

HUMAN/IP

Company Overview

Real personalities. New digital possibilities.

HUMAN/IP is developing a service for official AI avatars of celebrities from around the world. Major brands can use them to produce marketing content with their chosen celebrity, anytime and anywhere.

Official and approved

The celebrity authorizes the use and decides which brand may use their avatar and for what purpose.

One partner for delivery

HUMAN/IP creates and manages the avatar, arranges usage rights and produces high-quality campaigns.

Produce faster. Stay recognizable.

AI makes advertising content faster and usually less expensive to produce. A celebrity brings personality, recognition and trust.

The value of a celebrity

A recognizable identity gives campaigns a distinctive face.

The opportunity for brands

Produce with the chosen celebrity without arranging a shared shoot date for every new version.

One official avatar. Many possibilities.

Once created together with the celebrity, the avatar should be usable across different campaigns. The celebrity retains control over the permitted use.

Anytime, anywhere

Produce marketing content independently of the celebrity's packed shooting schedule.

Languages and markets

Adapt campaigns for different languages, countries and audiences.

New versions

Create product updates, new campaign directions, different styling or a different hairstyle.

From avatar to finished campaign.

HUMAN/IP combines digital production with live-action shoots, tailored to the creative idea and agreed approvals.

Create the avatar

Professional capture of the celebrity provides the foundation for the official AI avatar.

Digital or with a body double

Produce AI content or shoot live action with a body double. The official avatar of the chosen celebrity is integrated in post-production.

Deliver the campaign

Prepare approved content for the agreed markets and oversee its use.

Clear approvals. High quality.

Arrange usage rights

Agree which brand may use the avatar and for which advertising.

Check quality

Review production quality and ensure the content fits the brand and the celebrity.

HUMAN/IP brings together rights, production and ongoing support. The reputation of the brand and the celebrity is central to this work.

Organize approvals

Clarify responsibilities and coordinate the agreed use with the celebrity and their management.

Oversee use

Monitor use and coordinate legal action when needed.

More opportunities. For both sides.

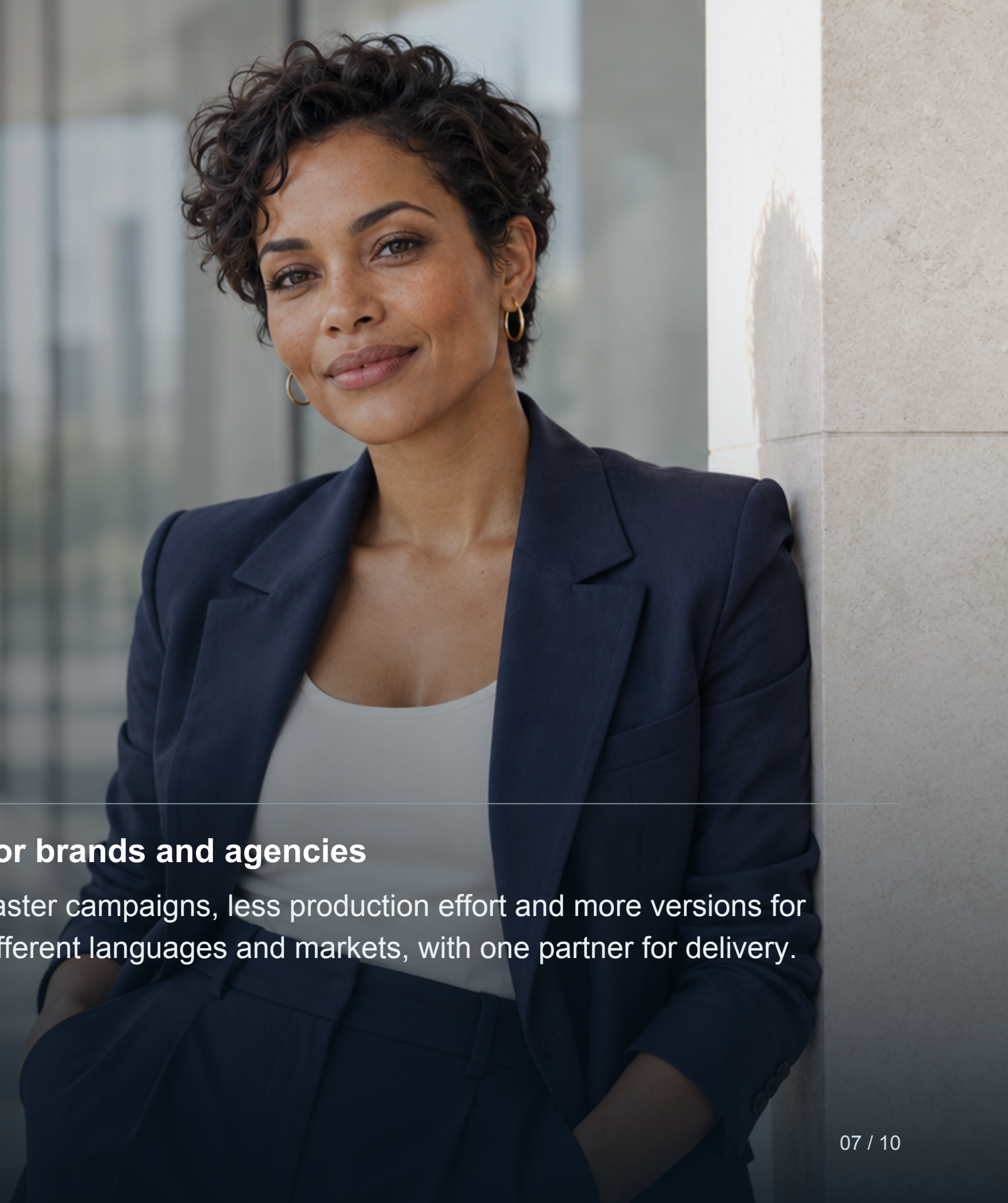
The service aims to create additional business opportunities and complement existing relationships.

For celebrities and management

Additional income from usage rights, less travel and new business opportunities. The celebrity decides how their identity is used.

For brands and agencies

Faster campaigns, less production effort and more versions for different languages and markets, with one partner for delivery.



Five revenue streams. One integrated service.

The planned model connects avatar creation with usage rights and ongoing campaign production.

1 · Avatar creation

Revenue from creating the official AI avatar.

2 · Licensing

Revenue from the agreed commercial use.

3 · AI production

Revenue from producing high-quality advertising content.

4 · Creative services

Revenue from ideas and campaign development.

5 · Repeat campaigns

Further projects through renewed use of the avatar.

A dedicated app. Data in Europe.

HUMAN/IP aims to expand the service with its own app for celebrities over the long term. All data is intended to be stored on servers in Europe.

The app and European data storage are part of the planned development.

The vision

Official avatars should become a natural part of a celebrity's career.

The market opportunity

A dedicated service for licensed use of digital identities, developed with celebrities, brands and partners.

HUMAN/IP

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