Adam Brotman (00:00)
they're just so good at using computers and everything we do as knowledge workers right now is on our computer spreadsheet, meetings, PowerPoints, Word documents, research.

analysis everything we do is on computers. And these AI systems are now so much better than we are at using computers.

Andy Sack (00:19)
This is AI First with Adam and Andy, a show about what happens when AI stops being a tool and starts becoming part of your workforce. I'm Andy Sack, and alongside my co-host Adam Brotman,, each episode we talk with business leaders on the front lines of the agentic era. What's working, what's not working, and how AI is changing the way companies operate. No hype, just real world lessons and ideas you can put to work.

In our last Claudia episode, we talked about an AI-generated singer and the music video that got our attention. Since then, Adam has looked into how it was made and created his own Claudia version. Today we want to hear what he learned, what this could mean for marketing, and a bigger lesson about how we work with AI. Rose is joining us again. Rose?

Rose Kelly (01:21)
Thanks, Andy. Adam, I'm excited for like doing another episode on this. because I know it's something that we've been talking about. So you went from watching Claudia um to actually trying it yourself, which is I mean, only you would go and see something and be like, I'm gonna do this myself. like that. So take us inside, like what was that experiment experiment like?

I think, you know, when we watched that video last time, I think none of us really knew how it worked and what this project was. So can you explain

Adam Brotman (01:49)
Yeah.

Rose Kelly (01:49)
to us kind of like what the project is now that you've done your research, just like in plain English? and then how you went about creating one of your own.

Adam Brotman (01:59)
Okay, so on the last episode, so if so if somebody hasn't seen it, we were talking about this Claudia project, and I was really confused. I was like, I keep seeing this character, Claudia, who's clearly an AI, and she's some an open source project, but I couldn't understand what's going on. So after we got done, I I was showing how cool some of the work was that had been made with this.

Andy Sack (02:23)
And the Claudia

are AI music videos for for the audience that they you didn't listen to the first first episode.

Adam Brotman (02:28)
They are. They're they're

they are music videos. They're actually kind of any kind of video, I guess. But yeah, mostly music videos. I I've she's now there's a bunch of people that have sort of participated in this like open source project is what it turns out to be. I didn't know that as well as I do now. So I I read the website. There's a website about this project. And on the website, it even says, um, you know.

There's an MCP server for those that don't know what that is in plain English. there's a there's a server that contains all of Claudia's specifications of what she should look like and all this other stuff. And you can access those specs from this MCP server. And it's parti it's called an MCP server because it's particularly suited for AI agents and AI systems to be able to read that server on on their own.

I don't know how to go access an MCP server. That's too technical for me, right? So I go to my agent, in this case Grokbot, Ariel, and I go, hey, Ariel, I want to just see something. I'm there's some kind of an open source project called Claudia. I did give the link to the website to Ariel. I said, This is the website. I've read some of it, but there's a bunch of instructions and a bunch of stuff on here, including an MCP server. You know, all these people are making music videos.

I want to just do an experiment. And this is me talking to my agent. Can please just make a music video. I don't know, about Santa Barbara. Like just literally, I just said about Santa Barbara. Yeah, where I

Rose Kelly (04:00)
Where you live, yeah.

Adam Brotman (04:02)
live. I'm like, I didn't even say what to do about it. I just said, make a music video using this Claudia character. Um, I just want to see if you can do it. And of course, Ariel's like, I got it. Yes, boss, I'm on it.

I'll be back to you in a bit. And it was like just chunking away. And then, about I don't know, 40 minutes later or something like that, it comes back and says, I've got the first sample clip of the music video for your for your review. I think I sent it to both of you. I was like, I was like, holy crap, it just did it. I can show you the video here in a second. But I and I and I can talk to you about what happened after I saw the video.

But maybe I should just show you the video 'cause what happened is it it it it it it ended up

Andy Sack (04:46)
Yeah.

Rose Kelly (04:47)
Show us the video

and then I think I would love to dig in a little bit more and know about more about the process.

Adam Brotman (04:52)
It didn't it yeah, 'cause the process is fascinating and I think we wanna make sure we don't want to overwhelm people. So far, what I've described is the process. It was me talking to my agent saying, Can you

Andy Sack (05:02)
Yeah.

You when you say you want to get into it, he's gonna repeat what he just said.

Adam Brotman (05:06)
Yeah. So here we go.

Rose Kelly (05:07)
Ha ha ha.

Adam Brotman (05:10)
So here is the video.

We don't have to watch.

Andy Sack (05:36)
Uh leave it.

Rose Kelly (06:04)
So wild.

Adam Brotman (06:20)
You get the picture, the whole thing is like this, right? And

Andy Sack (06:23)
I'm gonna do that spin when I'm in Santa Barbara next week on the ocean.

Rose Kelly (06:28)
I

Adam Brotman (06:28)
I

Rose Kelly (06:28)
mean Andy

Adam Brotman (06:28)
mean it's

Rose Kelly (06:29)
was like dancing to it. He's feeling it.

Andy Sack (06:31)
I love

Adam Brotman (06:32)
It's

a good song. It I've actually gotten

Andy Sack (06:32)
I love the video. I uh you know when he said

Adam Brotman (06:35)
a lot of feedback. I posted it on Twitter and a lot of people are like, That's a really good song. And that's a really good video. And I'm like, Yeah. I'm I'm shocked because I had nothing to do with it other than I asked an AI to just make it, and I gotta give credit to this Claudia project. they clearly

Andy Sack (06:52)
Are you gonna give money?

Adam Brotman (06:54)
No, no, they don't ask for money. They

They actually asked that I at the end of the video, they said just credit this and put this hashtag up. It's it's like it's a community project from back in our days, Andy, back in our old days. what happened is it produced a full video. It showed me a few samples and it was like, How are these feeling to you with the music even? I was like, these are feeling amazing. Like I

Yes, keep going. And then it said, okay. And then at some point, later that afternoon, and was sending you guys screenshots because I wanna I do want to get into the process, I was like, it did finish a video. And when the video was done, I said, that was incredible. And I have a couple of of edits we could make if you want to make them. I at this point I wasn't planning on like

submitting it to some award or anything. It's like it I d this is just for fun and for the learning. But I I did say, hey, the lip syncing was a little off in this one scene and you know what?

Andy Sack (07:52)
Yeah, I I think

you I th what I remember is you said it wasn't as good as the one I had seen online and you you gave it that feedback and pointed it at the better ones.

Adam Brotman (08:02)
I yeah, I think I did. I did that and it helped. And I also yeah, and some of the scenes that I said weren't as good as as well. I when I did give it that that feedback, it said it started my agent started to say, yeah, okay, I know how to fix that. And it was amazing. So I was I don't know how to do any of this stuff. And in fact, there was this one moment in during the process where to make it better, it said, if I'm gonna make it better.

I need you to help me go into this one program and take these take a zip file of 30 different images and upload them to runway in this one. I'm like, remember, I at this point I haven't been involved in the process at all. And I'm like

Rose Kelly (08:43)
Yeah, that's what I was wondering.

did did it do could you see what tools it was using and how it was going about this? And because I don't understand how it does it.

Adam Brotman (08:50)
So

not at first, but the there was a little clue and it said, Do you mind helping me out? Can you go to your laptop? Because I was doing it on my phone. It said, Can you go to your

Rose Kelly (08:58)
Course you were.

Adam Brotman (08:59)
laptop and download this zip file and then upload these things to runway for me? Cause I'm having a little trouble doing him. It had been doing all this in runway. Um, and I'll explain the process. But when it the way it gave me the zip files, it had created 33 different

clips or whatever it did. And then it spliced them at the right moment and it needed me to upload them in a certain way. And it I I wouldn't have ever been able to do that. video editing, like it's doing video editing work in a way. Working with a, you know, people that do video editing are

probably like rolling their eyes at me right now. But like for for normies like me that don't do any of this stuff, I was like, I would have never been able to use my computer with enough patience and precision to do this one step. And what turned out was like a

90-step process to make this video that was happening behind the scenes. And I do want to share, I did ask at one moment, and I sent this to you guys. This I go, I did want to ask, uh, how did you do this? Like, how did you make this thing? I'm just curious. And when it told me the process, I almost fell out of my chair. Cause I was like, it wrote the song. It said, Well, I wrote the song myself. This was Grok 4.7 or whatever was under the hood.

And then it said, I took the song I wrote and then I went to Runway. And it in Runway has an 11 labs module that has a music module within that. And I figured out that I could use the music module to match to my song. And then I made the song. And then I took the song and then I took a bunch of images. I went into Gemini and I was like, what Gemini? It's like this is a grok. He's like, I went into Gemini and I used, I wanted to use its.

image making capabilities and I spun up all the images using the Claudia server. And then I took the images and put them into runway and I spliced it all together like a video editing champ. And I was like, I just was stunned at how it was going into different systems. it actually did take it took my agent like a long time. I mean the

It was like a seven hour thing, right? Like from the be and I say everyone's like, Are you still working on it? And we go, Yep.

Rose Kelly (11:10)
Are you still there?

Adam Brotman (11:12)
Still there. I'm I'm working on it. I'm, you know, I'm about 80% through. But I I didn't and it would say like I didn't like how this one scene came out, so I kept redoing it and stuff. it's like proofing itself as a video editor. It's a remarkable. All for me just.

Rose Kelly (11:26)
It's so wild. I mean, it makes me think

of Andy, wasn't it last year? Maybe was it last year or the year before you were trying to like create a video and you knew it was possible?

Andy Sack (11:33)
It was the ye I I mean I this has been

this has been on my radar for two years.

Rose Kelly (11:39)

if I remember correctly, the AI was walking you through the process of having to go

Andy Sack (11:43)
That's right.

Rose Kelly (11:43)
to all these different tools. And now suddenly, know, Adam

Andy Sack (11:47)
And I was doing it

s a scene at a time, eight seconds at a time, and it was too hard.

Rose Kelly (11:51)
Yeah. Yeah, remember and it but yes, the AI was able to tell him what he needed to do, but he was the one who had to do it, which yeah.

Andy Sack (11:58)
And that was still amazing to me. That

was about a year ago, a little over a year ago.

Rose Kelly (12:03)
I don't know, it scares me to think about where where

we're gonna be next year and having the same conversation of Adam, remember when you like had your agent do that?

Andy Sack (12:10)
I here's

my qu here's my question before we get into uh my question

Rose Kelly (12:14)
Mm-hmm.

Andy Sack (12:15)
to you, Adam, is if I gave you a year, could you have gotten to a video of that quality? Without without five years ago, without AI? About two years.

Adam Brotman (12:29)
I guess if you gave me unlimited money and and time, I at some point I could go to school, I could and you know, work really hard at a craft. It would take years. I mean, that takes years to do that. I mean, the people that make these things are they take years, right? no chance.

Andy Sack (12:51)
That that was my sense. That I mean, which is just which is an amazing

Adam Brotman (12:52)
I I don't even know, the honest of you I don't

Andy Sack (12:55)
thing, if you think about

Rose Kelly (12:55)
Yeah.

Andy Sack (12:56)
it. You say it

Adam Brotman (12:57)
I know.

Andy Sack (12:57)
took a long time. It took you your time, it probably took you two hours. It took seven hours of the computer working, like to bake the cake. A day. Let's just give it a full day.

Adam Brotman (13:05)
Not even two hours. It took fourteen minutes of my time.

Yeah. No, I'm saying of the amount of actually of my day on a Saturday that I spent working on it, maybe fourteen, fifteen minutes of my time. Of my actual time, right? I was playing tennis.

Rose Kelly (13:19)
Yeah, it's wild. Yeah, you talk about

an unlock, it's like things that you literally would not have been able to do at all. And suddenly now you're able to do

Adam Brotman (13:28)
Yeah. So

Rose, to your point, okay, so what what are some of the implications of this for our audience? I didn't have a need for making videos for anything, but if I did, so let's take we have clients, right? That are we have our some of our own portfolio companies that have marketing departments that do need to make videos for things, for advertisements. So

that's the kind of thing where I should be going to, you know, client not to be named on this podcast. I should be going to their marketing department saying, I'm gonna go ahead and have my agent make some advertising videos for us or whatever. Like, I mean, but but no, remember, it's not that simple because I was like, make a video of Santa Barbara and it just made up that whole thing, the whole storyline,

The lyrics, the the the scenes, all that stuff made it up. And it was quite good, by the way. If someone who lives in Santa Barbara, it I showed it to people who live here in Santa Barbara, and they're like, that's incredible. cause it was like it obviously, because it's AI did the research and said, if I'm gonna do a video about Santa Barbara, what are all the most interesting things we could show off about Santa Barbara? We that step is gonna be more complicated when it comes to an advertising video, right?

Rose Kelly (14:39)
Yeah.

Adam Brotman (14:39)
Um, where it's like

Wait, what's the brief for the video? the yeah, a lot of work has to go into the brief to be right, you know.

Rose Kelly (14:47)
Yeah, when you have

a real brand and you have an actual goal of the video, um, you have really specific products. I was just talking to a CMO of a very large company today, and she was saying how her team has been using a combination of Claude and Gemini Notebook to come up with like just a like podcast, not just because that's still amazing, but like a podcast episode talking about this product that they want to launch. They need to be able to share it with people who are selling it.

and she was saying, you know, it's like, yeah, it's amazing, but then to like get it right where it's using using the right brand terms, it's not confusing things. It's like when you're a brand marketer, like you really care about those specifics. And so she was like, Yeah, it's just hard to get it to that final place. She wasn't using an agent though, so I wonder, you know, if you're using the agent, maybe you would be able to. But I think that's a good point,

Adam Brotman (15:36)
I mean that

Rose Kelly (15:37)
Adam. Like

Adam Brotman (15:37)

yeah, and I although as the words are coming out of my mouth, I'm realizing

That's gonna be an interesting thing for brand marketers to have to let go of a little bit. And and

Rose Kelly (15:49)
Yeah.

Adam Brotman (15:49)
I know what I'm saying, a sacrosanct. I'm a brand marketer at heart in some ways. So but if you're willing to sort it's like, I think this is a theme.

Andy Sack (15:55)
I mean the cost

of the cost to benefit analysis is like

Rose Kelly (15:58)
Yeah, the trade off.

Andy Sack (15:59)
is like it's like an it's not even an it's not even a comparison. It's like g okay.

Adam Brotman (16:03)
I mean, here you

what's going on in my mind you're right, Andy Inrose. What's going on in my mind is um

For one of our restaurant brands I'm thinking of, I was like, we should just have Claudia be in a bunch of our ads. Claudia's important

Andy Sack (16:18)
Totally.

Adam Brotman (16:18)
that's why they're doing it. And and then have a bunch of ads and just like see if they can go viral and stuff. Now, that's like the brand folks would be like, What? my God, you're gonna kill us. And I'm like, Yeah, but you're that's the zeitgeist sort of of this

Rose Kelly (16:34)
Yeah.

Adam Brotman (16:35)
opportunity. And it's like by trying to hold on to the brand so closely.

You might lose out on an opportunity to get attention economy, viral marketing, and just great videos that do, at the essence, capture what you're trying to capture. I'm gonna try it now. Now I'm tempted. Like the go to GrockBot and say, Hey, for this brand that we're working with, make a prototype video advertising video. And here's what I want, you and I say a few words.

Rose Kelly (17:02)
And

just on social, because you see brands do all that time where they notice something that's viral and they find a way to insert their brand and find a way to tag onto that.

Adam Brotman (17:09)
I think I'm gonna

do that. I think I'm gonna do that. I think I'm gonna have one of the agents that's working on the stuff for this company, talk to the a talk to my Gronk Bot agent and say

Rose Kelly (17:17)
I mean, for

what it's worth, I know which company I think you're talking about. And I was on a call with one of the their head of marketing and he was on the call trying to create a like influencer for their brand using Claude. And so, you know, he was already kind of thinking something similar, so just throw it out there.

Adam Brotman (17:35)
Yeah, I might do it just for fun. But it

but I actually think it's the kind of, like Andy said, the kind of trade-offs that if you just let go a little bit, you still have to be in charge of the brand and you still have to have and the advertisement has to be effective. So you can't go outside of real guardrails, legal and brand and otherwise. But my guess is if you

Do a little of the just make me a video that does this and accomplishes that. And you just get out of the way of the agents. They do better. They do worse when you actually try to micro.

Andy Sack (18:10)
that's that's to the point to the brand manager, that's the point.

Rose Kelly (18:13)
Yeah. No, and I think, obviously, Adam, we've talked about this a little bit, but to me, I think it m instantly makes me think about some of this advice we've been giving to clients recently and helping teams understand this shift away from, you know, where we were even, you know, even a few months ago, where it's like you had to do like chain of thought and you had to really

explain the process and explain how you would go about doing something. And I have to imagine if you had tried.

To explain to Grokbot what you wanted them to do, I don't think that Ariel would have gotten nearly as close to that output. I don't know, what do think?

Adam Brotman (18:47)
No, in fact, I know because I tried it on a school project with my daughter. the next day, we were like, let's try it on this song that my daughter wrote. Let's see if we can inject. And also I was like, now that I saw what it did, I can kind of help it along. And it just really struggled. Um

Rose Kelly (19:03)
Yeah.

Adam Brotman (19:04)
I was being too micromanage about

Andy Sack (19:06)
It reminds me of, going back to the point about if you remember, it was about a year ago in our in our educational materials, we would show the Kelsi convert ka commercial,

Rose Kelly (19:18)
Yeah.

Andy Sack (19:19)
which was which I think was the Super Bowl this year, twenty six, right? So it it's twelve about twelve months old. And that video, like,

Adam Brotman (19:27)
Yeah.

Andy Sack (19:28)
was pe pieced together. Whereas what's amazing is yeah, it took it took you fit

took you 15 minutes of your time and then an agent worked for seven hours and and we just shared the output. It's just incredible. Like that shift, like talk about

Adam Brotman (19:44)
Yeah.

Andy Sack (19:45)
agent and output management and agents doing the work as opposed to you having to do it all. It's just uh it's really staggering.

Adam Brotman (19:53)
Yeah,

the thing the thing that we it's really hard to articulate this, and you guys know I nerd out on this all the time. It's hard to articulate how important or significant I should say it is that these AI systems have gotten so good at using computers. I think people think about how good they are at coding, which is part of using computers.

Andy Sack (20:15)
Computer use.

Adam Brotman (20:16)
It's part of it, but it's more than just that.

if there's a program on the internet that already does a thing, they'll just go, I I found this app that that already does this thing and I'm gonna just use that. the AI could have just coded that app if you gave it a little extra tokens and a little extra time. they're just so good at using computers and everything we do as knowledge workers right now is on our computer spreadsheet, meetings, PowerPoints, Word documents, research.

analysis everything we do is on computers. And these AI systems are now so much better than we are at using computers. And it

Rose Kelly (20:52)
Yeah.

Adam Brotman (20:52)
sounds like a little baby thing to say, like using computers. But like

Rose Kelly (20:55)
Yeah.

Adam Brotman (20:57)
it's true. It's like they're just very, very good at using computers. it makes that Calci thing you're saying, Andy, is because you the guy that made that Calci ad, remember we we studied what he did and he was like,

He was pretty open about what he did. He was really talented. But he was like a what we would have called a prompt engineer of sorts. He was like super good at using like prompting these video things and then piecing them together, like you said. And now the AI systems are like, I you don't need to be the prompt engineer, I'll be the prompt engineer. What do you want the story?

Rose Kelly (21:28)

And I think he

was a designer too. So it's like he understood the prompt engine, he had to understand the prompt engineering and he had to understand what are the terms, how would someone actually go about doing this? Yeah. I know it's wild. I don't know. I'm

Adam Brotman (21:39)
Yeah. Yeah.

Rose Kelly (21:41)
excited to start seeing like some brands maybe step up there and actually like create some more videos and see what cut what's happening. But I feel like it's gonna happen soon. Yeah.

Adam Brotman (21:50)
I think it is happening. I actually

I actually have noticed uh on TV, not maybe not on, I don't even know it's network television anymore, but on like on when you're watching TV and the ads come up on like, you know, you get the sort of the ads on like Disney Plus or on Amazon or on whatever, and you can see how many of them are AI now.

Rose Kelly (22:11)
Yeah. Yeah. It's here. well, thanks Adam for sharing that with us. I feel like it was after having that first episode and talking about it, I feel like we had to talk about it again once you tried it yourself. so I appreciate you doing that. Appreciate you being always the one.

Andy Sack (22:24)
I'll I'll work on Cla

I'll work on Claudia part three. Uh

Rose Kelly (22:28)
Okay, do it. Do it, Andy.

Adam Brotman (22:29)
User.

Andy Sack (22:31)
Rose, anything else? Yeah,

Rose Kelly (22:33)
No, you wanna close us out?

Andy Sack (22:34)

please. thank you, Adam. Thank you, Rose. Thank you to our audience for listening to AI First with Adam and Andy. For more on how to build and run a company in the agentic era, go to Forum3.com. You'll find practical resources for leading with AI.

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