



TRANSFORM YOUR VISUAL CONTENT STRATEGY WITH AI

Add to your corporate image library with vibrant, unique, AI-generated images that are brand-aligned, exclusive to you, affordable, and scalable from one to hundreds.

Bring your corporate image library to life with fresh new ideas based on the best that generative AI has to offer, overseen by our highly experienced, talented in-house design team.






THE WRITE AWAY AI IMAGE BUREAU OFFERS:

- unique AI-generated images that make your brand stand out
- unlimited variety
- fresh, innovative imagery at scale
- colour palette and style aligned to your core brand values
- ability to enhance your existing images with an AI overlay.

BRING YOUR CORPORATE IMAGE LIBRARY TO LIFE

Write Away's AI image bureau leverages the deep artistic capabilities and design know-how of our internal design team, along with emerging generative AI tools, to create first-to-world images that will make your brand stand out.

WE OFFER:

-  AI-generated images that are unique to your organisation
-  fresh, creative images that bring complex ideas to life and let you expand from literal imagery to metaphorical storytelling
-  strict quality control to refine final images to avoid known AI image generation issues such as distorted features or biased imagery
-  image upscaling to deliver print-quality images
-  imagination-to-AI image creation or pre-existing image-to-AI image creation.

We use your brand guidelines to align colour palettes and tone, keeping in mind the current restrictions of this technology.

HOW IT WORKS

Start a no-risk trial with a free mood board and two print-ready images

To help you get started, we'll turn your vision into a mood board that showcases a range of AI-generated images.

This will let you see the style and types of images that could form part of your new updated image library. If you like where the mood board is going, we'll deliver two final-art images of your choice as part of the free trial.

Then, choose your curated AI-generated image library subscription level:

Monthly subscription

Subscription includes design mood board for concept approval and the production of final-art images.

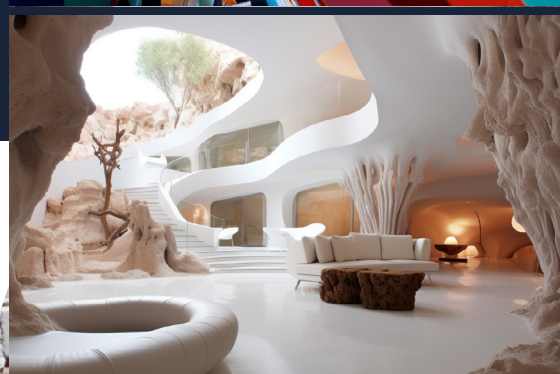
4 images: \$1200 | **8 images:** \$2200 | **12 images:** \$3200

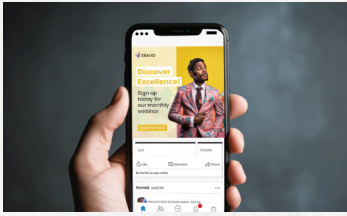
Per-image rate

\$500 per image

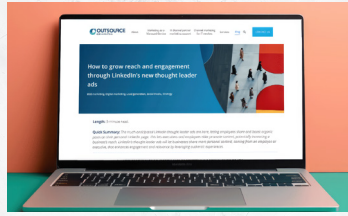
Regeneration of existing content libraries

Enquire for quote

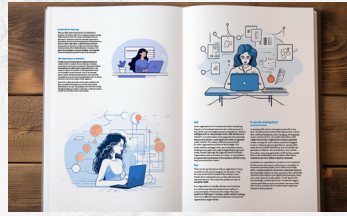




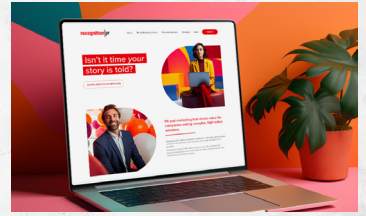
LINKEDIN IMAGES



BLOG HEADERS



ILLUSTRATIONS FOR WHITEPAPERS AND OTHER ASSETS



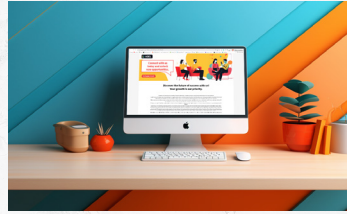
WEBSITE IMAGES



EMAIL HEADERS



ADVERTISEMENTS



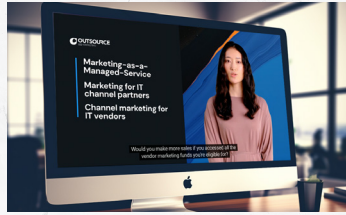
BANNERS



REPORTS



RESEARCH PAPERS



VIDEOS



POWERPOINT FRONT PAGES

AI IS GREAT AT:

- ✓ Delivering fresh and innovative solutions that help your brand stand out.
- ✓ Creating abstract concepts with specific controls like lighting, background, and ethnicity.
- ✓ Providing a wide range of ideas based on a vague concept.
- ✓ Conveying a multitude of concepts and messages in ways stock photography simply can't.
- ✓ Offering freedom to explore and develop themes without incurring significant costs.
- ✓ Giving you unlimited variety and a novel way to extend your image library.



AI has a powerful role to play in creating images that express ideas and concepts. AI lets you connect your imagination to an output in a way that's not possible with photography or other traditional art.

AI IS STILL NOT GREAT AT:

- ✗ **Matching brand guidelines perfectly:** being too prescriptive with brand guidelines can limit the AI's creative potential; however, we will always attempt to deliver images that reflect your brand guidelines.
- ✗ **Time constraints:** while AI promises to be faster than traditional methods one day, the process is unpredictable, so we cannot promise same-day or next-day delivery for AI-generated images.
- ✗ **Specificity:** the more specific your requirements, the more time-consuming it is to deliver. AI can also struggle with overly specific instructions and prefers simple designs and colours.
- ✗ **Complexity:** the limitations of AI mean we need flexibility to interpret concepts.
- ✗ **Editing:** we can edit AI-generated images in Photoshop but the AI itself cannot make edits.
- ✗ **Duplication:** we cannot guarantee exact duplication of an image, which makes it challenging to provide multiple copies of a specific image.
- ✗ **Artists and styles:** while AI can use image references to generate prompts, it may not precisely mimic an artist's specific style. For example, if an artist's style is too unique, AI won't be able to replicate it.

HOW TO GET A POWERFUL AI IMAGE

- 1 The more flexible the guidelines, the better the AI performs.
- 2 Understanding how to drive the platform is essential; prompt engineering is an emerging skill and one we've spent many months honing.
- 3 Working with a designer who understands brand aesthetics and design principles yields more impactful images.
- 4 Providing clear prompts with technical details provides more control over the finished product.

EVOLVE YOUR IMAGERY USING AI

From this (stock image)



To this (AI imagery)



ABOUT WRITE AWAY

Write Away Communication—part of The Recognition Group, Australia's leading group of PR and marketing specialists—has been helping businesses in the built environment, engineering, and industrial industry since 1986.

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