Ministry of Motion



AN HONEST GUIDE

Where AI helps, and where it doesn't

An honest guide from a studio that uses it every day.

ministryofmotion.tv

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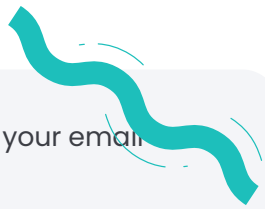

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01

Foreword

Hi there,

We use AI every day at Ministry of Motion. **We also turn it down every day.** This guide is about the difference.

AI isn't going to replace creative people, and it isn't all slop either. It's brilliant at some jobs, poor at others and risky in a few. Knowing which is which is now part of the craft.

Everything here comes from our own work: what we've measured, and where we've drawn the line.



Andy Sones

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02

The short version

The three rules we work to, in one page.

1

Remove friction

Use it to take tedious work away, not to replace judgement.

2

Mind the audience

Use it where nobody would mind, and think hard where they would.

3

Steer and check

A skilled person steers, and a person checks everything.

THE TAKEAWAY

AI is brilliant at the tedious jobs. That frees people for the ideas, the storytelling and the craft.

AI does the tedious bit. People do the creative bit.

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03

Where it helps

The jobs where AI saves time and money, without risking quality.

We measured it: text amends on a finished film, made with our own studio tools and checked by a person before they went out.

13.5 min

with our studio tools, at a fraction of the cost

27 min

for the same amends, done by hand

Smaller amends

Updating text, changing dates, swapping the logo. Same day, not next week.

Project setup

Files prepared for animation. Our Technical Director, Adam, found a new AI feature in our design software will "save hours of fiddly project setup".

Captions

A first draft in seconds, then read by a person. So far more films have them.

Versions and resizes

Vertical, square, cut-downs, languages: the creative decisions are already made.

Spin-off content

A finished film turned into a carousel, a blog post or an interactive page.

Exploring first

Quick concept tests, so you see a direction before anyone spends days on it.



My clone. Labelled, the way it always will be.

Getting ideas out. I'll do a mixture of both: the real me, face to camera, and my digital clone. I don't have time to film loads of personal brand videos, so the clone is another form of media: my notes and ideas, with my digital face.

It isn't there to replace me or fool anyone. **Be open about where AI is used, and explain why.** We help clients do the same, through Authority Accelerator.

04

Where it doesn't

The jobs that still need people, and the moments that need care.



Our own Christmas film, 2022. Some moments deserve the care.

The story

What to say, and what to leave out. AI can draft words; it can't tell you what your audience needs.

Getting it exactly right

A drug name, a dosage, a legal line. "Most of the time" isn't good enough.

Moments that need care

A generated Christmas card can say "we didn't care". **Just because you can doesn't mean you should.**

Sensitive audiences

Healthcare, charities, public bodies. Weigh up how your sector feels first.

Faces and trust

If your audience needs to trust a person, show them the person.

Taste

Choosing the right option from a thousand is still a human job.

05

Slop is just generic with a new name

What slop is, how to spot it, and how to keep it away from your brand.

> **Slop: the average, unskilled use of a tool to generate generic, uninspired content.**

Generic was always generic. **Not all AI work is slop:** used with skill, people enjoy it.

78%

of Britons would trust a brand less if it used AI-generated actors in its ads[1]

"slop"

was Merriam-Webster's word of the year for 2025[2]

How to spot it

- It could be about anyone.
- It looks like everything else in the feed.
- Hands, text and logos are slightly wrong.
- There's no idea underneath it.

How to avoid it

- Start from a real story and a real audience.
- Have someone skilled steering.
- Use AI for parts of the job, not all of it.
- Check it like anything with your name on it.

SOURCES **1** YouGov, July 2026, 2,012 UK adults **2** Merriam-Webster, December 2025

06

The check that never goes away

Why a person still watches every frame, and what they catch.

1

Names and terms

Surnames, place names, drug names. The most common error by far.

2

Timing

A caption a beat late, a logo clipping the edge of the frame.

3

Tone

A line that's fine on paper, but isn't how this client speaks.

4

The things nobody asked about

A black frame at a cut, last year's web address on the end frame.

THE TAKEAWAY

Rare mistakes are the dangerous kind. Nothing leaves our studio without a person watching every frame.

07

How to decide: five questions

A quick test before you use AI on a piece of content.

ASK BEFORE YOU USE IT

- [ ] **Would anyone mind?** If your audience would feel short-changed, think again, or be open about it.
- [ ] **Does it need to be exactly right?** Then a person checks every word.
- [ ] **Is there a real idea underneath?** If not, AI just makes the absence of an idea faster.
- [ ] **Who's steering?** Someone who knows what good looks like, or nobody?
- [ ] **Does it free someone up for better work?** That's the best reason to use it.

08

Talking about AI, inside and out

How to talk to your customers, and your own team, about AI.

Outward

Tell clients and your market how you use AI and how you're adapting. Openness builds trust.

Inward

Explain the direction to your own people: which jobs will change, which won't, and why.

HOW WE CAN HELP

Need to explain change to your team?

A short film from a leader, in their own words, does more than a policy document. We make them.

Talk to us



Get in touch

Want a straight answer on where AI would and wouldn't help your next project? Ask us.

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Ministry of Motion. One story, many ways to tell it.