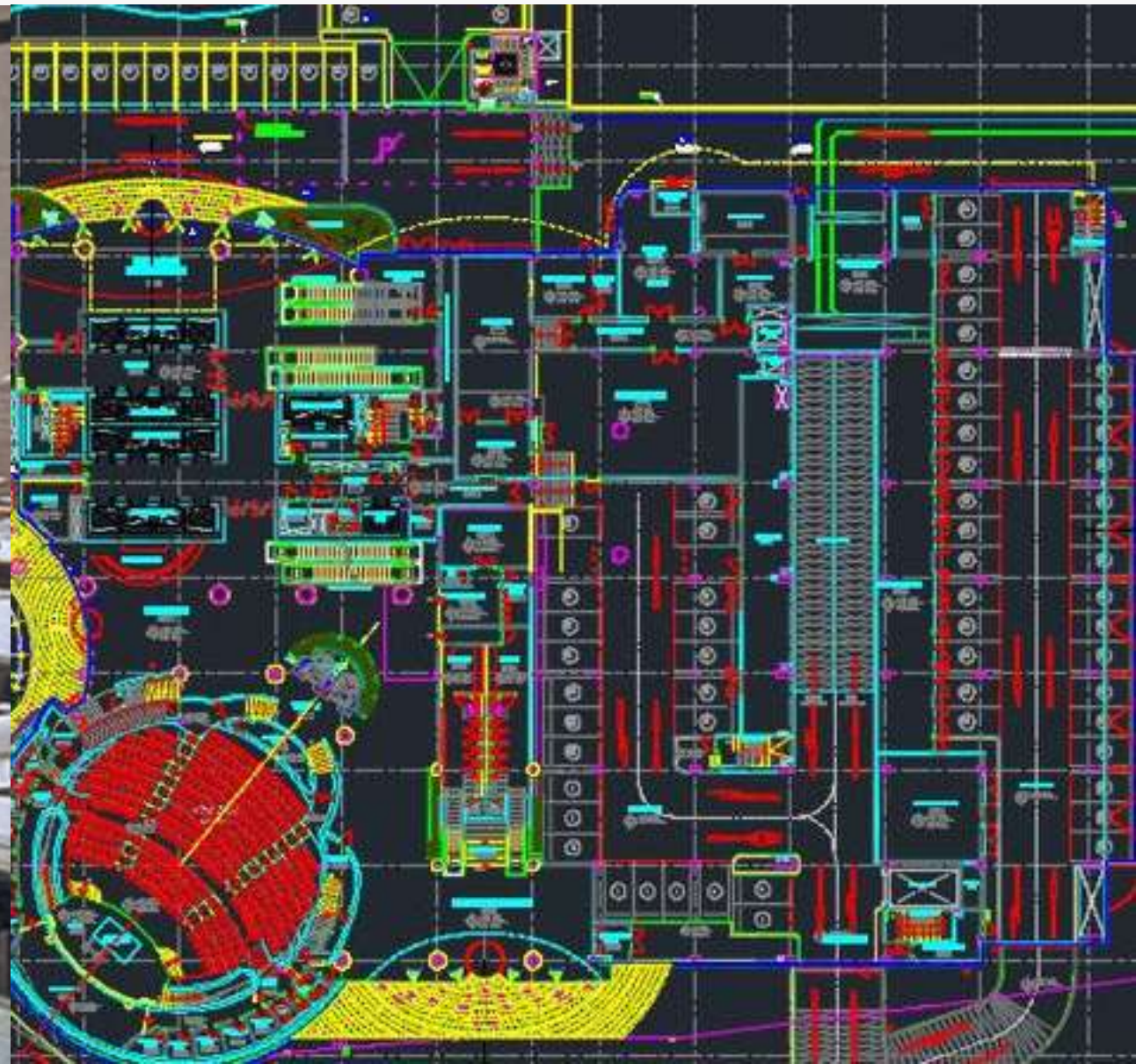
# What's the best choice?



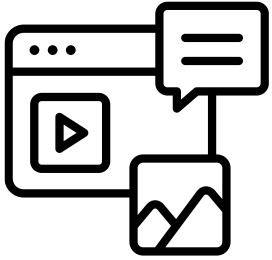
Crafted opinion:

Think not just of what AI  
can do for you, but also  
what you can do with AI.

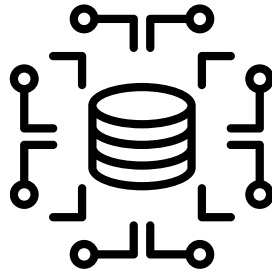
Every job has evolved. Ours will too.



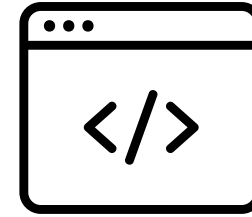
# Over 600 use cases:



Content creation



Data analysis



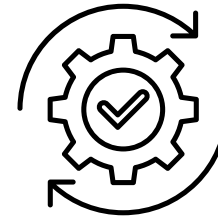
Coding



Ideation & strategy



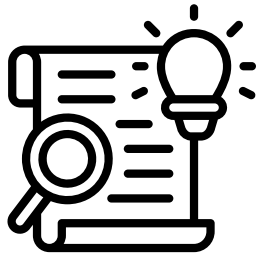
Research



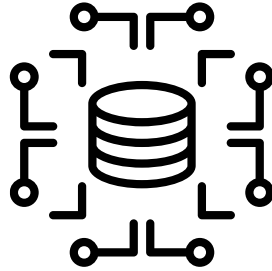
Automation



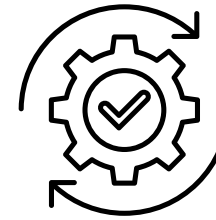
# Over 600 use cases:



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Data analysis

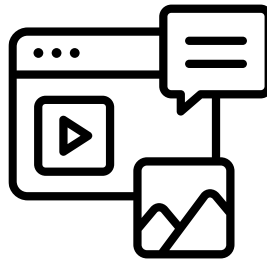


Automation

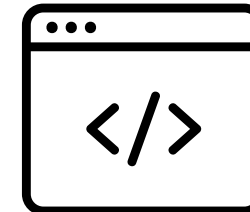
Automate



Ideation & strategy



Content creation



Coding

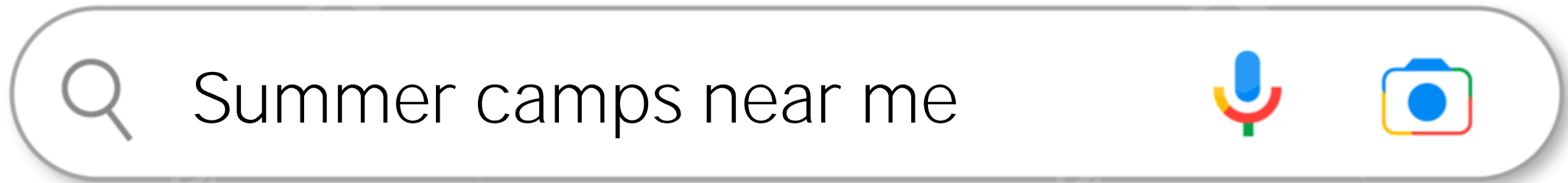
Augment

Crafted opinion:

**You don't need an**  
AI strategy.  
You need a strategy  
powered by AI.

It will change  
behaviour.

# ‘Traditional’ search.



# The future of search.

help me research affordable summer camps within a 10 min drive for my 9 and 6 year old. include camp dates and schedules, pricing, after care support, activities offered like field trips, swimming, stem, etc., application deadlines and parent reviews. recommend which is best if I only need camp for July, the older one likes science, the other likes sports, it doesn't have to be the same camp just close proximity to each other.



Deep Search





what's the difference in sleep tracking features between a smart ring... X



AI Mode

All

Images

Videos

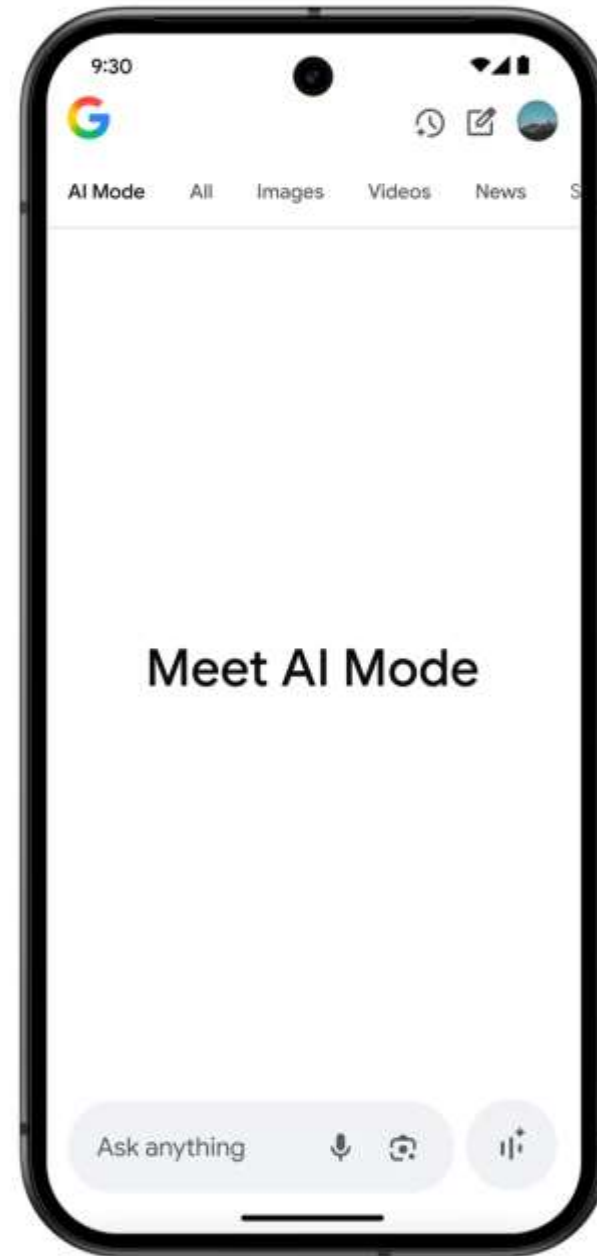
News

Shopping

More

Smart rings, smartwatches, and tracking insts all track

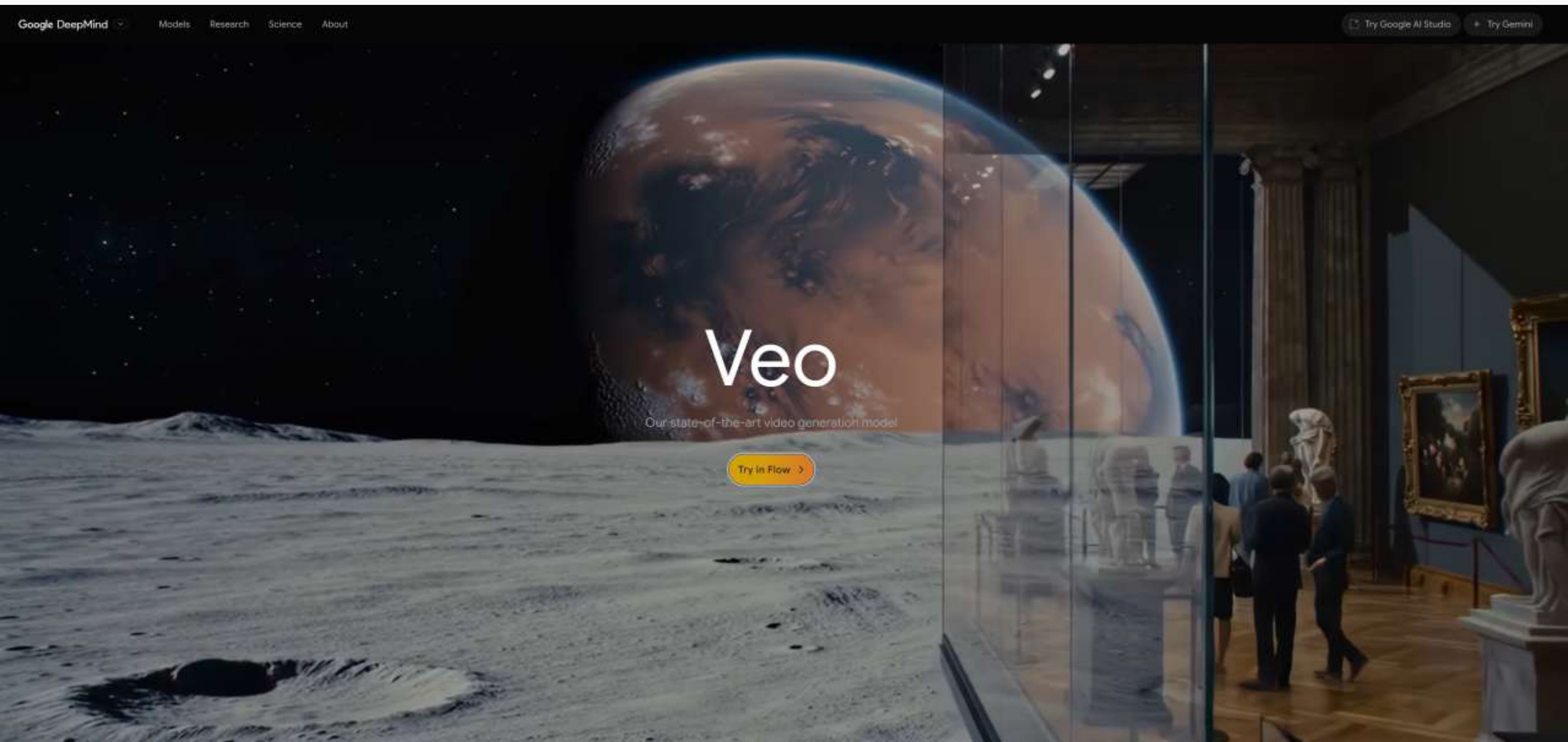
# Beyond: Agentic search





It will increase  
expectations.

# Content generation at scale.









Expanding your asset library.



Expanding your asset library.



Animate for 5 seconds





Expanding your asset library.



Camera stays still and person takes a drink out of their cup of tea on the desk.





Expanding your asset library.



Camera pans cinematically around the person as he shuts his laptop and celebrates the end of his working day.



Supercharge your creative.





Supercharge your creative.





 Original.

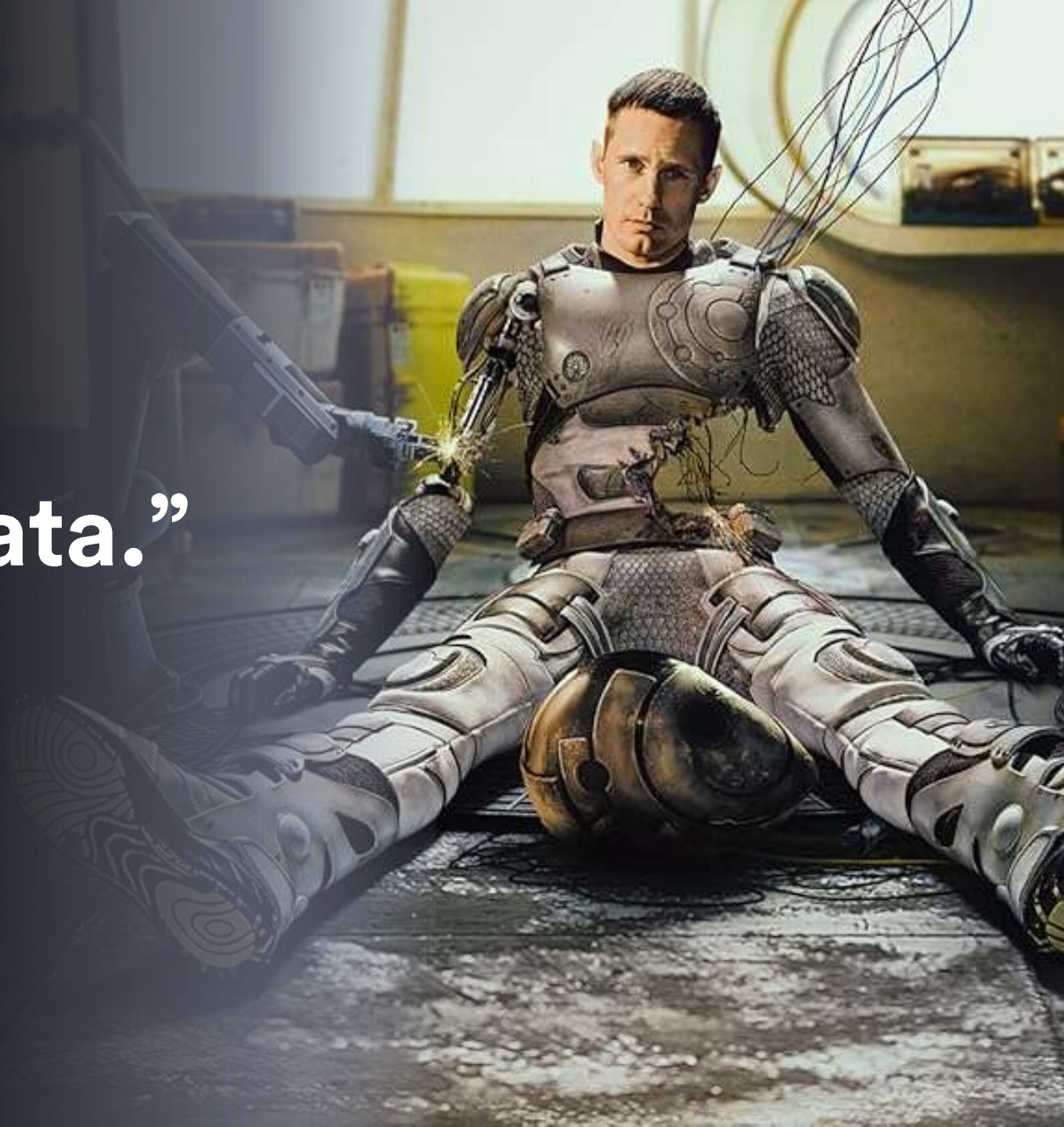
Crafted opinion:

AI has never been more  
powerful, and will never  
again be as bad as it is  
today.

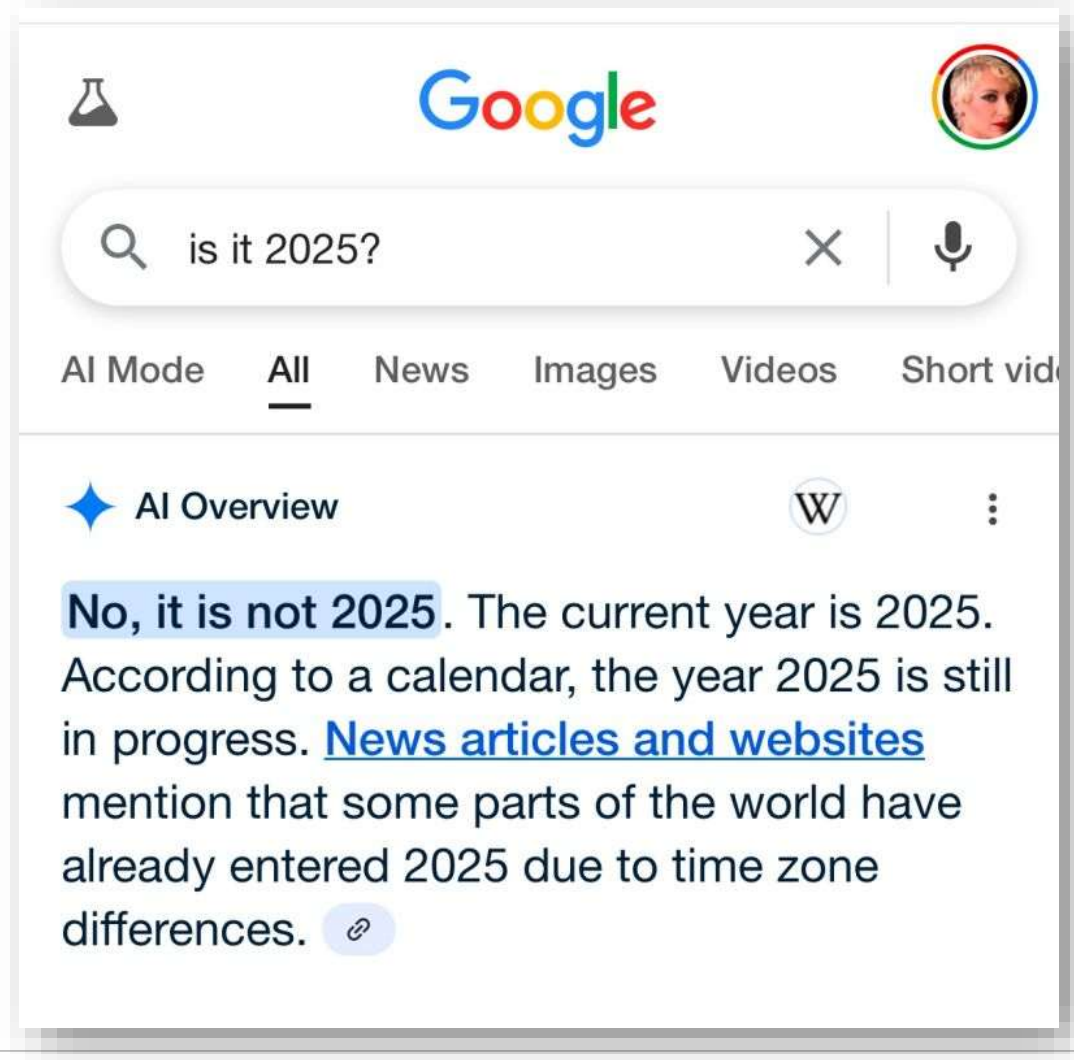


**“In God we trust.  
All others, bring data.”**

W. Edwards Deming.



# Current “AI” isn’t always intelligent\*.



\* This is now fixed



# What they'd like to do:

TECH / META

## Mark Zuckerberg just declared war on the entire advertising industry



/ Zuck's vision for infinite creative would wipe out the way the whole ad stack works.

by Nilay Patel  
May 1, 2025, 4:53 PM

And the more they produce, the better. Because then, you can test it, see what works. Well, what if you could just produce an infinite number?

**Zuckerberg:** Yeah, or we just make it for them. I mean, obviously, it'll always be the case that they can come with a suggestion or here's the creative that they want, especially if they really want to dial it in. But in general, we're going to get to a point where you're a business, you come to us, you tell us what your objective is, you connect to your bank account, you don't need any creative, you don't need any targeting demographic, you don't need any measurement, except to be able to read the results that we spit out.

Knowledge is  
knowing that  
tomato is a fruit.

Wisdom is knowing  
not to put it in a  
fruit salad.



Knowledge is  
knowing that  
tomato is a fruit.

Wisdom is knowing  
not to put it in a  
fruit salad.

Philosophy is  
wondering if that  
makes ketchup a  
fruit smoothie.





Thank you.  
**Crafted**®

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[hello@crafted.co.uk](mailto:hello@crafted.co.uk)

See our work in attractions:

