

On the Use of Artificial Intelligence in the Creative Process

The Contemporary Debate on Artificial Intelligence in Creativity

In the current landscape of creative production, the use of artificial intelligence has generated a legitimate debate that we cannot ignore. Critics raise valid concerns: the potential job displacement of creative professionals who see years of specialized training threatened; the questioning of whether AI-generated content can be considered genuinely "creative" or is merely algorithmic recombination; the ethical dilemmas of training on existing works without explicit consent; the loss of the creative "soul" that emerges from lived human experience; the risk of content homogenization; and the possible emotional disconnection with consumers who value human warmth, especially in Latin markets where personal relationships are fundamental. These are not marginal concerns but necessary reflections on the future of creative work and the type of society we are building, which is why we have developed a strategy that directly addresses these concerns with transparency, ethics, and an unwavering commitment to human value in the creative process.

Risk Minimization and Prevention of AI Backlash

Recognizing the validity and urgency of these concerns, our mitigation strategy does not seek to defend the use of Artificial Intelligence at all costs or minimize the legitimate concerns of the creative community and the public; instead, we propose a hybrid model that positions artificial intelligence as an amplification tool—not a replacement—for human talent, where every fundamental creative decision remains firmly in the hands of real local professionals, where technology accelerates production but does not determine artistic direction, where traditional jobs evolve toward higher value-added roles rather than disappearing, and where transparency about our processes allows the public to make informed decisions about the content they consume, thus creating an ethical precedent for the industry that demonstrates it is possible to leverage the advantages of Artificial Intelligence while protecting and celebrating the human, cultural, and labor values that make our Caribbean creative production unique.



The risk of using Artificial Intelligence comes mainly from three areas that we proactively address:

- Technical Risks (inaccuracies, errors, and unrealistic elements).
- Reputational Risks (criticism for using Artificial Intelligence instead of human staff).
- Legal Risks (copyright and intellectual property protection)

AI-Assisted Human Production Process

Our production model establishes a clear and inviolable hierarchy: local human talent leads, decides, and validates every creative aspect, while artificial intelligence functions exclusively as an accelerated execution tool, similar to how Photoshop amplifies a designer's capabilities without replacing their artistic vision. This process ensures that every script is born from local writers, every visual concept arises from real art directors, every melody is composed by authentic musicians, and every cultural decision is validated by experts who live and breathe our reality; Artificial Intelligence simply executes these human visions with speed and scale, allowing a team of 10 creatives to produce the volume of work that would traditionally require 100 people, but without ever sacrificing creative control, cultural authenticity, or the artisanal quality that only comes from the human touch, also offering the premium option of integrating real captures from real actors, musicians, and locations as the basis for any digital element, ensuring that even in its most technological expression, every pixel of our production pulses with real human blood.

Expert Human Direction

- We use a human team directing and supervising every aspect of production, ensuring that the creative vision maintains its integrity.

Hybrid Creative Process

- We follow a creative process that is linked to and directed by human talent, where Artificial Intelligence acts as an amplification tool, not a replacement.

Rigorous Quality Control

- The human team meticulously creates, reviews, and edits all elements: scripts, music tracks, texts, actors, scenes, movements, and other components.

Deep Cultural Localization

- All elements are adapted to the local socio-cultural, demographic, and economic context, offering diversity, representation, and relevant connection with each audience profile.

Premium Hybrid Option

We offer the option to base all digital elements on real captures:

- Real local actors as the basis for digital characters
- Local musicians recording original tracks
- Real local locations as reference for scenarios

Authenticity by Design

Our strategy is specifically designed to protect and strengthen our clients' reputation, avoiding any perception of hypocrisy, artificiality, or disconnection with their family audience. Each element ensures that the brand maintains its human warmth and local authenticity:

"Perfect Imperfection" - The Beauty of the Real

We deliberately program small "human imperfections" that make content more believable and relatable:

- Our intelligent digital characters occasionally make mistakes and correct themselves gracefully.
- Characters get disheveled and their clothes may show stains while playing or interacting.
- Voices include small hesitations, spontaneous laughter, and natural "umm" sounds from local speech.
- Props and elements show realistic wear: half-peeled stickers, usage marks, dust.

The public doesn't seek plastic perfection; they seek authentic reflections of their reality. A child with a chocolate-stained shirt is more believable than an impeccable one.

"Cultural Flavor" - Deep Localization

We incorporate ultra-local elements that only the target audience will recognize:

- Background noise from street vendors calling their wares.
- Casual references and mentions of local slang and expressions.
- The fan that sounds in the background because "it's really hot"
- Influencers naturally use local colloquialisms and greetings.

These micro-cultural details create instant connection and prevent any sensation of generic or "foreign" adapted content.

"Visible Human Direction" - Creative Transparency

We make the human hand behind every decision evident:

- Credits showing the names of the creative team.
- "Behind the scenes" videos showing our creatives directing the AI.
- Videos of creatives explaining why they chose each element

Transparency eliminates any sense of deception. The public appreciates knowing that real local people are creating content with advanced tools.

"Real Voices" - Authentic Diversity

We represent the true diversity and mix of the target audience without falling into stereotypes:

- Characters with different skin tones, hair, and facial and body features.
- Accents from different regions and different voice tones.
- Mix of social strata without glamorizing or stereotyping.
- Natural inclusion of diverse families: single-parent, multigenerational, mixed.

Families see themselves genuinely represented, not tokenized. Diversity feels organic, not forced by corporate quotas.

"Natural Conversation, Not Commercial" - Unfabricated Tone

Characters speak like your cousin would, not like a salesperson:

- "Look man, this toy is awesome, but I'll tell you the truth..."
- "It's not perfect - sometimes it gets stuck - but my son is crazy about it"
- "It's expensive, I won't lie to you, but if you can, it's worth it"
- They admit when they don't like something: "It's too noisy for me, but the kids love it"

Brutal honesty is refreshing in a world of polished marketing. The public trusts someone who admits flaws more.

"Memories over Metrics" - Emotional Focus

We prioritize emotional stories over technical specifications:

- Instead of "3000mAh battery", we say "lasts all Sunday afternoon".
- Not "resistant ABS material", but "withstands being thrown a thousand times".
- Less "cognitive development" and more "my daughter learned to count while playing".
- Stories of "when I was little" that connect generations.

The public remembers memories, not products. A toy that "reminds me of when I played with my dad" is worth more than any specification.

"Digital Artisanal Quality" - Production with Soul

Every video feels handcrafted, not manufactured:

- Unique transitions for each video, not templates.
- Music that varies subtly, as if a real musician were playing it each time.
- Camera angles that feel operated by a cameraman, not a robot.
- Lighting that changes naturally, as if the sun were moving.

Artisanal care shows. Viewers feel that each video was created with love, not spit out by a machine.

"Proof of Life" - Constant Updates

In the case of digital characters, they demonstrate being "alive" and present:

- They comment on current events: "With yesterday's rain..."
- They react to real social media comments
- They mention last weekend's local sports game
- They reference popular local memes of the moment

Temporal relevance eliminates the sensation of pre-fabricated content. It feels like a real-time conversation.

"The Casual Factor" - Authentic Humor

We incorporate the particular humor of the people that cannot be fabricated:

- Natural double meanings and universal catchwords.
- Absurd but perfect comparisons using local expressions.
- Joking around without losing respect.
- Exaggerated but believable stories.

Authentic humor cannot be faked. When people really laugh, they lower their guard and connect emotionally.

"Plural Validation" - Feedback and Total Approval

Before launching, we validate and consider reactions from:

- Experts outside the production team, for a fresh and professional perspective.
- Real preselected human characters to represent the target audience:
 - Mothers and fathers review and approve the content.
 - Real children watch the videos and give their reactions.
 - Grandparents verify that "that's exactly how it is".
- An Artificial Intelligence trained to act as:
 - Each of the target audience profiles, actors, and related sectors.
 - "Devil's advocate" to find flaws, criticisms, and possible negative reactions.

Plural approval is the ultimate seal of authenticity. If the lady from the corner store says "that video is well done", it's pure gold.

Copyright and Legal Protection

The intersection between artificial intelligence and intellectual property represents one of the most complex legal challenges of our era, where the absence of clear precedents and the constant evolution of jurisprudence create uncertain territory that demands proactive protection strategies; contrary to the common perception that AI-generated content exists in a legal vacuum without copyright protection, the reality is that when there is substantial human intervention in the conceptualization, direction, and refinement of content—as in our process—legitimate rights are established that must and can be protected through exhaustive documentation of the creative process, formal registration of works, explicit rights assignment contracts, and traceability systems that unequivocally demonstrate the chain of authorship and human added value, thus protecting not only our creative investment but also establishing a robust legal framework that benefits all participants in the process, from human creatives to the end client, ensuring that technological innovation

does not become a no man's land but a space where creativity, regardless of its tools, maintains its value and legal protection.

Comprehensive Protection Framework

Contrary to the common notion that AI material lacks legal protection, we implement a robust copyright system that includes:

Exhaustive Documentation of the Creative Process

- We generate complete traceability of every creative decision, from concept to final execution.

Substantial Human Intervention

- Each element has significant human creative input, establishing clear authorship.

Intellectual Property Registration

- We formally register the necessary original creative elements.

Clear Contracts and Licenses

- We establish specific terms of use and protection for all generated content.

Digital Fingerprinting and Timestamping

- We implement a unique identification and temporal certification system for each created asset. This technology generates:
 - A unique cryptographic "fingerprint" for each video, image, and audio element, similar to a human fingerprint that is impossible to duplicate.
 - Timestamping records the exact moment of creation with certification from trusted third parties, establishing irrefutable proof of when each element was created and by whom.
- This system allows:
 - Tracking any unauthorized use of content
 - Demonstrating the originality and temporal precedence of our creation
 - Detecting modifications or partial copies of material
 - Generating legally admissible evidence in case of rights dispute
 - Protecting against plagiarism or undue appropriation of content

Guaranteed Risk Mitigation Result

This comprehensive strategy guarantees that our productions are perceived as:

- **Authentically local:** Not a foreign brand trying to appear local, but content that breathes and pulses with genuine cultural identity.
- **Technologically advanced but humanly warm:** Using Artificial Intelligence as an amplification tool, never as a replacement for human talent.
- **Honest and transparent:** Without pretensions of artificial perfection, showing the human process behind every creative decision.
- **Connected with their community:** Understanding and reflecting local reality through constant validation with the real public.
- **Innovative but rooted:** Modernizing production without losing cultural essence and artisanal touch.
- **Legally protected and ethically sound:** With clearly established copyright through exhaustive documentation of the creative process, documented substantial human intervention, formal intellectual property registrations, explicit contracts defining uses and limitations, and digital traceability systems that certify the originality and chain of authorship of each element.
- **Professionally backed:** Where each generated content has an identifiable human responsible, a transparent chain of custody, and legal protection mechanisms that benefit both creatives and clients, setting ethical precedents for the industry.

The combination of these elements—from expert human direction and cultural authenticity to robust legal protection—creates a comprehensive shield against any criticism of artificiality or legal void, guaranteeing that the public sees our productions as what they really are: authentic celebrations of local human imagination and creativity, amplified by technology but always directed by human hearts and minds, with all the rights and protections that this entails.

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Sept 1 2025