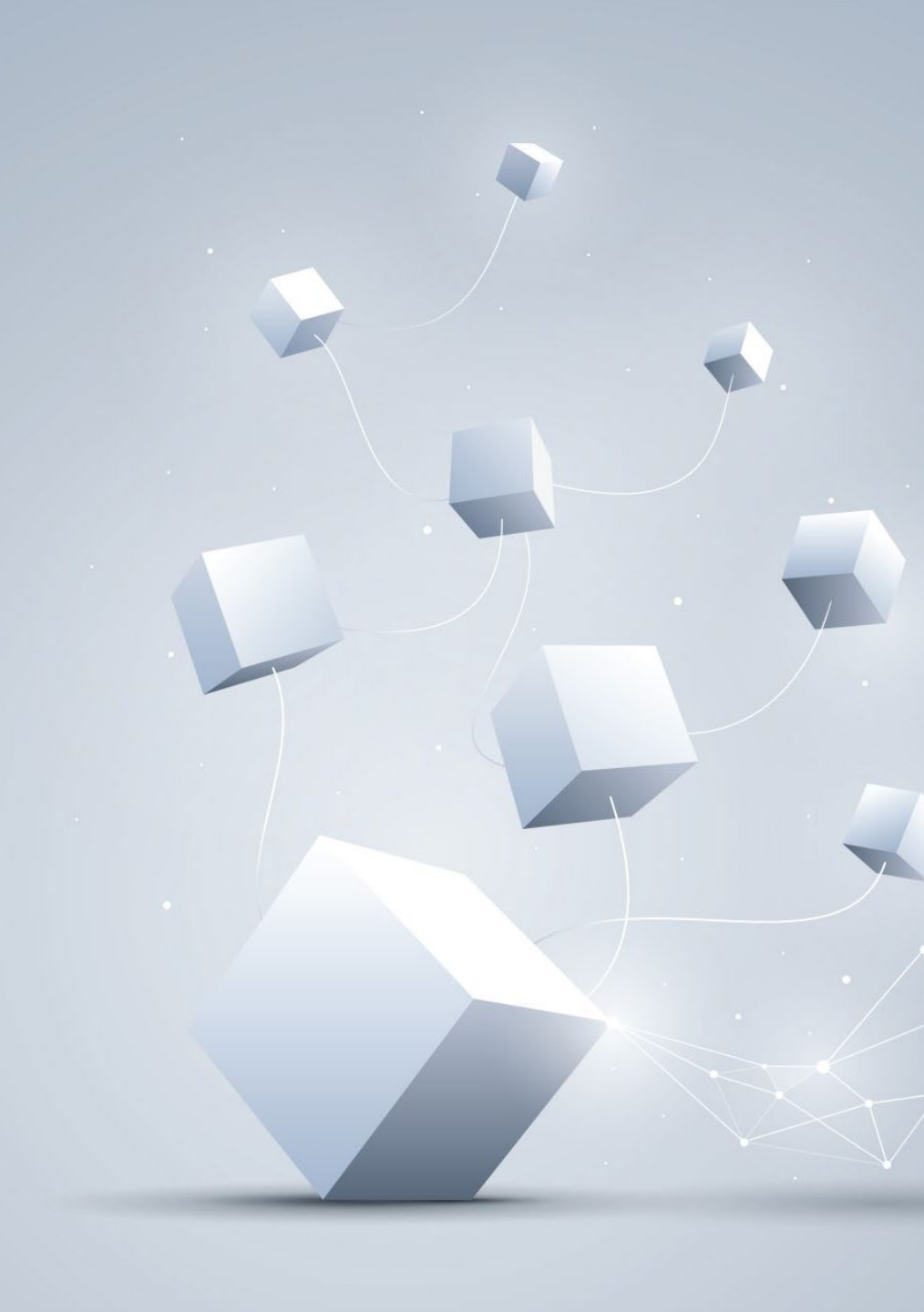




# From Limitations to Innovation

Tackling Enterprise Scale Branding  
Challenges in Generative  
Writing/Art





# Agenda

- LLM models and inherent efficiencies and opportunities
- Brand-optimized solution engineering
  - Defining the brand guidelines
  - Training
- Prompt engineering
  - For software
  - For client
  - Learning and reinforcement
- New workflows and Transformers
- Examples



# LLM Models: The Unsaid Troika

*The secret sauce behind the magic*

## Prompt

- **Prompt:**
  - Question
  - Parameters
  - Filters
  - Tokens
- **Intent and Context**
  - Understanding User's Needs
  - Relevant Background Information

## Model

- **Model Selection:**
  - Supplier
  - Model type
  - Token limits
  - Custom vs preset
  - Transformer models
- **Model Parameters:**
  - Mode, Temperature, Size
  - Stop sequence, Top P
  - Frequency penalty, Presence penalty, Best of

## Constitution

- **Style Guidelines:**
  - Fitting to Audience Profile
  - Aligning with Intent and Context
- **Ethical Considerations:**
  - Addressing Potential Bias
  - Adhering to Ethical Guidelines

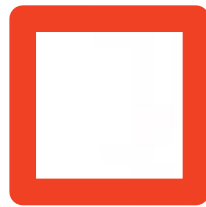
# Enterprise – Brand Optimized

1. Generative Art & Content Integration
2. AI-Powered Prompts
3. Intent, Context & Format Specification
4. Automated Style & Template Application
5. Semantic SEO, Chat SEO, & Visual Search
6. Smart AI Link & Meta-Tag Building
7. Data-Driven Content & Visual Targeting
8. Automated Multimodal Content Repurposing
9. AI-Powered Hashtag & Visual Attribute Optimization
10. Unified Multimodal Consistency
11. Personalized, Solution-Focused Multimodal Content
12. AI and Human Reader/Viewer/User Optimization





# Examples



# Sample Output: Generative Writing



**Name:** Crouton

**Short Description:** Croutons are small pieces of toasted or fried bread used as a crunchy garnish or topping. They are commonly added to salads, soups, and stuffings.

1a. **Height:** Not applicable, croutons made from bread

1b. **Color:** Golden brown; 1c. **Size:** ½-inch to 1-inch-sized bread cubes

1d. **Use:** Added to salads, soups, and stuffings for extra crunch

1e. **Fragrance:** Takes on the fragrance of any added herbs, spices, or garlic

1f. **Shape:** Cubed, from sliced bread; 1g: **Biological name:** Not applicable

1h: **Common names:** Croutons

## 2. **Plant climate fitment**

2a. Grown across all climate types. Common in temperate and Mediterranean climates.

2c. **Typical geography:** Worldwide. Croutons are made using local bread varieties and cuisines.

## 3. **Maintenance**

3a. **Maintenance:** Low. Simply prepare and store properly in an airtight container.

3b. **Sunshine:** No requirements, made from bread.

3c. **Wind:** No requirements, made from bread.

3d. **Water:** No watering is needed. Bread cubes require no irrigation.

## 4. **Lifecycle**

4a. **Seeding:** Not applicable, made from bread.

4b. **Flowering:** Not applicable, made from bread has no flowering.

4c. **Growth:** Not applicable, made from bread so no growth stage. Ready to eat after preparation.

## 5. **Plantation tips**

5a. **Pot:** Not grown in pots or ground. Made from bread for use.

5b. **Outdoor/Indoor:** Can be prepared and enjoyed both indoors and outdoors.

5c. **Water/manure:** No water or manure is needed. Made from bread.

## 6. **Other details**

6a. **Air purifier:** No, made from bread. Provides no air purification benefits.

6b. **Religious significance:** No religious significance. Simply an edible garnish or topping.

6c. **Edible:** Yes, prepared as an edible garnish or topping for food.

6d. **Useful info:** Remain crispy when added to salads and soups. Take on the flavor of additions like garlic and herbs. High in carbohydrates so consume in moderation.

# Medgami Examples: Generative Writing

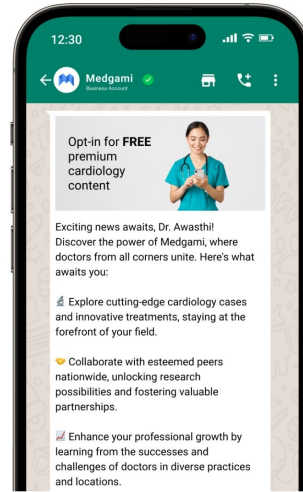
- Creating 30+ messages in 6 channels/week
- Creating newsletters and accompanying blogs
- Creating in-app content library thumbnails
- Creating ASO play store descriptions and website FAQs
- Creating healthcare personalization logic for 40 medical disciplines
- Creating doctor-doctor and doctor-patient common communication templates
- Creating onboarding tutorial and webinar playscripts



## Why choose Medgami?

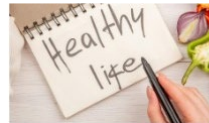
### 🌟 Premium FREE Content

Access exclusive research and clinical insights from renowned organizations for FREE.



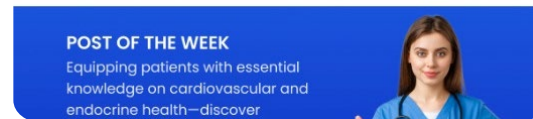
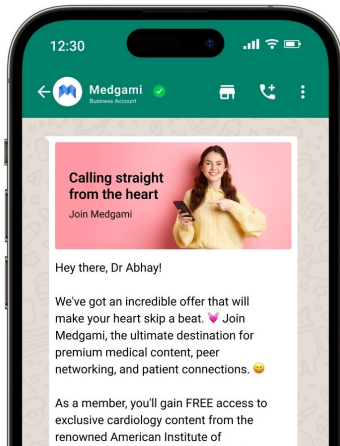
### CardioEndo Connect

Empower patients in managing heart and endocrine conditions. Access educational resources, prevention strategies, and lifestyle interventions.



### Healthy Living Tips

Promote a heart-healthy lifestyle beyond medicine. Discover nutrition advice, exercise tips, stress management, and holistic approaches for well-being.





# Sample Blog from a Template Prompt

## BLS International: Your Trusted Partner for Banking Custodian Services

Financial institutions seek custody partners facilitating secured asset servicing and optimized operations as they expand offerings to meet customers' digital banking and investment needs. BLS International, a leading global partner for governments and businesses, provides banking custodian services leveraging secure platforms, compliance processes, and deep domain expertise gained supporting over 60 client governments and institutions across 15+ years.

### Safeguarding Assets through Advanced Technology

BLS leverages biometric authentication, automated processing, and blockchain solutions for reliable asset verification, faster transactions, and guaranteed data integrity. Biometric login provides employees and clients access to custodial services platforms using fingerprints alone, reducing risks from lost credentials. Automation handles high-volume, routine tasks like corporate action processing accurately and rapidly at a lower cost. Blockchain creates an inalterable ledger for asset ownership transfer records, preventing unauthorized changes while enabling simplified audits.

### Global Expertise Tailored for Local Priorities

With experience as a partner for governments and public sector organizations worldwide, BLS offers localized solutions incorporating global best practices for regulatory compliance, risk management, and security. Their expertise spans support for IPOs, private equity deals, and incentive management across Asia, the Middle East, and Africa. Norman Singh, Head of Custody Services for a leading Indian financial firm, notes "BLS' solutions are tailored for regional contexts, enabling our growth into new asset classes with a partner devoted to upholding our ethics and priorities."

### People and Partnership: Keys to Progress

BLS recruits and retains top talent across custodial operations including client relationship managers, product specialists, and risk and compliance experts. Their teams prove an extension of clients' resources, managing day-to-day servicing for optimized performance. Progressive institutions choose BLS seeking strategic partnerships where people and skills, not scale of technology alone, achieve outcomes confidently and to the highest global standards.

### Committed to Continuous Improvement through Compliance

Regularly audited by KPMG ensuring operational processes uphold ISO and SOC certifications and regulatory requirements, BLS mitigates risks for clients including data loss or manipulation. Strict compliance builds trust as demands for robust yet agile asset servicing mount from innovations in financial instruments, tax policies, and customer experiences. Through partners dedicated to ethics and responsibilities as much as service and solutions, institutions access global markets with assured reliable, compliant support that meets governance needs competitively.

With proven platforms, global expertise, and a progressive view of responsibilities, BLS enables clients to expand offerings securely and sustainably as a trusted asset servicing provider and strategic partner. Their industry-leading standards, skill resources, and future-focused technology platforms mean continuous support for services from IPOs to private equity, incentive plans administration, and more regionally and worldwide. Meet partner requirements for custodial solutions competitively through BLS – a relationship-centered, compliance-oriented provider whose mission and outcomes inspire trust.

Discover how BLS International delivers trustworthy Banking Custodian Solutions regionally and worldwide. ([www.blsbankingcustody.com](http://www.blsbankingcustody.com))

**Suggested Image 1:** Employees monitoring and managing asset transaction records using workstations (BLS copyright 2020) **Image 2:** Infographic on BLS' compliance process from initial due diligence to ongoing review and audits. (Speculative image for illustrative purposes)

**BLS**  
**INTERNATIONAL**



# Edtech use case: Make test questions at scale

**Question:** Suppose FashionForYoungAtHeart has a noticeable drop-off rate between adding items to the cart and the final checkout process. Which of the following WebEngage capabilities would you refer to understand and analyze the reasons for drop-offs?

**Options:**

A. Cohorts B. Funnels C. Paths D. Live Analytics

**Answer:** B. Funnels

**Explanation:**

- **Funnels (Correct):** WebEngage's Funnel Analysis tool allows you to identify critical drop-off points within your customer journey, hence it is suitable for analyzing drop-offs between adding items to the cart and the final checkout.
- **Cohorts (Incorrect):** While the Cohorts tool can help understand engagement trends over time, it doesn't pinpoint specific drop-off points in a process or funnel.
- **Paths (Incorrect):** Paths tool helps in understanding the sequence of events leading to a specific outcome, not specifically designed for pinpointing drop-offs in a single process.
- **Live Analytics (Incorrect):** While Live Analytics provides real-time data, it does not focus specifically on identifying and analyzing funnel drop-offs.



## Falling DAU / WAU at AllMyThings



CMO

**Ron:** Hey team, we've noticed that our WAU (weekly active users) is dropping and customer churn is on the rise. Any ideas on what could be causing this?

**Mira:** Maybe it's because our onboarding experience and welcome emails are not optimized enough to make an impact or offer incentives to new users.



Growth hacker



Retention

**Anshul:** Or maybe some customers had a bad experience with our customer service and stopped visiting our website after a few visits and ordering some goods.

## Creating Scenarios/Stories with Generative writing/art

- Character definition
- Character enhancement
- Feature/Context learning
- Scenario development
- Use in training, fiction, entertainment
- Research the environment, sector, competition



The first response  
to generative  
writing and feeling  
is high, but...

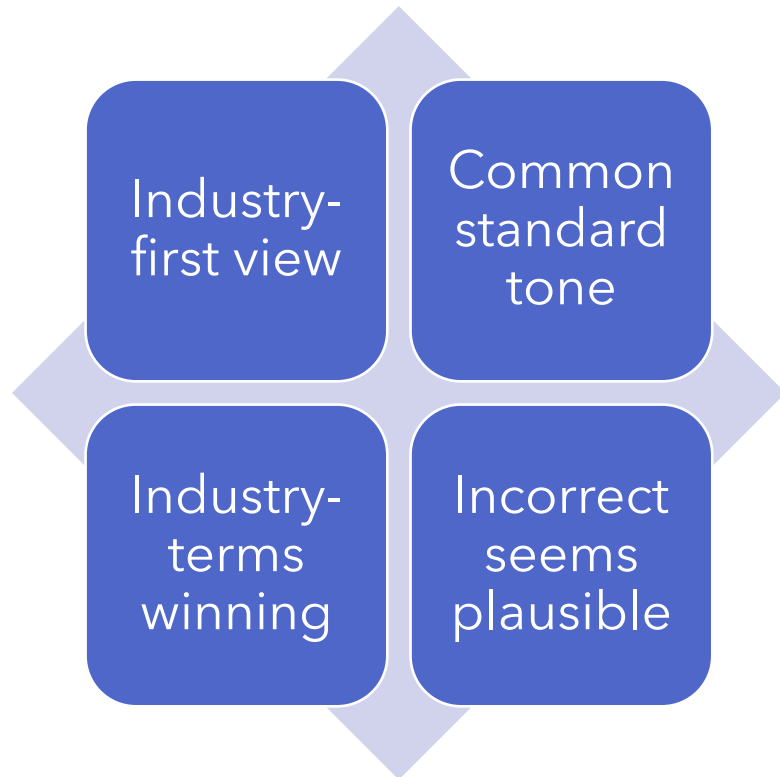
... in ten minutes, the  
nuances start showing





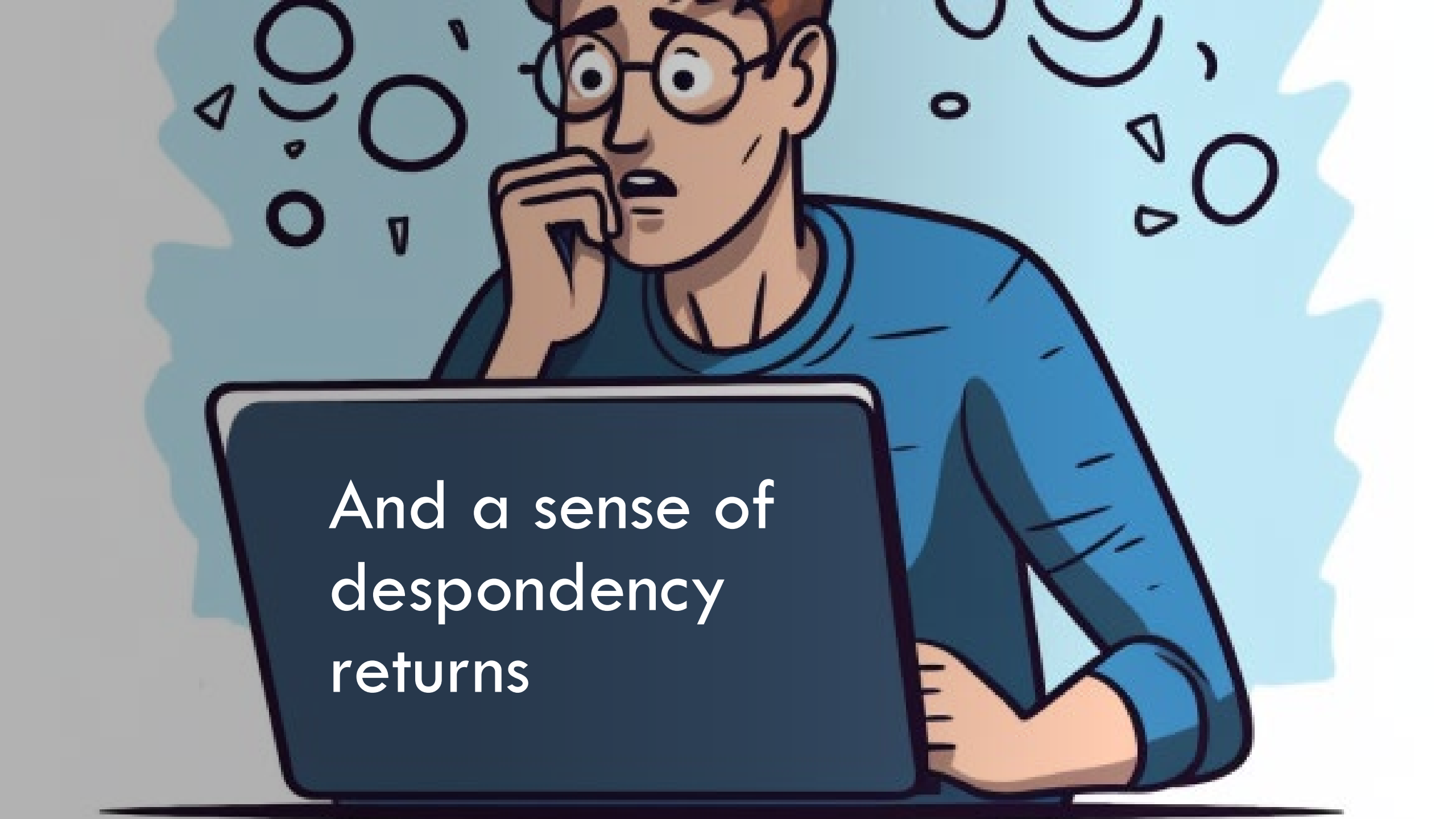
# One Starts Realizing How LLM Works

## What it creates



## How brands experience

10000 feet relevance	Feature/Word List compromised
Tone and style issues	Content structure misalignment
Value difference/Brand USPs	Product/Service Nuances missing

A cartoon illustration of a man with brown hair and round glasses, wearing a blue long-sleeved shirt. He is sitting at a desk with a laptop, resting his chin on his hand in a thoughtful pose. The laptop screen is dark blue and displays the text 'And a sense of despondency returns' in white. The background is a light blue wavy shape with several black-outlined circles and triangles floating around, suggesting a state of mind or a process. The overall style is simple and illustrative.

And a sense of  
despondency  
returns

# What Makes an LLM Work?

## The general experience

Large language source	Conversational text process	Reinforcement logic
<ul style="list-style-type: none"><li>• Diversity of Data: Wide array of topics, language styles, tones, and structures.</li><li>• Quality of Data: High-quality, error-free, well-written data.</li><li>• Volume of Data: Larger datasets for nuanced patterns recognition.</li><li>• Balanced Data: Fair representation of all desired aspects to avoid bias.</li><li>• Up-to-date Data: Current data for topics that evolve over time.</li></ul>	<ul style="list-style-type: none"><li>• Context Understanding: Recognizing and remembering the context.</li><li>• Interactivity: Capable of managing interactive dialogue.</li><li>• Emotion Recognition: Detecting and adapting to the tone and emotion.</li><li>• Coherent and Consistent Responses: Providing coherent answers.</li><li>• NLP Understanding: Interpreting complex sentences, idioms, or slang.</li></ul>	<ul style="list-style-type: none"><li>• Clear Reward Function: Reward function aligning with the goal.</li><li>• Exploration vs. Exploitation: Balance between creativity (Sector) and consistency (brand)</li><li>• Handling Sparse Rewards: Managing learning across conversation not prompt.</li><li>• Scalability: Efficiently handling large state and action spaces.</li></ul> <p>Note: Need data exposure and a conversation for LLM to understand a brand.</p>

# Getting it right for a brand



Large language source	The prompts for the brand	User prompts and reinforcement
<ul style="list-style-type: none"><li>• Brand-optimized references for style, tone, depth</li><li>• Brand-optimized references for content types</li><li>• Brand-optimized references for quality level, experience and value</li></ul>	<ul style="list-style-type: none"><li>• Help feed, infer, and create a brand style guide</li><li>• Make it nuanced – what it is, and what is not</li><li>• Share the templates, reference structure, style, formatting, etc.</li><li>• Cement the word list, style list, and reference examples</li></ul>	<ul style="list-style-type: none"><li>• Finding Earth in Solar System: Brand versus sector. Where to stop, differentiate</li><li>• Make it current and relevant</li><li>• Evolve prompt to have a brand reference, intent, context, and output definition</li></ul>





# Query Multidimensionality

- See attached file

# Text to writing inner parameters

Aspect	Parameter	Impact	Example
Creativity	Temperature	High value increases creativity but decreases consistency.	High temperature (0.9): More unexpected and diverse startup ideas.  Low temperature (0.2): Safer, more predictable ideas.
Presence Penalty	High value encourages new concepts, enhancing creativity.	High presence penalty: Avoids repeating the same words or ideas, resulting in more creative content.	
Diversity	Top P (nucleus sampling)	Higher value increases diversity, balancing it with quality.	High Top P: Wider range of startup ideas, from AI-powered health tech to sustainable fashion.
Frequency Penalty	High value discourages common words and phrases, enhancing diversity.	High frequency penalty: Avoids clichéd phrases, leading to diverse language use.	
Quality	Best of	Increases quality by generating multiple outputs and selecting the best.	'Best of' set to 5: Generates five responses and selects the highest quality one.
Mode	Impacts quality depending on the nature of the task.	'Standard' mode is better for factual tasks, 'creative' mode for brainstorming.	 'Creative' mode: Higher-quality outputs for brainstorming tasks.
Size	Size	Directly controls the length of the generated text.	Size set to 50 tokens: Shorter text.  Size set to 200 tokens: Longer text.
Stop Sequence	Indirectly controls the length by signalling when to stop generating text.	Stop Sequence "[END]": Stops generating text when this sequence is output, controlling the length.	

# Visual Query/Transformer

- See attached file



An illustration of a man with glasses, wearing a light blue dress shirt and a dark tie, sitting at a desk. He is looking at a computer monitor. The desk is cluttered with numerous stacks of papers and a large pile of US dollar bills. In the background, there is a window with blinds and a framed picture of a landscape with trees and a butterfly. The overall style is a detailed, painterly illustration with a focus on the man's work environment.

Feel the  
research  
process

# Getting into the psyche of thing or service

- See attached file





# Understand brand style guide

- Connect to xls

# Depth of creative prompt maturity

Connect to xls

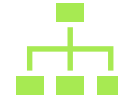




# Mature Prompts Possibilities



Integrated calculators, and data sheets (finance, real estate, HR)



1200 types of docs (Generic, role-based, feature-based, context-optimized)



Feature requirements, Glossaries, FAQs, Questions, Courseware



Conversational bots, knowledge bases, FAQs, process documentation



Programs, test cases, workflows



Analysis, competition summary, evaluation, criticism, KPO

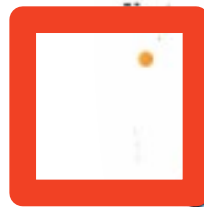


Music playlists, next-dimensional personalized searches on top of any existing content



Text to image, text to music, text to anything eventually, Chat SEO

Everything is  
transformable if





# Insights

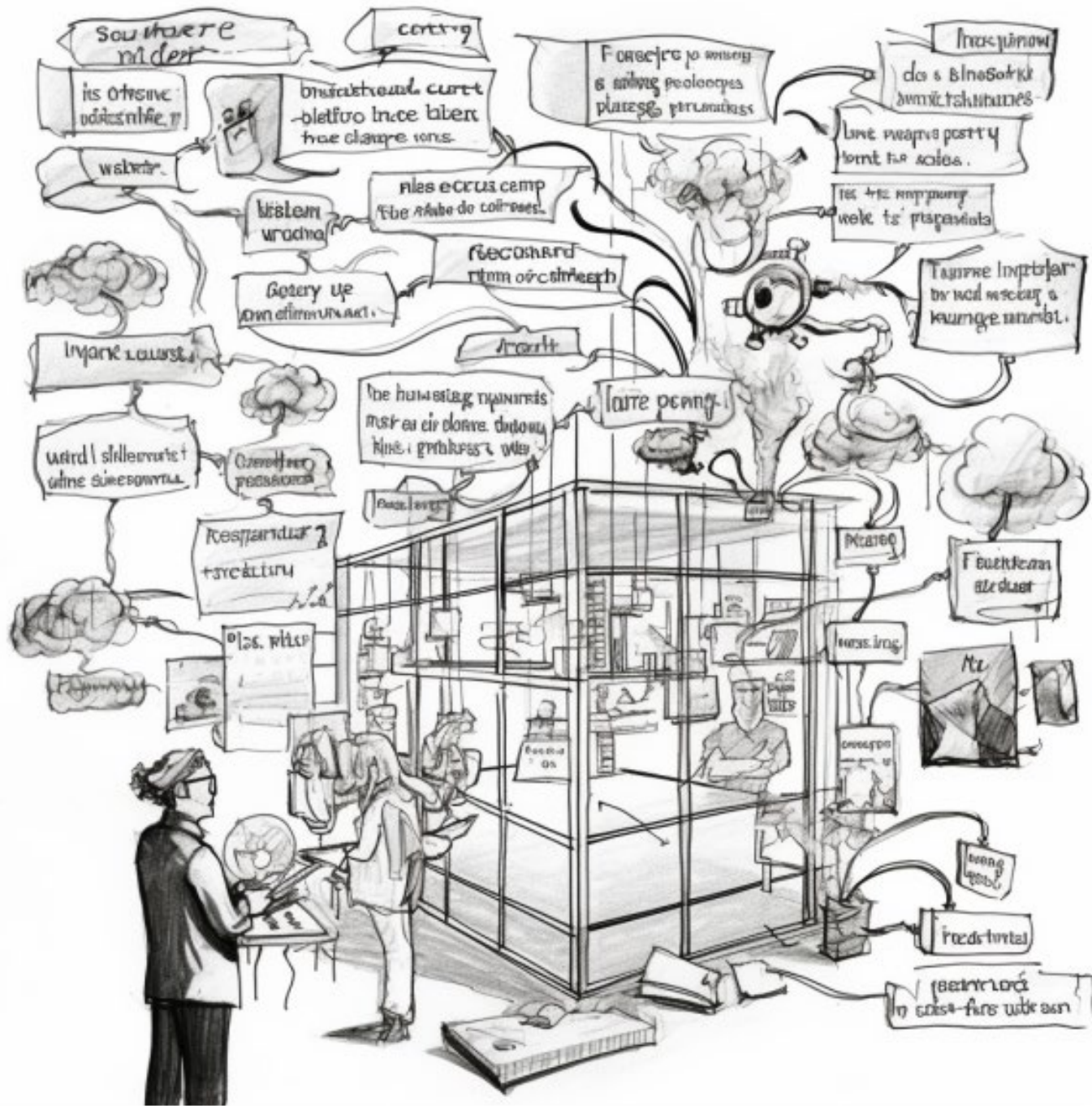
- If it exists, if it has repetition, if it has a structure, and if it has a process to get it right, then it is a transformer
- Every referenced program, popular spreadsheet, repeated document, question/query/ask, is a candidate for generative writing
- The real market would be in business transformation at scale, joining the disconnected processes together

# Custom Training/Models

- Getting LLM algo to understand the query intent with a few queries to get them in zone
- Modified, advanced complex queries
- Queries that evolve and provide selection parameters
- Business, department, role, need, context-optimized workflows
- Ability to provide feedback, refine queries, save presets, and build reference templates
- Create complicated workflows and yet with simple user experiences







Let's join it all  
together by  
working  
together!