

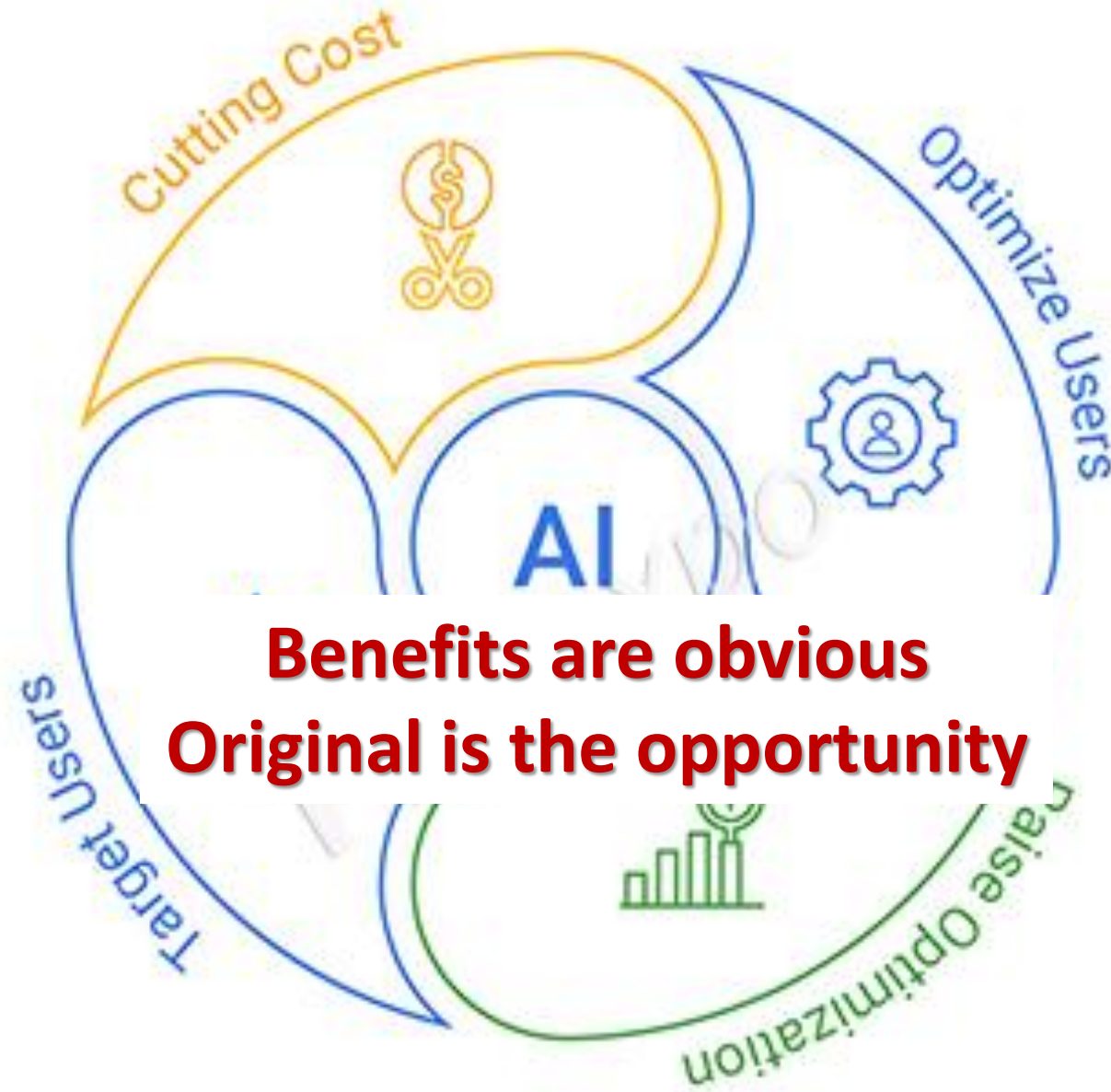
WHICH OF THESE MEDIUMS CAN YOU



**So what is
this
#originalvoice
thing ??**

Get yourself on your fav AI app



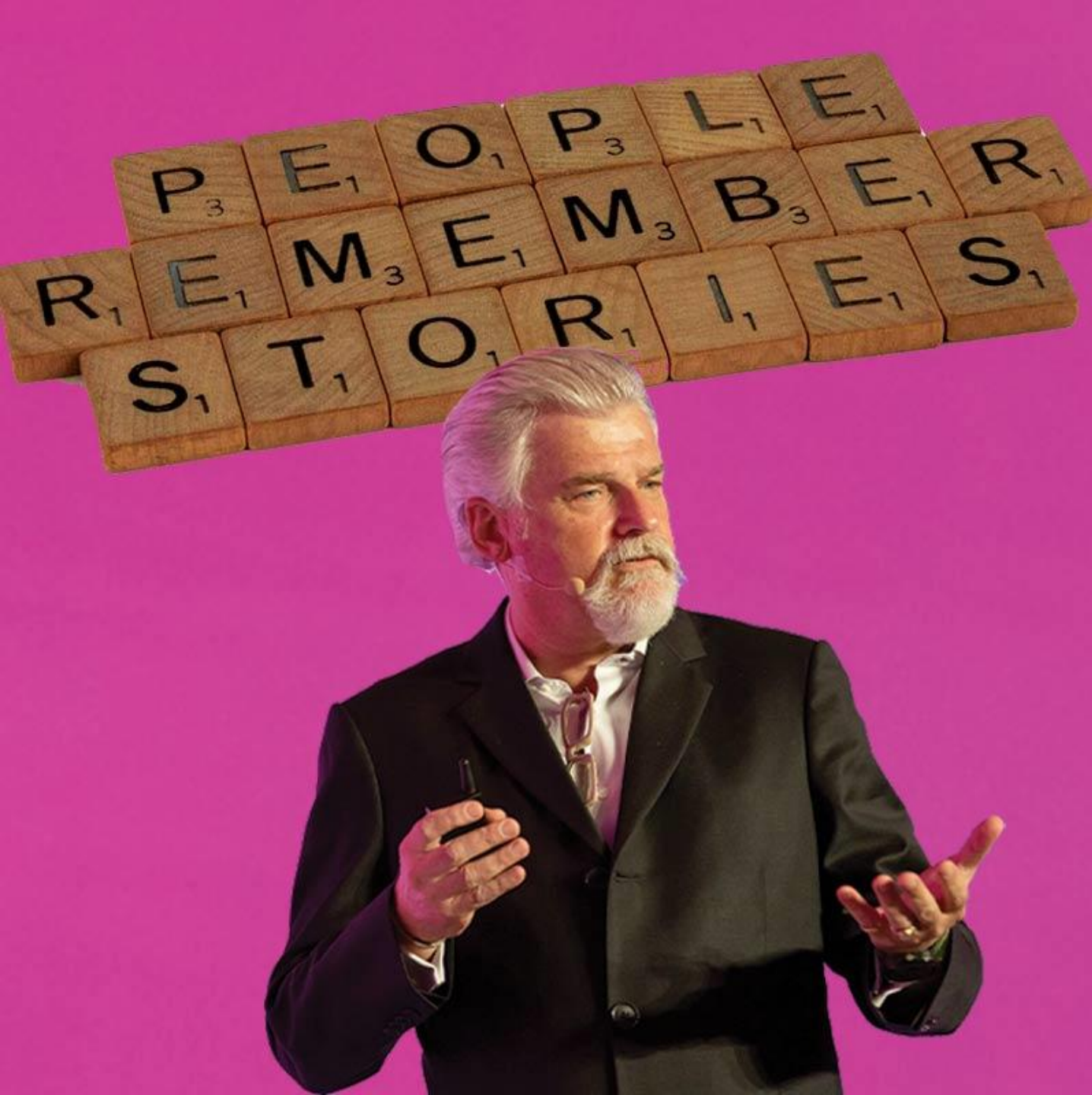


**Benefits are obvious
Original is the opportunity**

Discover Top 4 Remarkable Benefits of AI in Business

USING AI TO RE-INFORCE WHAT YOU DO BEST

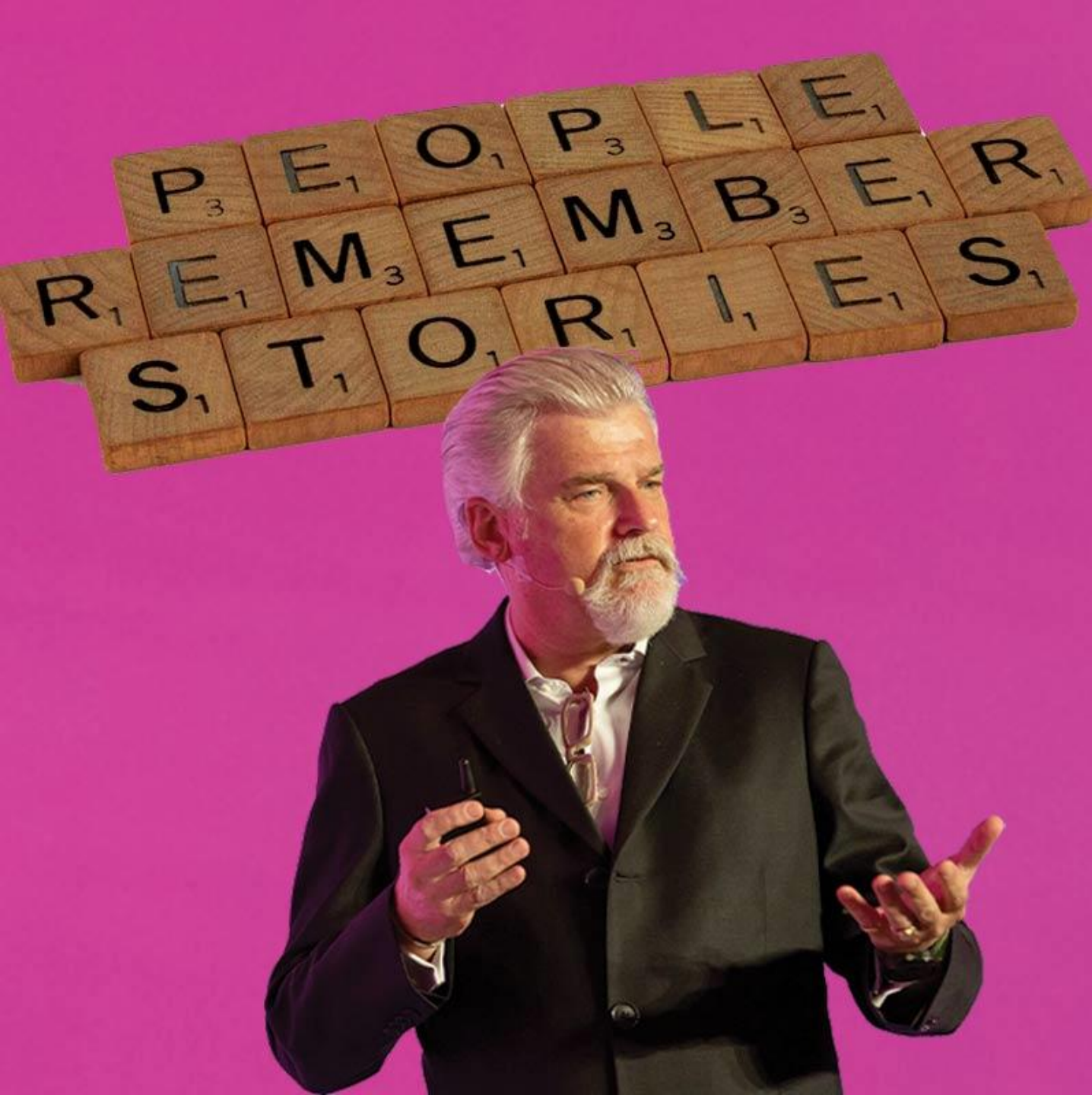




10 years of AI in Marketing ...

The first 7 were “ OH WOW !!”
(from clients)

“it’s not “real research”
(from market researchers)



10 years of AI in Marketing ...

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(from clients)

“it’s not “real research”
(from market researchers)

to

The last 2 years ...“OH Yeah, I
know” (from everyone)

So my story has to change

Lists like this help ... a bit

They also confuse ...

What to try ?

How to prioritise ??

How about asking ...

*“how will it help me be more original
... and use my #originalvoice”*

100+ AI Tools to Finish Hours of Work in Minutes

Ideas

- Bing Chat
- YOU
- Perplexity
- ChatGPT
- Claude

Presentation

- Prezi
- Pitch
- Popai.pro
- Slides AI
- Slidebean

Website

- Dora
- Durable
- Wegic
- Framer
- 10Web

Writing

- Rytr
- Jasper
- Copy AI
- Textblaze
- Sudowrite
- Writesonic

AI Model

- Rendernet.ai
- Glambase App
- APOB
- Deepmode
- AI Hentai

Meeting

- Tldv
- Krisp
- Otter
- Avoma
- Fireflies

Chatbot

- Poe
- Claude
- Gemini
- ChatGPT
- HuggingChat

Automation

- Phrasee
- Outreach
- ClickUp
- Drift
- Emplifi

UI/UX

- Galileo AI
- Khroma
- Uizard
- Visily
- VisualEyes

Image

- Dzine
- Freepik
- Phygital+
- Stocking.ai
- Bing create

Design

- Looka
- Clipdrop
- Autodraw
- Vance AI
- Designs AI

Video

- Pictory
- HeyGen
- Nullface.ai
- Decohere
- Synthesia

Blog writer

- KatteeB
- Reword
- Elephas
- Junia AI
- Journalist AI

Marketing

- AdCopy
- Predis AI
- Howler AI
- Bardeen AI
- AdCreative

Twitter

- Metricool
- Postwise
- Tribescaler
- TweetHunter
- Typefully

Code Generator

- Codeium
- Continue
- v0 .dev
- CodeWP
- Refraction

Speech to Text

- FluentlyAI
- Cockatoo
- WhisperUI
- AssemblyAI
- SpeechPulse

AI Detector

- GPTZero
- Wordtune
- Copyleaks
- BypassGPT
- Grammarly

Voice

- Udio
- Suno AI
- VEED .IO
- Speechtify
- ElevenLabs

Web3

- Alva
- Alethea
- Adot AI
- Spice AI
- LIKN

@nrqa_

BiblioSexual



**PRIMARY
RESEARCH**

LLMs mean Secondary is now Primary

... (well it always was/should have been)

What is amazing is that it has taken so long to catch on

**SECONDARY
RESEARCH**

4 provocations for Real Qual in an AI driven era

Are We Losing the Craft of Qual?

Nope ... but we do need to learn to use “ the gaps” (eg what is not said, how said etc) more

Friend or Foe : AI’s uneasy relationship with Qual Research

The problem isn’t AI itself, it’s the assumption that AI knows how qual works. It doesn’t. That’s our job.

Do we need to rethink what Qual is ?

When qual is reduced to transcripts and sentiment scores, we lose the richness of human connection

A Qual researchers guide to staying relevant

Experiment ... sharpen human skills ... focus on your #originalvoice



NEWSLETTER

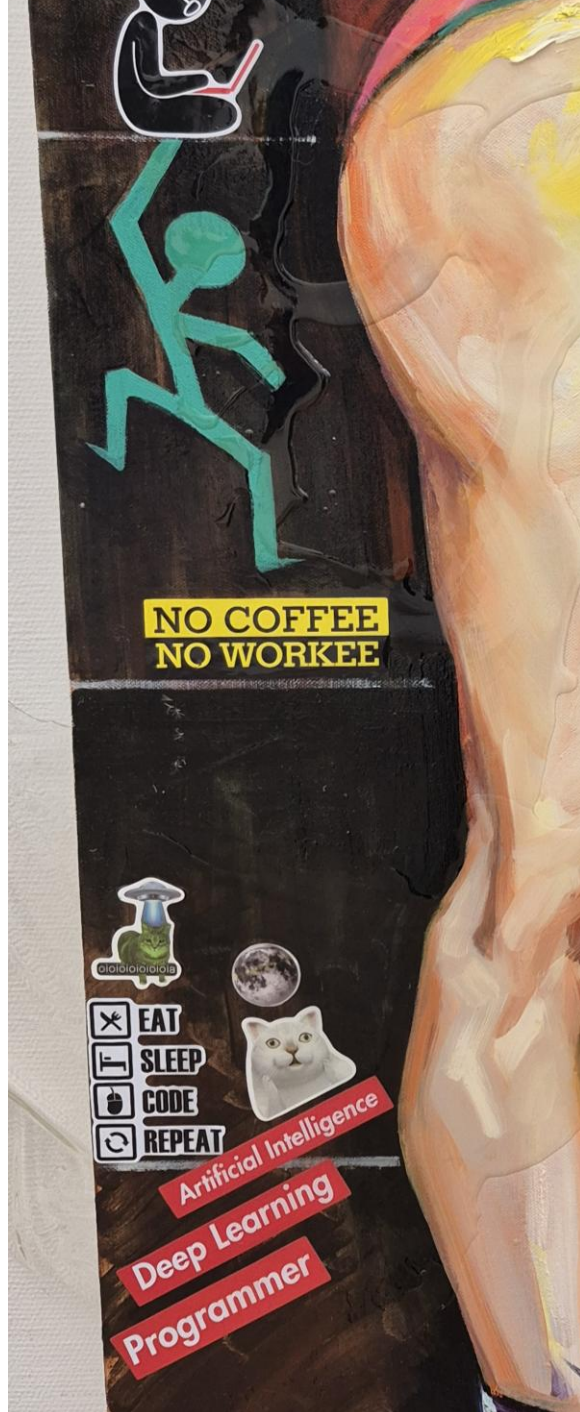
The Campaign for Real Qual

Initially exploring the impact of AI & ResTech on Qual - now a broader discussion around where Qual is heading in 2025.

By **Craig Griffin**
Fuelling qualitative research and cultural insight across...

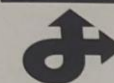
Published monthly
452 subscribers

National Art Centre



The 88th SHINSEISAKU Art Exhibition 2025

IF U DON'T USE A CONDOM,
U'LL GET LOTS OF MONSTERS



肖 君 桐

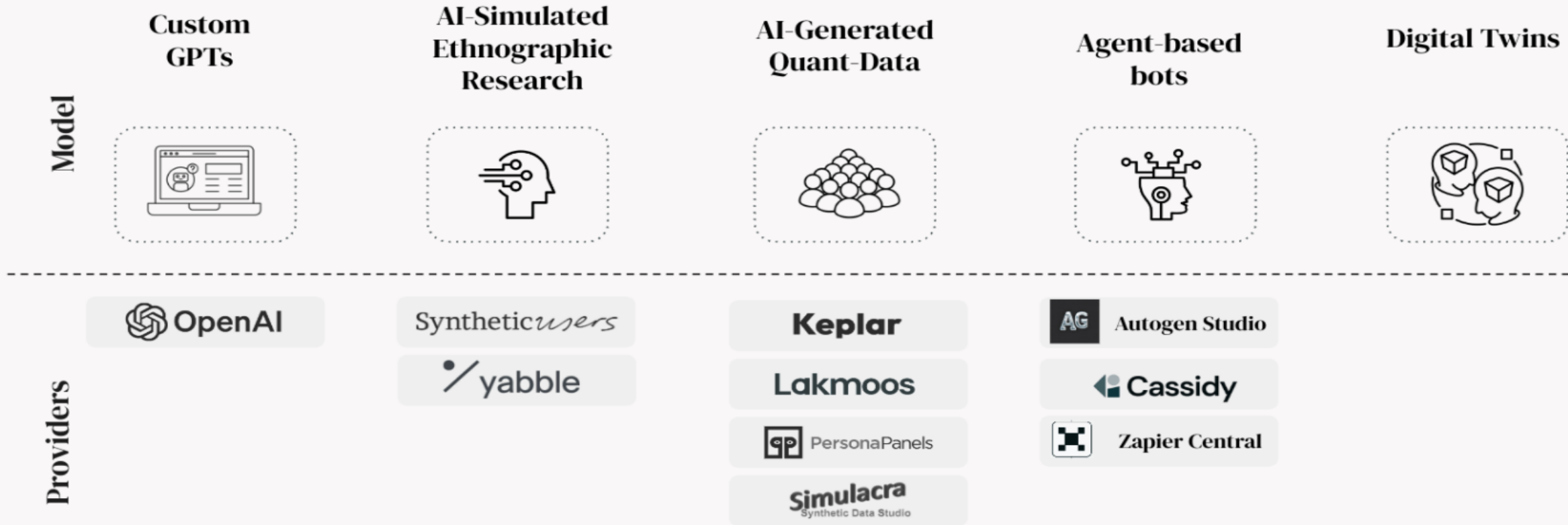
“How do we find out what matters and what are our opportunities ... today .. Tomorrow ??”

By breaking the bubbles we live in

That means new research ... and new applications



Sample synthetic testing tools



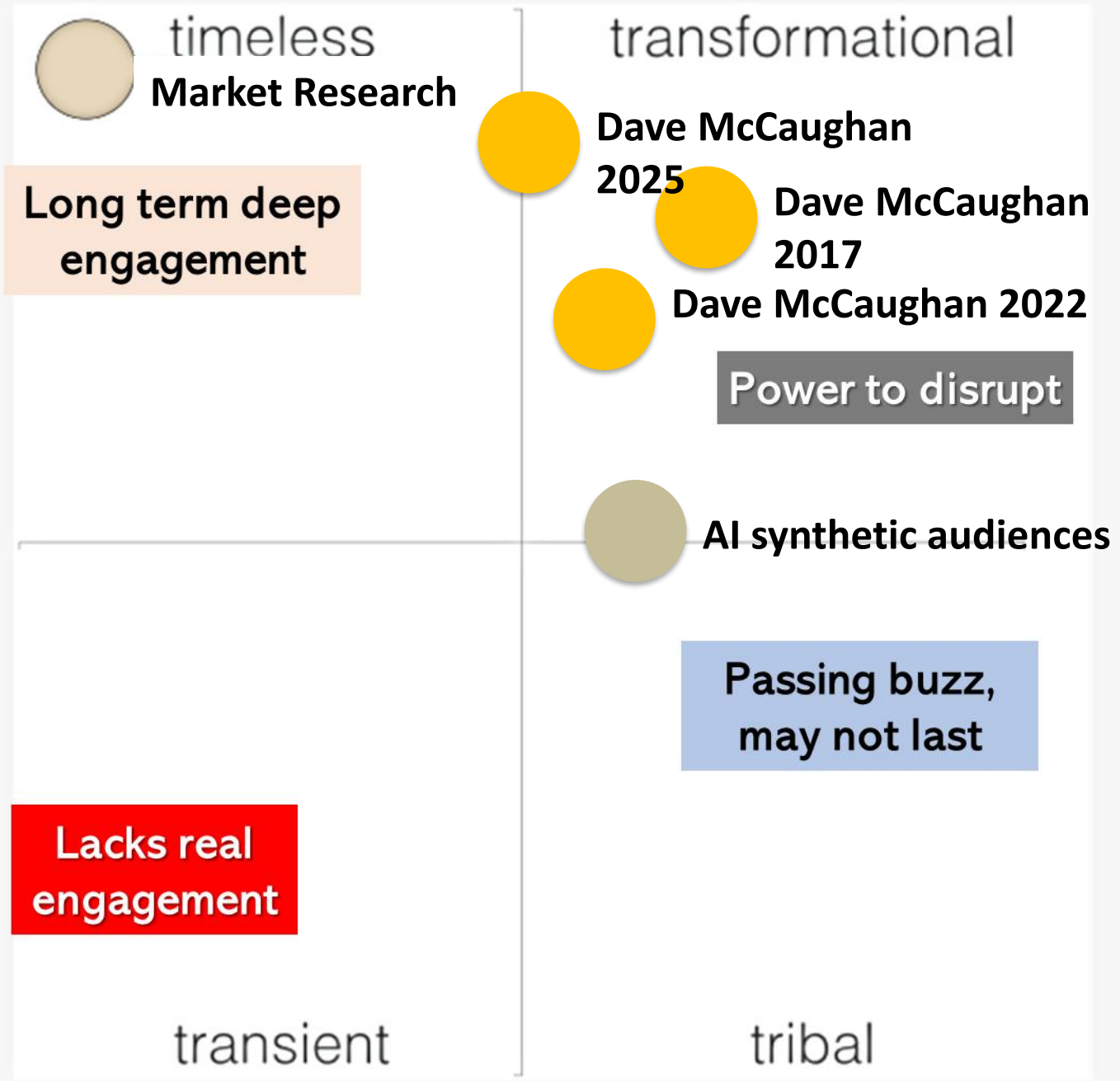
USE the WHOLE of the Internet as a PROXY for Human behaviour



Significance
Systems

Find the narratives that matter on any subject, any country, 45+ languages by searching the whole of the internet, reading all the items mentioning your subject and then analysing

S Q R ≡ ≡ M



NEWS

The truth in underwear – Dave McCaughan’s challenge to marketers and the research industry

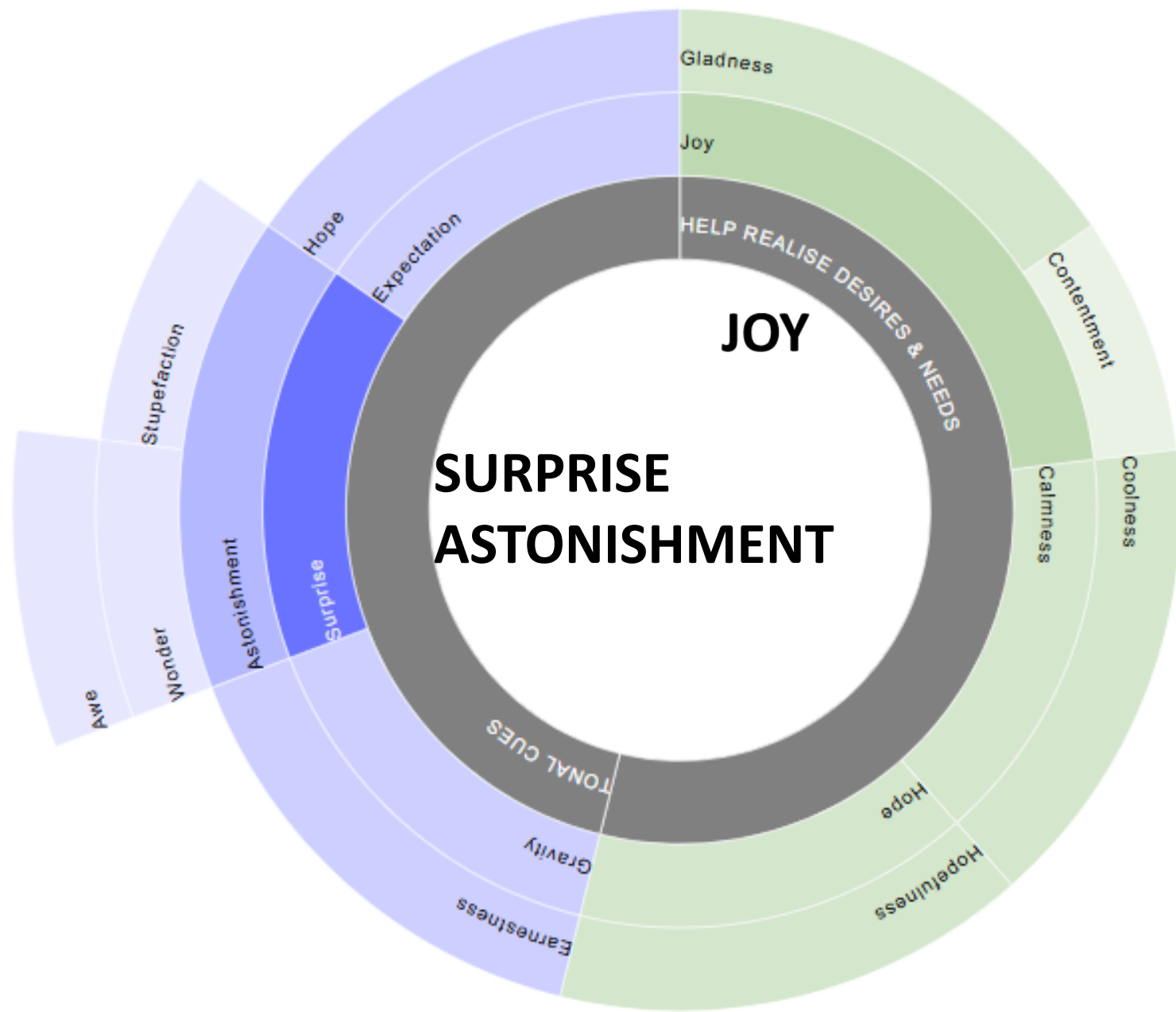


Marketing Mag • September 6, 2013

What does Paul Newman in the semi-buff have to do with anything? Well, the choice of underwear by Hollywood’s leading men throughout the 20th century – white boxers, singlet on, singlet off, dancing in socks and Y-fronts – had a dramatic and predictable effect on sales. This, the lesser-known history of underwear, goes back much further in history than the Golden Age of Hollywood, and it’s a story Dave McCaughan has been telling for two decades. The point, of course, is that it’s a story about underwear but, at the same time, not about underwear – it’s a lesson in understanding the history of any category.

Dave McCaughan, 68: We Are Not Who They Think We Are

Rather than shutting down in retirement, Dave McCaughan, expert on international age and culture, says retirement is when most of us are looking to experiment with new things. He shares the new paths he is taking, the art of storytelling, and what brands get wrong about older people.



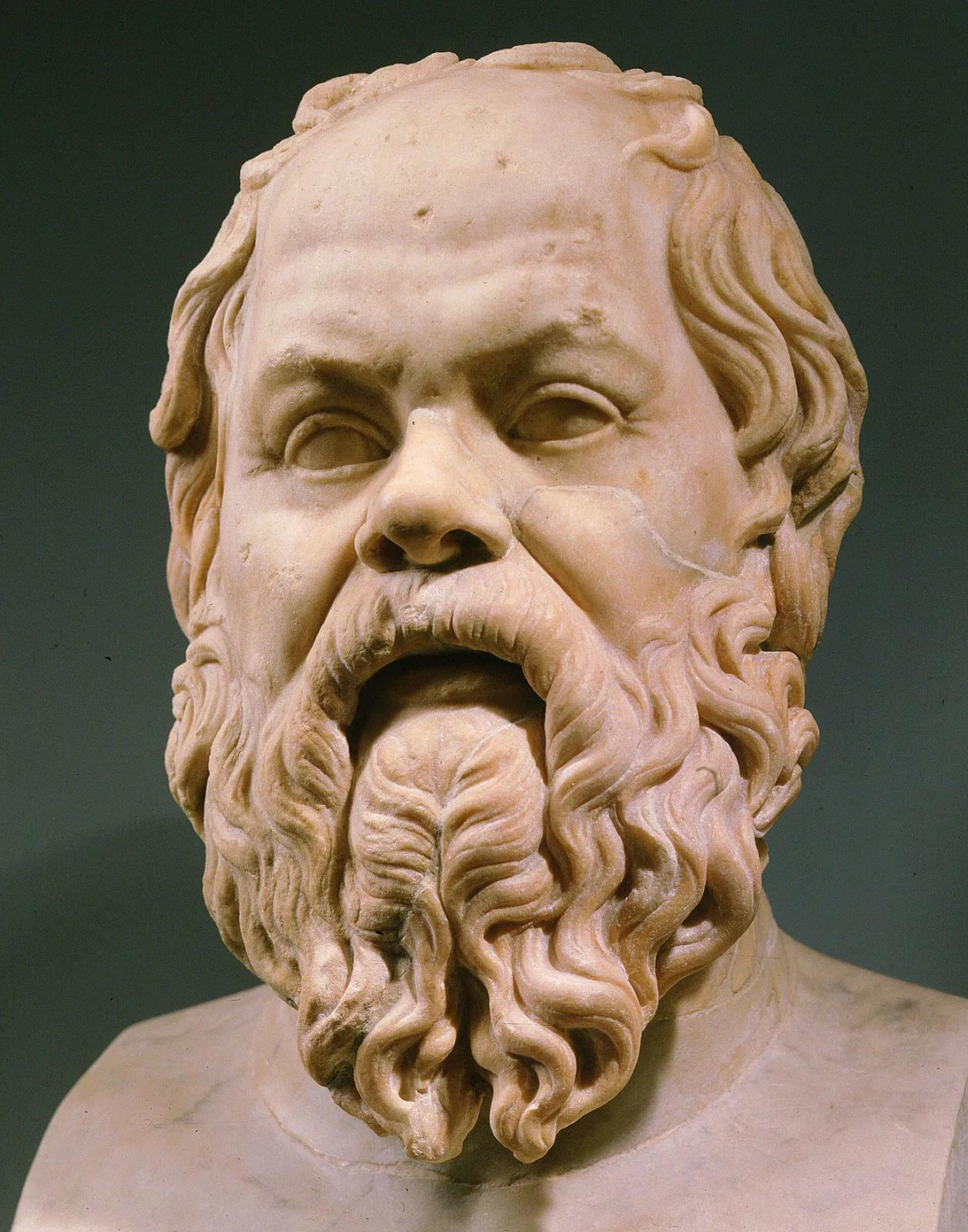
We have “lived” with #originalvoice for millenia

Think powerpoint formats

Think the use of certain words or descriptors “the competitor”

Think branding

THINK how we have constantly had to make an effort to be different



Why most marketers are using AI wrong (and how to fix it)

If you haven't yet worked out what AI can do or why it's valuable for your brand, consider these three principles for putting it to effective use.



By Peter Weinberg & Jon Lombardo | 18 Dec 2024 [Share this article](#)



Source: Shutterstock

A year ago, we had perfect jobs at LinkedIn – fascinating work, great pay, and the stability we needed with small children and big mortgages.

Then we saw something that made us walk away from all of it.

What we saw was the convergence of two revolutions: generative AI and marketing science. For the past year, we've been mostly silent about AI. Why? Because we were too busy using it, every minute of every day. We've been partnering with the most elite marketing organisations to discover where AI fails, where it excels and – most importantly – what jobs it should do.

Today, we'd like to share our 'three laws of leverage'. These laws separate organisations using AI for strategic advantage from those who are just playing with the newest tactical toy.

Think of it as a field guide from marketing's future.

The conductor's code: amateurs vs experts

The Conductors Code : Amateurs V Experts

Remember the 10,000 hour rule .. Now apply that to using AI platforms

The Picasso Prophecy : Right answers V Right Questions

“computers are useless, they only give you answers”

Synthetic Strategy : hard jobs V Easy jobs

Gains from AI are proportional to the marketing task

<https://www.marketingweek.com/marketers-ai-wrong-fix/>

THE ISSUES WITH AI GENERATED CONTENT* :

Authenticity and Trust Issues

Spread of Misinformation

Lack of Emotional Depth

Algorithmic Bias

Copyright and Ownership Issues

Negative Impact on SEO

Blurring Lines Between Human and Machine Content

Regulatory Challenges

Impact on Human Creativity

The BIGGEST issue ??

Does it sound like you AND are you sounding original

WEIRD Countries:
Western
Educated
Industrialized
Rich
Democratic

"Keeping it weird" is a slogan and a mindset that encourages embracing individuality, nonconformity, and celebrating the unique and quirky aspects of life. It's often associated with a sense of playfulness, creativity, and a rejection of the mundane. [🔗](#)



Here's a more detailed explanation:

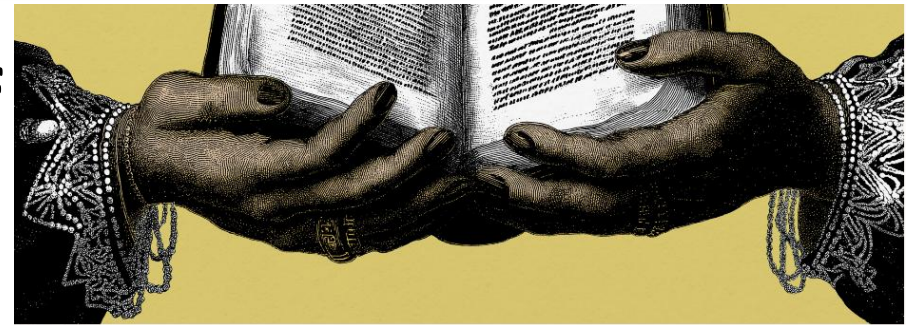
Embracing the unconventional:

It's about valuing what makes things or people different and interesting, rather than trying to conform to a specific standard.

Be careful of inbuilt
bias In LLMs

**BUT be conscious of
being weird in your
use and output**

The word for 2025 ?? "weird"



Midjourney/Every illustration.

BY KATIE PARROTT
WORKING OVERTIME

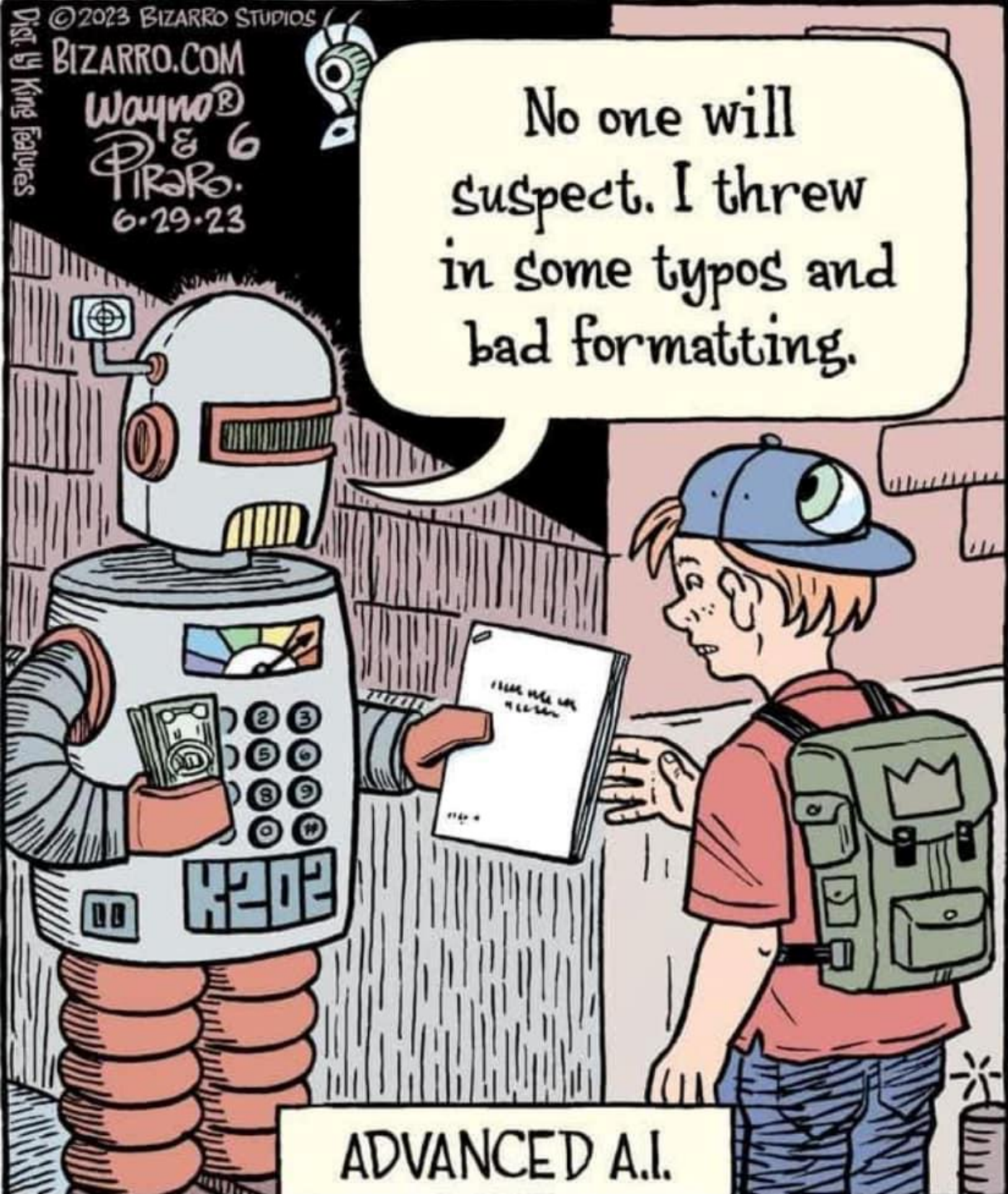
Katie Parrott is a writer and content strategist. She examines how technology is changing work in her monthly column, Working Overtime.

How to Keep Your Writing *Weird* in the Age of AI

The 500-year-old secret to making AI your best writing partner

June 13, 2025

[🔗](#) [X](#) [in](#) [f](#) [👍](#) [🗨](#)



In an AI driven world **NOTHING** matters more than **#originalvoice**

Are you unique in :

How u use platforms

How u combine AI and “real” research

How u compare results

How u present findings

How u think about your brand

How u talk and act



more ??

[https://bibliosexual.weebly.com/
davidcmccaughan@gmail.com](https://bibliosexual.weebly.com/davidcmccaughan@gmail.com)