

Hello! /

YOURS TRULY

Meik Vogler

Geschäftsführer Beratung

Yours Truly

Full-Funnel Creative Partner

1998 gegründet, 65 Mitarbeiter, Offices
in Hamburg & Düsseldorf



YOURS TRULY

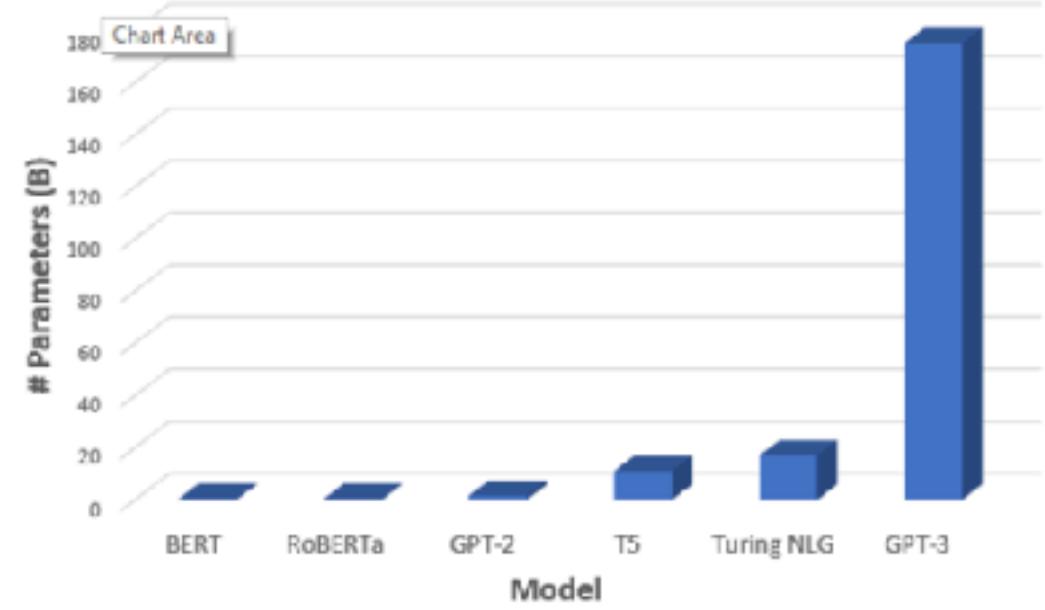
A photograph of a person in equestrian attire riding a dark-colored horse in an indoor arena. The horse is rearing slightly, kicking up a large cloud of dust. A vibrant, multi-colored rainbow light effect emanates from the horse's rear, creating a dramatic and surreal atmosphere. The background shows the wooden walls and a door of the arena.

Was kann KI
eigentlich?

Texten

YOURS TRULY

A MAMMOTH PROJECT



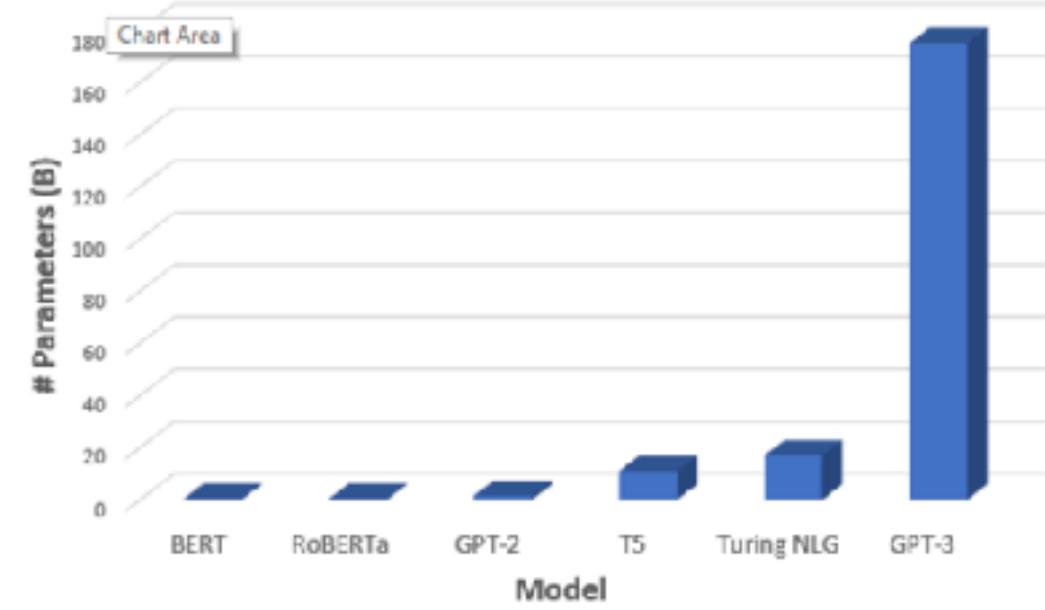
Comparison between GPT-3 and other models in terms of parameter capacity. Credits: OpenAI.

GPT-3 has taken the world by storm, and for good reason. It's the brainchild of San Francisco-based artificial intelligence research laboratory OpenAI, the third iteration of the project, following (you've guessed it) GPT-2. GPT-3 is a so-called autoregressive model, which basically predicts outcomes based on past behavior. Or rather, in the case of GPT-3 as a language model, producing text based on other texts it's been trained on. You give it half an essay, it will finish it. You give it a library, and it can do some pretty neat things.

> Example 2: Lil Wayne Raps About Harry Potter (excerpt)

*I'm on fire like Harry in his Triwizard task
Don't let these games stop
I'm gonna do it till the day I get a lot of cash
Just like a nerdy nerd that grows up to be a bad boy
I don't really see a point of coming back
But in the wizarding world I'd rather be famous
I've been thinking, what would be cooler than that?
This is my life, what would make a good story?
Never die*

A MAMMOTH PROJECT



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> Example 3: Harry Potter as a Taylor Swift Song

*Harry's got glasses
He's got those bright green eyes
Girls are always screaming
'Cause he's got that Potter hair
Even when he's super stressed
He's still got those supersonic cheekbones
I'm not surprised they made a movie
'Cause I'd watch him anytime
Oh, yeah, Harry, baby, you're my favorite character
I'd walk a thousand miles
To get to see you and
Harry, Harry, you're so fine.*



KI geschriebene Vorschläge

REFRESH

95
Als Hommage an Rafael Nadal kannst du den NikeCourt Zoom Vapor Cage 4 Rafa individuell gestalten:

85
Sneaker mit aktualisiertem Design – der NikeCourt Zoom Vapor Cage 4 Rafa ist innovativ, um deinen härtesten Matches standzuhalten.

80
Was ist das Besondere an diesem Schuh? Die NikeCourt Zoom Vapor Cage 4 Rafa hat ein neues, leicht und strapazierfähiges Material und eine weiterentwickelte X-Struktur bei der Ferse. Das macht den Schuh flexibler und leichter während er ungehemmte

Nike Sneaker Launch Kampagne

Deutsch

SELECT YOUR DESIRED TEXT TYPE

Headlines Facebook Ads Text Other

Facebook Link Description
Der NikeCourt Zoom Vap...
innovativ, um deinen härt...
standzuhalten – dank ei...
Designs, das flexible, stra...

Facebook Headlines

Google Ads Headline (max. 30)

Googgle Ads Description (max. 90)

Keywords (Optional)

CTA Buttons

Blog Ideas

Blog Intro

Designen

YOURS TRULY

TEXT PROMPT an illustration of a baby daikon radish in a tutu walking a dog

AI-GENERATED
IMAGES



[Edit prompt or view more images](#) ↴

TEXT PROMPT an armchair in the shape of an avocado....

AI-GENERATED
IMAGES



[Edit prompt or view more images](#) ↴

TEXT PROMPT

a store front that has the word 'openai' written on it. . .

AI-GENERATED
IMAGES

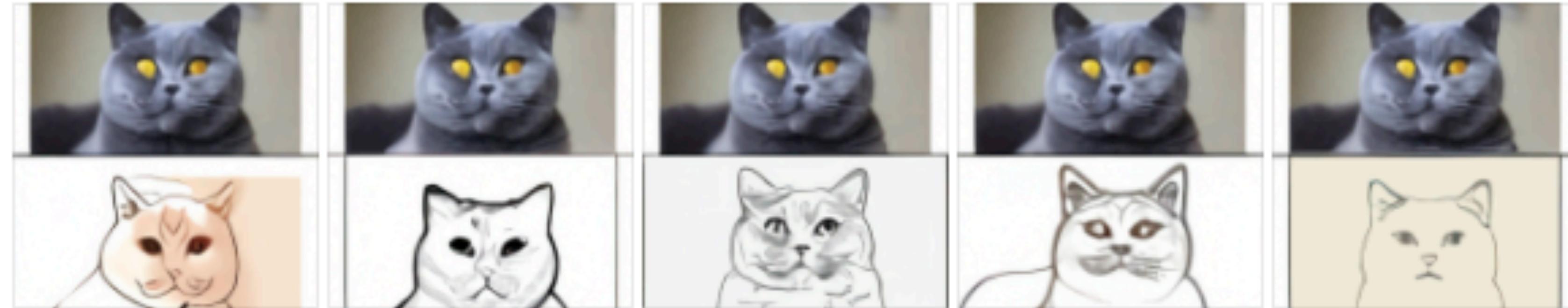


[Edit prompt or view more images](#) ↴

TEXT & IMAGE
PROMPT

the exact same cat on the top as a sketch on the bottom

AI-GENERATED
IMAGES

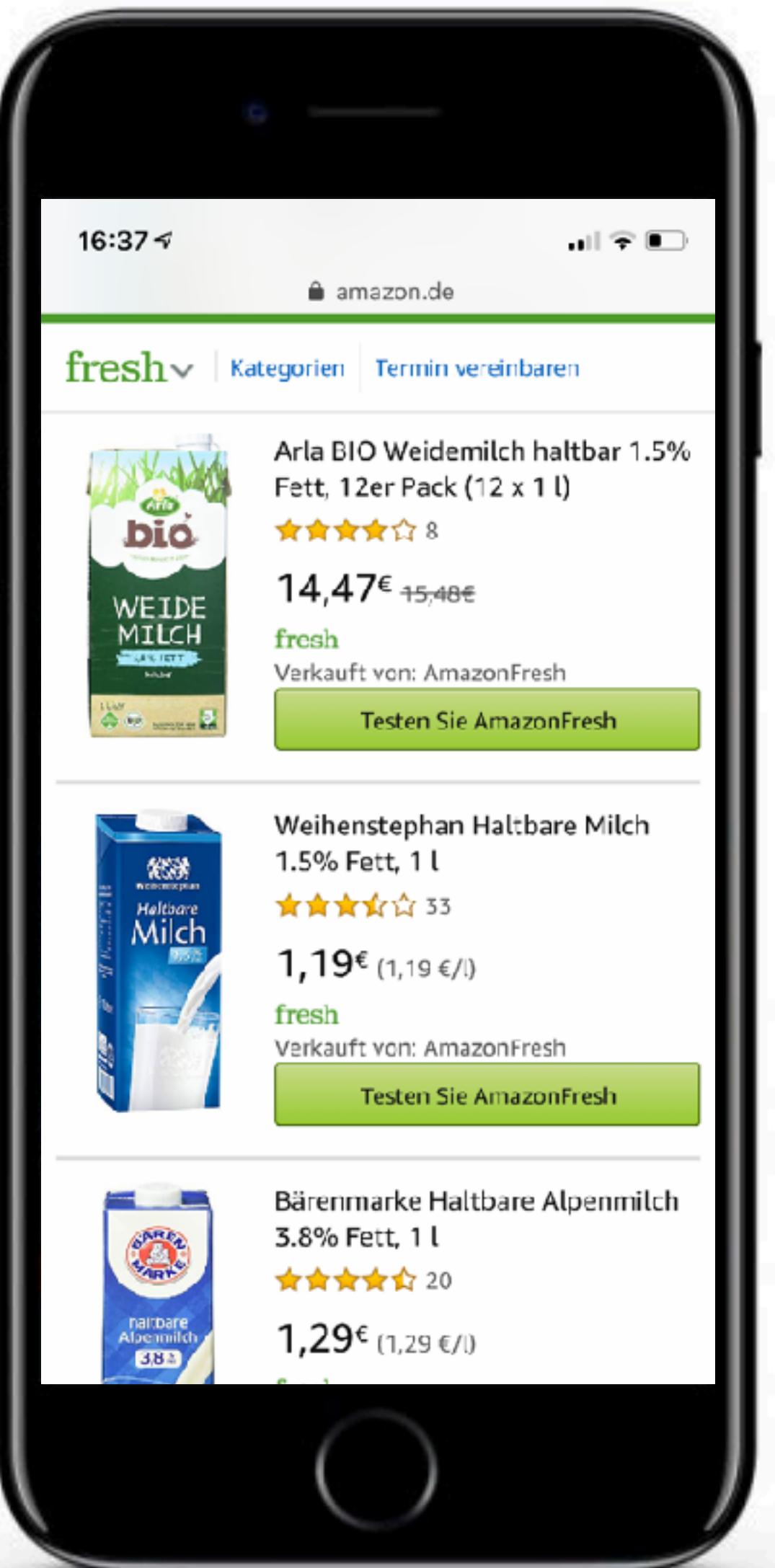
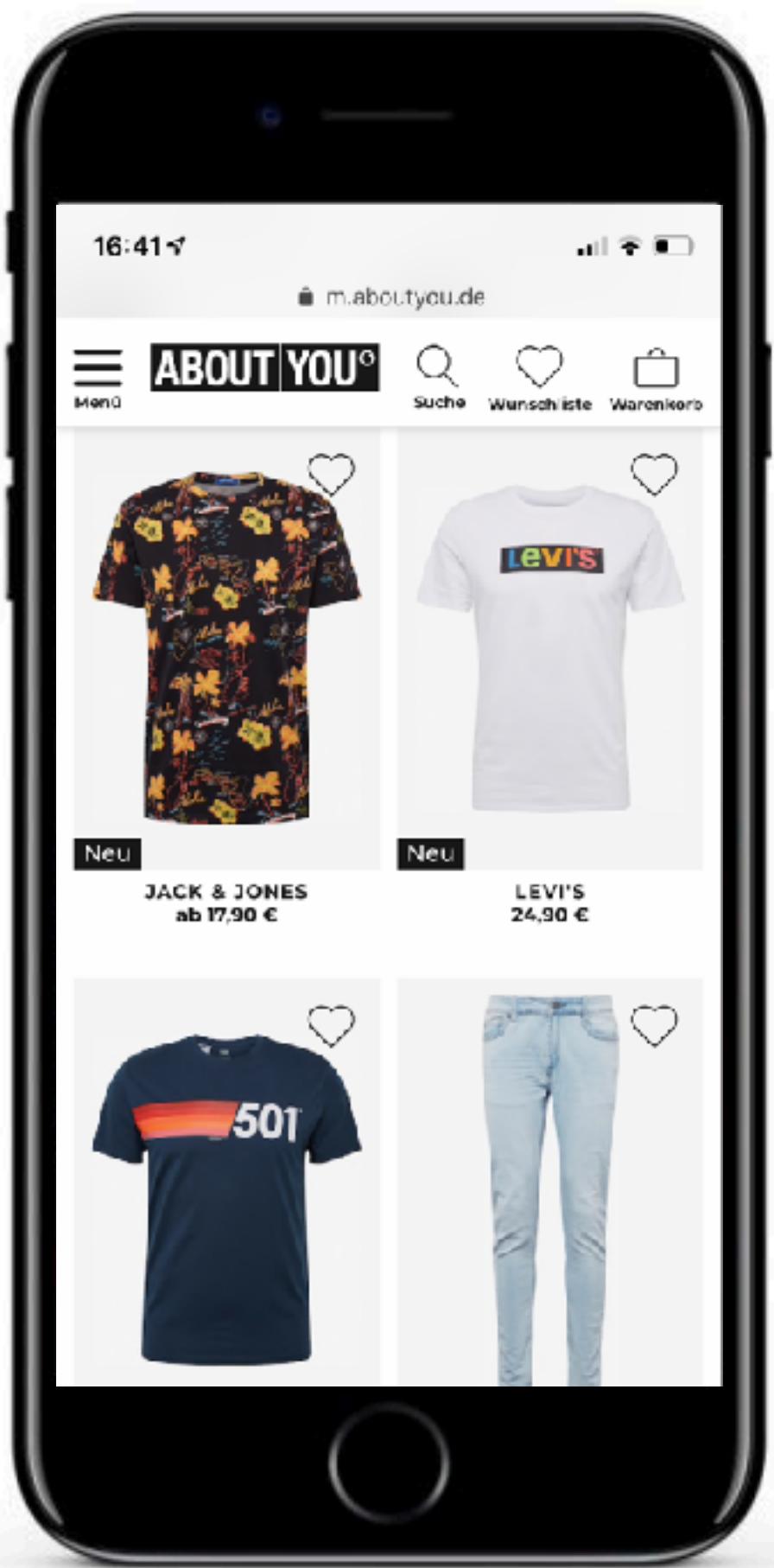




Interagieren

YOURS TRULY

Voice Search verkürzt den Funnel



GORILLAS

amazon

**PIC
NiC**

Zeig mir den
Pullover in Weiß

Kostenloser Versand ab 20 € Bestellwert

10% News etter Rabatt

Kostenlose Abholung & Retoure in über 550 Filialen

Tchibo

Themenwelten Kategorien Kaffee Sale

Suchen...    



Pullover im Troyer-Stil, dunkelblau

34,99 inkl. MwSt. inkl. Versandkosten



XS 32/34 S 36/38 M 40/42 L 44/45

 [Richtige Größe ermitteln >](#)

Mit der TchiboCard exklusiv vorab kaufen



1



Anmelden und bestellen >

 Filialbestand prüfen und reservieren  Artikel merken

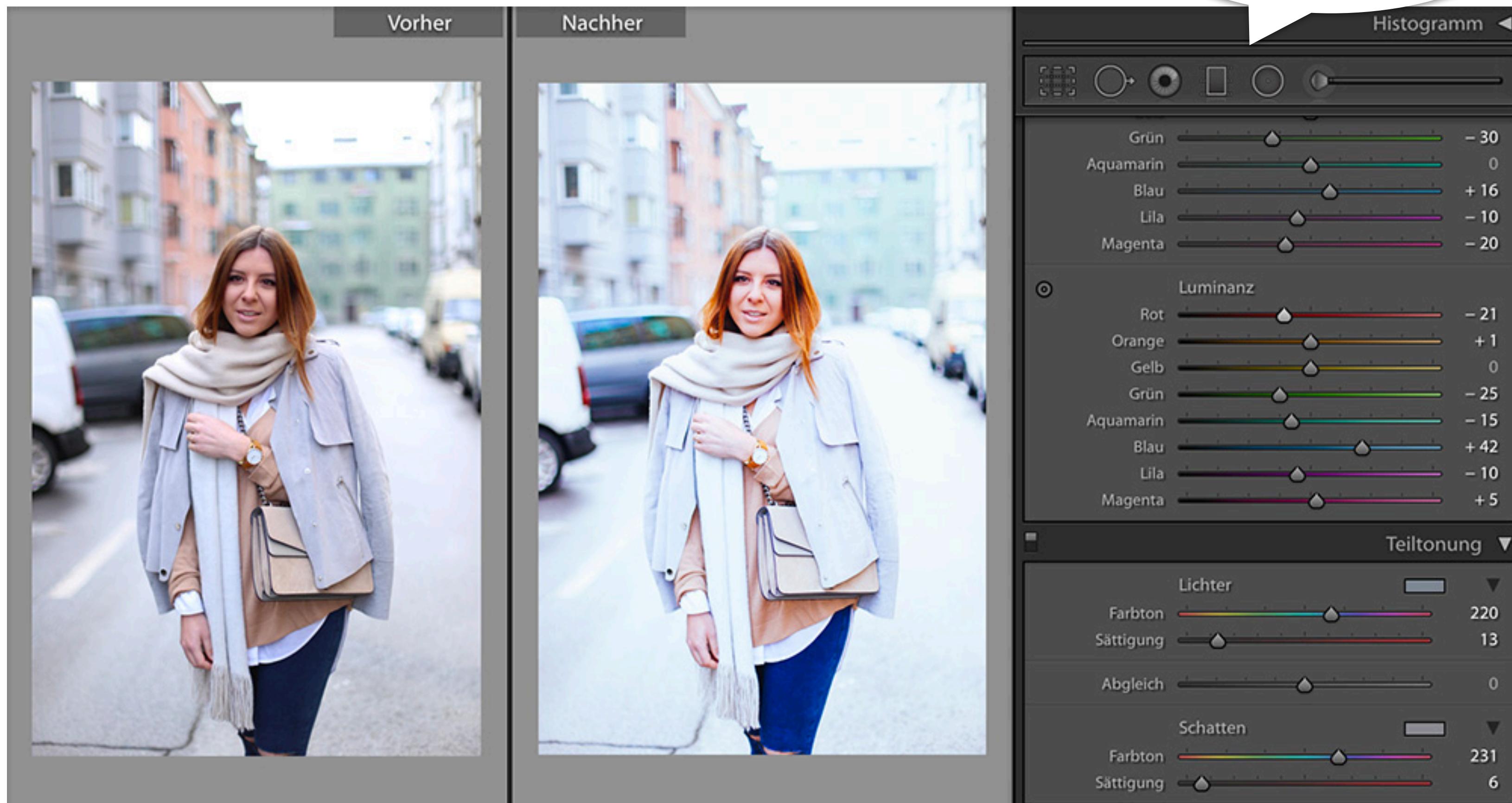
 Auf Lager

Liefertermin: Di., 14.09.2021 - Do., 16.09.2021

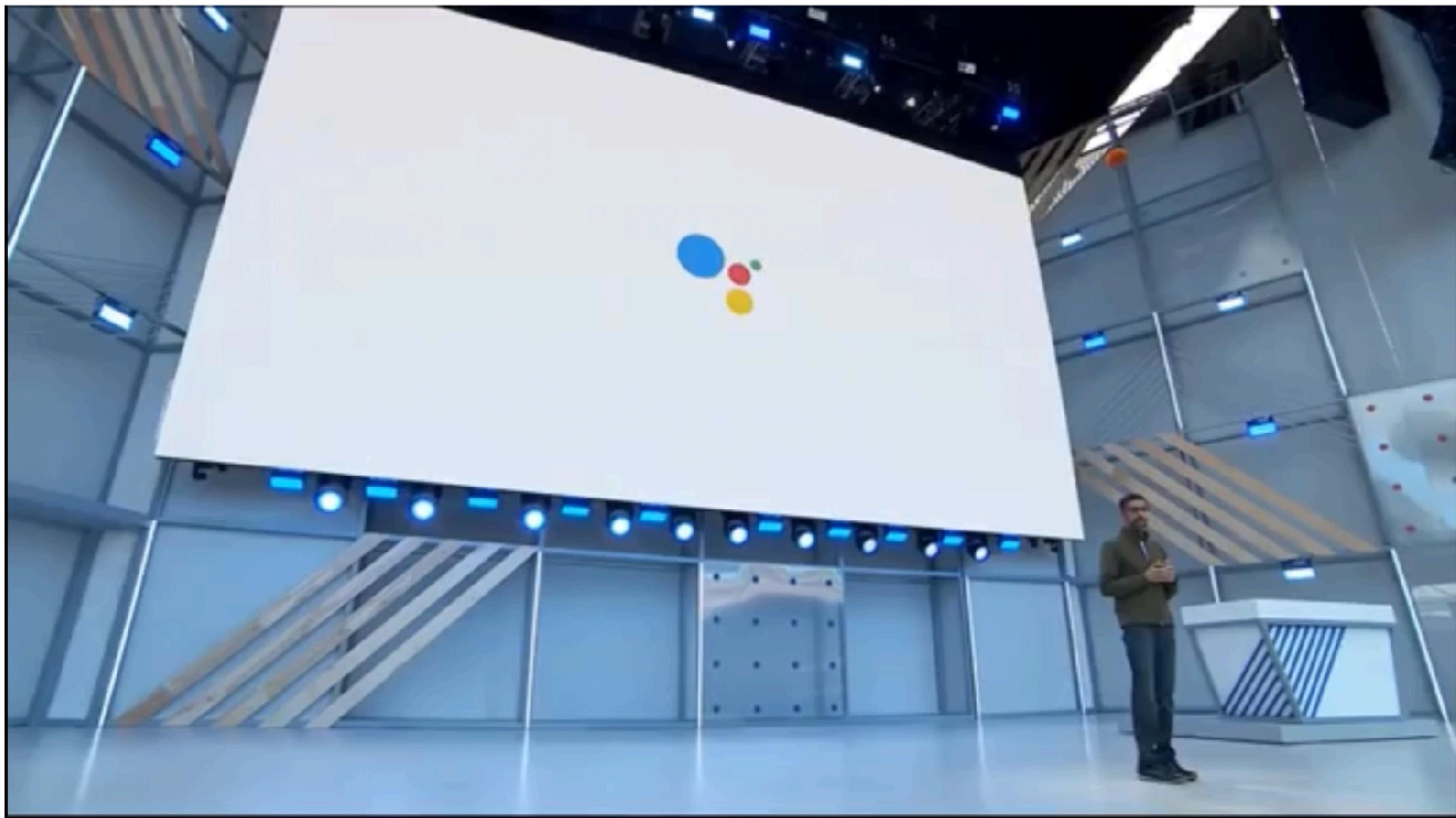
-  Zustellung: Paketdienstleister
-  Lieferung in die Filiale: kostenlos mit Click & Collect
-  Versandkosten: keine Versandkosten

YOURS TRULY

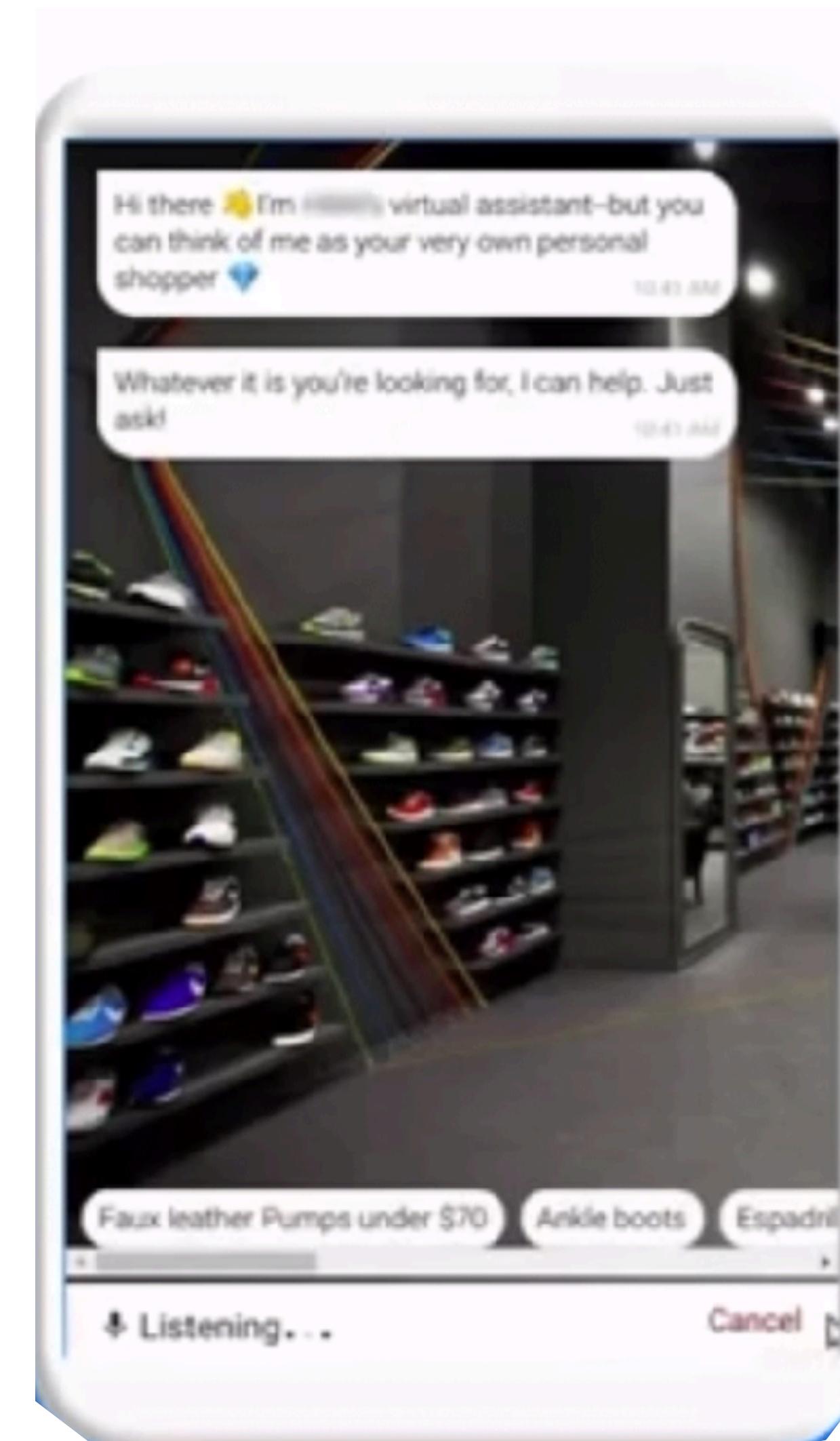
Ein bisschen
mehr Rot.



YOURS TRULY



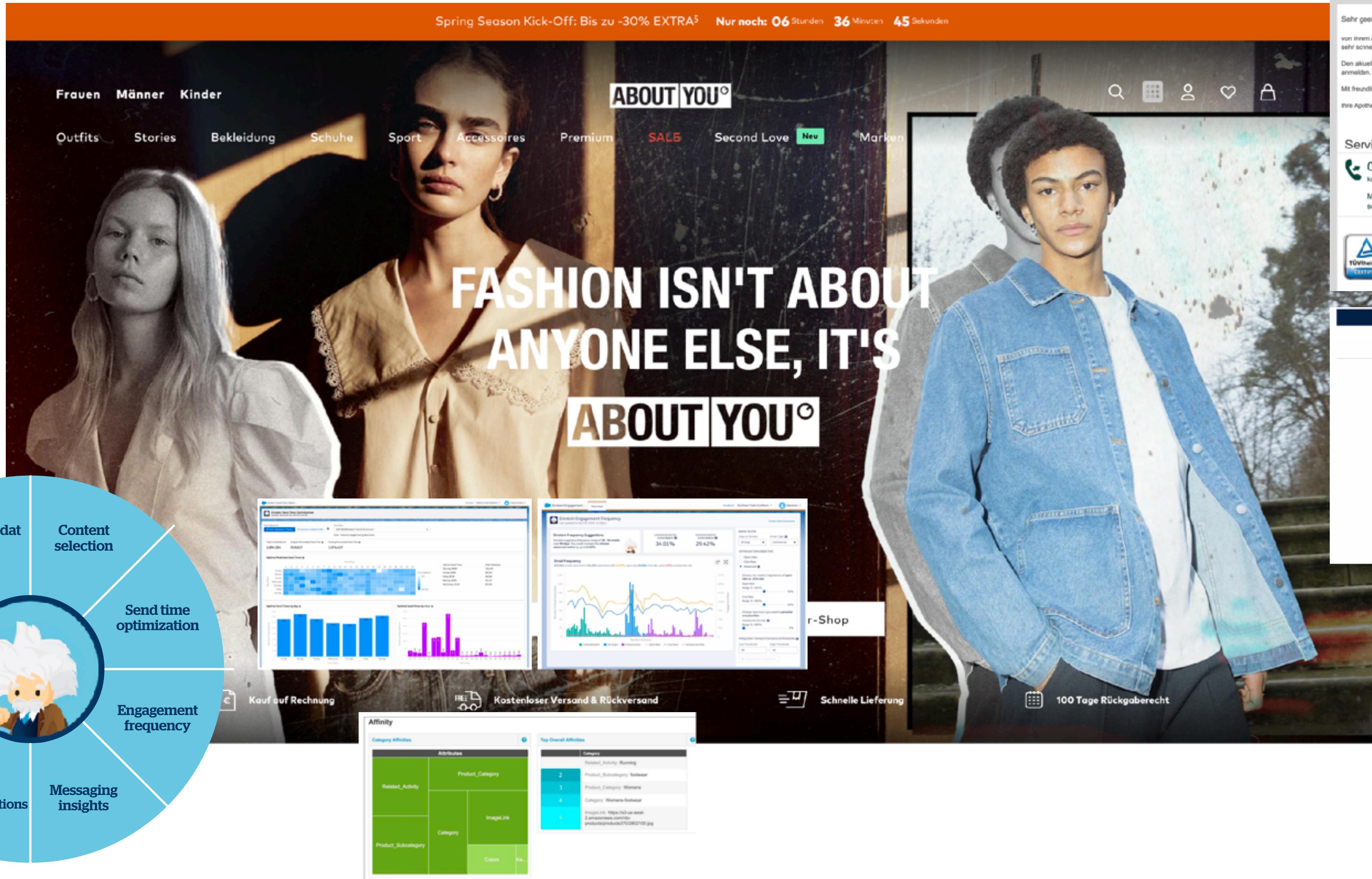
YOURS TRULY



YOURS TRULY

Zufriedenheit schaffen

YOURS TRULY



Welche Unterlagen sind für einen Kreditantrag erforderlich?

Wenn der Digitale Einkommens-Check online erfolgreich für Sie durchgeführt werden konnte, brauchen Sie keine Einkommensunterlagen mehr einzureichen.

Sonst brauchen Sie für Ihren Kreditantrag das **unterschriebene Vertragsangebot** und folgende **weitere Unterlagen**:

- Als **Angestellte/-r** Kopien aller Seiten der letzten 3 Gehaltsabrechnungen
- Als **Beamter/-in** Kopien aller Seiten der letzten Bezügemitteilung
- Als **Freiberufler/-in** Kopien aller Seiten der letzten 2 Steuerbescheide (nicht älter als 3 Jahre) mit Einkünften aus freiberuflicher Tätigkeit
- Als **Rentner/-in oder Pensionär/-in** Kopien aller Seiten des letzten Rentenbescheids
- Für den **Wohnkredit** Kopien aller Seiten des Grundsteuerbescheids oder vom Grundbuchauszug Ihrer Immobilie

Wichtig: Ist auf Ihrem Einkommensnachweis keine Bankverbindung angegeben? Dann legen Sie bitte zusätzlich einen Kontoauszug mit Ihrem letzten Gehaltseingang bei. Die Daten auf Ihrem Einkommensnachweis brauchen wir nur, um Ihren Kreditwunsch und die Plausibilität zu prüfen. Ihre Konfession brauchen wir nicht, die können Sie schwärzen.

Sie möchten bereits bestehende **Kredite ablösen**? Bitte reichen Sie für jeden Kredit einen formlosen Nachweis oder eine Ablösebescheinigung ein.

Vertragsangebot per Post einsenden

Senden Sie Ihr unterschriebenes Vertragsangebot und ggf. auch gleich die Kopien der weiteren Unterlagen – auch wenn Sie schon Kundin oder Kunde sind – vollständig und gut lesbar per Post an: ING, 60628 Frankfurt.

Weitere Unterlagen hochladen

Oder stellen Sie uns die weiteren Unterlagen digital über den Dokumenten-Upload zur Verfügung. Diesen finden Sie innerhalb der Online-Kreditbeantragung.

Tipp: Bevor Sie Ihren Kredit beantragen, speichern Sie am besten alle Unterlagen in einem Ordner. Als pdf, jpg oder png. Dann können Sie sie nachher einfach hochladen.



Business machen

YOURS TRULY

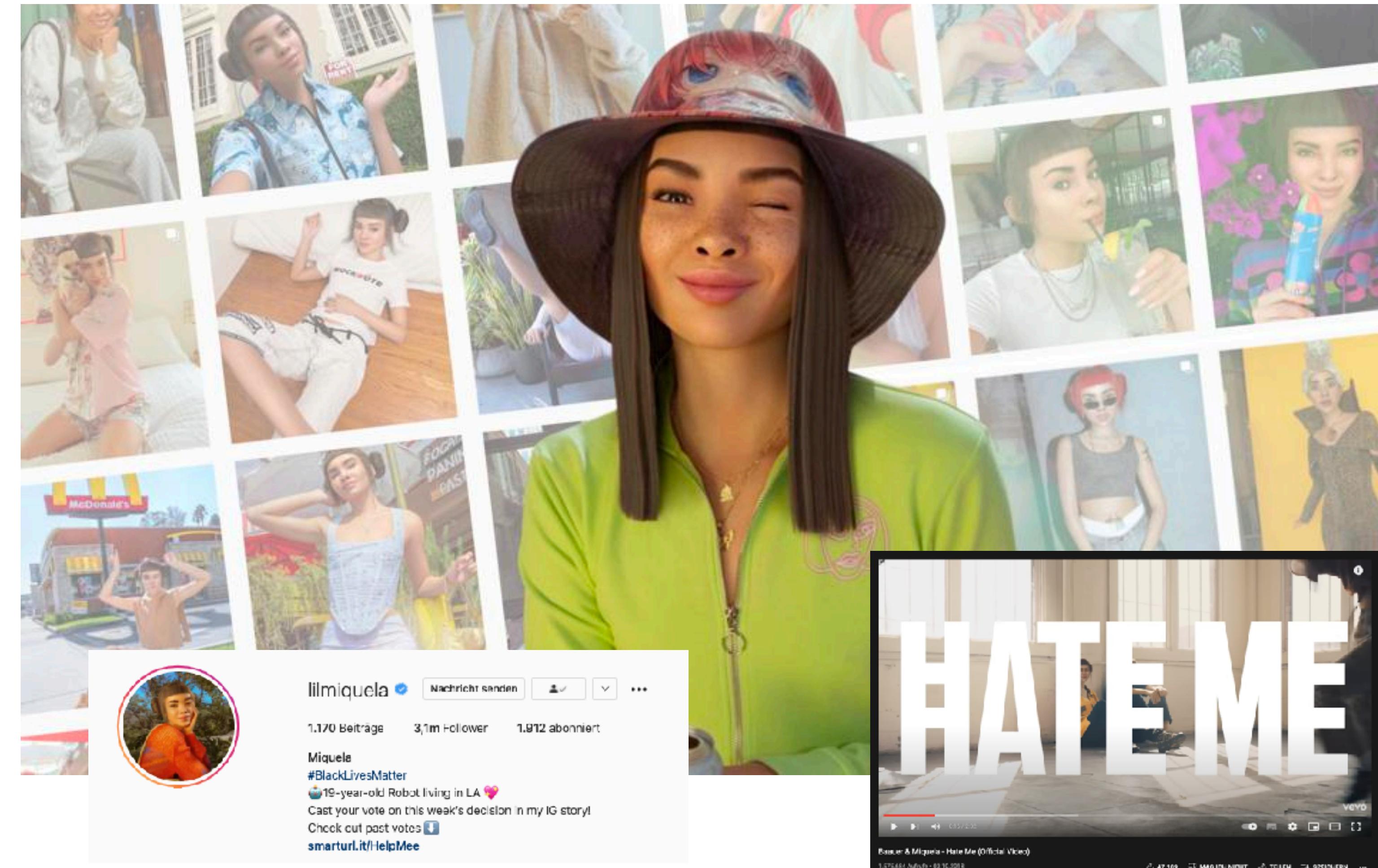
THE VERGE

Lil Miquela is a digital influencer created using motion graphics — something companies have long been capable of making. But even though she isn't truly an AI creation, her success has inspired venture capitalists like Betaworks to invest heavily in virtual creators and work with startups to progress the technology forward. The future of influencers, according to the general director of Betaworks' startup bootcamp, Danika Laszuk, is digital beings who actually are powered by AI.

Betaworks' next startup camp will focus on what Laszuk calls "synthetic media" — a combination of computer-generated imagery and AI capabilities. The company plans to make a series of \$200,000 investments in 10 startups that want to build technology that can create better digital influencers. For those that succeed, there's money to be made: Lil Miquela has worked with top brands like Supreme and major department stores like Barney's. She may not be real, but the money is.

Laszuk sees a near future where virtual creators require no human involvement whatsoever. Everything would be completely computer generated, from the images they post to the captions that go along with them. Machine learning technologies would then allow those creators to interact with people on Instagram and Twitter. It's not an entirely new idea, but it's never been done successfully. Microsoft, for instance, launched a chatbot named Tay in 2016 that was designed to tweet like a teen; it was taken offline about a day later, after it began tweeting out racist and sexist remarks that its AI picked up from interacting on Twitter. The challenge of programming healthy human-bot relationships is an area Betaworks hopes its investments can address.

YOURS TRULY







Und wo stehen wir
in Deutschland?





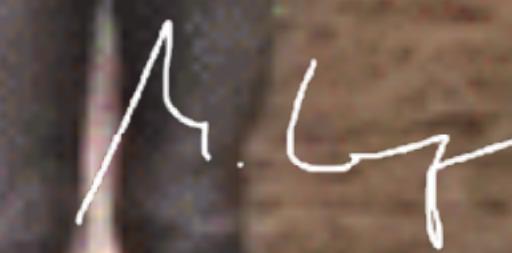
A photograph of a woman in equestrian attire standing next to a white horse in an arena. A vibrant rainbow light effect emanates from behind the horse's head, creating a dramatic and powerful visual metaphor.

KI ist die Superpower
im Marketing



Vielen Dank

YOURS TRULY



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