

▣ CREATIVE EQUALS

BUILDING THE AGENCY MODEL:

Structures,
Capabilities,
Renumeration

What on earth does this look
like in the age of AI?

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V. J. #10883





1. The outsized
opportunity:
are agencies limiting
growth for the UK?

In 2030: True or... false?

49% of women 18-50 are delaying or deciding not to have children; 28% of 18-40 are child-free

In the UK, 53% of Gen Z are attracted to the opposite sex

By 2040, the Muslim population of the UK will run at 12-14%, up from 6% currently

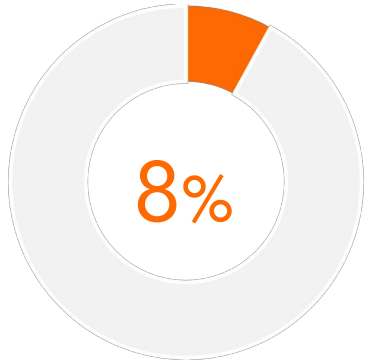
In 2025% 46% of London identify as Black, Asian, Indian, Pakistani or other ethnic groups

By 2030, 16.4% of the population will be over 65, approximately 15 million people

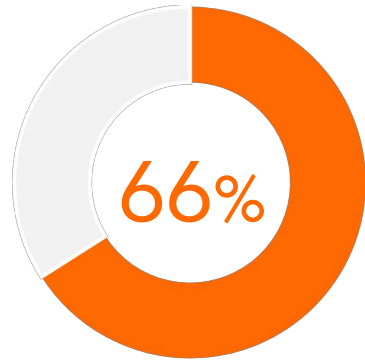
1 in 3 adults have hearing loss (18 million people)



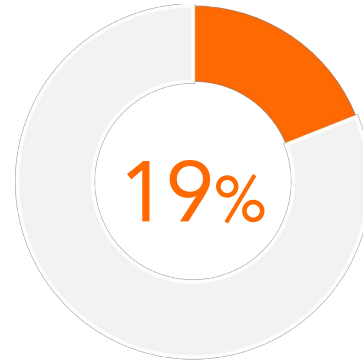
Growth is limited by our advertising...



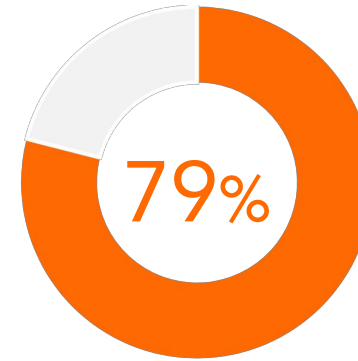
8% of women are depicted in non-traditional roles



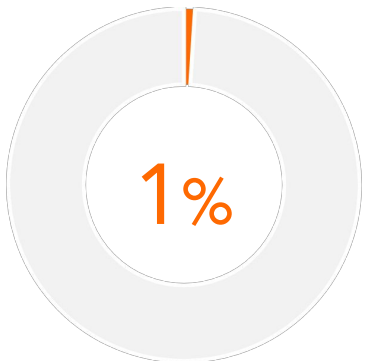
66% of Black, Asian, and Multi-Ethnic consumers do not feel represented



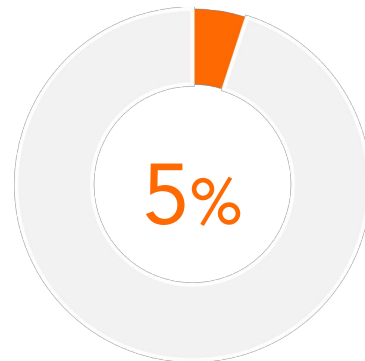
Only 19% of Muslim women believe Muslims are portrayed positively in advertising



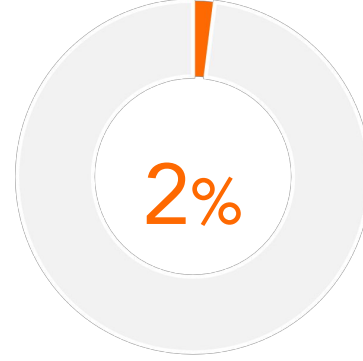
79% of Muslim women would be more inclined to purchase from brands that depict them in a positive way



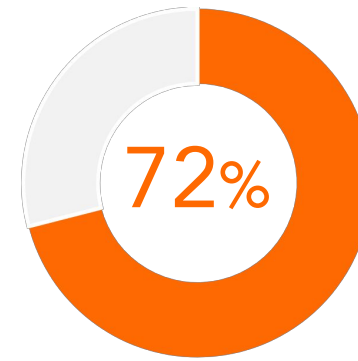
1% of ads feature a non-heterosexual person



5% of ads feature someone over 56

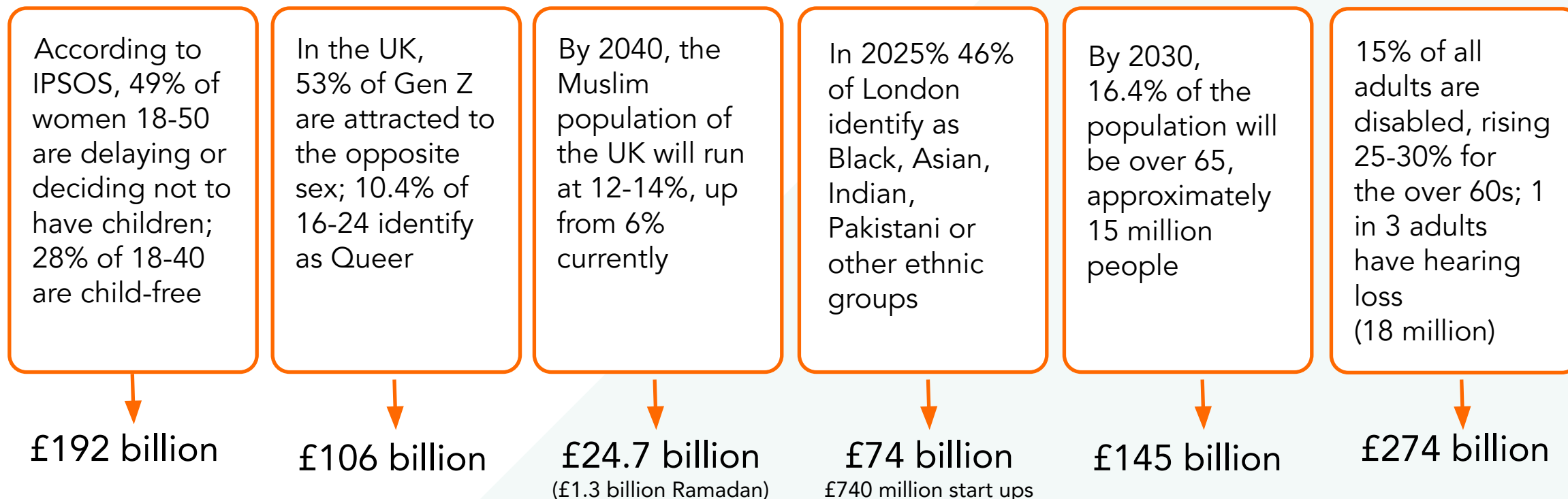


2% of ads feature someone with a disability



72% of ads still feature men as financial providers and emotionally remote

Every £1 marketers spend, £4.50 return to economy (£109 billion of GVA)





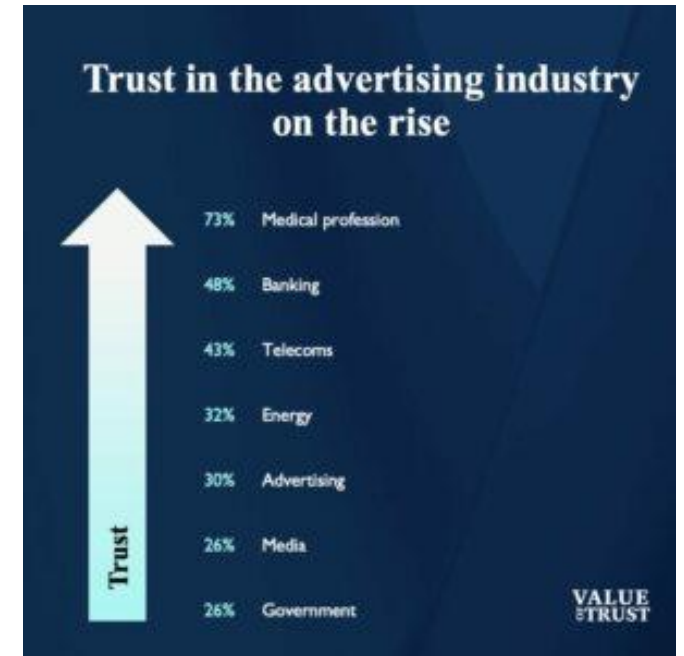
2. Trust is hard to gain and
easy to lose

Trust = Enjoyment + Social Contribution



“This included the provision of information which is both good for society and represents society in a positive way.

... when prompted, the vast majority recognise the important role that advertising has to play, most notably regarding diversity and inclusion, public health messaging and, increasingly, environmental sustainability”



3. AI is biased:
'bias is the sea
of sameness'

AI has a culture gap and this compromising its effectiveness

The effectiveness inclusion can drive isn't being fully realised in AI-generated marketing

- A recent study found:
- Campaigns relying solely on AI without cultural validation underperformed by up to 40%
- An AI-localised launch saw conversion rates 60% below projections due to cultural biases
- Black, Asian, and Latino audiences received content that was linguistically accurate but culturally tone-deaf.

Your Global AI Strategy Needs a Cultural Upgrade

Consumers value trust, but cues that signal trustworthiness can differ significantly

APRIL 7, 2025



If we don't want AI to erode trust, we need... humans

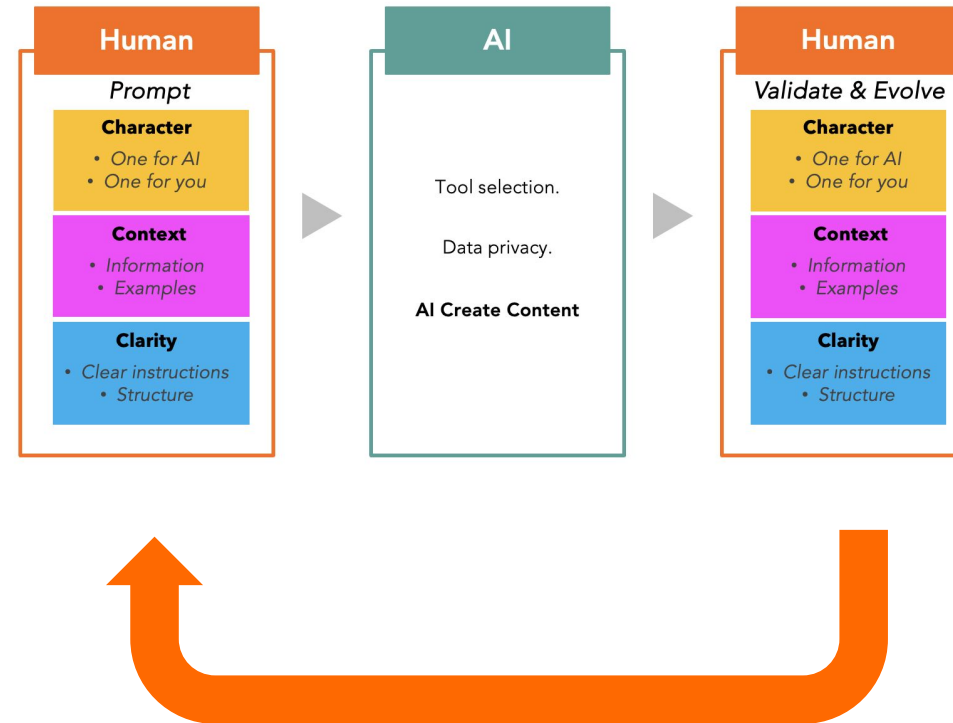


“If you want to get the best results, you need to apply your human skills before and after using AI.

It's a human-AI-human process... *an AI Sandwich.*”

AI Educator & Copywriter

”



4. The centre of gravity has changed with AI

AI disruption is here now and moving fast.

11% of tasks are exposed, with 59% with deeper integration = WPP has shed 7,000 jobs globally with AI cited as contributing factor. The old operating model is transforming at speed and scale.

Brands want their data and tech-stacks in house.

Data, creative, assets and governance will sit within brands. They want full control of their own eco-system. They don't want their data to be tied into long-term contracts which are costly and difficult to extract, rather distributed.

Anyone can build an agency, from anywhere.

This means every agency will have to be clear about their USP in an increasingly cluttered market. Specialists will dominate.

SEPHORA

SEPHORA

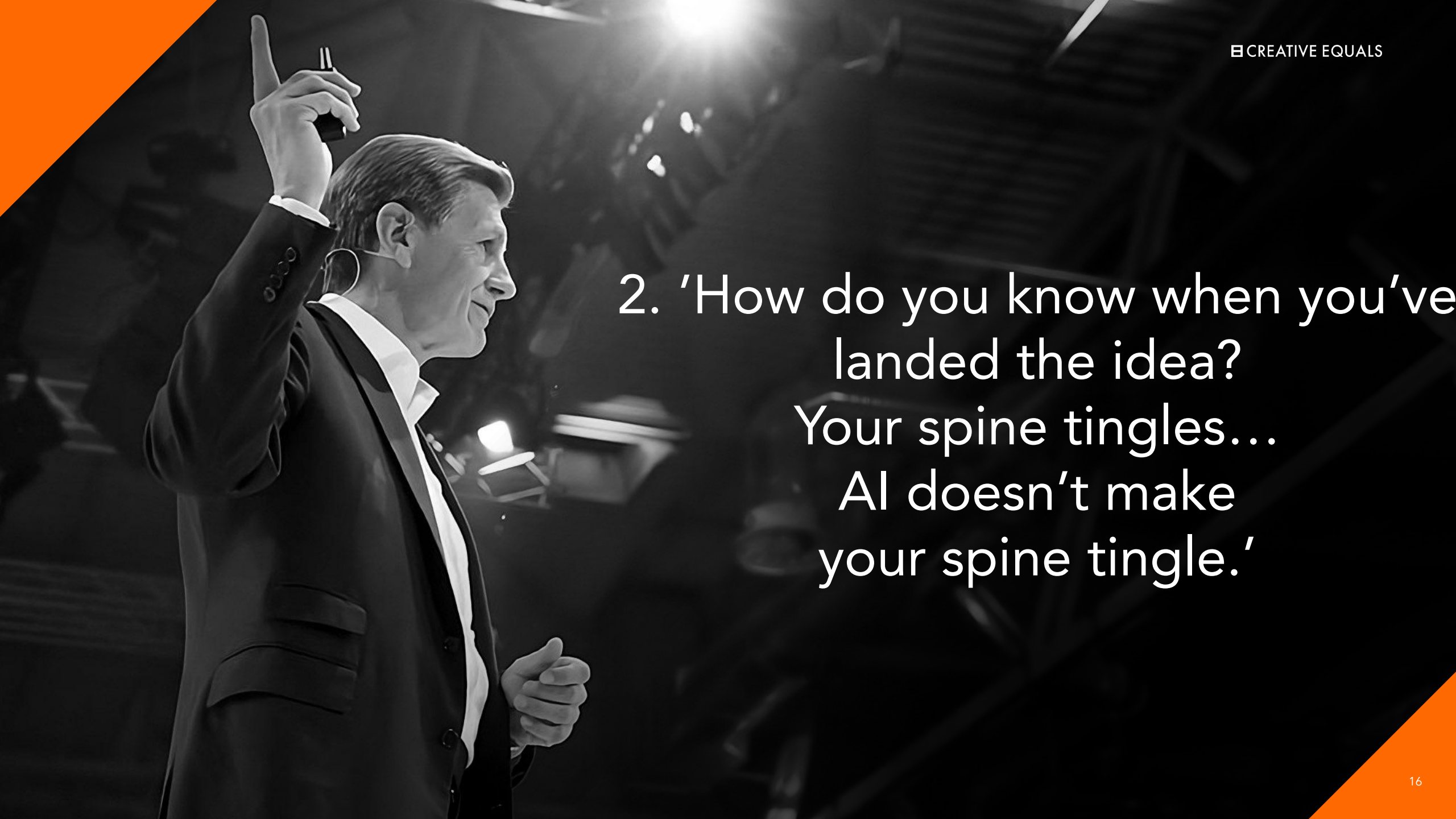


EU AI Act for creative agencies: what you need to know

Risk Tier	Examples in Creative/Advertising	Obligations	Fines
 Prohibited	Subliminal manipulation, exploiting vulnerable groups, social scoring	Ban — cannot be used	Up to €35m / 7% turnover
 High-Risk	Discriminatory targeting, biometric profiling in ads, AI hiring tools	Risk assessments, data audits, human oversight, documentation	Up to €20m / 4% turnover
 Limited Risk	Chatbots, GenAI copy & images, recommendation engines	Transparency: disclose AI use, prevent deepfake misuse	Up to €10m / 2% turnover
 Minimal Risk	Spellcheck, AI-driven colour matching, workflow automations	Voluntary codes of conduct	None

A photograph of two ducks standing in the middle of a paved road at sunset. The sun is low in the sky, creating a warm, golden glow. In the background, there is a grassy area, some trees, and a building. A road sign with a right-turn arrow and the text 'KEEP RIGHT' is visible on the right side of the road. The ducks are facing each other, and one appears to be splashing water.

1. The middle of the road is
a dangerous place to be'



2. 'How do you know when you've
landed the idea?
Your spine tingles...
AI doesn't make
your spine tingle.'



3. 'Show us you know us'



Structure: AI x HI (human integrity)

Flex and Flow models

Fluid resourcing with core permanent talent plus on-demand specialists (prompt engineers, cultural consultants, accessibility experts) plugged in by project.

Cross-functional pods

All in one: strategy, creative, data, media, tech, cultural insight, accessibility, legal/Responsible AI working from brief to launch.

AI for every stage

Briefing, ideation, production, optimisation but with human oversight for judgement, ethics, and cultural nuance.

Plugged into brand

Agency teams sit closer to brand teams, reflecting the shift to brand-owned AI workbenches.

Human-centred structures

Capabilities: tech with creativity and culture

Talent:
Who will be your talent bench? Will you include AI twins? Talent will need to be AI-first, yet savvy, culturally fluent and diverse to bring a unique perspective.

Craft and culture:
AI skills: strategy, building custom workflows across text. Culture will be key: curious conversations, courageous leaders, team connections

Creative x scale:
Build non-AI big ideas, emotional resonance, and distinctive brand assets; cannot deliver, plus velocity production at scale.

Cultural fluency:
Predictive analytics, cultural heatmaps, bias audits, plus all prompt engineers in resonance, relevance.

Transparency, trust, ethics:
How will your agency ensure their IP, output and content is original and brand safe? Responsible AI is critical.

Restructure or re-skill with inclusion

Remuneration: the biggest challenge?

Outcome-linked fees tied to business KPIs (brand lift, engagement, inclusivity scores, conversions per market).

Subscriptions /retainers for always-on squads and AI infrastructure.

Challenge of carried costs.

IP licensing for reusable AI tools, templates, or datasets the agency develops.

Pay by prompt: Will the agency be able to do this piece of work in X prompt impressions?

Augmented pricing
Transparency when AI reduces production cost/time, with value anchored in strategic integration, creative judgement, and risk management.

Reward what you treasure

AI without ethics and inclusion
= bias, fines, lack of trust

OR

AI with ethics and inclusion =
growth, trust, values and value

.

Inclusion centred, people first, ethics always-on
is the foundation of the future agency
for growth for the industry.