

"Sometimes you have to treat AI like a toddler; be clear and specific on what you want it to do, and be prepared to repeat yourself to get the right result."

Project | Molton Brown
Industry | Luxury Beauty + Personal Care

How might emergent artificial intelligence tools be used to optimize digital strategy and content creation? NEXT Innovation Scholars did a deep dive into the vast, growing landscape of generative AI tools to identify their abilities and limitations, then experimented with using these tools to create digital content aligned with brand strategies and targeted consumer groups.

Strategies + Skills

Generative AI
Prompt Engineering
Content Creation
Project Management
Research
Brand Strategy

Challenge + Approach

The sudden availability and rapid evolution of generative AI have prompted many companies and organizations to consider how these tools could be leveraged and integrated into workflows. London based fragrance brand Molton Brown approached NIS with the challenge of exploring how they might harness the capabilities of AI in the creation of digital content targeted to specific consumer groups. Our team evaluated 52 different emergent AI and LLM tools to determine their capabilities, pros, and cons before selecting the most capable and applicable to the Molton Brown team's needs. We identified our top choices, then set to work experimenting with prompt engineering, AI assisted data analysis and image generation, and a lot of pushing the boundaries of what we thought the tools could or should be able to do.

Scope + Team Stats

- 8 weeks
- 7 NIS students from 11 different majors across architecture, business, design, engineering, and medical sciences
- 52 unique AI tools researched; 5 selected and leveraged for use

Impact

Our team presented research findings, campaign ready digital content, and key learnings about AI capabilities to senior leaders from Molton Brown and parent company Kao. Weeks of highly iterative experimentation and documentation yielded results that exceeded everyone's initial expectations of what was possible, and as a bonus our team developed our own unique, transferrable process and workflow along the way. This project was so successful, the NIS team was called upon to host a follow-up AI learnings workshop for other brand teams, and the extension of the project with new data sets and target audiences.