

# AI Onboarding

Enhancing the Creative Process

Tanner Slepp



*Crobar*

CREATIVE LEVERAGE®





OUR TEAM

## WHO WE ARE

Crobar Creative Leverage is a digital ad agency driven by razor-sharp thinking and diverse imagining. Offering a wide variety of services such as strategic branding, social media management, 3D imaging, videography and photography, we are your strategic partners in developing a dynamic brand presence. We pride ourselves on the ability to provide peace of mind and full transparency to our customers when it comes to the execution of their advertising goals, and we derive our success from the level of our clients' satisfaction.

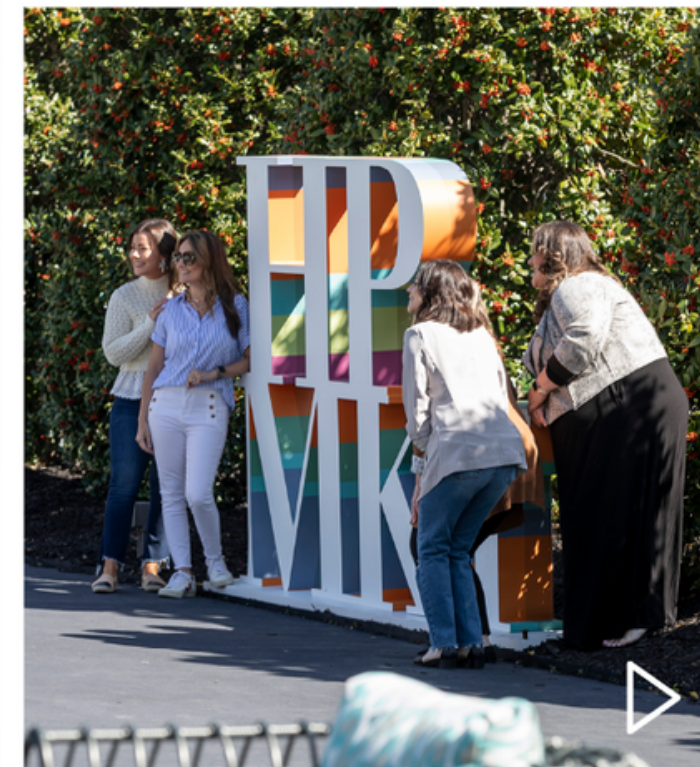




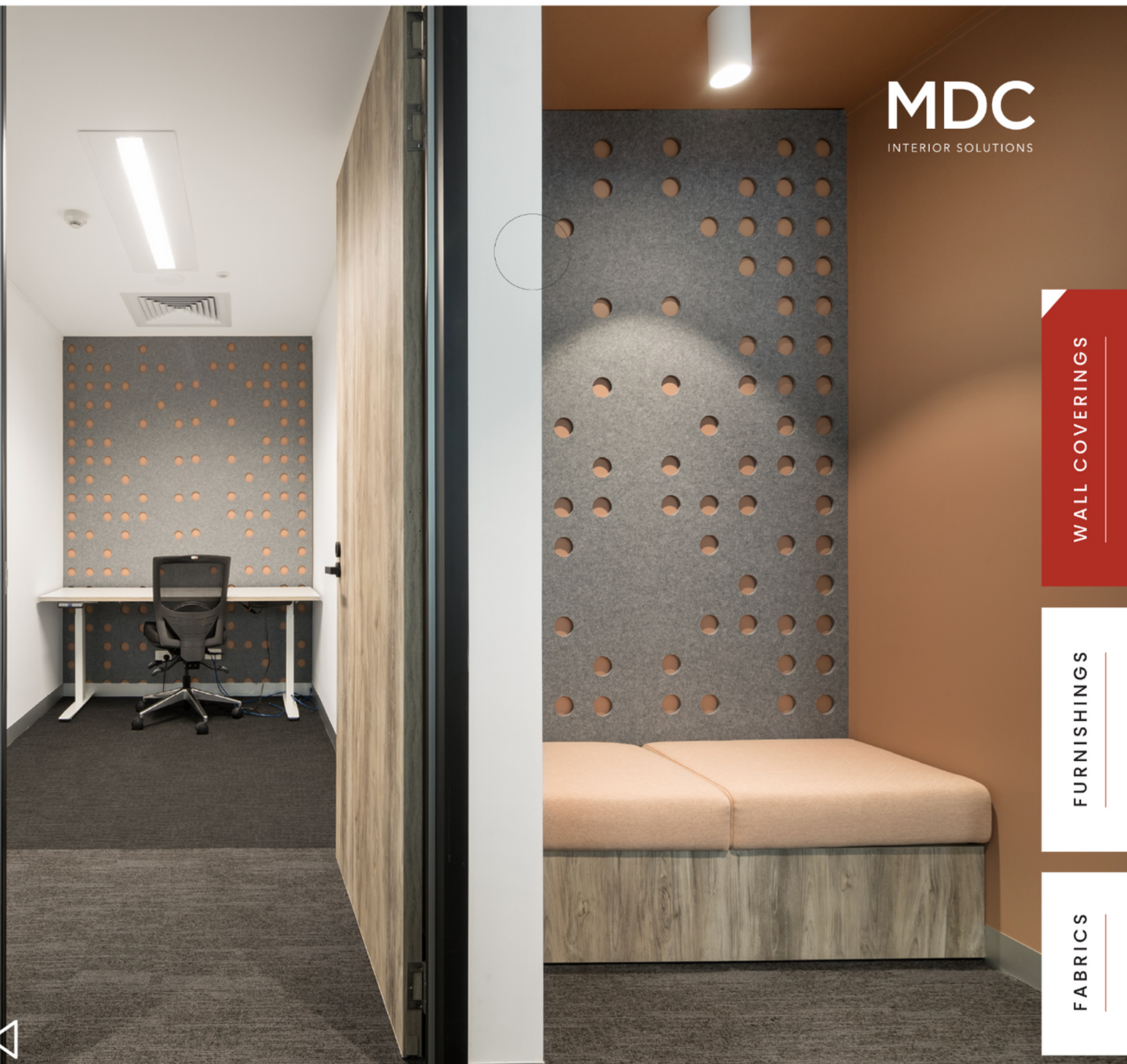
# WHAT WE DO

Our agency has several decades of combined experience in multiple strategic disciplines, spanning campaign strategy and branding, advertising, photography and videography. No matter where you are in the branding process, we'll begin at your starting point and guide you through the final creative execution. We work with teams both domestically and abroad, and can create custom packages tailored to meet your goals. Not only do we go over the "how" of taking your brand to the next level, but we also discuss the "why" behind each decision.

Our team shares a "can-do" mindset and enjoys finding unique solutions for our clients' needs. We're constantly evolving, internally and strategically, to empower each other and those with whom we work.







**MDC**  
INTERIOR SOLUTIONS

WALL COVERINGS

FURNISHINGS

FABRICS

# MDC INTERIOR SOLUTIONS REBRAND

When MDC came to us with a desire for a new look and personality, we were thrilled to help! This rebrand was a makeover from top to bottom supported by new logos, a complete website redesign, introduction of new marketing materials for product launches, collateral and a brand guide to maintain brand cohesion.

**LEVERAGED CREATIVE:**

Strategy + Branding | Advertising + Design | Social Media  
Digital Solutions | Photo + Video



We made the new branding official with new logos and a comprehensive brand guide.



INTERNATIONAL  
**ITA** Textile Alliance

FABRICS

FURNISHINGS

# INTERWOVEN MAGAZINE

Rebranding a magazine was an opportunity we could not pass up. Publishing a magazine? Now, that is a different story. With this publication, we knew we wanted to inject vitality into the textile category. But we also knew that ad sales were going to be the driver. We created ad packages for manufacturers to purchase that included large, beautiful photography and stories we could use in the magazine, and they could use in their own marketing.

**LEVERAGED CREATIVE:**

Strategy + Branding | Advertising + Design  
 Photo + Video | Licensee Branding



[VIEW LIVE EXPERIENCE](#)



# HPMKT

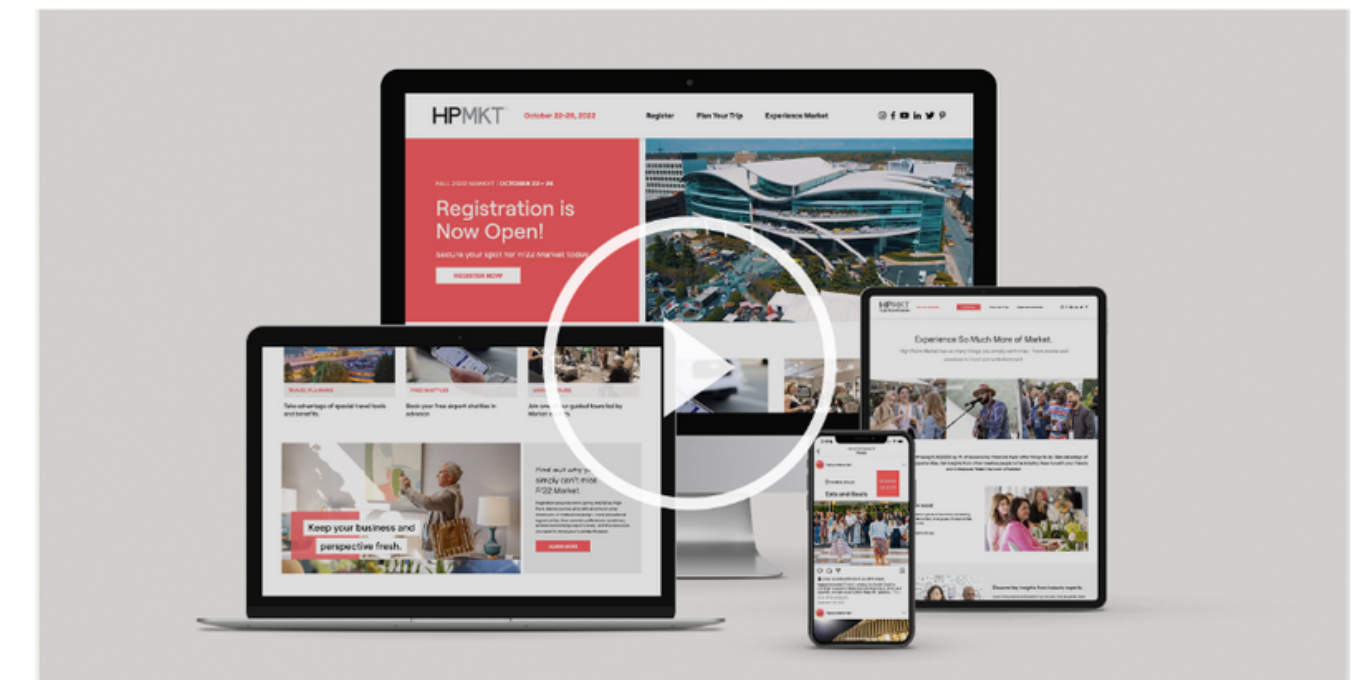
## HPMKT REGISTRATION CAMPAIGNS

To attract more designers to register for Market, High Point Market Authority expressed a desire to shift their focus to a more aesthetically-rooted focus. We devised a relaunch campaign infused with emotional language, product beauty shots, and a "you can't miss this," messaging strategy to drive excitement for upcoming Market registrations. Each 26 weeks, we deploy a new strategic campaign that includes 100+ emails targeting over 1M people, digital and social media plans and more with a goal of increasing registration.

### LEVERAGED CREATIVE:

Advertising + Design | Social Media

Digital Solutions | Photo + Video



Announcement and hype videos that feature the latest Market finds and interviews kick off each Market registration.





FLOORING

WALL COVERINGS

GOLF

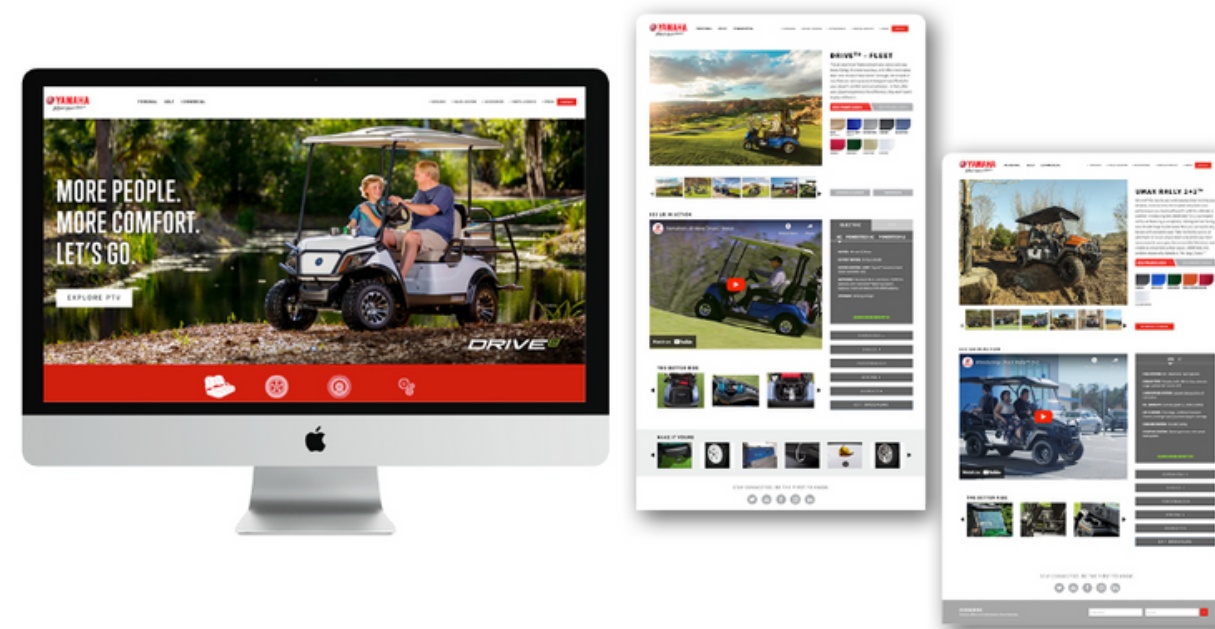
FURNISHINGS

# YAMAHA GOLF CAR WEBSITE

One of our favorite projects for Yamaha has been recreating their website. In doing this, we were able to leverage the mutual desire of the client to create visually stunning marketing that was strategically smart. The site markets to fleet as well as personal customers and now represents what the brand truly is - the best drive in the industry.

### LEVERAGED CREATIVE:

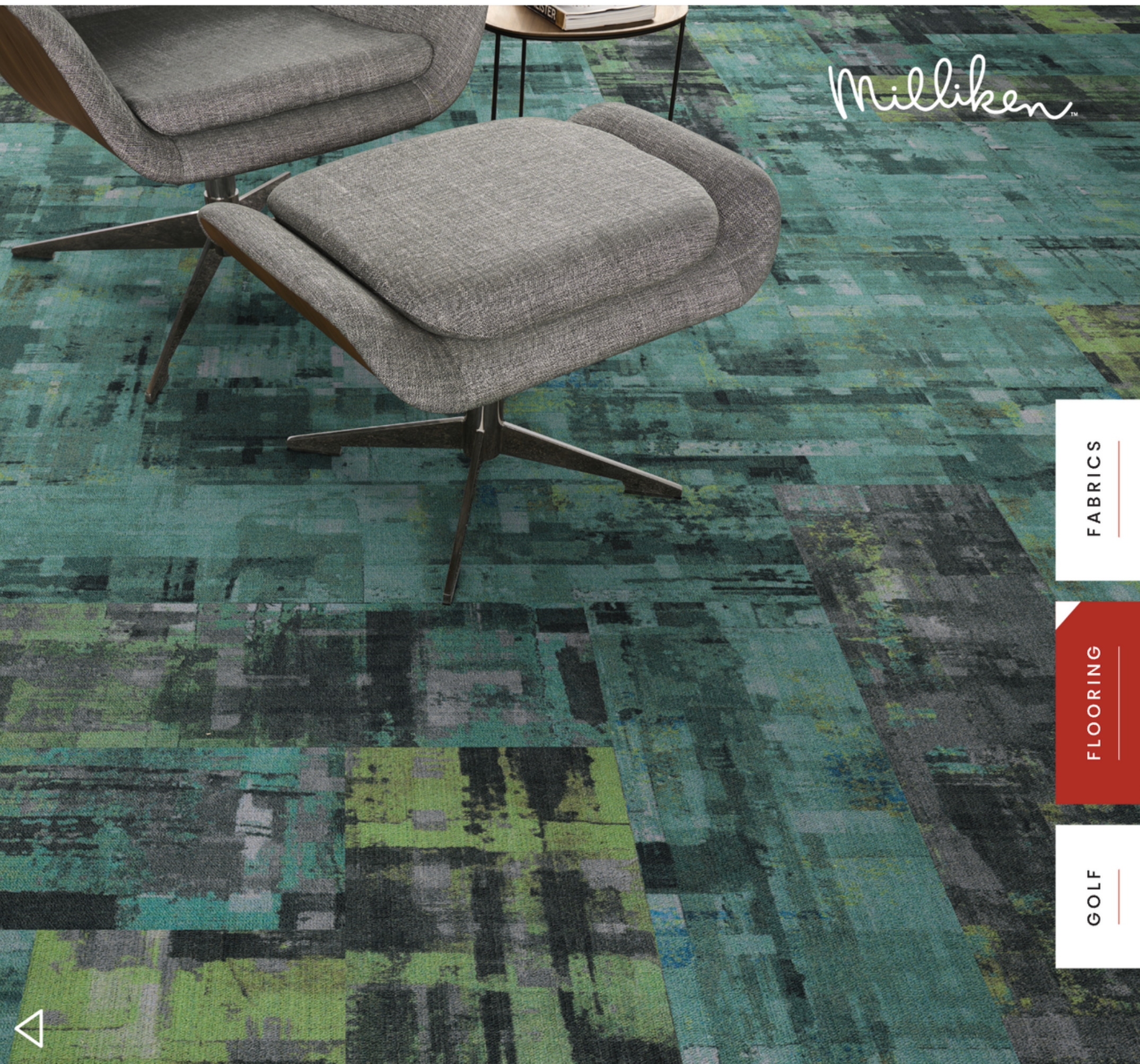
Strategy + Branding | Advertising + Design  
Digital Solutions | Photo + Video



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Milliken™

FABRICS

FLOORING

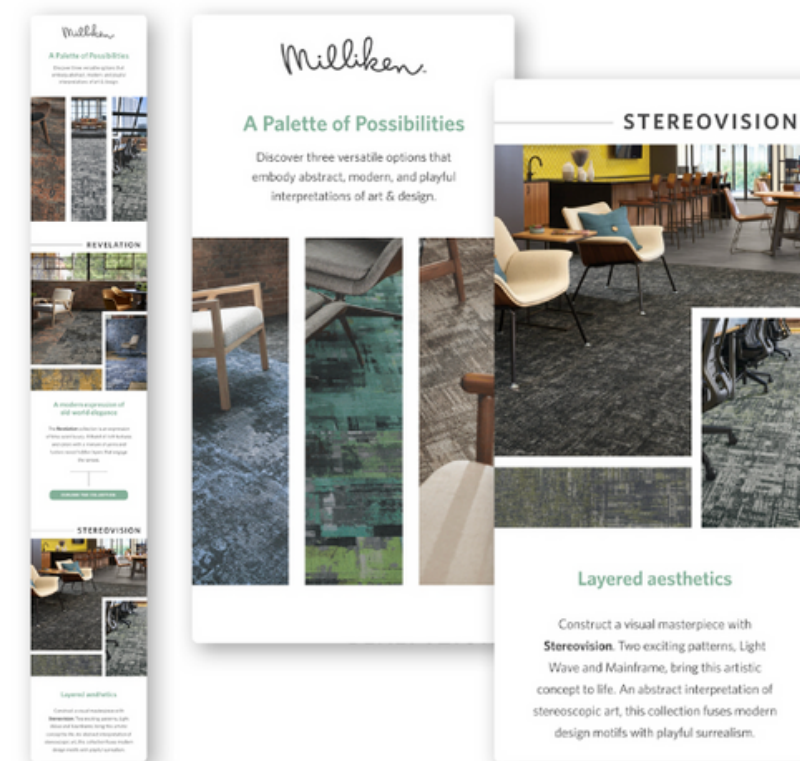
GOLF

# MILLIKEN LAUNCH EMAILS

We discovered an exciting new way to streamline Milliken Floor Covering's launch process and how they promote their new lines, largely through the creation of vibrant photography, captivating copy, and exploring 3D capabilities to create unique spaces. We evolved from the singular task of making a brochure to creating assets for all forms of communications: social media email, video, website, presentations, etc.

### LEVERAGED CREATIVE:

Advertising + Design | Social Media  
Digital Solutions | Photo + Video



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**MDC**  
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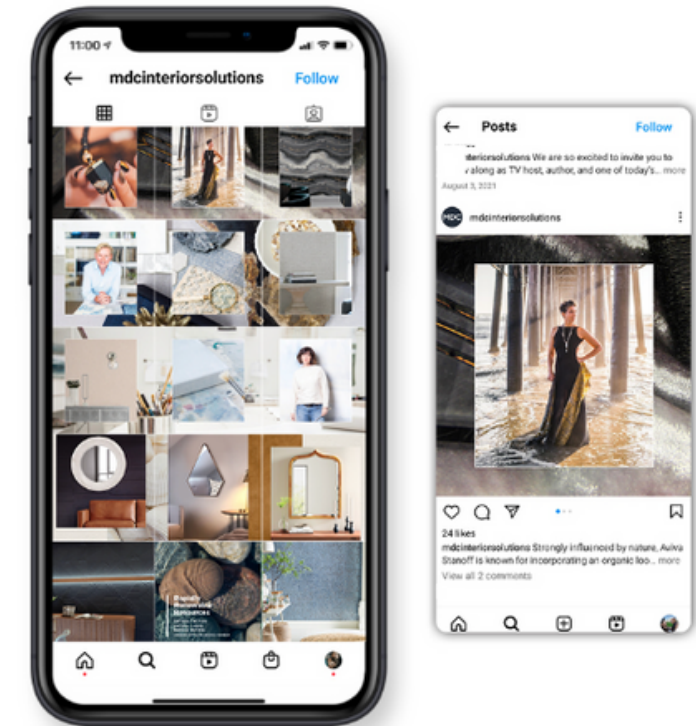
FURNISHINGS

# MDC INTERIOR SOLUTIONS SOCIAL MEDIA

MDC came to us with a need to refresh their social media presence. To this end, we developed a storytelling timeline, crafted new branding and copy, and launched corresponding social media content across platforms.

## LEVERAGED CREATIVE:

Strategy + Branding | Advertising + Design | Social Media  
Digital Solutions | Photo + Video



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UNIVERSAL

FABRICS

GOLF

FURNISHINGS

# UNIVERSAL FURNITURE SHOWROOM GRAPHICS

Our in-house team designed graphics for Universal's showroom that reflected the modern, vibrant mood of the collection. We also provided strategy, layout and coordination services.

### LEVERAGED CREATIVE:

Strategy + Branding | Advertising + Design | Photo + Video







Milliken

# REVELATION

## INTERACTIVE BROCHURE

Interactive brochures have become a staple for Milliken Floor Covering's Contract, Hospitality and Residential category launches. The interactive style of brochure allows for clean modern design while still providing a large amount of information and products. They also provide the viewer the ability to "play" with products and installations in an environment by toggling colors and patterns.

### LEVERAGED CREATIVE:

Strategy + Branding | Digital Solutions | Photo + Video

FLOORING

WALL COVERINGS



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INTERNATIONAL  
ITA Textile Alliance

FABRICS 1

FABRICS 2

GOLF



# INTERWOVEN ADVERTORIALS

Oftentimes, textile mills don't have upscale marketing photography of their products and are not the best at romanticizing their brand. So, we created ad packages for manufacturers to purchase that included large, beautiful photography and stories we could use in the magazine, and they could use in their own marketing. This photography has revolutionized the way we look at this gorgeous products.

## LEVERAGED CREATIVE:

Strategy + Branding | Advertising + Design | Photo + Video







TANIYA NAYAK COLLECTION ▶

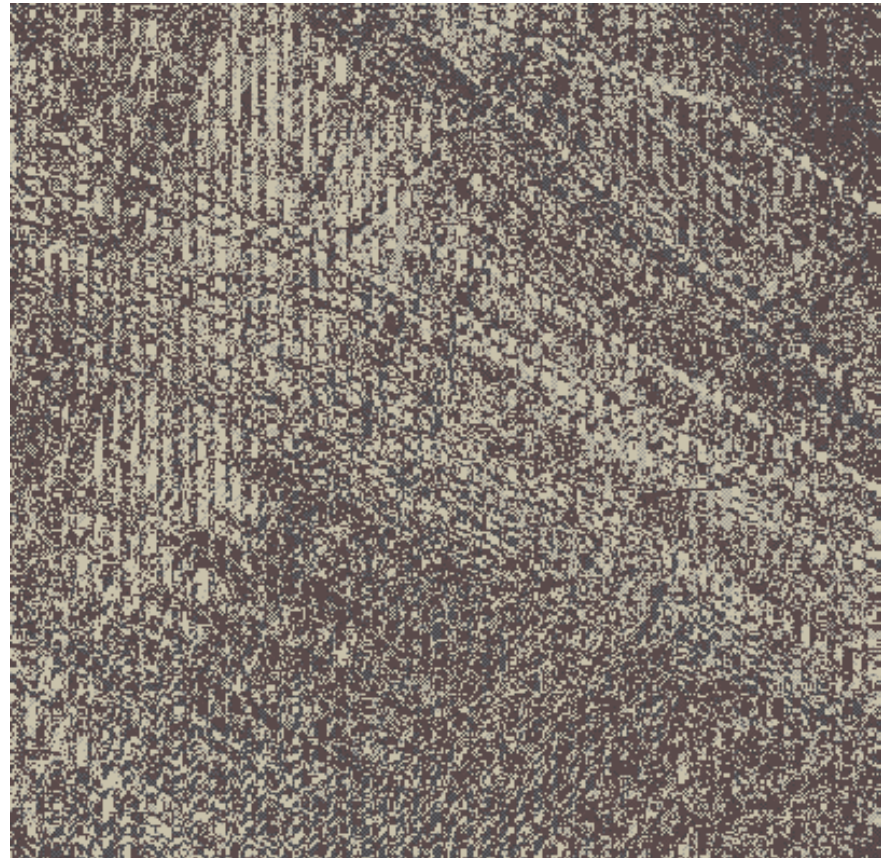
HPMKT SIZZLE ▶

WE ARE MILLIKEN ▶





**ART FILE**



**3D CARPET FIBERS**





































# MidJourney

A modern, minimalist bedroom interior. The room features a large bed with white linens and a dark grey throw blanket, accented with two bright yellow pillows. A tufted, light-colored leather bench sits at the foot of the bed. To the left, a green armchair with a yellow cushion is positioned near a round wooden coffee table. A desk with a chair is visible in the foreground on the left. The room has wood-paneled walls, a large window with a view of trees, and contemporary lighting fixtures, including a floor lamp and a desk lamp. The floor is made of light-colored wood with a herringbone pattern.



Explain MJ function and tools more, Text to image prompts.









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# Prompt Training: How to Structure Prompts *Crobar* CREATIVE LEVERAGE®

**1. Start with Context:** Begin your prompt by providing clear context or background information. This helps MidJourney understand the context of your request.

**2. Specify the Task:** Clearly state the task or the role you want MidJourney to take in the story. Be explicit about what you want MidJourney to do, whether it's generating dialogue, describing a scene, or developing a character.

**3. Character Descriptions:** If your story involves specific characters, provide brief descriptions of these characters. This helps MidJourney create more accurate and consistent character interactions.

**4. Setting Details:** Describe the setting or environment where the story takes place. This helps set the scene and atmosphere.

**5. Emotions and Tone:** Specify the emotions or tone you want in the response. This can greatly influence the style and mood of the generated content.

**6. Iteration and Interaction:** If you need MidJourney to iterate on a specific theme or interaction, make that clear. You can ask for alternative versions or variations.

**7. Feedback and Adjustments:** After receiving a response, you can provide feedback and ask for adjustments to refine the content further. Be specific about what you want to change or improve.

**8. Be Patient:** Remember that generating complex narratives or dialogues may require a few iterations to get the desired outcome. Be patient and willing to make adjustments as needed.

By following these steps and providing clear, detailed prompts, you can enhance your experience with MidJourney and get the best results for your creative writing projects.



Beautiful model, sitting in an upholstered chair, wearing textile fabrics, sophisticated design, simple composition, natural lighting, very detailed.





Beautiful model, sitting in an upholstered chair, wearing textile fabrics, sophisticated design, simple composition, natural lighting, very detailed.





Male model sitting in an upholstered chair, wearing floral printed suit, matching floral backdrop, sophisticated design, innovative tailoring, bright primary color palette

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Asian male model sitting in an upholstered chair, wearing floral printed suit, matching floral backdrop, sophisticated design, innovative tailoring, bright primary color palette, bright directional natural lighting, captured on Canon EOS R5, minimalistic composition.





Asian male model sitting in an upholstered chair, wearing floral printed suit, matching floral backdrop, sophisticated design, innovative tailoring, bright primary color palette, bright directional natural lighting, captured on Canon EOS R5, minimalistic composition.







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Textiles and Leather

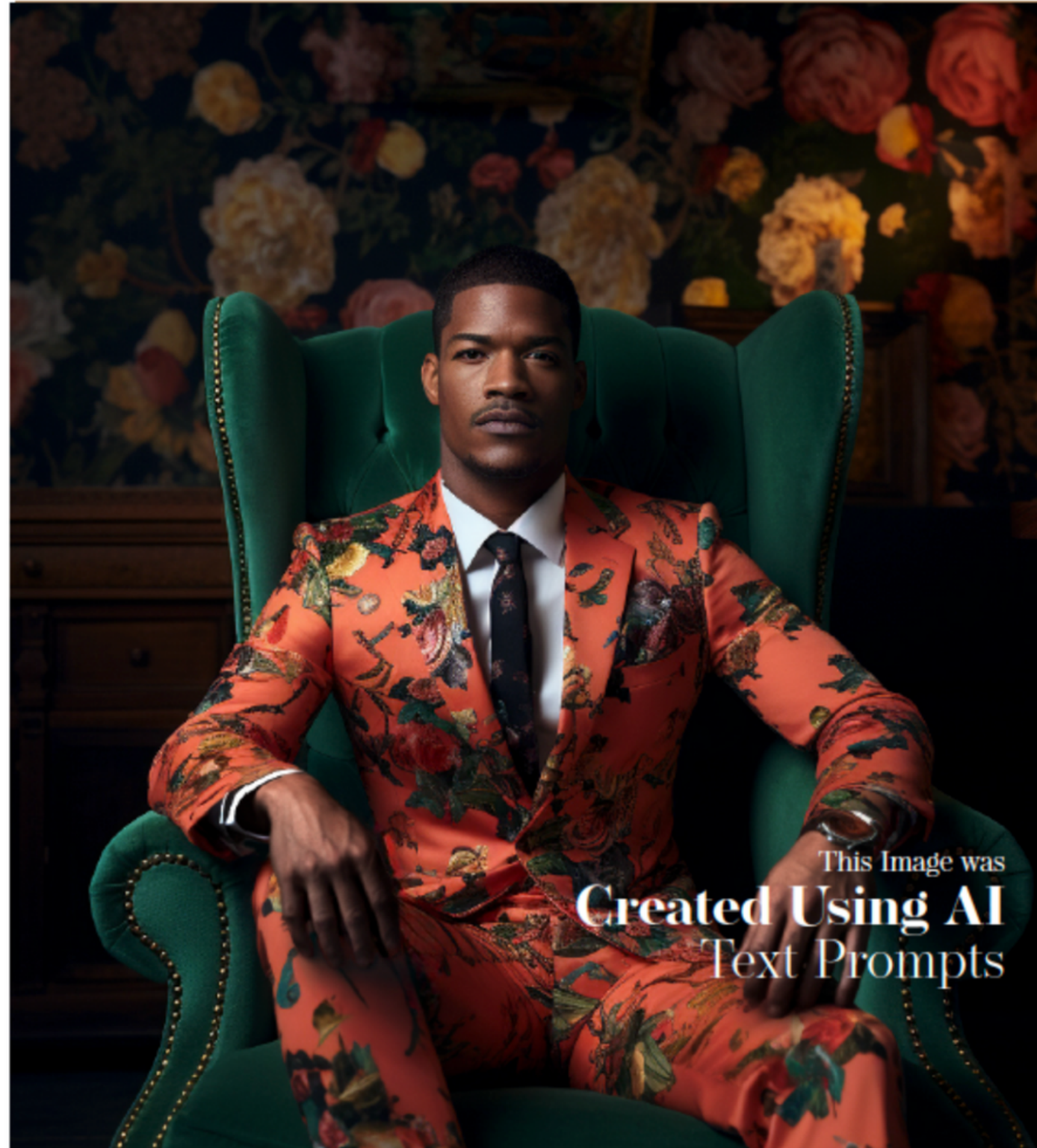
# INTERWOVEN

Fall/Winter 2023

TEXTILE FAIR BY ITA™

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OFFICIAL PUBLICATION OF INTERNATIONAL TEXTILE ALLIANCE



NEXT SHOW MAY 7-9, 2024

This Image was  
**Created Using AI**  
Text Prompts

Harnessing the power of AI



# Thank You!

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