

How AI Teammates can help you build your own content gigafactory

Lytho™

A brief history...

Feather quill
6th century

1

Guttenberg press
1440

2

Camera & roll
film
1884

4

Cel animation
1918

5

Lithography
1798

3

Opensource AI
2022

8

Adobe
InDesign
1999

7

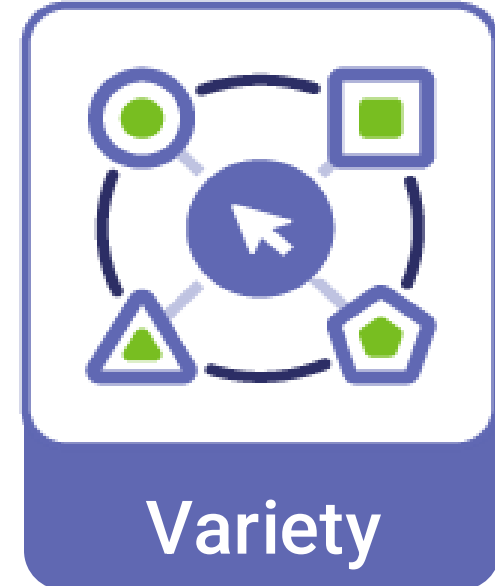
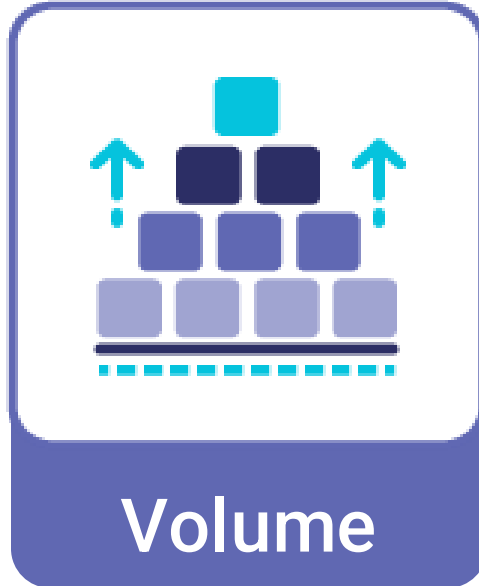
6

Apple's first
computer
1976

Agentic AI
2025

9

So now we are creating more content than ever ...



... and all indications suggest the trends
will continue accelerating

This will get worse before it gets better. More martech with embedded automation & generative AI means an exponentially bigger mess.



Tool Category	Percentage
Content Marketing	33.1%
Sales Automation Enablement & Intelligence	11.3%
Video Marketing	6.3%
Business/Customer Intelligence & Data Science	5.4%
Live Chat & Chatbots	5.2%
Social Media Marketing & Monitoring	5.1%

So your customer are creators...
... and your employees are creators ...
...now everyone is a creator...

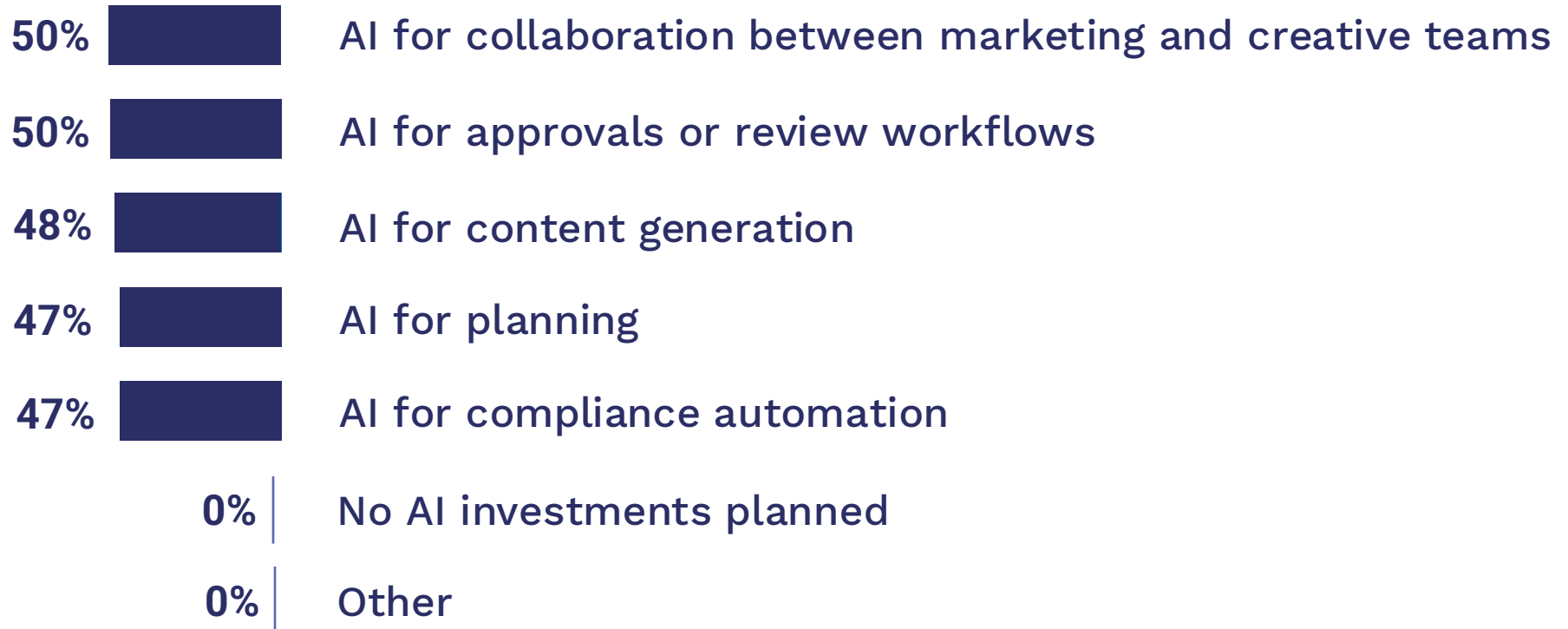
Source: MartechMap, 2024-04

**So we are drowning in content, and
early AI adoption will make this
worse...**

...how can we manage?

Which of the following AI investments, if any, are a priority in 2025? (Select up to 3)

Lytho State of Creative and Content Operations Research



Three strategies smart content teams (and marketing in general) should embrace to adapt

1

Elevate process and discipline to the same import as creativity. Architect a content supply chain.

2

Focus AI efforts on non-net new creative content generation. ~~Creation.~~

3

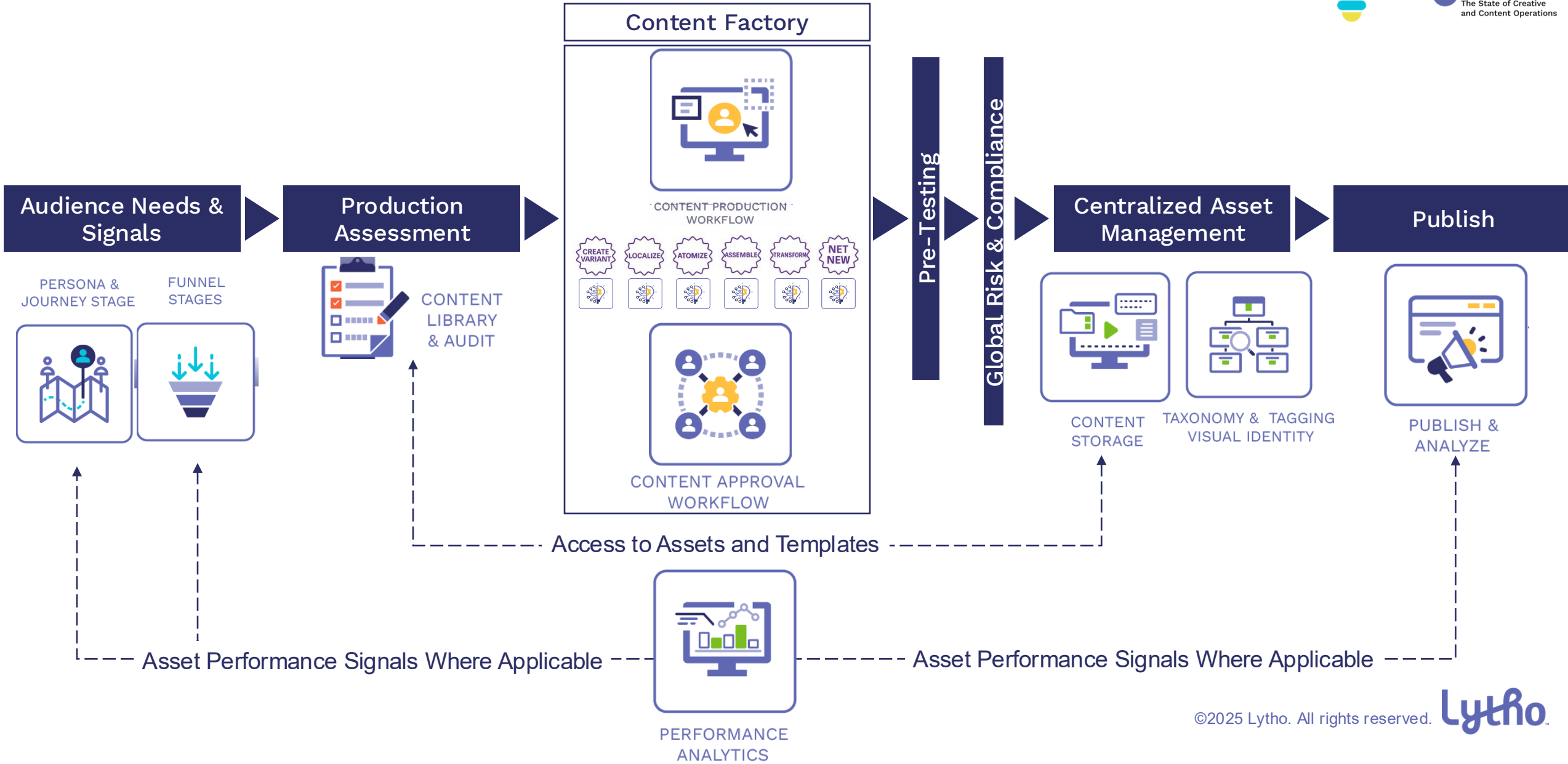
Reimagine operating model with AI agents as teammates, not tools. Add virtual headcount that collaborates with your team

1

Elevate process and discipline to the same import as creativity. Architect a content supply chain.

- a. Map out the entire process from end-to-end. Identifying every step, task, input.
- b. Document what is needed to accomplish everything identified above – inputs, data, knowledge, rules, guardrails, et al.
- c. Instrument each step for measurement – what data do you need and what can you collect

An AI powered Content Supply Chain is the answer



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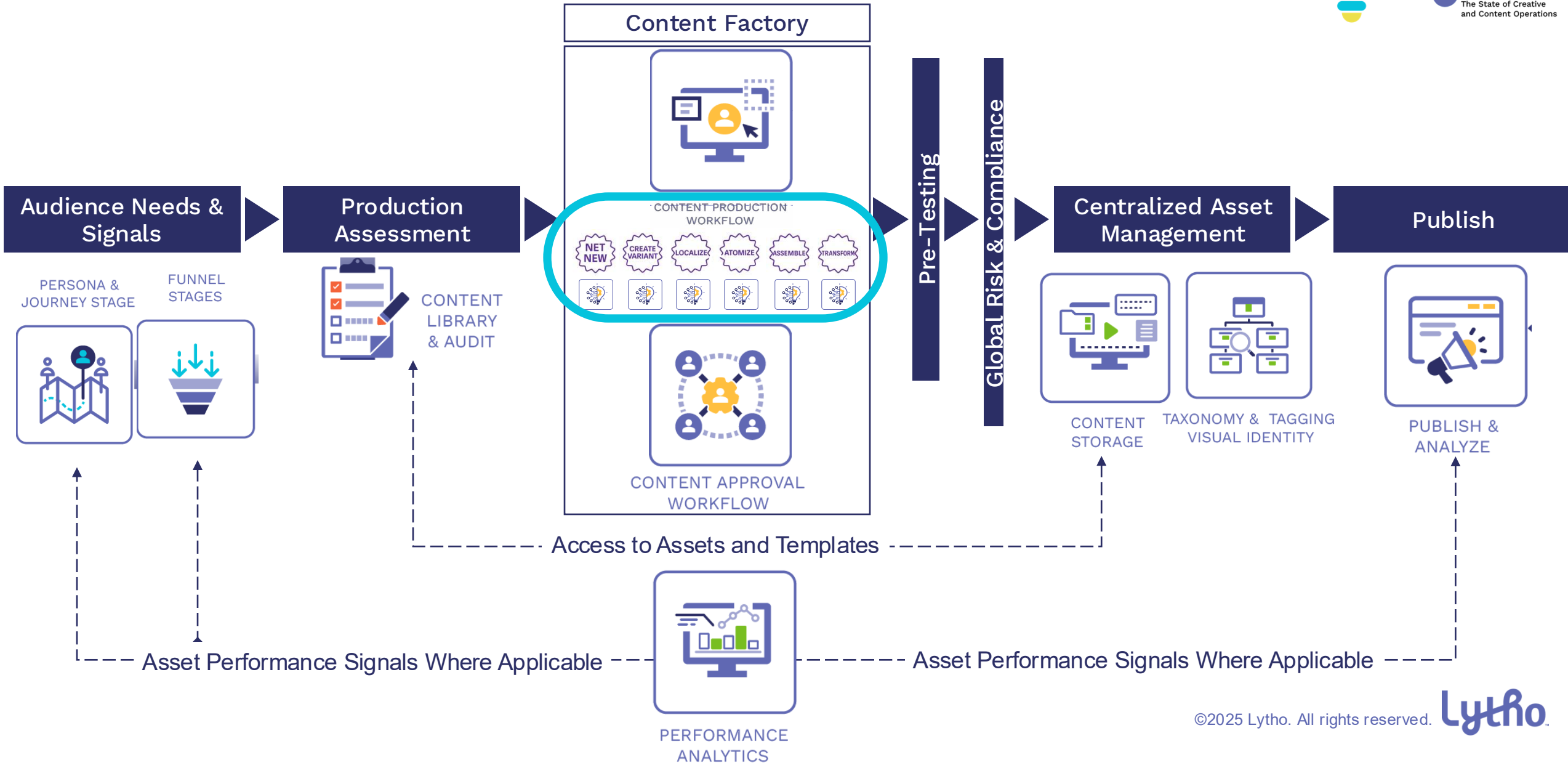
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Focus AI efforts on non-net new creative content generation. ~~Creation.~~

- a. Too much energy is ~~focused~~ wasted – on being both amazed & disappointed on what LLMs can generate from scratch

- b. Variation. Transformation. Personalization. Atomization. Localization Reconfiguration. Modernization. Optimization.

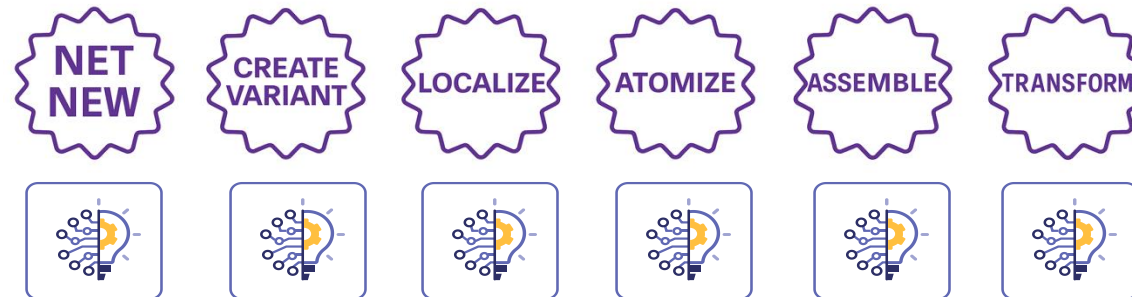
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An AI powered Content Supply Chain is the answer



- CONTENT PRODUCTION -
WORKFLOW



2

Focus AI efforts on non-net new creative content generation. ~~Crea-tion~~.

- a. Too much energy is ~~focused~~ wasted – on being both amazed & disappointed on what LLMs can generate from scratch
- b. Variation. Transformation. Personalization. Atomization. Localization
Reconfiguration. Modernization. Optimization.
- c. Codification. Dimensionalization. Documentation. Success results from establishing/turning standards, guidelines, attributes & more into identifiable, trackable, assessable, and measurable

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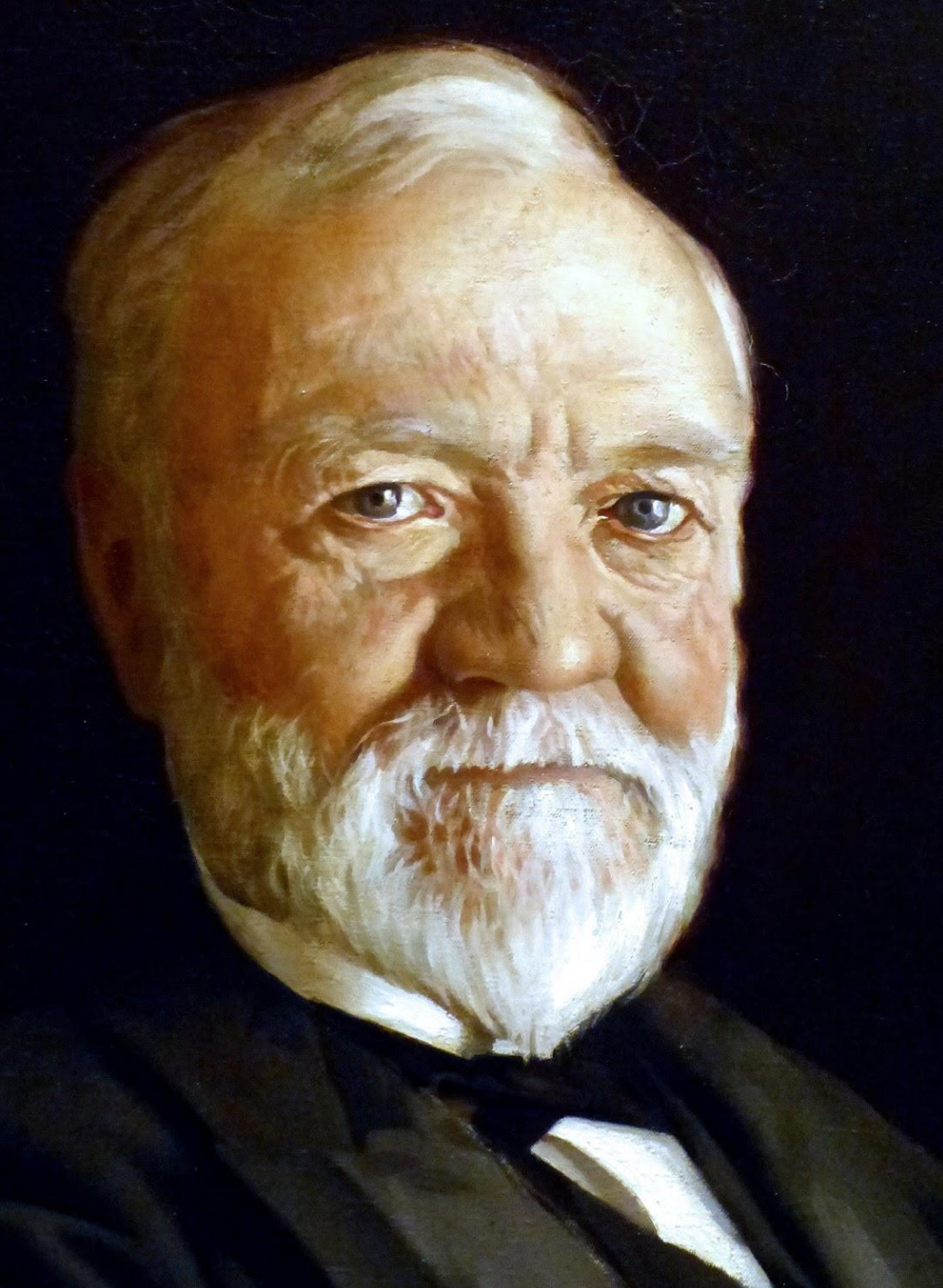
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Andrew Carnegie was a master at reimagining the steel production process. He developed a three step approach.

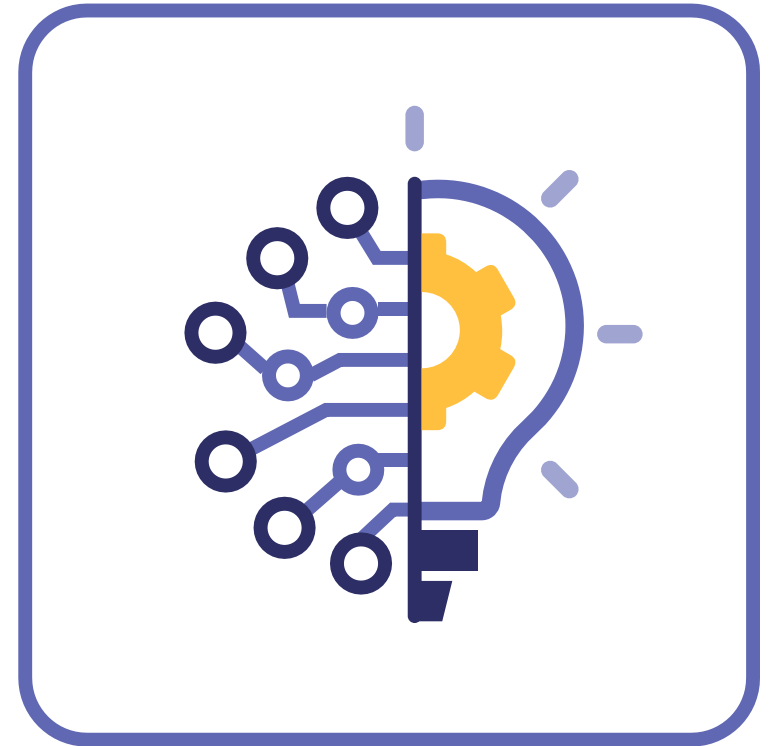
1. Change the process

2. Change the factory

3. Change your employees

Why? AI not just the latest, new tool. It is **different**.

- Most adults adopt technology. Kids internalize it. This approach to change is how to achieve maximum internalization.
- AI is like humans, it **CAN** only be as good as the information, data, facts, education, and training it is given
- A lot of AI is unlike almost all previous computing you have experienced
 - It's not deterministic – this isn't like Excel
 - “Hallucination” is a feature, not a bug



Reimagining your operating model with AI agents as Teammates

- Take your new processes, define the jobs to be done, and assign roles to do those jobs
- Systematically select roles that can be done with AI teammates doing those jobs
- Redesign your org. model with human and AI teammates reporting to each other and cross-collaborating

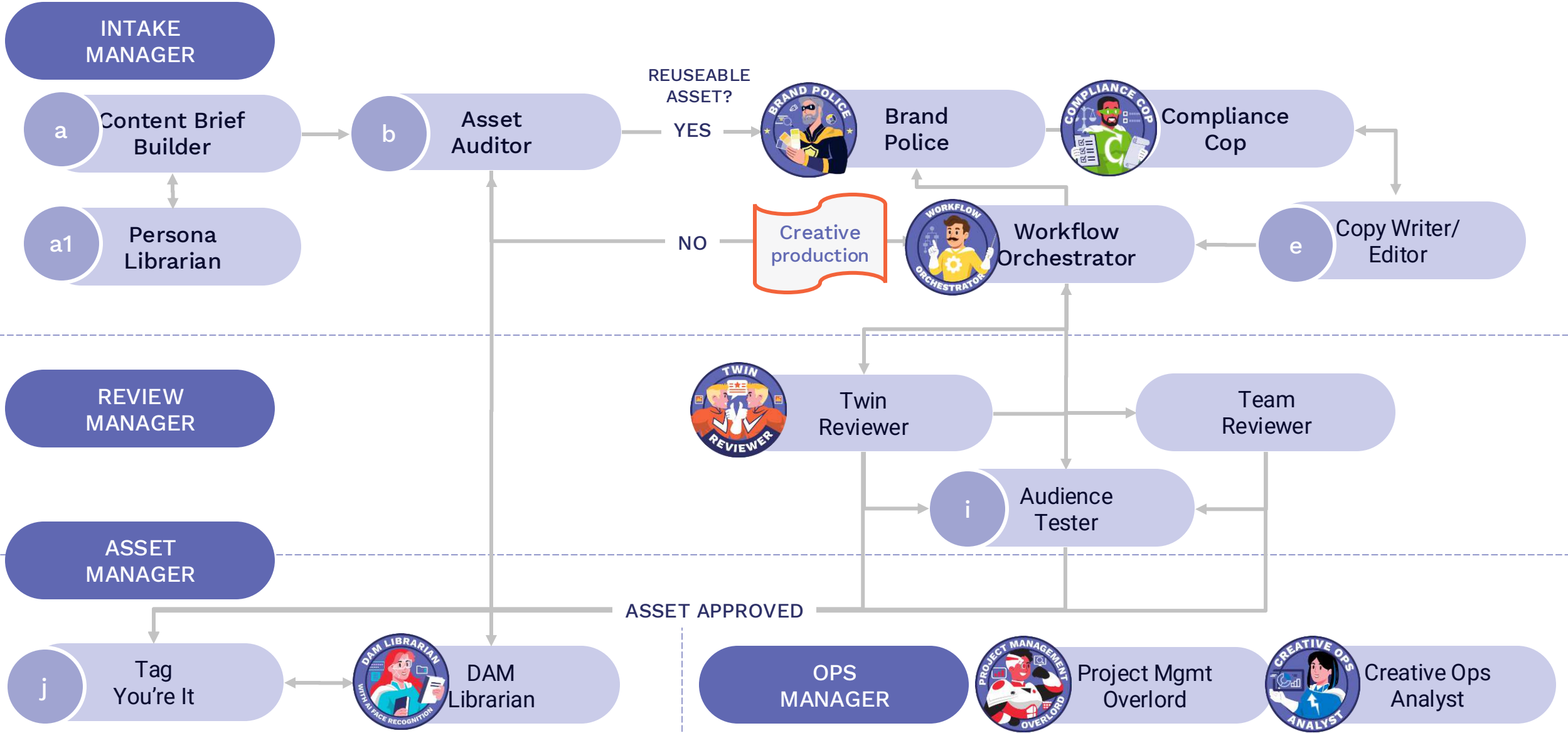
An organization of humans and AI agents driving the new operating model

 = Human Teammate

 = AI Functions



A reimagined new creative project team



AI Job Description: Asset Auditor

Key Responsibilities

- Scan all incoming and stored assets for completeness, accuracy, and metadata quality
- Check usage rights, licensing, and compliance with brand/industry standards
- Validate file formats, naming conventions, and tagging for searchability
- Assess new creative briefs to identify if existing assets could fulfill the need — either directly or with minor modifications — before generating new work
- Flag issues and provide automated remediation or enrichment suggestions
- Maintain a clean, reliable asset repository to support downstream workflows

Interdependencies

- Content Briefer → Evaluates briefs and passes context for asset matching
- DAM Librarian → Ensures assets meet ingestion standards and are searchable
- Twin Reviewer and/or Team Reviewer → Provides audit checks before final approval steps
- Creative Ops Analyst → Supplies accurate inputs for reporting and analytics
- Compliance Cop → Surfaces compliance or disclosure risks tied to asset usage

Outcomes

- Higher asset reuse, lowering cost and time-to-market
- Reduced errors, rework, and bottlenecks in creative production
- Increased brand and compliance confidence through pre-validated assets
- Accelerated creative cycles with smarter “reuse vs. create” decisions
- Stronger collaboration across brand, compliance, and operations teams

AI Product Requirements: Asset Auditor

Problem statement:

”Do I have a relevant asset in the DAM that solves for the creative brief?”

User story:

As a creative project manager, I want to first see if any assets in the DAM match my new creative brief, so that I can avoid unnecessary asset creation and accelerate campaign execution.

Core capabilities:

Help users quickly determine whether existing assets in the Digital Asset Management (DAM) system fulfill the needs outlined in a creative brief—so they can reuse instead of recreate.

Value:

Time saved searching for creative AND or creating new when something could have been refined and deployed more quickly.

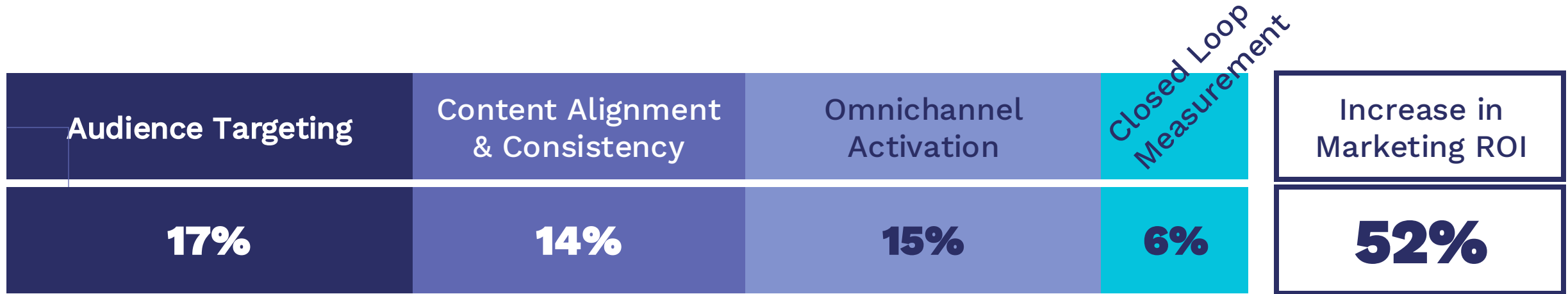
Details:

Using key attributes and tags associated with Asset Management, users can get relevant approved asset recommendations, using the Content Brief Builder data points.

Acceptance criteria:

- Briefs can be uploaded (file or text) or uses the Content Brief Builder/Brief Template
- Asset Auditor extracts key themes, formats, and metadata from the brief
- Assets from the DAM are scored and sorted based on relevance
- Match score is explained transparently ("Matches audience, but format differs")
- Users can preview and act on matched assets
- Search supports filters (e.g. brand, usage rights, language, orientation)
- Asset auditor needs interoperability with DAM Librarian and Tag-You're It.

This is non-trivial. Those who command their content drive significant business results.



Optimizing your content operations ... is JUST as impactful as better audience targeting AND activation across channels



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Discipline = Speed
Control = Freedom

Thank you!

Lytho™

Want to learn more? Reach out!



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