



**And you will  
see why 2026  
will become  
like 1984.**

**... Didn't  
you see this  
coming?  
Are you  
taking up  
plumbing?...**

Campaign Magazine tells us, *'Meta aims to fully automate ad creation with AI by 2026'*

'The parent company of Facebook and Instagram plans to let advertisers generate complete, AI-crafted ads with just a product image and budget, automating the entire campaign process across its platforms'.

Are you surprised? Didn't you see this coming? Are you taking up plumbing? (*I am. Ed.*)

Meta CEO Mark Zuckerberg at an annual shareholder meeting said this, "In the not-too-distant future, we want to get to a world where any business will be able to just tell us what objective



they're trying to achieve, such as selling something or getting a new customer, how much they're willing to pay for each result and connect their bank account and then we just do the rest for them,"

As a result it seems conventional ad agencies share prices are tanking. Well is it any wonder? Zuckerberg is doing what any great communicator does; know your audience. Big corporations can now sack most of their marketing departments and a good number of procurement folks (hopefully), sit back and let the robots do the

adverts. No effort, no decisions, no stress. They will love it, and Mark understands this, that's why he's worth US\$222billion. (The five largest advertising groups are only worth US\$64billion combined). I have written about individuals versus corporations controlling agencies some time ago. Rest in peace J. Walter, Leo, David et al.

WPP is trying to fight back as best they can. Again according to Campaign they have launched a data solution called 'Open Intelligence' (*what does that mean? Ed*). Good question.



## CIVIL WRITES


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They say it has been trained to create bespoke campaigns. The quote goes on with a bunch of word salad that actually means nothing, total bollocks like; optimise, segmentation and predictive signals. I predict Zuckerberg will take them to the cleaners.

Scour the ad press yourself. Article and article about AI solutions, companies etc, enough to make your head swim.

Adding fuel to the fire, and having written about AI and creativity recently, AdAge magazine says, 'AI becomes a Cannes co-pilot for agencies'.

Not sure what that means, but the illustration they use is a robot walking the red carpet which ironically looks AI generated. So I guess, in the future, Cannes will be judged by The Terminator.

PS The headline paraphrases the line from the iconic Apple spot directed by Ridley Scott that famously ran during the Superball just once in 1983. What it actually said was 'On January 24<sup>th</sup> Apple Computers will introduce Macintosh. And you'll see why 1984 won't be like 1984'. Watch the spot on YouTube [4K Restoration: 1984 Super Bowl APPLE MACINTOSH Ad by Ridley Scott - YouTube](#) Do you really think AI could make that? I don't bloody well think so because the day it can, plumbing really is your only option.



*Paul Loosley is an English person who has been in Asia 47 years, 12 as a Creative Director, 25 making TV commercials. And in recent years, a brand consultant. And still, for some strange reason, he can't shut-up about advertising. Any feedback; mail [p.loosley@gmail.com](mailto:p.loosley@gmail.com) (Use AI if you can't think of anything)*