



UCAS

STUDENT MINDSET CONFERENCE



2024

Which is better?

AI vs human generated content

University of Southampton

CONTENTS

Nicky Farrow

Head of Marketing Campaigns

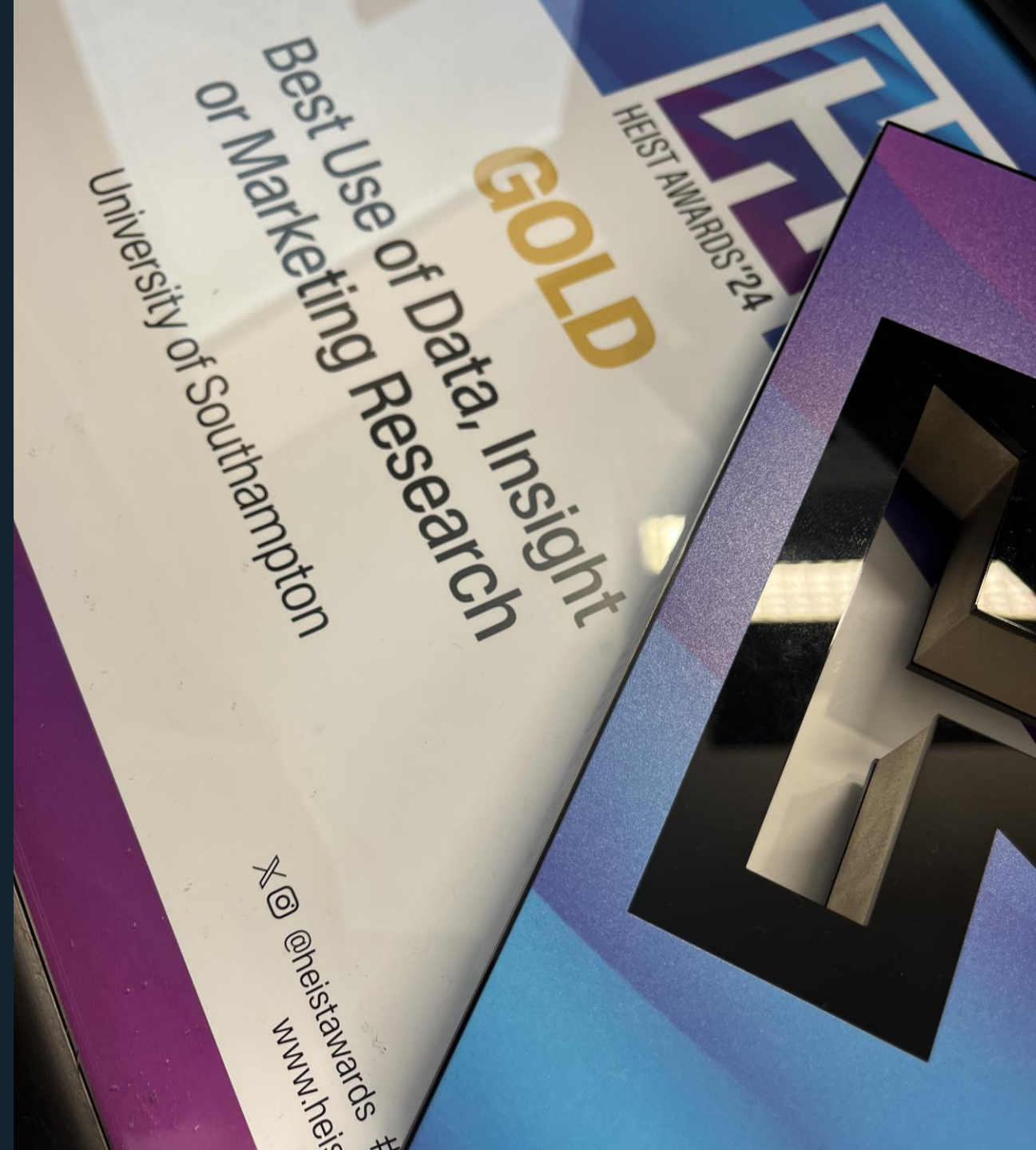
Why did we do it?

Louise Ashmore and Jonny Bliss

AI project team members

HEIST Gold Award Winners!

What did we really learn?



WHY DID WE DO AN AI PROJECT?

1. We want to embrace change and empower our people
2. Possible risks of NOT embarking on an AI project
 - Perception of becoming 'deskilled'
 - Colleagues will begin to use it anyway
 - Our audiences will use AI
 - We will lose touch with the way our audience consume content
 - We become less efficient, and less competitive

**“WE MUST
EMBRACE THE
RISKS”**

James Quincey, CEO

Coca-Cola



BAIN & COMPANY



WHAT DID WE DO?

First steps...

1. Understand the developing technologies – basic training for the core project group
2. Consider the opportunities, limitations, benefits and risks in the context of our teams
3. Learn how we might use some of the advantages of GAI and upskill colleagues

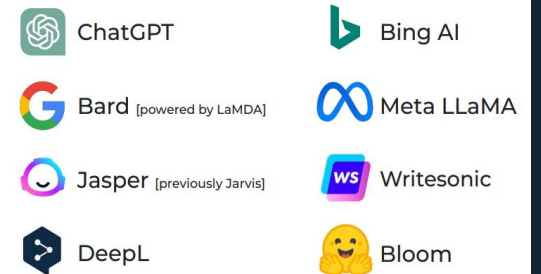
What next?

1. Have a clear hypothesis to test
2. Set out a clear scope for the project
3. Project timeframes - set a timeframe (10 months for us)
4. Identify a project team who are keen and curious
5. Develop governance (see governance prompt handout)
6. Set parameters – keep the activity related to the project. Entirely separate from BAU to keep reporting and analysis clean

Does AI generated content perform better than human generated content?

Does using AI make content generation more efficient?

We focused on ChatGPT (Microsoft), to make it easier for us to integrate with Microsoft Office. It was also the lead LLM at the conception of the project.



HOW: SCOPING AND GOVERNANCE

Be clear about what's included and what isn't:

- We chose to focus on Large Language Models only - Text GAI
- We chose to focus on the content generation process not administrative efficiencies
- Clarity on which activity types/ audiences/ formats/ purpose of content/ processes were included in project

Ensure comprehensive governance documentation and processes

- Train project team on governance and ask them to sign it
- Embed quality control mechanism to scrutinise for bias and incorrect or misleading information
- Ensure that content does not infringe on any intellectual property rights, such as copyright or trademark
- Regular reporting and touch points
- Track the time spent on originating and signing off AI and traditionally generated content
- A/B test AI content against traditionally generated content in each placement

THE AI PROJECT AND ME

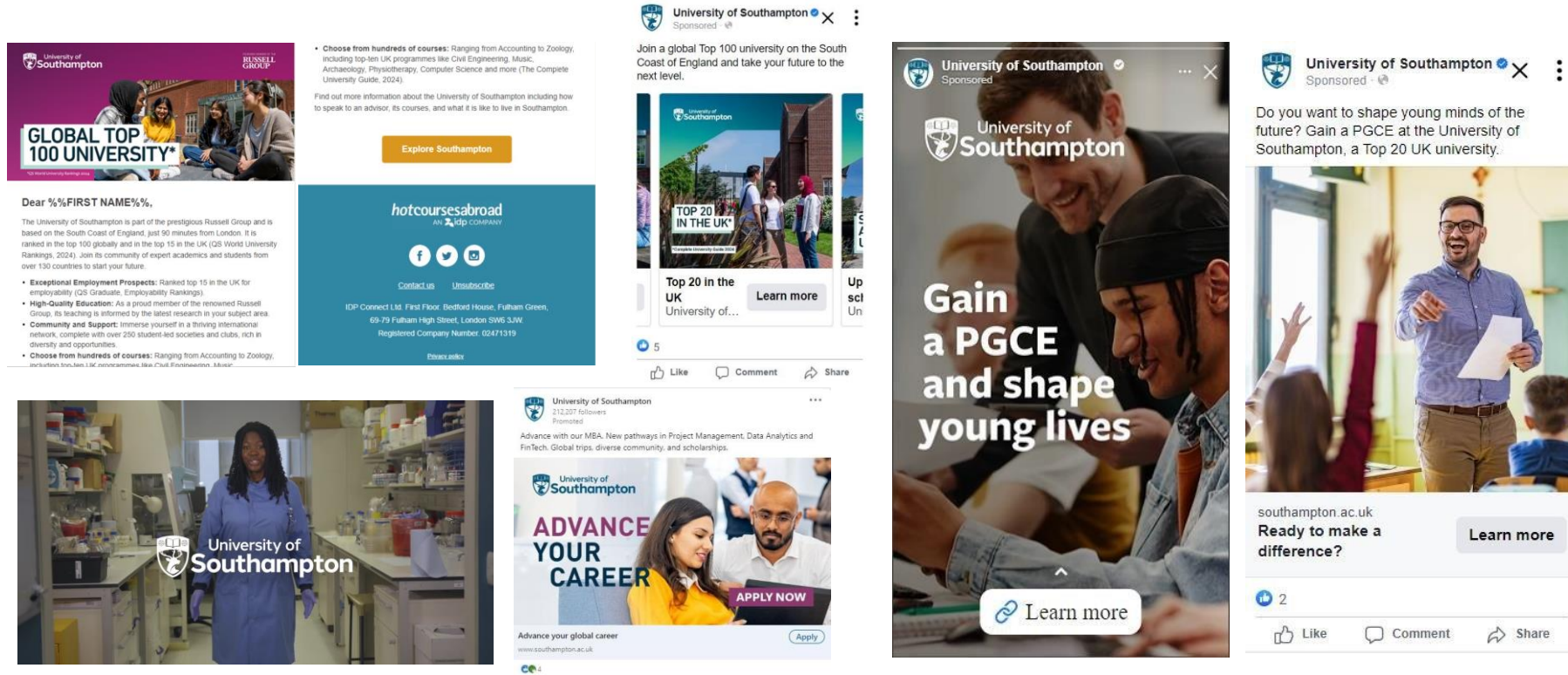
- AI is content
- I was curious
 - How could it help me?
 - Would it kill my creativity or enhance it?
 - How does it work in our physical outputs?
 - Where is it useful and where does it hinder me?
- It is a project that can make an impact
- Test it and push it
- Pass on the benefits to our busy team
- Embrace the challenge

“ Content Creation tools armed with AI can now generate content. These tools evaluate trending topics, analyze top-performing content and then produce articles or posts that have a high likelihood of gaining traction. **This doesn't replace human creators but instead gives them a competitive edge.**”

”

Forbes, Dec 23

WHAT KIND OF CONTENT DID WE PRODUCE?



PROSPECTS



- AI script for you tube video
- Idea generation

- Competitor desk research
- Data analysis

- Copywriting
- Story boarding

PERSONAL LEARNINGS

CHALLENGES

- TOV and copywriting
- Project scope
- Media schedule
- Crashing
- Prompt engineering
- Staying on brand

OVERCOMING THEM

- Working out it's strengths
- Agile use
- Experimentation
- Team discussion
- Approval processes

LEARNINGS

- We need to keep up
- AB testing is great to analyse impact
- We need a continuous feedback loop
- Some real quick wins
- Keeping it authentic
- DON'T RELY ON IT

APPLYING IT

- Keep testing it on different activities
- Keeping the conversation going and sharing wins
- Working group to keep pace

AI & BRAND

WHAT ARE THE PROS AND CONS?

- Industry wide lack of laws, ethics and governance controls
- Speed of technology and being 'outpaced'
- Reputational considerations
 - Authentic content
 - Control of content and outputs
 - Fact checking and approval processes
 - True understanding of where and when to use
 - Educationally
 - Changes in the way students will learn
 - Changes in research
 - Changes in essay writing/course work
 - Changes in careers and impact on curriculum
- Intellectual property
- Misuse

PROs

- Consistency
- Creativity
- Possibilities - not replacing, enhancing
- Allowing us the time to do less repetitive work and more time for the fun stuff

CONs

- TOV capabilities
- Loss of authentic content
- Lack of control
- Potential de-skilling of workforce
- Reliance on accurate web content
- We all lose our jobs and get taken over by robots



University of
Southampton

CANCELLED

**BUT WHAT IS THE BIGGEST
RISK TO OUR BRAND?**

**PRETENDING IT DOESN'T EXIST
AND BEING TOO SLOW!**

SCRIPT WRITING

ASK A QUESTION?

SCOUR COMPETIORS

COMPETITOR DESK RESEARCH

CREATING EFFICIENCIES

MENTAL HEALTH ADVICE

AUTONOMOUS VEHICLES

DATA ANALYSIS

IDEA GENERATION

DIAGNOSING MEDICAL CONDITIONS

ENQUIRY MANAGEMENT

AUTOMATION

MINIMISING HUMAN ERROR

INFORMED DECISIONS

REPETITIVE TASKS

IMAGE GENERATION

MAPS AND NAVIGATION

PLANNING

MANAGEMENT

ADMINISTRATION

IDEATION

BANKING AND FINANCE

UNBIASED DECISION MAKING

RECOMMENDATIONS

UNDERSTANDING COMPLEX DATA QUICKLY
FACIAL RECOGNITION

DATA SCIENCE

COPY WRITING

THE POSSIBILITIES ARE ENDLESS...

CHANNEL RESEARCH

ANAYLSIS

TRANSLATION

CHAT BOTS

RECOGNISING COMPLEX PATTERNS

COMPARISONS

PROCESS DRIVEN ACTIVITIES

DIGITAL ASSITANCE

PREDICITIVE TEXT

ONLINE SEARCHES

FREEING UP OUR TIME

SOCIAL MEDIA MONITORING

OPTIMIZING SUPPLY CHAINS

AUTOMATIC SUMMARISATION

SMART ASSISTANT

TIME SAVING

SENTIMENT ANALYSIS

GAINING INSIGHT

ENGAGING WITH CUSTOMERS

STREAMLINING

ROUTINE TASKS

DOCUMENT ANALYSIS

ENGAGING WITH EMPLOYEES

AUTOMATING BUSINESS PROCESSES

METHODOLOGY



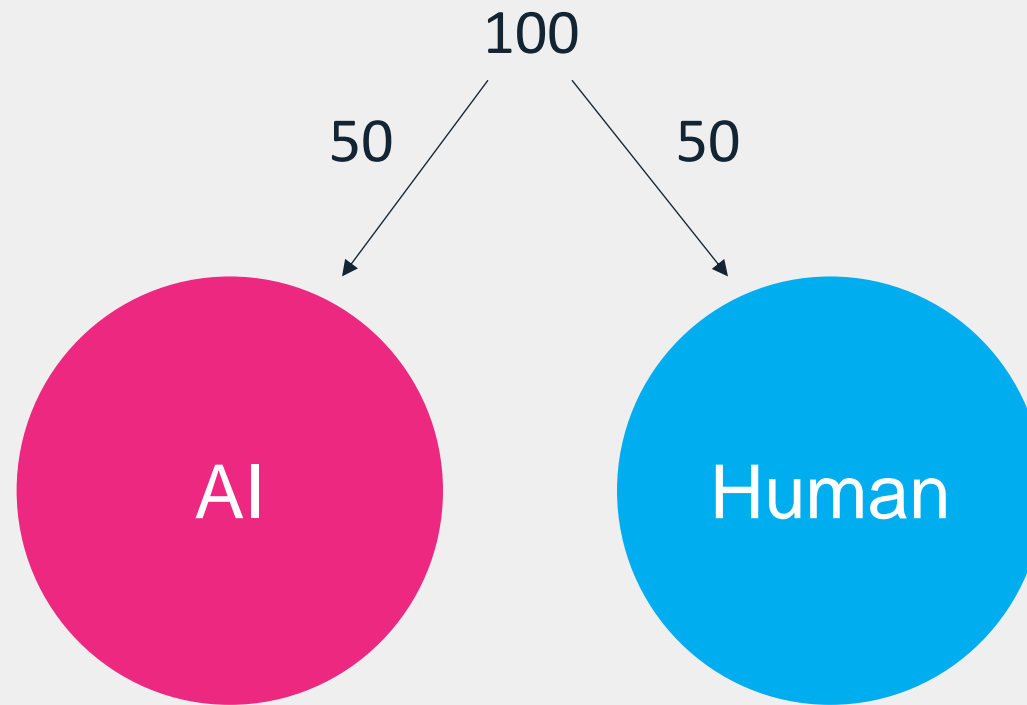
Generate
content

Create
UTMs

Pull data
into GA4

Analyse
data

A/B TESTS

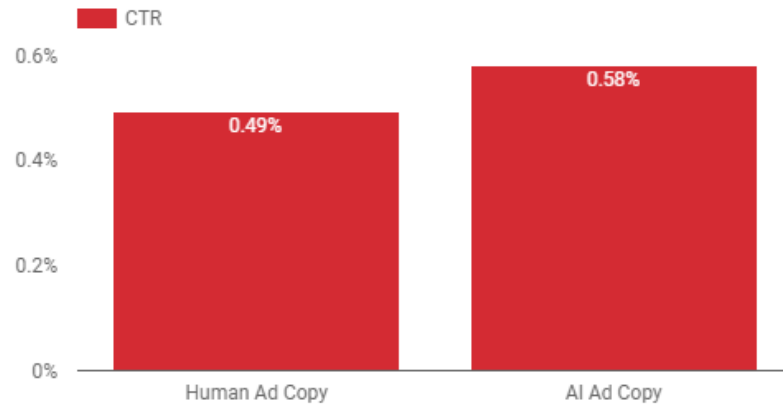


MEASURING AND TESTING

WHAT DID WE TEST?

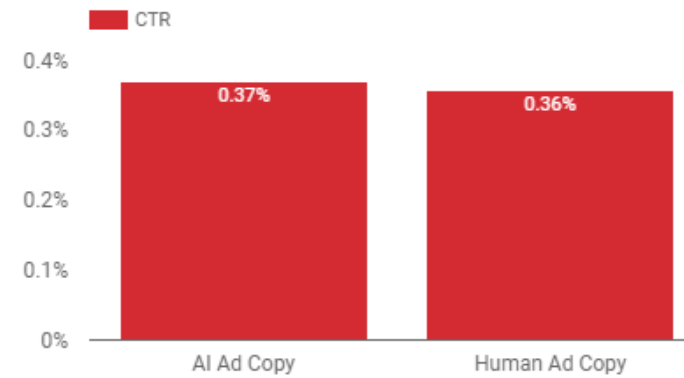
- PPC (short)
- Social (short)
- Email content (medium)
- Blog (long)

WHAT WE'VE LEARNED



Meta

LinkedIn



WHAT WE'VE LEARNED

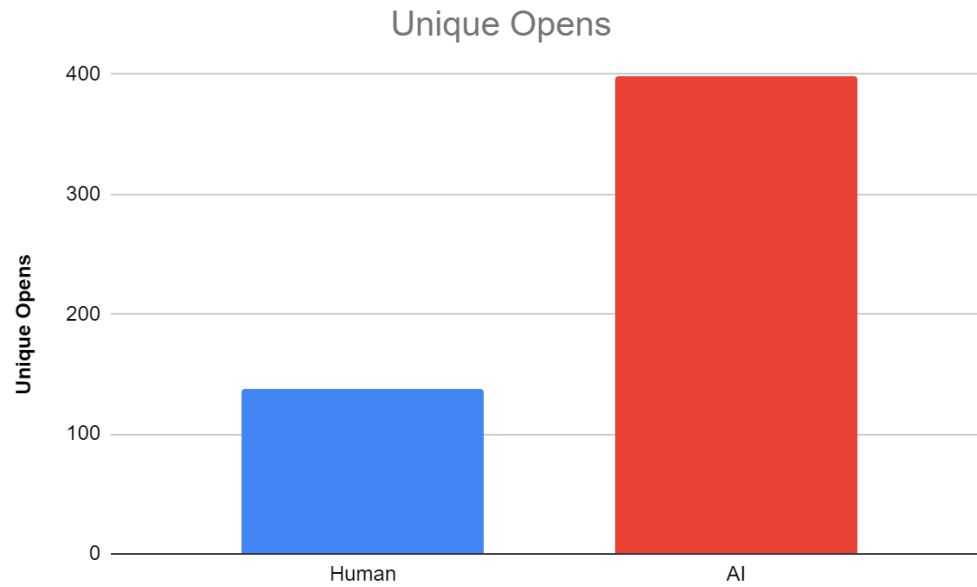
Ad type	Open rate	CTR	CTOR
AI	43.2	0.98	0.86
Human	44.9	0.64	0.67

UK

Ad type	Open rate	CTR	CTOR
AI	28.2	0.56	0.425
Human	34.6	1.06	1.02

INDIA

WHAT WE'VE LEARNED



Dear %%FIRST NAME%%,

The University of Southampton is part of the prestigious Russell Group and is based on the South Coast of England, just 90 minutes from London. It is ranked in the top 100 globally and in the top 15 in the UK (QS World University Rankings, 2024). Join its community of expert academics and students from over 130 countries to start your future.

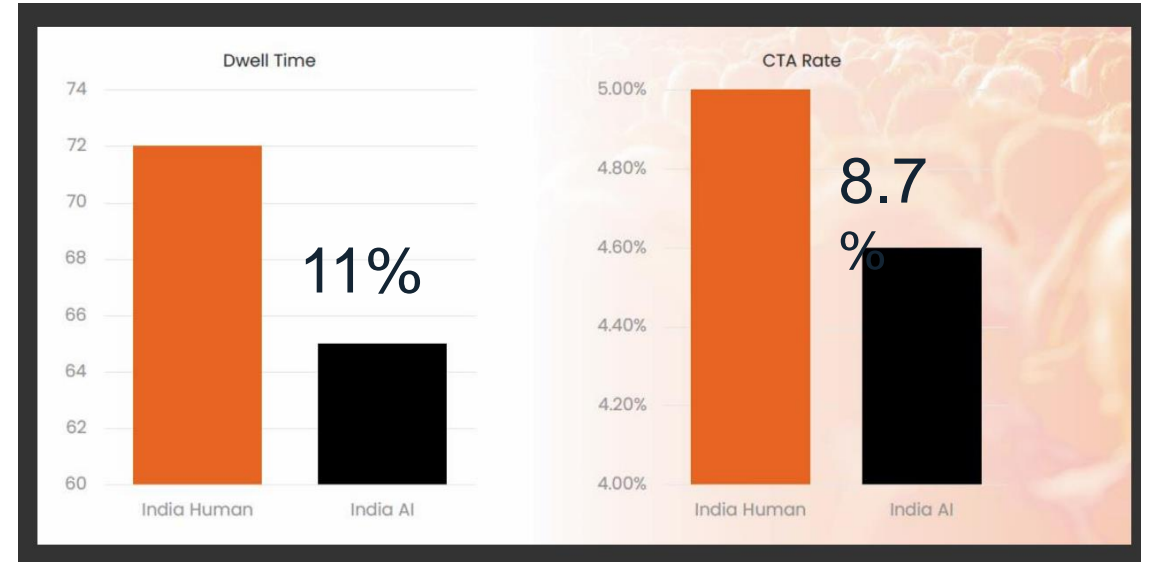
- **Exceptional Employment Prospects:** Ranked top 15 in the UK for employability (QS Graduate, Employability Rankings).
- **High-Quality Education:** As a proud member of the renowned Russell Group, its teaching is informed by the latest research in your subject area.
- **Community and Support:** Immerse yourself in a thriving international network, complete with over 250 student-led societies and clubs, rich in diversity and opportunities.

AI version of international email

WHAT WE'VE LEARNED



UK

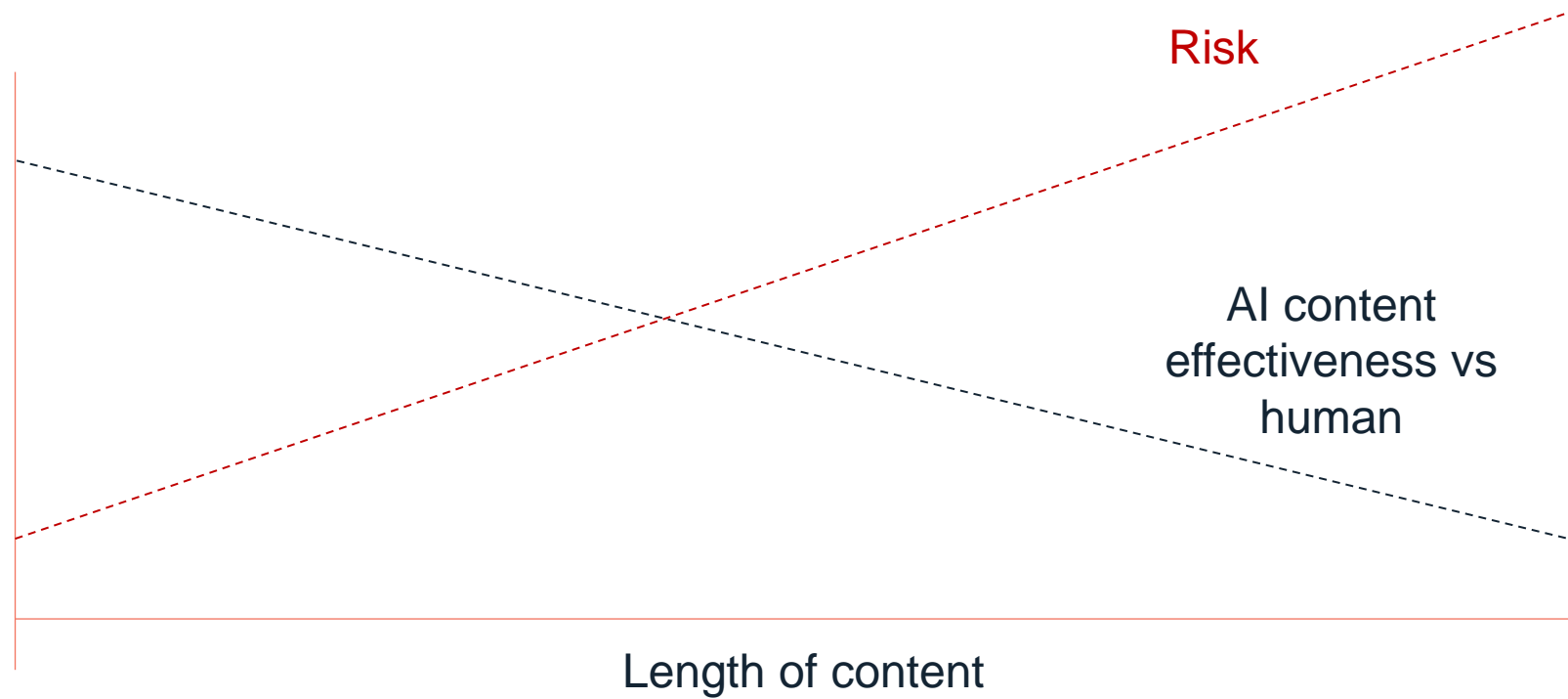


India

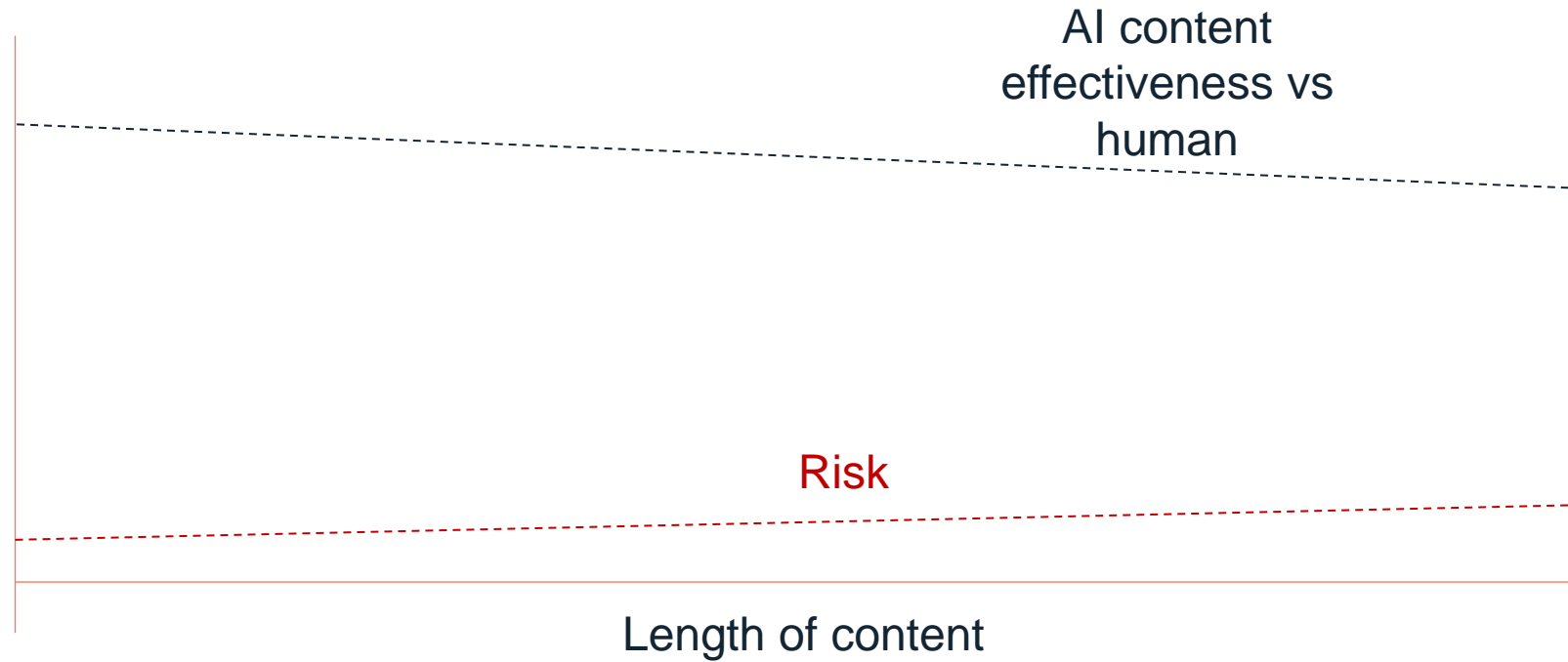
WHAT WE'VE LEARNED

PPC	Time to complete	
	With AI	Without AI
1	37:44	6:26
2	4:52	7:01
3	1:42	5:58
50 ads	1:25:00	5:25:00

WHAT WE'VE LEARNED



WHAT WE'VE LEARNED



PANEL DISCUSSION



STRENGTHS • WEAKNESSES • OPPORTUNITIES