1. Background

Artificial Intelligence (AI) is increasingly blurring the line between what's real and what's fake, in images of people, art, and even food. In fact, in March 2024, a study out of Oxford University and the University of Naples Federico II claimed that AI-generated food images looked "tastier" than the real deal. Schneiders, the 134-year-old deli meat brand, known for delicious tasting meat products, takes as much pride in the quality of their food as they do in the quality of their food photography.

Schneiders depends on food imagery to drive engagement and interest, so using real food photography is imperative to the brand (a brand that uses "authentic", "quality", and "unparalleled taste" to describe its history and its food). That commitment to hand-crafted, tasty-looking content has built a loyal online following, surpassing impression and engagement goals by +59% and +27% respectively in 2023.

So, when the March 2024 study suggested AI-generated food images were "tastier" looking than real ones, Schneiders took it personally, and put their authentic, real food photography to the AI test, to see if AI could create photos tastier-looking than their real food photography. Through this AI challenge, we wanted to:

- Generate awareness
- Drive Engagement
- Spur Shareability

2. Strategy/ Insights

To establish a fair challenge, one that could be judged as objectively as possible, we needed to recreate the same conditions and methodology as the March 2024 study; same software, same prompt. Except of course this time, the input would exclusively be real food photography images from Schneiders' own social media channels, specifically Instagram.

We used the same AI image creation tool as the March 2024 study (DALL-E 3 integrated with ChatGPT 4), then used the same prompt: "Reproduce this image." We started uploading just a few images at first, accepting whatever image the AI engine generated. In each case, the AI-generated image was not as tasty-looking as the real food photography from Schneiders. Period. In many cases, elements within the AI-generated image were distorted, missing, discoloured, plasticky looking, disproportionate, or

simply, and unambiguously, not as tasty looking as the original real food photography. But we didn't stop there...

We tested several more images with the same methodology as the March 2024 study. Over 60 real food photography images from Schneiders' Instagram feed were put through the prompt and each time, the AI-generated image that was reproduced, in an attempt to create a tastier looking image, simply, and again, unambiguously, did not look tastier.

3. Creative Idea

With this data in-hand, we knew we had a strong case for Schneiders, and a case against AI. Against a technology and phenomenon that in the news and in the zeitgeist, is supposed to make everything better. But it couldn't best Schneiders. Schneiders real food photography won, and that message needed to be heard. So, we built a video to share the results, and turned to Social Media to tell the story.

In "Schneiders vs. SchnAIders", we created an OLV that revealed the positive results of this AI challenge for Schneiders in a compelling, intriguing, and arguably, unequivocal way. Pitting Schneiders food photography against AI-generated images for the world to see reinforced the brand's commitment to quality and great taste. It proved that the brand treats product photography with the same care and high standards as the products themselves. Because even though AI might be able to create tastier-looking images than the average food brand, the "Schneiders vs. SchnAIders" OLV proved it can't compete with the mouth-watering images Schneiders posts every day.

Most importantly, the OLV demonstrated that Schneiders never takes shortcuts with its food, or its food photography. They've spent over 134 years perfecting their recipes, ingredients and deli meat products, and they bring that same level of dedication, craft, and care to every facet of their brand, including their food photography.

4. Results

"Schneiders vs. SchnAIders" leveraged the popularity and newsworthiness of AI and flipped it on its head. It was a timely use of AI, using it against itself to reinforce what Schneiders represents, and imbedding in the OLV itself in the very content it posts and utilizes to build affinity with the brand and its products. The video was shared across

owned properties and to date, the "Schneiders vs. SchnAIders" OLV is the best performing piece of organic video content, with more Shares, more organic Engagement, and more organic Impressions versus any other image or video in the previous three months – another win for Schneiders.

- **+9,107%** more **Shares** (vs. L3M average)
- **10x** more **organic Engagement** (vs. L3M average)
- **+630%** more **organic Impressions** (vs. L3M average)
- **45% Lift in Online Mentions** (vs. L2M)
- **37% Increase in Share of Voice (SOV)** (vs. L2M)