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# AI Quickstart for AI at the ad agency

The realistic AI use cases on one page — no hype, with clear limits.

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AI at the ad agency: drafts and research, not the idea

- Summarise briefings and draft a pitch structure
- First copy drafts for campaigns
- Status and feedback emails to clients
- Reporting texts and project documentation

**Limit:** AI gives you drafts, no guarantees. The professional and legal final check always stays with you.

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