

How authentic brands win in the age of AI generated content



Clockwork
Marketing®





**Clockwork
Marketing®**



Your specialist hospitality marketing partner

- ★ Digital Marketing
- ★ Websites, AI & Technology
- ★ Brand & Design
- ★ Gift Vouchers
- ★ Data & Insights



Mark Durber
Marketing Manager



VisitEngland
Assessment Services

hma hotel
marketing
association

HOSPA

Travel by
B Corp



UKH
UKHOSPITALITY

Future Technology for Hospitality

We're backed by the Government to develop the next phase of future technology for hospitality with AI tools and insights, a project worth nearly £200k.

Online Gift Voucher System **Gift Voucher Brilliance**

- Group solution
- Multi-tenant
- Cloud-based and scalable
- Secure hosting on AWS
- AI features
- Ever-green code



Website Platform **Guest Net®**

- Group solution
- Multi-tenant
- Cloud-based and scalable
- Secure hosting on AWS
- AI features
- Ever-green code

A woman with long hair is shown in profile, wearing black headphones and holding a smartphone. The phone's screen displays a bright, glowing Apple logo. The background is a warm, orange and yellow sunset. The overall mood is contemplative and futuristic.

What do you think about AI?

Finding the light in a challenging landscape...





THE THINKING GAME

This is GenAI





Avoid 'sameness'

- ★ Copy, words and hyperbole
- ★ Character and tone
- ★ Imagery created from scratch
- ★ What's real and what's fake
- ★ Do I trust you?

Reclaiming your 'Why'



∞ Meta



Original Images



1



2



3



4



5



6



AI Generated Images

Set up your creative

Advantage+ creative image generation  [View terms](#)

You can generate images with AI to add more media to your ad. We'll show the images when it's likely to help improve performance.

 [Media](#)

 [Crop](#)

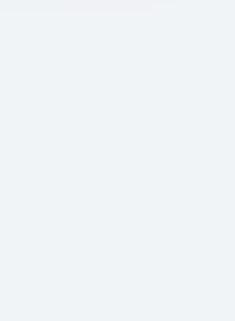
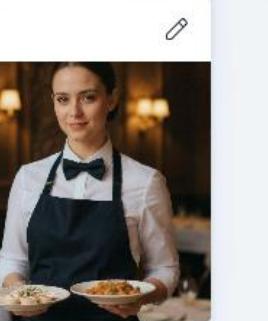
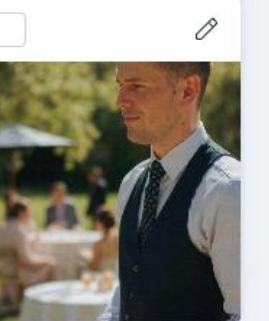
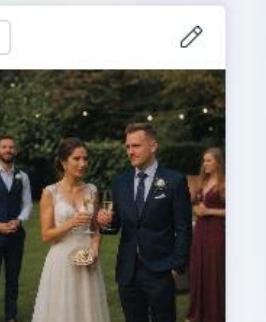
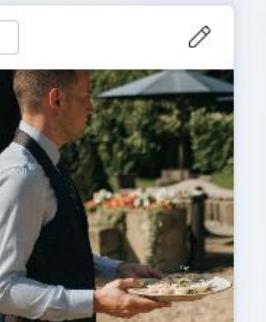
 [Text](#)

 [Image generation](#)

 [Enhancements](#)

Select a

Product image Full image  Generate new images

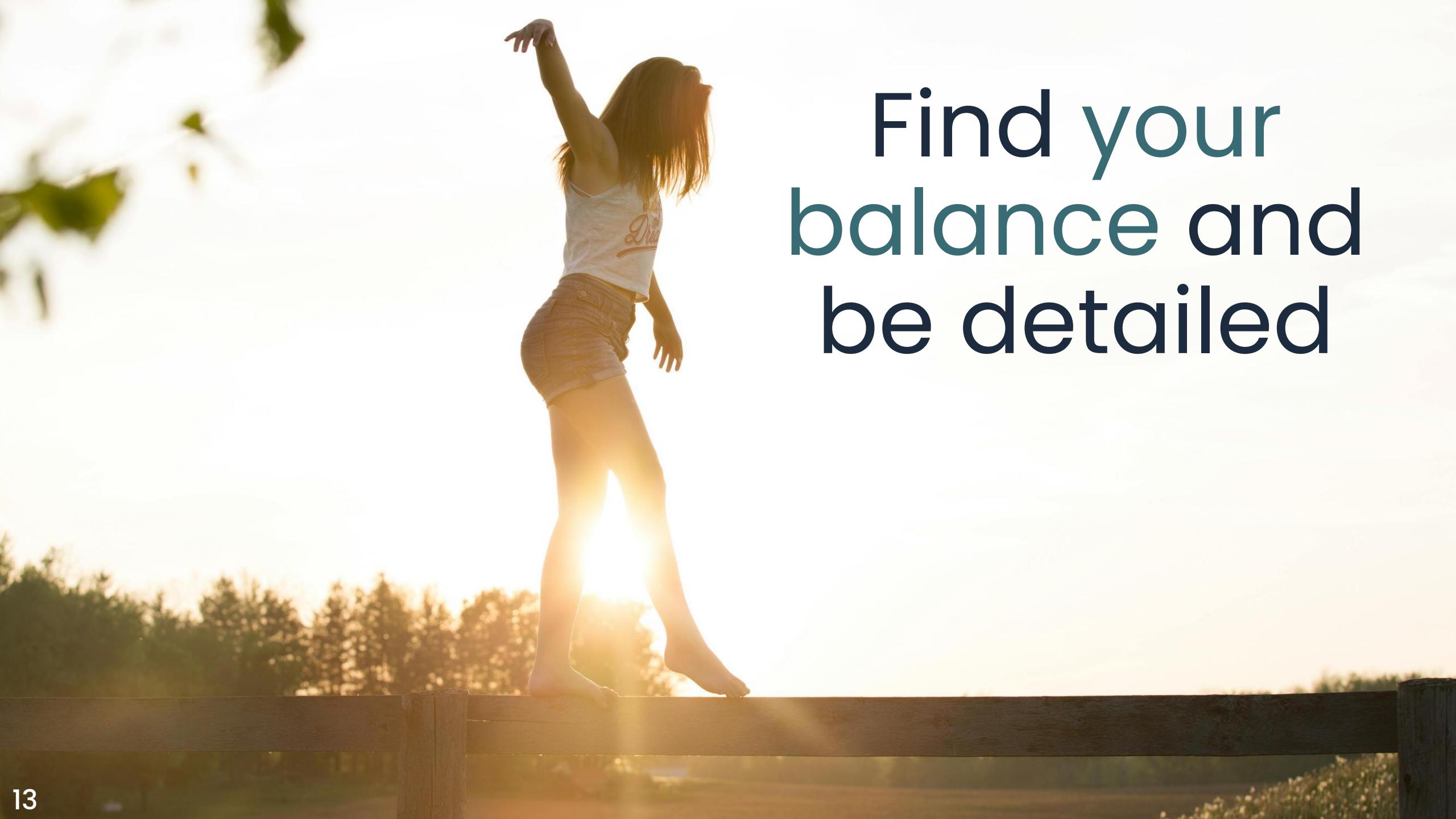


1 selected  Media from you

0 selected  Media from AI

  [Cancel](#) [Skip and continue](#)

A woman with long hair, wearing a white t-shirt and denim shorts, walks barefoot along a wooden fence. The sun is low in the background, creating a bright lens flare and casting a warm glow over the scene. The image serves as a visual metaphor for the quote on the right.

Find your
balance and
be detailed



ChatGPT

GPT like a pro

Context:

You are a GM at a hotel... and the purpose of the research is to review the hotel's brand...

Be clear and specific: Conduct an audit...

Step 1 - Gather info from TripAdvisor, RatedTrips, Booking.com etc

Step 2 - Apply assessment criteria (upload brand guidelines)

Step 3 - Review the hotel's website against a check list of best practice

Step 4 - Discover "hard to control" content: Shadow AI, Agentic AI and Pirate OTAs

Step 5 - Deliver a structured report with pre-defined headings and actions

Iterate and refine



Hotel brand review

By Pete Stevens

✓ Using the creator's recommended model: GPT-5.2 Thinking

In-depth review of a hotel brand as seen from the outside

Deep dive: visual content audit

Create outline brand training plan for staff

Top 5 quick fixes

Review shadow AI and listings on Agentic AI tools

Ask anything

Thinking





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<https://thenewtinsomerset.com/>

+ Œ Thinking ▾



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Growing bookings for a brighter future



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Your specialist hospitality marketing partner



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