FREE TOOL

Bringing AI in-house, on brand

Your agency is already using AI on your content. This is how to bring the routine production in-house properly, keep the brand and tone of voice intact, and still pay for the creative work that's worth it.

01 Draw the dividing line

The line isn't in-house versus agency any more. It's routine production versus original thinking. Decide honestly which is which.

BRING IN-HOUSE

- First-draft copy and email variants
- Social posts and channel resizing
- Localisation and versioning at volume
- Product descriptions and standard updates
- On-brand image variants for testing

KEEP, AND PAY, FOR THE REAL THING

- The big creative idea and the strategy
- A genuinely original campaign concept
- An outside perspective you can't get internally
- Craft where taste and judgement are the point
- Work that carries too much of the brand to hand over

As routine production gets cheap, original thinking gets more valuable, not less. That's the work worth protecting.

02 Five things that must be true

01 **The brand voice is written down** in a form a model can follow: words you use, words you never use, sentence style, how you sound explaining something hard, with real before-and-after examples.

02 **The AI is trained on your material** — best past work, real customer language, actual products — so it generates from your world, not the average of the internet.

03 **A person is accountable** for what ships, with the time and standing to send work back.

04 **You've decided what AI never does on its own**, because some things carry too much of the brand to automate.

05 **You're transparent where it matters**, so you stay the right side of the trust line with your audience.

03 Your tone-of-voice guardrails

Fill this in and give it to anyone, or anything, that writes for you. This is the difference between AI that sounds like you and AI that sounds like everyone else.

WORDS AND PHRASES WE USE

WORDS AND PHRASES WE NEVER USE

SENTENCE STYLE

Long or short? Contractions? Formal or plain?

HOW WE SOUND EXPLAINING SOMETHING HARD

A LINE IN OUR VOICE, DONE RIGHT

THE SAME LINE, DONE WRONG, SO THE MODEL CAN TELL THE DIFFERENCE

04 A 30-day starter plan

01 **Pick one content type** you currently outsource that's high-volume and routine.

02 **Write the voice rules** using the guardrails above.

03 **Gather the material** to train on: your best examples of that content.

04 **Name an owner** who's accountable for quality and for saying no.

05 **Run an honest test** against what the agency currently gives you, on both quality and cost.

06 **Review and decide** whether to expand, adjust the rules, or keep it with the agency.

> **The honest version:** this will annoy some creative people, and it shouldn't. It isn't a case against agencies or craft. It's a case for being honest about which work is which, doing the routine part where it now belongs, and paying properly for the creative partnership that's genuinely worth it.

Content already being made with AI and you'd rather own it, with the brand protected? David can show you how. Start a conversation at deliverbetter.co.uk.

Part of the **AI in marketing** series by David Bain · Deliver Better