

RealmIQ+

# The Future

CHAPMAN UNIVERSITY

2024

CALIFORNIA

WITH GUEST  
**CURT  
DOTY**

**THE FUTURE  
AI AND  
FILM  
MARKETING**

**APR  
18**

**Edition 06**



Curt Doty



# Mentoring

I was proud to speak to and mentor a number of junior and senior Creative Producing students at Chapman University.

A presentation slide titled 'AI Fears' with a background image of a futuristic, metallic robot head with glowing red eyes. The slide lists four points:

- 1 It becomes sentient and kills us
- 2 Power aggregates to few companies
- 3 Job destruction
- 4 Misinformation

The slide also includes the text 'Source: Prof G' and 'Adopt or Perish' at the bottom. The RealmIQ logo is in the top left corner of the slide.

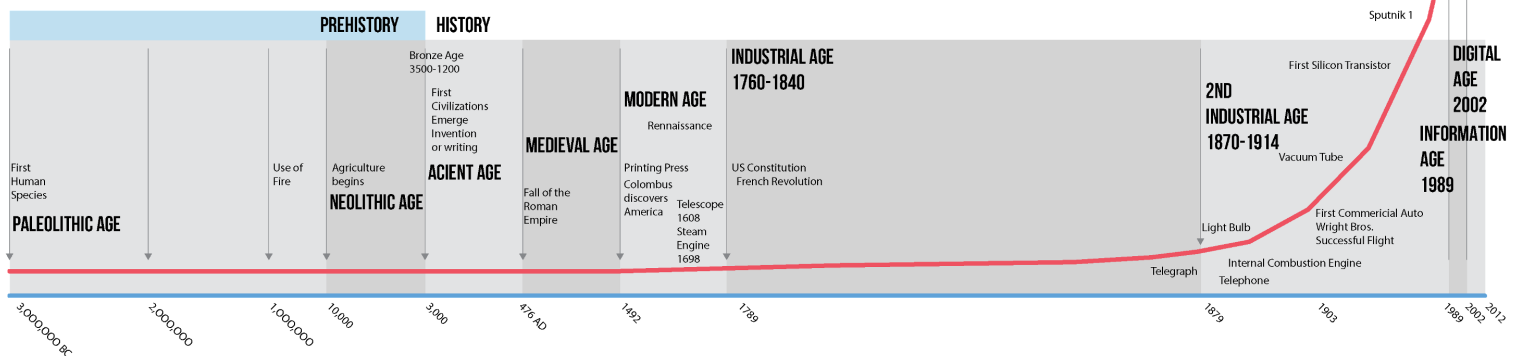
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# The Lecture

I gave context around the inflection point we are living in. The Acceleration of Technology and the Future of Work. Then demonstrated the creation of a Movie Marketing campaign starting in ChatGPT-4, then MidJourney, then PIKA with an animated Movie Poster. The campaign took about 20 minutes to create. Some excerpts follow.



## Acceleration of Technology



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## Let's Create a Campaign

Let's make up a film. Sci fi is a great category for AI. Let's start with some positioning.

ChatGPT 4 ▾

**You**

Write a synopsis for a sci fi thriller starring Rebecca ferguson, play up Dune success and the story is not about the search for aliens, they are here, they always have been. This is the story of a data scientist from Los Alamos, whose boyfriend goes missing and her search for him in rural northern New Mexico leads her to uncover the truth in the skies, the ultimate fate of her boyfriend and hope for humanity.

Let's call the movie THEN THEY CAME.



Title: **THEN THEY CAME**

Synopsis: Fresh off her success in the sci-fi epic "Dune," Rebecca Ferguson stars in "THEN THEY CAME," a riveting science fiction thriller that blends suspense with the awe-inspiring revelation that we are not alone. Ferguson plays Sara Wallis, a gifted data scientist at Los Alamos National Laboratory, who lives a quiet life immersed in complex algorithms and data analysis. However, her world is turned upside down when her boyfriend, an amateur astronomer, mysteriously disappears after a secretive night of stargazing in the remote wilderness of northern New Mexico.

Determined to find him, Sara's search leads her deep into the rugged landscapes of the Southwest. Along the way, she encounters unexplained phenomena and secretive locals, hinting at a truth far beyond ordinary understanding. Her journey becomes even more perilous when she stumbles upon a hidden network of observers, long aware of an extraterrestrial presence that has influenced human civilization from the shadows.

As Sara delves deeper, she must confront startling revelations about the skies above and the ground beneath her feet. Armed with her scientific acumen and a relentless drive, she uncovers not only the fate of her boyfriend but also a clandestine operation involving alien technology that could either be humanity's salvation or its undoing.

With the government closing in and time running out, Sara finds herself at the center of an interstellar challenge. In a thrilling climax, she must leverage her unique skills to unravel the cosmic puzzle, revealing how closely the alien visitors have woven themselves into the fabric of human existence. "THEN THEY CAME" is a tale of loss, discovery, and hope, emphasizing that the quest for truth might lead to extraordinary places when the stars align.



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## Let's Create a Campaign

cu You

Create 3 persona profiles that will go see this movie and why. Provide age, demographics and similar movie going and publications they and tv networks and shows they watch



### Persona 1: The Sci-Fi Enthusiast

- **Age:** 25-35
- **Demographics:** Predominantly male, college-educated, urban dweller, high engagement in technology fields.
- **Movie Preferences:** Enjoys high-concept sci-fi films such as "Blade Runner 2049," "Interstellar," and "Arrival." Appreciates visual storytelling and philosophical undertones.
- **Publications and Networks:** Regularly reads Wired, Sci-Fi Magazine, and follows online forums like Reddit's r/scifi. Watches TV shows like "Westworld," "Black Mirror," and "The Expanse" on networks like HBO and Netflix.

### Persona 2: The Casual Viewer

- **Age:** 30-45
- **Demographics:** Mix of male and female, some college education, middle-income, enjoys light entertainment to relax after work.
- **Movie Preferences:** Likes accessible sci-fi and thriller films with familiar faces, such as "The Martian," "Gravity," and anything starring popular actors like Rebecca Ferguson.
- **Publications and Networks:** Reads entertainment-focused publications like Entertainment Weekly, watches a variety of TV shows such as "NCIS" and "Grey's Anatomy" on major networks like CBS and ABC.

### Persona 3: The Conspiracy Theorist

- **Age:** 35-50
- **Demographics:** Both male and female, some college education, interested in alternative news sources and speculative theories about the world.
- **Movie Preferences:** Enjoys films and shows that deal with conspiracies and unexplained phenomena, such as "The X-Files," "Conspiracy Theory," and "Dark Skies."
- **Publications and Networks:** Engages with content from Coast to Coast AM, follows alternative news blogs, and watches shows like "Ancient Aliens" on the History Channel and other documentaries related to UFOs and conspiracies.




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# Let's Create the Poster

Midjourney Bot a grainy surveillance footage shot of a UFO captured in the sky looking at a horizon, surveillance texture and graphics, --ar 9:16 --v 5.2 --s 250 - Image #2 @TheDodester

Midjourney Bot 04/18/2024 6:13 PM a grainy surveillance footage shot of a UFO captured in the sky looking at a horizon, surveillance texture and graphics, --ar 9:16 --v 5.2 --s 250 - Upscaled (2x) by @TheDodester (fast)



Redo Upscale (2x) Redo Upscale (4x)

Web



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# Reviews are in!

"Your lecture, AI in Entertainment Marketing, introduced my Creative Producing juniors and seniors to a new world, which proved to be a great reset for them. While many were aware of AI and its impact on the production process, few knew about the opportunities now available to them in entertainment marketing.

The student response was, to put it mildly, awe, and at the same time a wake up call for them to start building their skill sets. None of them knew what the new job opportunities looked like and for this class, soon to be entering a shaky hiring time, it was a good taste of the positive opportunities that await them.

Your case study taking them through the creation of a movie poster was very Informative, and your teaching style was fun and easy to relate to.

Feedback from the class of 24 was very positive and I trust you will receive the same response at other schools as well.

Thanks for coming and look forward to the next one!"



**Russell Schwartz**

Associate Producer  
Creative Producing  
Program Coordinator  
Dodge College of Film and New Media  
Chapman University  
Orange, CA



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"I've always struggled to make sense of how I could incorporate AI into my work. The demo about making a poster and even using GPT to get the ball rolling on marketing campaign ideas was super insightful and made me realize the possibilities of AI."

Catherine T. | Dodge College of Film and New Media



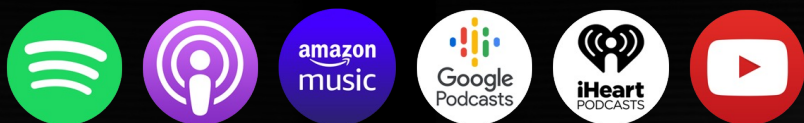


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I'm **Curt Doty**

Do you need help  
with integrating AI  
into your business  
or school?

Let's **connect** and talk!  
[curt@realmIQ.com](mailto:curt@realmIQ.com)

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