



*Brief*

Explore and develop an Artificial intelligence machine to create an automotive commercial using a set of rules based on an intuitive car.

*Solution*

Take 15 years of Cannes Lion award winning adverts, over 100 luxury ads, interview industry experts and conduct an academic study to explore what intuition actually means. With visual recognition technology create a platform to output findings for the Oscar winning director Kevin Macdonlad to interpret the machines thinking.

