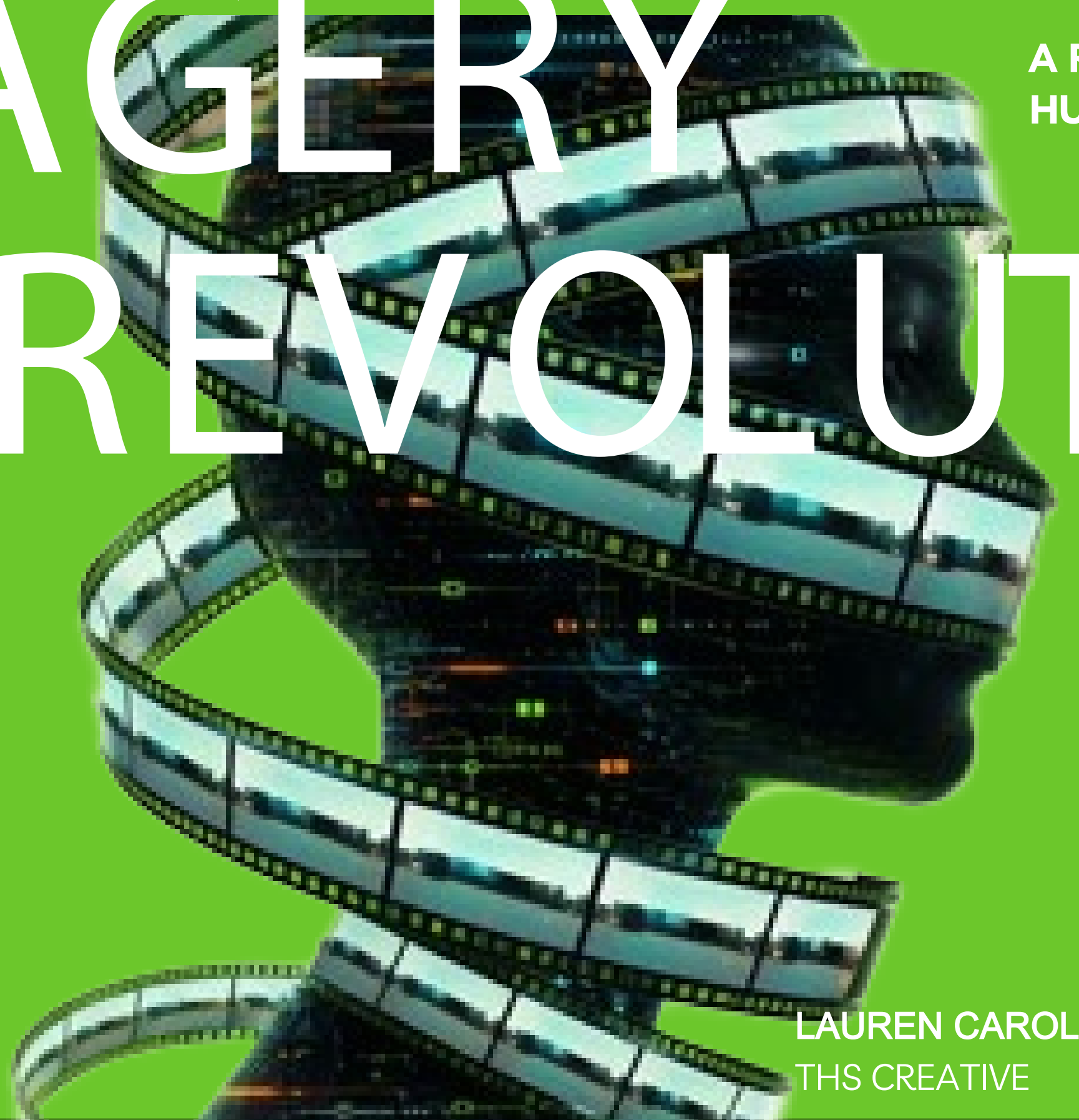




IMAGERY NAVIGATING THE REVOLUTION

A REALITY CHECK ON AI AND THE
HUMAN WORK BEHIND THE IMAGE

LAUREN CAROLINE “LC” HEIDER
THS CREATIVE

WHO AM I?



CREATOR
CONNECTOR
CURIOUS BY DEFAULT

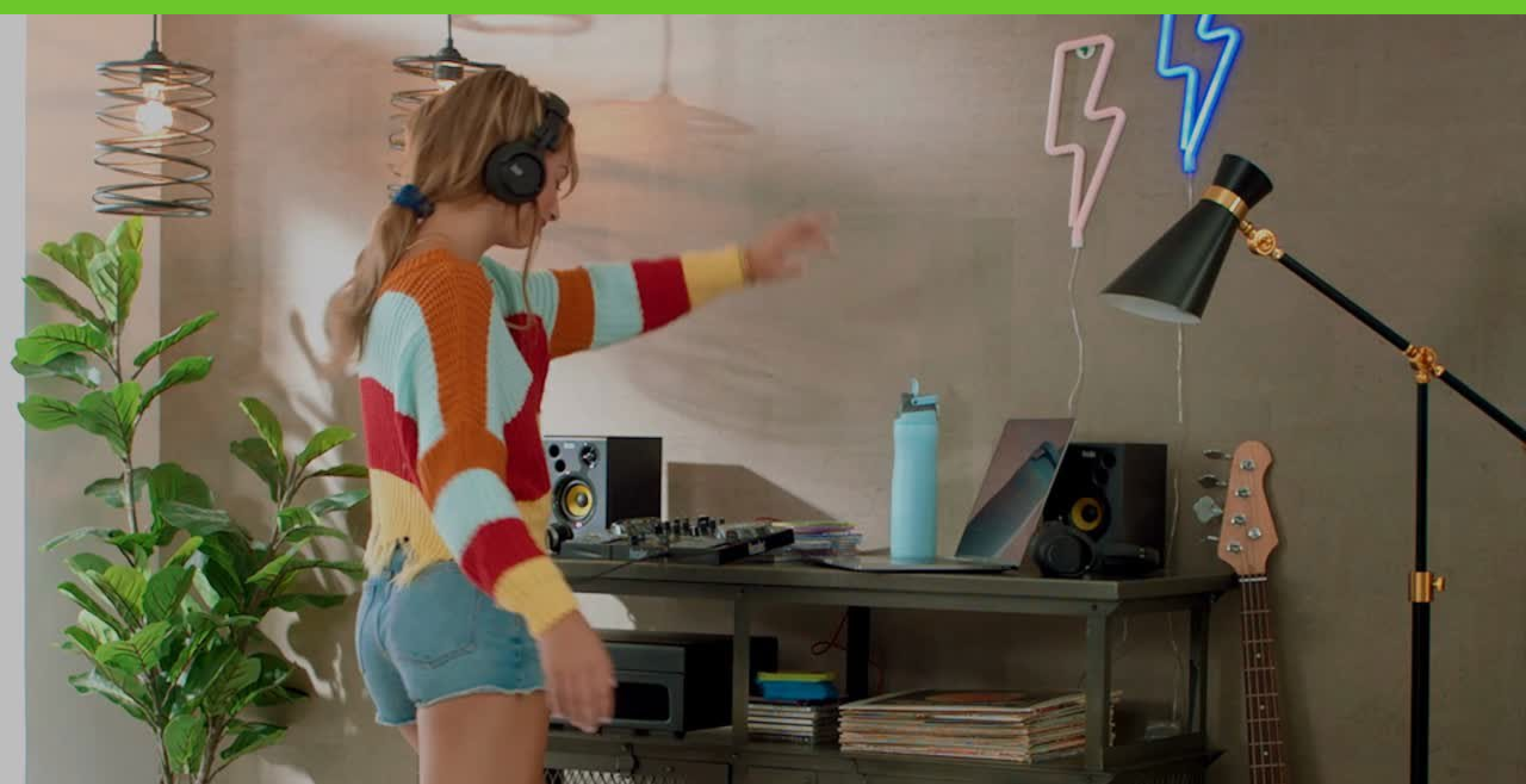
LAUREN CAROLINE HEIDER “LC”
SALES DEVELOPMENT MANAGER
AT THS CREATIVE

WHO WE ARE

A MARKETING
CONTENT &
EXPERIENCE STUDIO.



BRAND & MARKETING
CONTENT PRODUCTION
EXPERIENCES & ENVIROMENTS



WHERE WE ARE NOW

ONE INDUSTRY.
THREE VERY DIFFERENT STAGES.

Not every brand is standing in the same place, and that is exactly why this conversation matters.

1 EXPLORING

Testing use cases, vendors, workflows and risk.



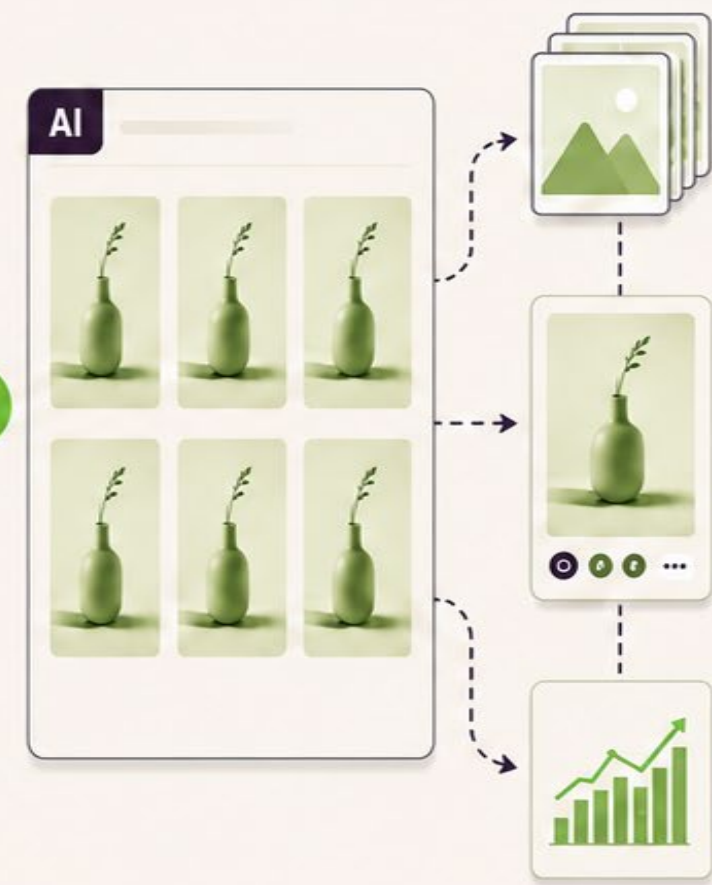
2 HYBRID

AI where it creates efficiency.
Studio where story and humanization matter.



3 AI-FIRST

A deliberate shift toward AI-led image production at scale.



THE PROMISE

Faster. Cheaper. Infinite. Instant.

/ A very compelling pitch.

THE REALITY

QUALITY — Photorealistic is not the same as correct.

CONSISTENCY — One great image is easier than a repeatable brand system.

CONTROL — Product details, proportions and finishes still need scrutiny.

RIGHTS — Usage, source material and ownership need real governance.

TALENT — Efficiency depends heavily on who is driving the tool.

MY PERSPECTIVE

AT THS CREATIVE, WE SIT IN THE MIDDLE OF THE TOOLBOX.

We are less interested in defending a medium than
choosing the right one for the outcome.

01	PHOTOGRAPHY Physical truth, texture, people, editorial storytelling.
02	VIDEO Movement, emotion, process, personality and proof.
03	CGI Control, repeatability, product variants and scalable environments.
04	AI-ASSISTED Ideation, speed, adaptation, extension and new workflows.
05	POST + RETOUCH Precision, consistency, cleanup and final brand control.

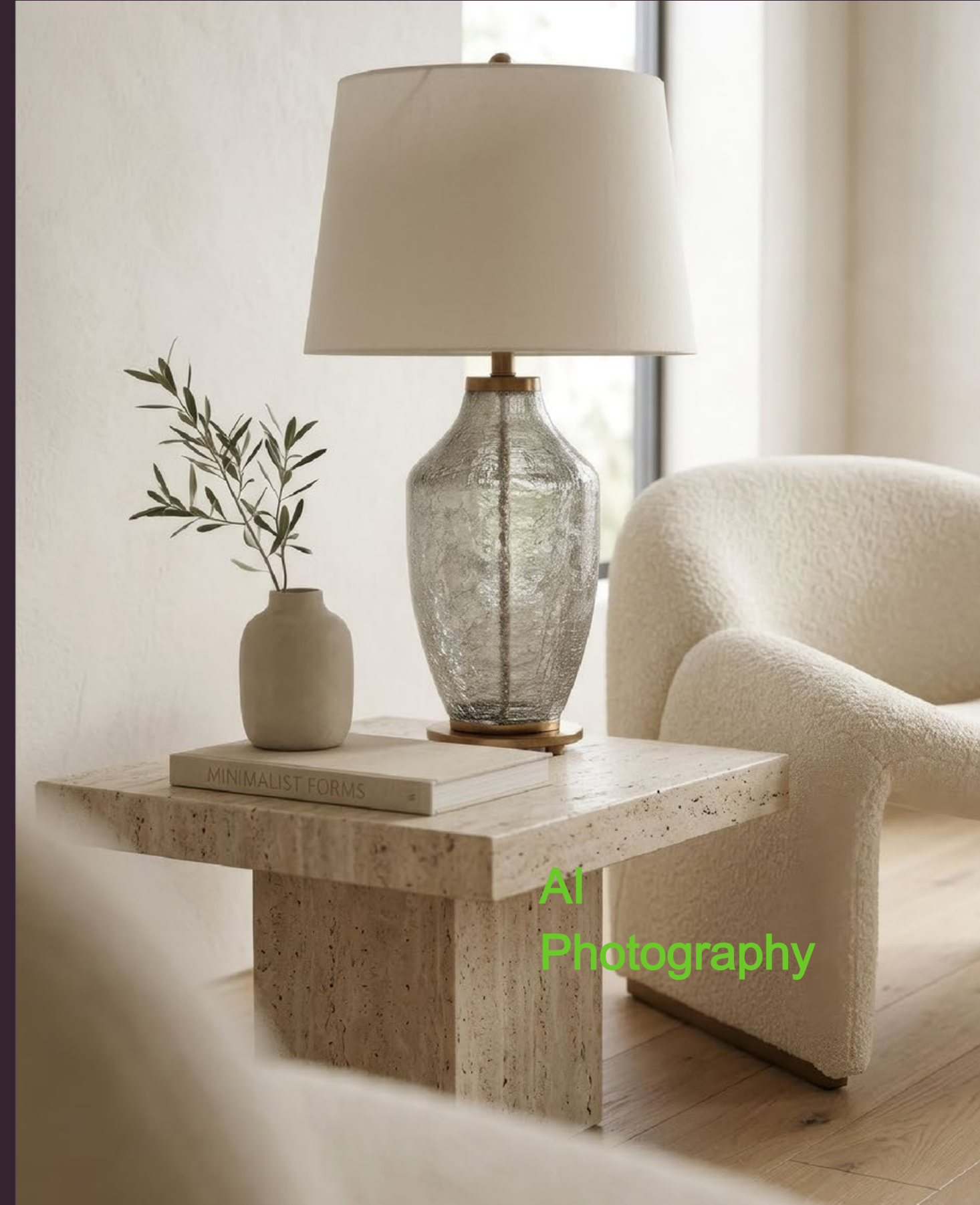
OUTCOME FIRST → TOOL SECOND

Silo from Web



AI
Photography

Silo Photography
in Studio



AI
Photography



AI is changing the workflow, not just the final image.

01

PRE-PRODUCTION

- Concepting
- Shot lists
- Mood boards
- Comps + planning

02



CREATION

- AI imagery
- CGI support
- Set extensions
- Rapid iterations

03

POST

- Retouching support
- Cleanup
- Versioning
- Motion from stills

04

ADAPTATION

- Retailer-specific needs
- Crops + formats
- Colorways
- Last-minute assets

The biggest gains are often invisible to the consumer. They happen before and after the “hero image.”

THE HUMAN LAYER
IS THE
DIFFERENCE.



———— The better the operator, the better the “efficiency.” ————

A BETTER DECISION FRAMEWORK

THE QUESTION IS NOT “AI OR NO AI?”

The better question is: where does this technology create value without costing the brand something more important?

01

SPEED + SCALE

Where can we remove repetitive work or generate useful variations?

02

CONTROL + ACCURACY

Where does the product need to be exact, repeatable and defensible?

03

BRAND DIFFERENTIATION

Where do we need a distinctive point of view, not just a beautiful image?

04

RIGHTS + LONGEVITY

What do we need to own, revise and reuse six months from now?

THE PANEL

DIRECTOR OF PRODUCT DEVELOPMENT

Camille Youngblood

Liberty Furniture

AI-FIRST

Paused studio photography for the remainder of the year while testing an AI-led photography model.

FOCUS

Human creativity, capability, and what it takes to make the transition work.

DIRECTOR OF MARKETING

Kayla S. Miller

Universal Furniture

HYBRID

Uses AI for efficiency, last-minute retailer needs and new applications while continuing studio and location work.

FOCUS

Where digital efficiency meets brand humanization and storytelling.

MODERATOR

Lauren Caroline “LC” Heider

THS Creative

TOOLBOX PERSPECTIVE

Works across photography, video, CGI, AI-assisted imagery and post to match the workflow to the business need.

FOCUS

What works, where it works, and why creators stay central.

LET'S GET REAL
ABOUT THE
REVOLUTION.