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Who We Are

Expertise That Drives Impact

For 25 years, we've been at the intersection of CX, marketing, research and operations—shaping change, not just watching it.

With seven years of AI expertise woven into our foundation, we go beyond consulting to integrate business goals, human needs, and the technology around us.

Our AI-driven workflows and processes do more than streamline operations; they help you redefine how your business thinks and grows.

COTY SINCE 1904

Unilever

DOLLAR SHAVE CLUB

shopify

contiki

Ritual

Pill Pack

WARNER MUSIC GROUP

XPRIZE™

How GenAI Works

Training the AI:

Data Collection:

Generative AI models are trained on massive datasets of the type of content they will generate. For example, an image generator is trained on a vast collection of images.

Pattern Recognition:

The model learns to identify patterns, structures, and relationships within the training data. For text, it learns the statistical relationships between words and phrases. For images, it learns to recognize objects, colors, and styles.

How GenAI Works

Generating New Content:

Prompts:
Users provide a "prompt" or instruction to the AI, which could be a text description, an image, or other input.

Encoding:
The prompt is encoded into a numerical format that the model can understand.

Decoding:
The model uses its learned patterns to decode the prompt and generate new content that matches the description or instruction.

Iterative Refinement:
The generated content might be further refined through feedback loops or by adjusting parameters to improve its quality and accuracy.

How GenAI Works

Types of Generative AI Models:

Generative Adversarial Networks (GANs):

- GANs use two neural networks: a generator that creates content and a discriminator that evaluates it.
- One AI **(the Generator)** tries to create something that looks real, like a fake photo.
- The other AI (**the Discriminator)** tries to guess if it's real or fake.
- Over time, the generator gets better at making realistic things, because it keeps learning from its mistakes.

Transformer-based models:

- Used for language generation and the basis for models like **GPT (Generative Pre-trained Transformer)**.
- These models are great at understanding and generating language.
- They read and learn from lots of text.
- Then they predict language patterns and write, answer questions, or even chat like a human.

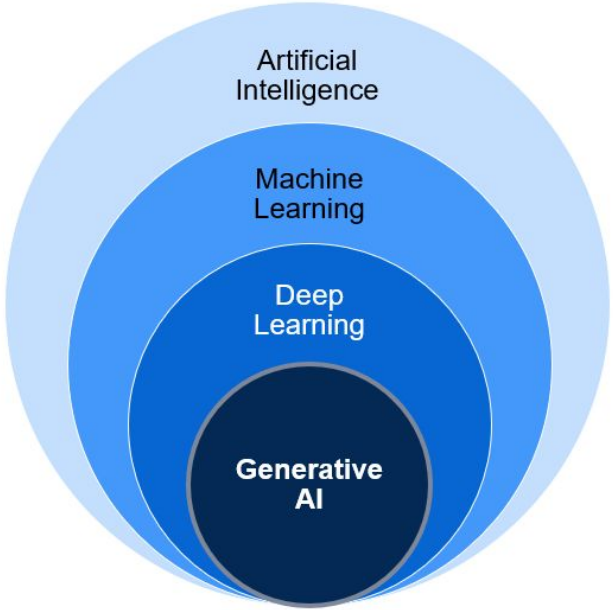
Diffusion models:

- Creates new data (**images**, DALL-E) by iteratively adding and removing noise from an data sample or prompt.
- Think of a blurry photo slowly becoming clear or those images you had to squint to see the image.
- These models start with random noise (like TV static).
- They slowly adjust it step by step until it turns into a realistic image or other content.

How GenAI Works

The AI Landscape:

AI	🧠 The brain behind smart systems	Computers that can think, learn, or make decisions
MK	👶 Teaching a child with examples	Computers learn from data to get better over time
DL	🧱 A stack of filters getting smarter each time	A special kind of learning that figures things out in steps
GenAI	✍️ A creative writer making up new stories	AI that creates new content like text, images, or music



Types Of AI

Different Types of AI We Use Everyday

Daily Life

Most applications these days have an AI layer for extended capabilities such as writing example or organizing email.

LLM Search (ChatGPT, Claude, Gemini)

You ask complex questions or upload info for tailored, deep answers.

"What's a good CRM for a 10-person team?" or “Summarize this PDF for me”

Generative Search (Perplexity, GPT Search)

You search and get summarized results instead of 10 links

Searching “best payroll software” and getting a quick comparison with top 3 picks and reasons

AI Overviews (Google, Bing Copilot)

(Perplexity, GPT Search, etc.) You follow up to dig deeper, validate answers, or explore unfamiliar ideas

Using Perplexity to compare stats or trends after trying ChatGPT or Google

Social (LinkedIn, Reddit, TikTok)

Behind the scene AI matches you to content.

From the content perspective you are consuming a lot of AI generated content.

Q&A From Linkedin

Nischay Raheja · 2nd — 2h
CEO: NRM Agency | Driving B2B SaaS & Consulting Success with Outbo...

What KPIs should we track when we roll out AI workflows?

Like | Reply

Yassine ZAKARIA · 3rd+ — 2h
Cybersecurity Consultant | CISSP - CISA - ISO 27001 - ISO 22301 - ISO ...

How do I get Chat GPT to write in my tone?

Like | Reply

SHAKR / Producer HOUSE DJ / MELODIC NOMAD · 3rd+ — 3h
Melodic Nomad | HOUSE Producer & DJ | DIGG HUNTER Show Host | M...

How do I prompt ChatGPT to help me brainstorm when I'm stuck? It seems to go off in odd directions.

Like | Reply

Omair D. · 2nd — 3h
Principal Product Marketing Manager specializing in B2B Marketing Stra...

How do I measure ROI on AI generated content?

Like | Reply

Julien Monthioux 👍🏻 · 2nd — 3h
Le social media au service de vos enjeux business avec l'agence Super...

How do I train junior marketers to write better prompts?

Like | Reply

Alessio Cavone · 3rd+
Group CIO - Chief Information Officer presso Allcore SpA | Omnichannel...

Should our strategy include AI only content pieces?

Linda Meddeb · 3rd+
Business Development Manager @Manelli.us | Chef & Hospitality Appar...

What prompt should I use to tighten rambling writing?

Patrick Willis · 3rd+ — 3h
Business Owner, Consultant, and NED. Open to conversations on how w...

Is it realistic to scale personalization with AI without losing authenticity?

Silvia Oselka I Fotografía Corporativa · 3rd+
📷 Ayudo a empresas y profesionales a conectar con su cliente a través ...

How can i use AI to help with competitive research?

Hakim Bahri · 3rd+ — 4h
Energetic Interim Manager | Commercial Consultant | B2B Sales | FMCG ...

Should we centralize our prompts or let each team person build their own?

Join the C5Connect Community

We'll be opening doors to the community.
If you want strategic support without the fluff,
C5Connect is for you.

We built **C5Connect** for people shaping the future of marketing, strategy, and AI.

A private space to sharpen your thinking, stress-test your prompts, and stay confidently ahead.

Designed for marketing leads, creative strategists, solo operators, and cross-functional builders.

Inside C5Connect, you get:

- 1:1 support when you're stuck
- Access to live trainings and replays
- Downloadable tools, frameworks, and real examples
- A global network of peers building smarter, scalable systems

JOIN WAITING LIST

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