



Discussion:

Product Design Using a Generative Adversarial Network: Incorporating Consumer Preferences and External Data

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The Promise of AI for Marketing

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 - Product design methods of the past very coarse
 - A lot of emerging work in this area
- Effectively leveraging UGC for more than brand perception

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 - Fine-tuning methods like Dreambooth, ControlNet
 - Low rank adaptation (LoRA) of foundation models
 - Image-to-image synthesis (SDEdit, CLIP)

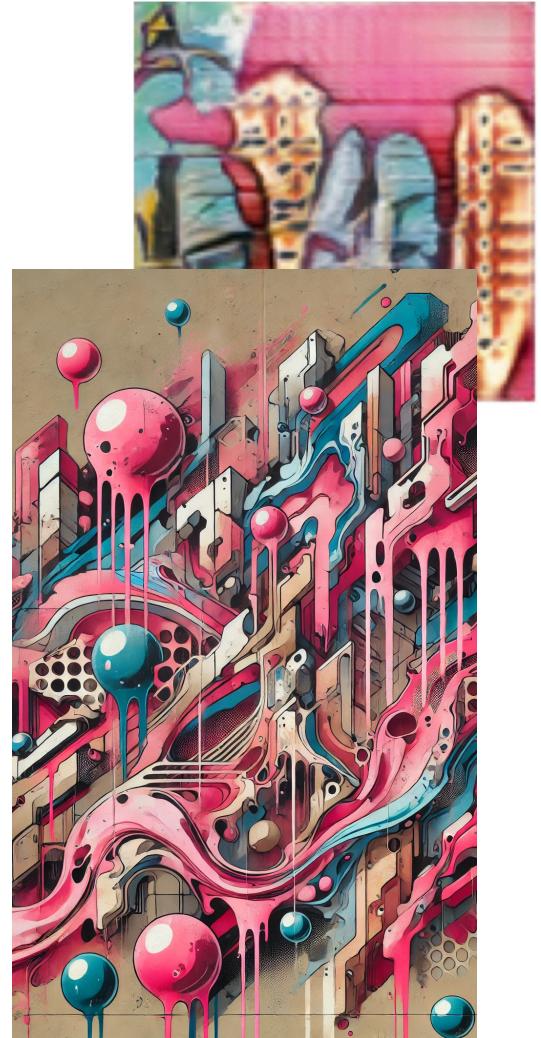
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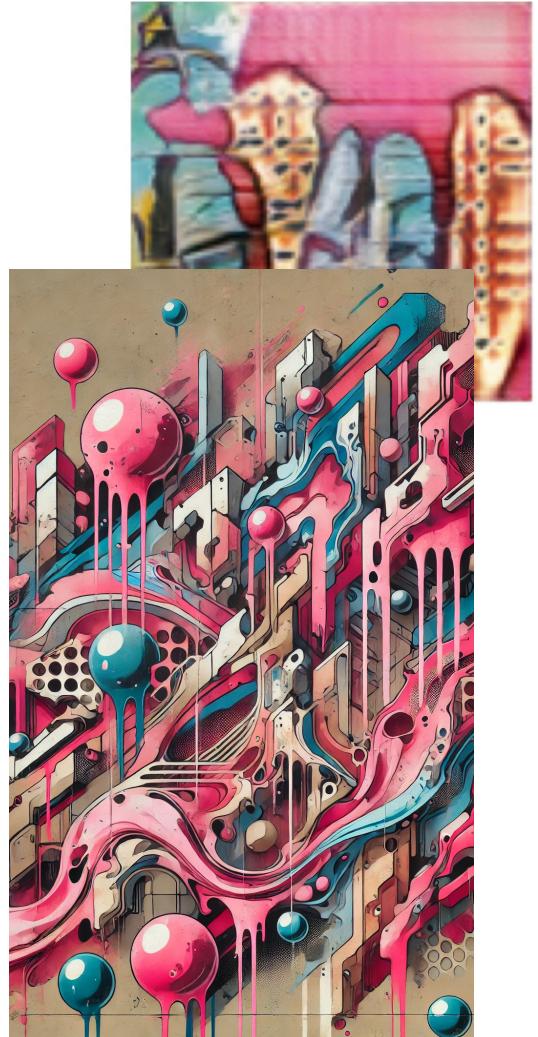
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In light of this, how should we think about the contribution of marketing research?



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 - ... but this is an area where this project could be improved
- Generalization: important for practice

In sum...

- Thought-provoking paper
- Emblematic of a paradigm shift: bringing generative AI to all 4 Ps
- But also challenging to evaluate in a CS-dominated landscape
- My thinking: push areas where marketers have an edge!

