



# Branding in the age of Cyborgs, AI, & VR

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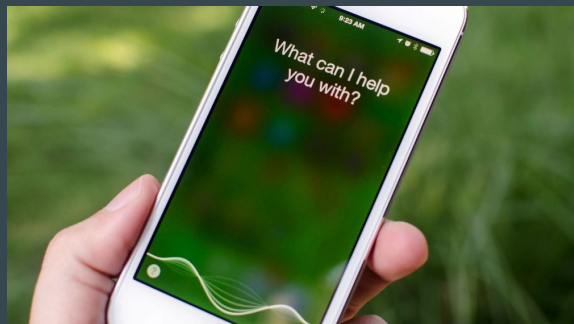
# AI, CYBORGS, AND VR...

- Can thoroughly engage your audience (H2H)
- Can be a form of storytelling
- All begin with the sake of helping humans
- Is evolving rapidly and being integrated into design, branding, marketing and more.



# AI

- Intimate personality-based systems often with quirky tones and jokes and cognitive computing
- Digital assistants such as Cortana, Siri, Alexa, etc.
- Design a brand through emotional responses, and verbal expressions.
- Emotional relationship towards a brand, or an AI?



# Cortana - And Bonzi Buddy

- Using AI personal assistants already into your brand; ig. Cortana, Siri, Google System
- Creating healthy relationships with an AI
- Bonzi Buddy: Early Adware AI (approx. 1999 - 2004)



# Using AI to improve Branding Experiences

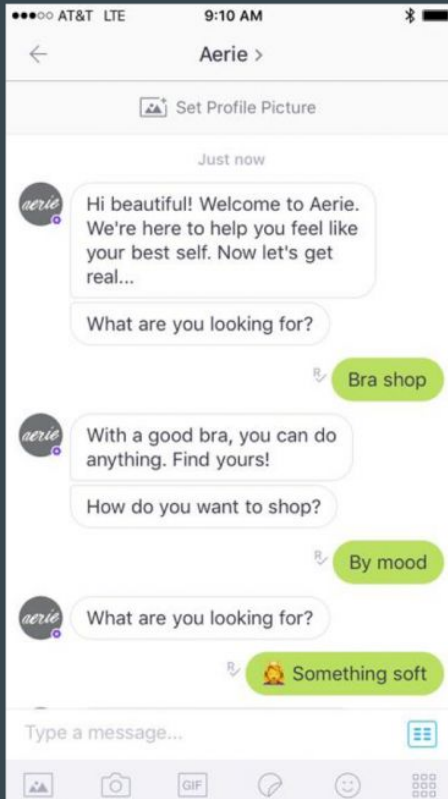
- Artificial Intelligence is already in our daily lives!
  - Book and Movie suggestions based on your history (amazon, netflix, youtube)
  - Advertisements based on your history
  - Automated voice mails
  - Self-Checkout @ grocery stores

“AI at its core is about helping humans work better”

-being too human can produce the “creep factor”

-AI can be used as an assistant, but not necessarily depended upon.

# Branding Automation



- AI is a huge trend in 2017 (so far)
- No human customer service required!
- Digital Asset Management (DAM) used to store and organize content and videos across multiple platforms.
- Reducing administrative tasks frees up creativity

# Inputting AI into your brand or market plan

1. Create a strategy
2. Identify most repetitive and tedious tasks in your organization
  - 2.1. Have a “No AI!” option
3. Be aware and ready for unpredictable actions!

## **Activity: Talk to your personal assistant! (5-10min)**

Nearly everyone's now have a personal assistant whether you wanted it or not.

(At Least there's the option to shut them off but turn them on for now)

**Get along with your assistant and tells us the weirdest things they have said to you, and what you said to them!**

For starters: say "Tell me a joke"! Best joke wins!



# Samsung VR Presents The Night Before

[https://www.youtube.com/watch?time\\_continue=90&v=Ym5z08m-BMo](https://www.youtube.com/watch?time_continue=90&v=Ym5z08m-BMo)

Check the facebook group for the link!

(Does not support Safari)



# VIRTUAL REALITY

**Virtual reality (VR)** typically refers to computer technologies that use software to generate the realistic images, sounds and other sensations that replicate a real environment (or create an imaginary setting), and simulate a user's physical presence in this environment.



-Immersion puts a consumer in the field of action and creates a personal experience.

-For games, in-game advertising of products is an intractable virtual commercial.

- In news, VR allows us to place us in different environments, and lets one see the human condition in other parts of the world.





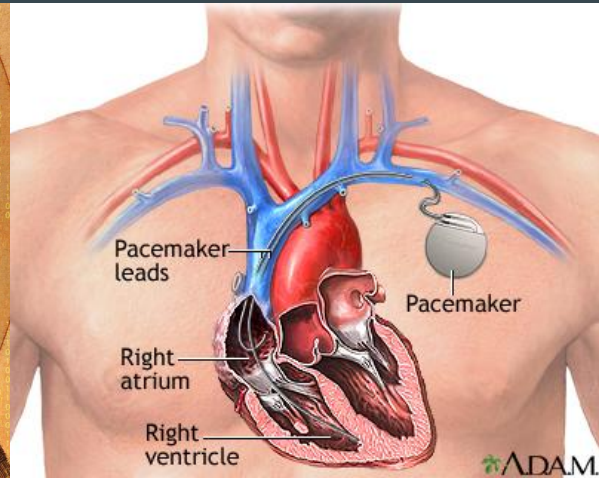
2010, the prototype for the Oculus Rift was made

Filmmakers are exploring the potential for documentaries and animations

Facebook and YouTube implemented 360-degree videos

# CYBORGS

- Cybernetic organism
- A person whose physiological functioning is aided by or dependent upon a mechanical or electronic device.
- (science fiction) A living being whose powers are enhanced by computer implants or mechanical body parts



# JASON BARNES THE BIONIC DRUMMER



He lost the lower half of his right arm in 2012

He used a simple drumming device he made till he met Gil Weinberg

Gil Weinberg built a robotic arm that allows him to play as well as he did before his accident

Since he got his new arm he been interviewed and written about many times

# JASON BARNES THE BIONIC DRUMMER



# THE BRANDED CYBORG MANIFESTO

A hybrid of human and social media platforms that creates a circular identity

People who engage in the creation/consumption

who put our work out to our networks and actively try to grow audience for those networks under a particular name (or names) that represent us

digital identities of cyborgs are multi-faceted representations of self



# CREATING THE BRANDED CYBORG

Identify what you represent how you want people perceive your brand

Choose the social platforms and make sure the branding is consistent

Make regular posts that represents your brand

Monitor the activity on each social platform and adjust posts accordingly

Any Questions?



# Resources

<http://www.brandchannel.com/2016/03/11/sxsw-2016-virtual-reality-031116/>

<https://mediablog.prnewswire.com/2016/03/16/virtual-reality-and-360-degree-videos-taking-news-to-a-new-level/>

<https://www.fastcodesign.com/3064248/the-brand-of-the-future-can-speak-learn-and-think-should-we-be-scared>

<https://www.forbes.com/sites/onmarketing/2016/10/04/branding-artificial-intelligence/#4ec73ea1fdc9>

<https://www.newscientist.com/article/dn25142-bionic-arm-gives-cyborg-drummer-superhuman-skills/>

<http://theory.cribchronicles.com/2011/02/18/the-branded-cyborg-manifesto-identity-in-the-public-domain/>

<https://www.shutterstock.com/blog/artificial-intelligence-branding-future-trend>