



Joint Media Release

Publicis Groupe and Singapore Management University launch programme to teach students how to create with A.I.

Singapore, 6 March 2023 (Monday) – Publicis Groupe has teamed up with Singapore Management University (SMU) to help students create engaging, memorable stories using the latest artificial intelligence (AI) tools in readiness for the future creative workplace, which is being radically transformed by AI.

Led by **Laurent Thevenet**, Head of Creative Technology at Publicis Groupe APAC & MEA, and **Mark Chong**, Associate Professor of Communication Management at SMU's Lee Kong Chian School of Business, the programme kicks off today for a class of 45 undergraduates from various disciplines (including business, economics, information systems and social sciences) at SMU.

The programme will challenge students to experiment with AI to create a story from start to finish. Using ChatGPT, they'll start by crafting a synopsis for a fictional tale that's fit for the big screen. After harnessing AI tools to execute their idea, the course will culminate in a mini festival showcasing the top 10 films, to be held on 3 April 2023.

"When it comes to AI, things are moving extremely fast – we are in a transition period, and it's important that our students take new risks and try new processes. So, we are thrilled to partner with Laurent, one of the world's foremost creative technologists, along with a team of creative hybrids at Publicis Groupe APAC, who will encourage our students to push the edge of possibility and look beyond to what the future holds," explains Chong.

Thevenet adds: "I have known Mark Chong for a few years now and he has been showing very early interest in the future of storytelling through the use of technology. This collaboration has been years in the making. We are excited to see what students will come up with. We are also proud to equip them with the knowledge that will give them an advantage in the future workplace."

Students will be challenged to create a story with a futuristic premise: "*Set in 2045 (the year of singularity) in Singapore, the protagonist of your story has the goal of preventing AI from taking over the world.*" They will be judged on their use of AI and how this impacts their creative process, story and execution.

A panel of creative technologists will review and judge their creations including: **Mark Chong**; **Laurent Thevenet**; **Calvin Soh**, a renowned agency leader who was once voted Asia's top creative by Campaign Brief and is now founder of One Kind Ideas; Web3 expert **Jean-Francois Thery**, Head of Growth at Publicis Singapore; and **Vaishnav Balasubramaniam**, Creative Director at Le Pub APAC and co-founder of the phenomenally popular WindowSwap platform.

The SMU-Publicis workshop is part of a 13-week SMU-X Course titled 'Storytelling for Organisations and Brands' that Associate Professor Chong teaches. Introduced to the SMU curriculum in 2015, all SMU-X courses feature project-based experiential learning where students work in small groups and

apply their interdisciplinary knowledge on real-world projects with industry and faculty mentors. In recent years, the University has also started offering SMU-X Overseas (SMU-XO) modules which give students the opportunity to work on projects with overseas organisations. In the current academic year 2022-2023, 64 SMU-X and SMU-XO modules are being offered, with more than 3,000 students partnering with organisations across all sectors.

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About Publicis Groupe

Publicis Groupe is a global creative network enabling our clients to Lead The Change in their marketing and business transformation. In a world of accelerated change in which new technologies emerge every day, Publicis provides strategic creative ideas leveraged by data and technology to help clients succeed in their marketing transformation. With over 16,000 employees in 110 countries, Publicis Singapore clients include Disney, Heineken, Tiger Beer, L'Oréal, Nestlé, Procter & Gamble, Visa and the Singapore Health Promotion Board. www.publicis.com.sg

About Singapore Management University

Established in 2000, Singapore Management University (SMU) is recognised for its disciplinary and multi-disciplinary research that address issues of global relevance, impacting business, government, and society. Its distinctive education, incorporating innovative experiential learning, aims to nurture global citizens, entrepreneurs and change agents. With more than 12,000 students, SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with six of its eight schools - Accountancy, Business, Economics, Computing, Law and Social Sciences. Its seventh school, the SMU College of Integrative Studies, offers a bachelor's degree programme in deep, integrative interdisciplinary education. The College of Graduate Research Studies, SMU's eighth school, enhances integration and interdisciplinarity across the various SMU postgraduate research programmes that will enable our students to gain a holistic learning experience and well-grounded approach to their research. SMU also offers a growing number of executive development and continuing education programmes. Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond through its partnerships with industry, policy makers and academic institutions. www.smu.edu.sg