How authentic brands win in the age of AI generated content

Clockwork Marketing®

Certified B Corporation

Clockwork Marketing®

Certified B Corporation

Your specialist hospitality marketing partner

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

Mark Durber
Marketing Manager

AA Hotel and Hospitality Services

VisitEngland VisitEngland Assessment Services

hma hotel marketing association

HOSPA

Travel by B Corp

Food Drink Devon Member

UKH UKHOSPITALITY

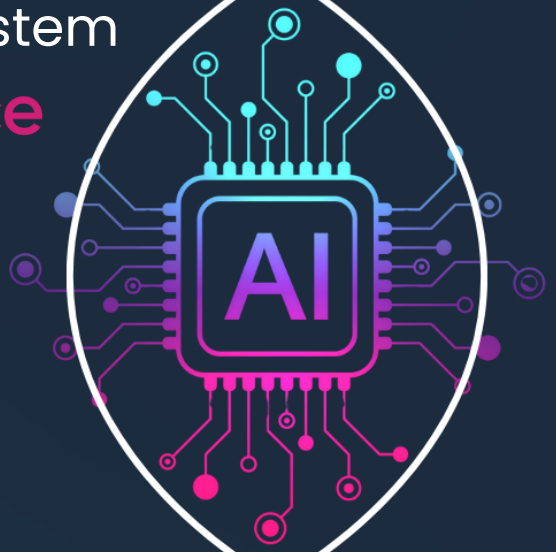
Future Technology for Hospitality

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

GuestNet®

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

UKRI Innovate UK

What do you think about AI?

Finding the light in a challenging landscape...

TRIBECA FESTIVAL
2024
OFFICIAL SELECTION
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

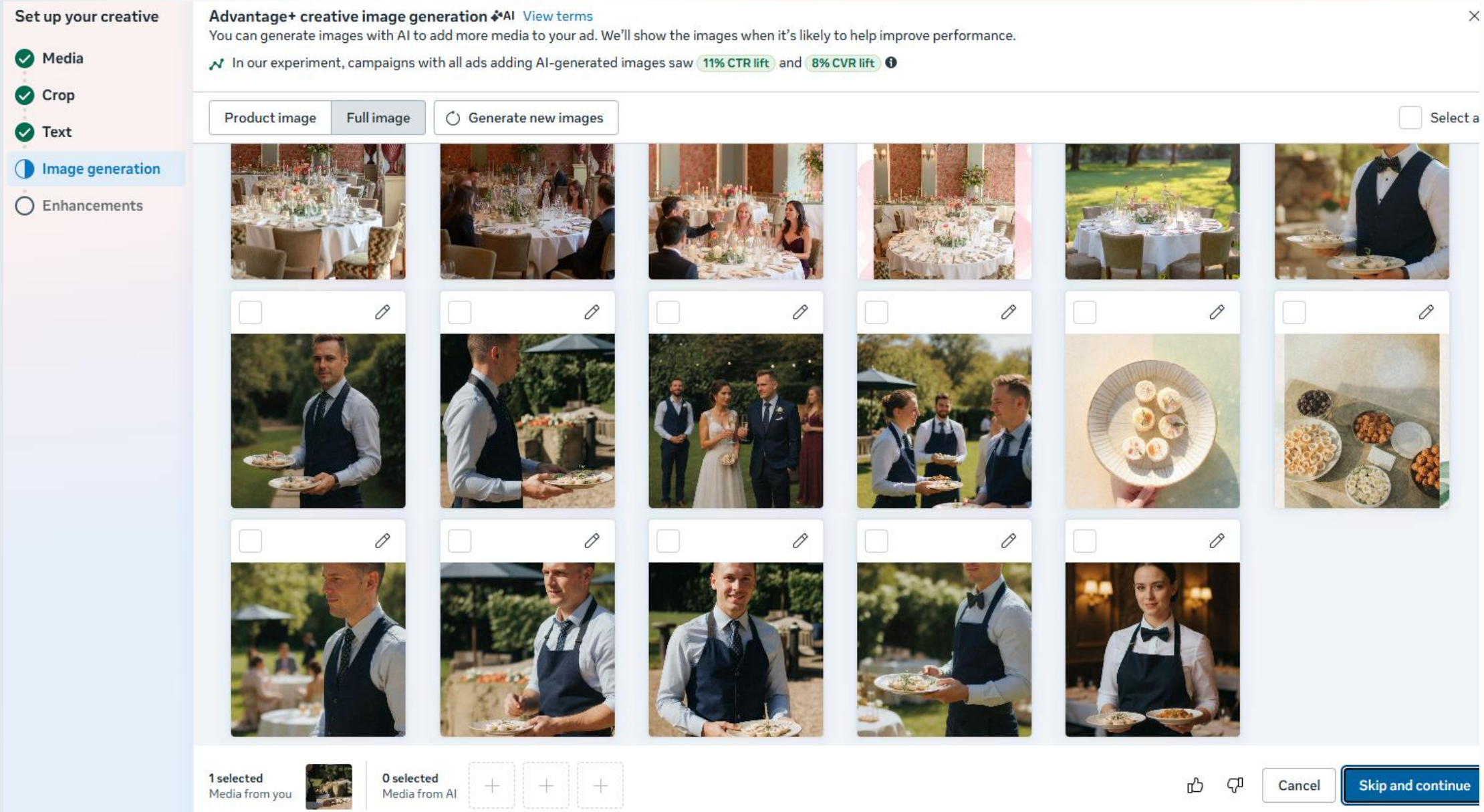
3

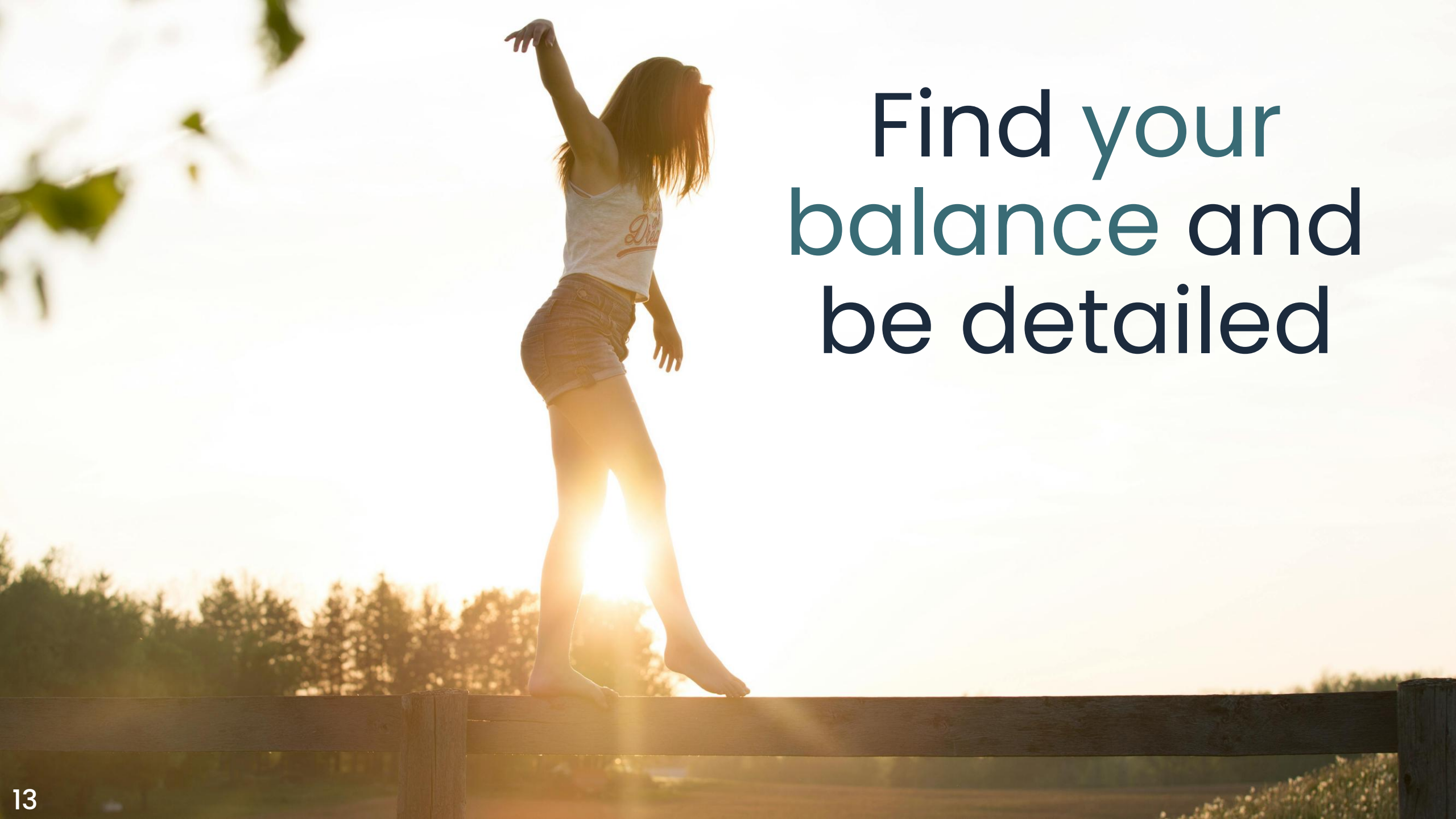
4

5

6

AI Generated Images





Find your balance and be detailed

ChatGPT

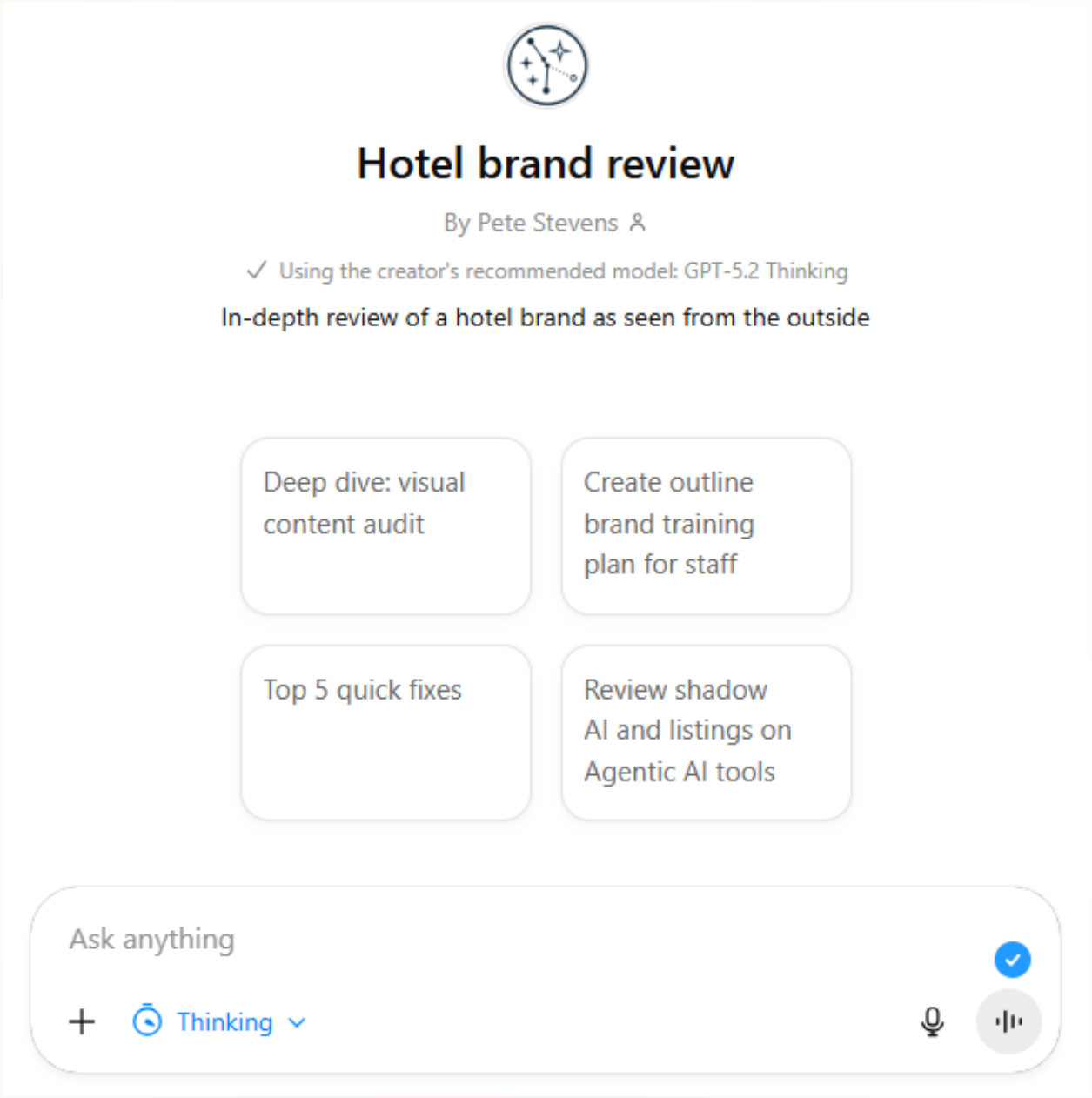
GPT like a pro

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 5.2 Thinking

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

https://thenewtinsomerset.com/

Thinking

Growing bookings for a brighter future

Clockwork Marketing®

Certified B Corporation

Clockwork Marketing®

Certified B Corporation

Your specialist hospitality marketing partner

Mark Durber
Marketing Manager

mark.durber@clock-work.co.uk

www.clock-work.co.uk