MOIC

AI Content That Isn't Slop

A Practical Guide for B2B Teams



CONTENTS

Inside this playbook

—	Preface · Foreword	03
01	Everyone Got Faster at the Same Time	05
02	Why AI Makes Every Brand Sound the Same	08
03	Copy, Repertoire or Original: Which One Are You Shipping?	13
04	Write Your Taste Down So the Team (and the AI) Can Use It.	20
TOOLS	Brief · Peer review · Diagnostic	26
—	Working with MOIC	30

PREFACE

> The advantage moves out of engineering and into brand, and design becomes the variable that decides which of forty similar companies gets remembered.

Design for Scale

Why Your Competitors Look Like You · August 25, 2026

FOREWORD

This playbook is for B2B teams making content with AI.

It's written for marketing and content leaders and for the designers and writers who work with them. Your team already uses AI tools, and so does every competitor. Output went up quickly. Buyers now see more content and remember less of it.

This material will help you brief, produce and review AI-assisted work so it reads as your brand. Most of the sameness comes from decisions nobody made, so most of this playbook is about making those decisions earlier.

WHAT YOU'LL TAKE AWAY

01 A clear way to talk about original, repertoire and copy with your team.

02 A production model where quality is decided before generation.

03 Tools you can use this week: a prompt brief, a peer review routine and a diagnostic.

— Ricardo Dourado · Design Team Lead, MOIC Digital

CHAPTER

01

Everyone Got Faster at the Same Time

Production got cheap for everyone at once.

Now the advantage belongs to the teams that have a clear goal and direction.

Making content is cheap now. The hard part moved.

Generative AI made production cheap and fast for everyone in your category at once. Four things changed, and only one works in your favour.

Cost and time per piece went down

The good news. Drafts, variations and formats now take minutes.

IN YOUR FAVOUR

Content competing for attention went up

Your competitors got the same speed. Every feed is fuller.

AGAINST YOU

Review rounds per piece went up

Generic first drafts need more fixing before they sound like you.

AGAINST YOU

What buyers remember went down

When everything looks competent, nothing stands out.

AGAINST YOU



Image: *Pluribus* (2025) · imdb.com/title/tt22202452

THIS MAN LOVES SHEEP.



OLD SPICE · 2010

THE COMEBACK

By 2008, people saw Old Spice as their grandfather's brand. Instead of hiding from that, Wieden+Kennedy leaned into it. Short, campy spots took what the public already thought about the product and cranked it up to eleven: a deadpan narrator, impossible scene changes, a man who ends up on a horse.

The absurd worked in their favour. People stopped, shared it and remembered the brand.

Source: Weird Marketing Tales, “How Old Spice came back from the grave with one commercial”

CHAPTER

02

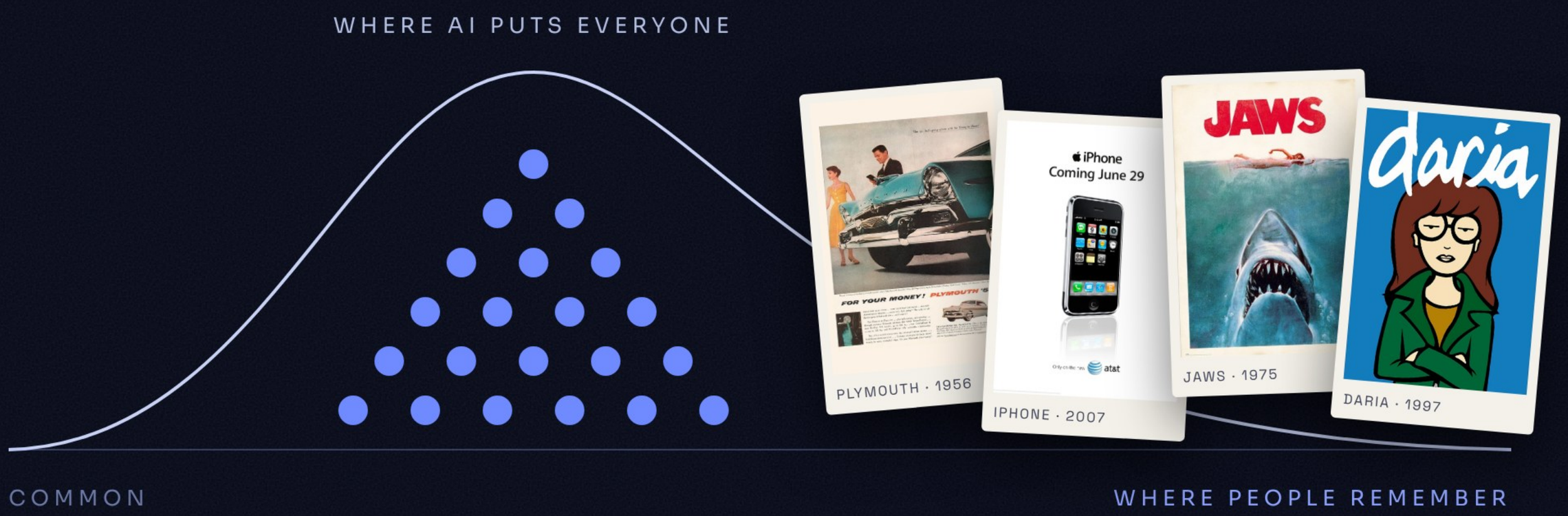
Why AI Makes Every Brand Sound the Same

And what that sameness costs your brand.

THEN AND NOW

AI defaults to the most likely answer.

Give a model a vague brief and you get content that could belong to any brand in your category. The work people still remember did the opposite: a 1956 car ad, a phone launched with nothing but a date, an iconic movie poster, a cartoon that refused to smile.



Composition? Tone? Technology? Narrative? Style?

Well, direction.

Someone decided what each piece had to do, and every choice served that intent.

Images: Plymouth print ad (1956) · iPhone launch ad (Apple, 2007) · *Jaws* poster (1975) · *Daria* (MTV, 1997)

THIRTY YEARS OF PHONE ADS

Spot the one you remember.

Most phone ads sell the same thing: a device floating on a clean background, a spec list, a launch date. The few that stick picked an idea first and gave the phone a part in it.

THE BILL

Generic content costs more than it looks.

Rework

Generic drafts need more review rounds before they sound like the brand. The time AI saved goes back into fixing.

Dilution

Piece by piece, the brand starts to look like the category instead of a choice within it.

Wasted reach

Media and distribution spent behind content that nobody remembers a week later.

THE REAL CAUSE

Sameness is a decision problem.

Brands start to look alike when nobody makes the call. If the team doesn't decide, the model fills the gap with the most likely option.

EVERY PIECE SHOULD JUSTIFY ITS INTENTION IN THREE LAYERS

Text	What are we saying, and why say it this way?
Strategy	Who is it for, what should it change, and where does it sit in the plan?
Visual	How does that intention become form, and why this form and not the default one?

- A choice nobody can justify is just the default.

CHAPTER

03

Copy, Repertoire or Original: Which One Are You Shipping?

A question every creative team should be able to answer, and the history that already answered it once.

THREE WAYS TO USE A REFERENCE

Every piece your team ships sits somewhere on this line, and each path carries a different cost and return. A clear method tells you which path you're on **before** the piece ships.

COPY

Takes the form.

Fast, but it carries legal risk and dates as quickly as its source.

REPERTOIRE

Takes the principle.

Recombines what it learned. It scales with the brand because it can be written down and handed to people and to AI.

ORIGINAL

A new synthesis.

Brings a point of view nobody combined before. Rare and expensive, and the source of positioning.

METHOD: KNOW YOUR PATH AT EVERY STEP

01 Name the source

What are we borrowing, and from where?

02 Explain the choice

Why this reference, for this brand, now?

03 Record it

Log it in the system so the next brief, or the AI, starts from it.

If you can name the source and explain why you chose it, you're working with repertoire.



Original,
but does it make sense?

> Have nothing in your houses that you do not know to be useful, or believe to be beautiful.

— **William Morris**
Arts and Crafts movement · *The Beauty of Life*, 1880

Swap houses for feeds and it still holds. In 1880 the clutter was objects nobody chose. Today it's content.

WE'VE BEEN HERE BEFORE

The teams that won didn't reject the machine. They directed it.

1850	**Industrial production**	Mass output: identical, cheap, authorless.
1860	**Arts and Crafts**	Rejected the machine. Handmade and unaffordable at scale.
1890	**Art Nouveau**	Organic form, built with industrial iron, glass and mass printing.
1919	**Bauhaus**	Craft designing for the machine. Quality became reproducible.
Now	**Generative AI**	Same cycle, much faster. Direction isn't an advantage anymore: it's mandatory for quality, impact and cohesion.

The teams that lasted adopted the new tools and set clear criteria for using them.



If everything comes from somewhere, what makes it yours?

AI recombines what it has seen. Choosing what goes in is your job.



KIKI'S DELIVERY SERVICE · 1989

HANDS FIRST

Analog libraries are back

As AI slop spreads, teams build their own archives of sketches, photos, notes and textures, and feed them to AI: attributes it can't generate well on its own.

Use the fastest tool

If a quick sketch says it faster than a long prompt, sketch. It's on the specialist to use every tool in their favour, AI or the software they already master.

- Next team meeting: what does our brand have that AI couldn't invent on its own?

Images: *Kiki's Delivery Service* (1989), dir. Hayao Miyazaki, Studio Ghibli

FEED IT GOOD REFERENCES

Free or paid, curate before you prompt.

The quality of what goes in sets the quality of what comes out. Use each source for what it does best, and note why you saved each reference.

Pinterest — MOOD
Moodboards and visual direction

Behance — CASES
Full projects and brand case studies

Awwwards — WEB
Web, motion and interaction

Dribbble — UI
UI and visual craft details

Pexels — STOCK
Free photos and video

GitHub — CODE
Code, open-source tools and libraries

- The source matters less than the curation.

CHAPTER

04

Write Your Taste Down So the Team (and the AI) Can Use It.

Glossaries, reference libraries and base prompts that turn one person's judgment into output the whole team can repeat.

Taste scales once it's written down.

While repertoire lives in one designer's head, it leaves with them. Documented, it becomes the starting point for every brief and prompt.

01 **Brand glossary** — FEWER GUESSES

What the brand is and isn't, in words, references and materials.

02 **Reference library** — LESS REWORK

Annotated references, each with the reason it's there.

03 **Base prompts** — CONSISTENT OUTPUT

Tested starting points every person and tool can reuse.

04 **Proprietary assets** — HARD TO COPY

Real photos, data, voices and textures no competitor can generate.



EVERYTHING EVERYWHERE · 2022

INFINITE VERSIONS

When you can be anything,

what matters is knowing what you want to be.

Images: *Everything Everywhere All at Once* (2022), dir. Daniels

COMMUNICATION AND TOOLS

Brief clearly, then pick the tool.

A clear brief gets better results from any tool. Match the tool to the step, and tell the team why you picked it.

01 WORDS & STRATEGY

Claude	Long-form writing and structured briefs.
ChatGPT	Fast ideation, first drafts, quick research.

02 IMAGE & ART DIRECTION

Midjourney	Visual exploration and moodboards.
ChatGPT	Image generation and quick edits from plain-language prompts.

03 VIDEO & MOTION

Higgsfield	Video generation with directed camera moves.
Kling	Image-to-video and quick motion tests.
Claude	Motion graphics and animated layouts built as code.

04 AUDIO & FINISHING

ElevenLabs	Voiceover, dubbing and sound effects.
Magnific	Upscaling and detail for final-resolution output.
Envato	Licensed stock, templates and music for client work.

- Make the decision in the brief, then choose the tool.

THE PROOF

One image, two prompts. Only one brings it back.

PROMPT A · SHALLOW

“A portrait of a young woman.”

RESULT

Run it again and you get someone else, so there's nothing to repeat or build on.

vs

PROMPT B · PRECISE

“Studio head-and-shoulders portrait, straight-on at eye level, subject centred, direct gaze, neutral expression with lips slightly pressed. Young woman, chin-length copper-auburn hair with a centre part, dense natural freckles across nose and cheeks, pale skin, brown eyes, bare-skin look. Mismatched studs: red enamel flower on her right ear, small yellow pineapple on the left. White seed-bead choker with blue daisy beads. Pastel tropical-leaf print shirt (sage, lilac, blush, olive, teal) worn open over a lime-green ribbed tank. Soft, even frontal light, minimal shadow, true-to-life skin texture, solid black background, 85mm, f/5.6, sharp focus, 2:3 vertical.”

RESULT

The same image, today or in six months, by anyone on the team.

Both prompts went to the same tool. The precise one works because the person writing it knew what to look at and had the words for it.

A DIRECTED PRODUCTION LINE

Quality is decided before generation.

01	**Repertoire** Glossary, references, own assets	HUMAN
02	**Intentional brief** Prompts in layers, not adjectives	HUMAN
03	**Generation at volume** Variations, formats, languages, channels	AI
04	**Curation** Select, finish, add the human layer	HUMAN
05	**Publish and learn** What performs feeds the repertoire back	HUMAN + AI

- Every cycle makes the next one faster and more on-brand.

TOOL

Build your next prompt in six layers.

Reference
Movement, era, technique

Materiality
Paper, ink, grain, print

Composition
Asymmetry, crop, tension

Light and colour
Defined palette, light source

Imperfection
Stroke, noise, misalignment

Avoid
Name the AI default

BEFORE YOU HIT ENTER

Would a competitor write exactly this prompt? If yes, go back to layer 01.

PEER REVIEW



Image: *Her* (2013), dir. Spike Jonze

BEFORE IT SHIPS

Nothing ships without a second look.

AI makes it easy to produce alone. Peer review puts the decision back in front of the team: does this piece justify its text, its strategy and its visual?

It costs very little, and it spreads good judgement across the team.

01

Catch the default

A fresh eye spots the generic before your audience does.

02

Turn taste into criteria

Explaining a choice to a peer makes it repeatable.

03

Keep one language

Experts and experimenters align on the same standard.

- Keep the feedback on the work and its reasons.

TWO-MINUTE DIAGNOSTIC

How directed is your production?

- [ ] Briefs and prompts cite concrete references, not adjectives like "modern" or "premium".
- [ ] We have a written definition of what the brand is, and isn't.
- [ ] We reuse documented base prompts instead of starting from zero.
- [ ] Most pieces get approved in one or two review rounds.
- [ ] Someone with clear criteria curates every AI output before it ships.
- [ ] We use our own photos, data or assets, not only generated or stock.
- [ ] People would recognise our content without the logo.
- [ ] What performs gets fed back into our guidelines.

0–2

Volume without direction

Start with positioning: define what you are before scaling output.

3–5

Direction lives in people

Turn instinct into a system: glossary, library, base prompts.

6–8

Directed at scale

Expand into new channels and markets with the same identity.

> AI fills every gap you leave in the brief. Leave fewer gaps with the right team.

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Want help putting this to work?

Let's talk.

MOIC Digital turns market opportunities into revenue for B2B onchain finance companies through marketing and sales.

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