

# 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**



**HOSPAA**

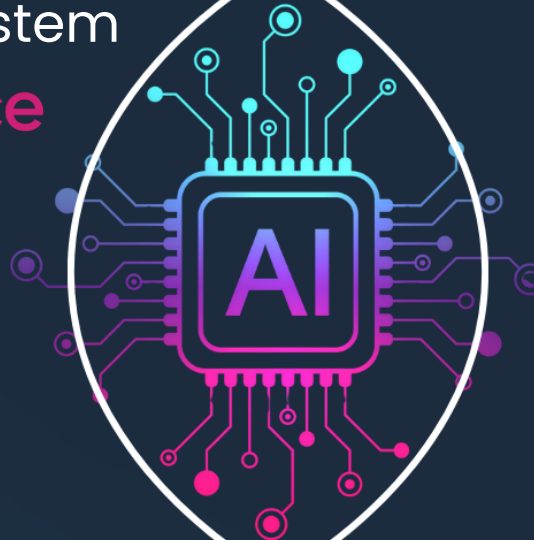


# Future Technology for Hospitality

**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



Innovate  
UK

A silhouette of a person's head and hand holding a smartphone, with a bright sunset or sunrise in the background. The person is wearing large headphones. The scene is bathed in warm, orange and yellow light from the low sun, creating a contemplative mood.

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

- ✓ Media
- ✓ Crop
- ✓ Text
- ☒ Image generation
- ☐ Enhancements


## 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.

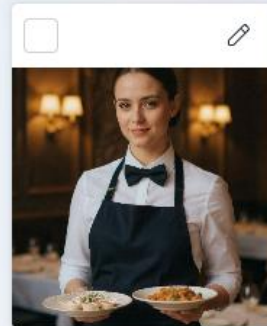
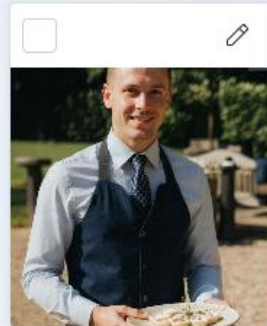
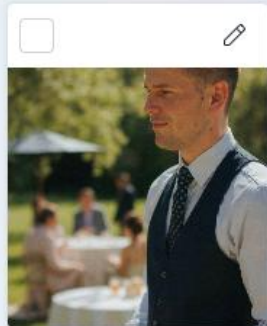
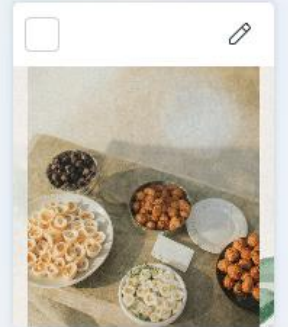
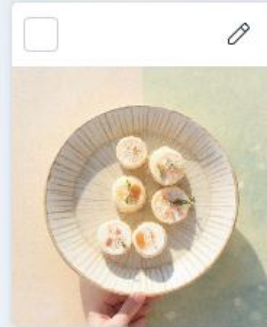
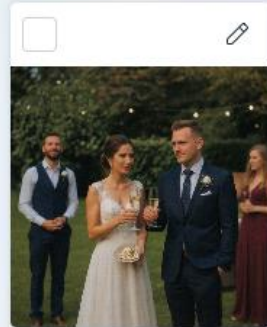
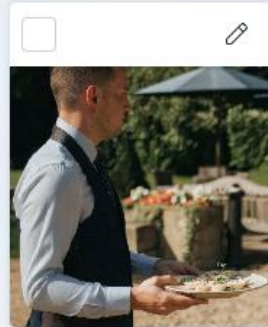
 In our experiment, campaigns with all ads adding AI-generated images saw **11% CTR lift** and **8% CVR lift** 

Product image

Full image

 Generate new images

☐ Select a



1 selected  
Media from you



0 selected  
Media from AI



Cancel

Skip and continue



A young woman with long brown hair is balancing on a wooden fence. She is wearing a white tank top with a red graphic and denim shorts. She is barefoot and has her right arm raised for balance. The sun is low on the horizon behind her, creating a strong backlight and lens flare. The background shows a line of trees and a clear sky.

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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- 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



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