Overview

Red Oak has an AI Review module that is currently in Beta/Design Partner mode. The AI Review module utilizes Large Language Models and prompt engineering to provide immediate AI-generated feedback to a submitter on language that may be considered promissory, misleading, or otherwise problematic. The AI feedback can increase efficiency by reducing the time spent on back and forth as it allows the submitter to correct problematic language before the initial submission for human review. The prompts within the AI Review module are configured as part of the implementation led by the Red Oak team. As part of this process, the implementation team works with the firm to tailor the prompts used for specific types of marketing submissions and to make sure the policies of the firm are reflected.

FAQ

Does the AI model rely on training a model with previous submissions from other firms?

No, there is not a reliance on a model that has been built on a library of submissions from another firm that may have different policies and processes than your firm.

Do we need to train the AI model with hundreds of our previous submissions?

No, Red Oak leverages the power of Large Language Models and prompt engineering rather than requiring you to provide hundreds of prior ad review submissions for training the model. As part of the implementation process, the Red Oak team will review a small sample of previous submissions to compare the human feedback against AI review using the current prompts so that the prompts can be configured/adjusted to match the patterns and emphases of your firm's ad review process.

Can a reviewer see the AI review feedback that a submitter receives?

Yes, the AI review feedback is shown in the annotations of each revision for an advertising review submission.

If a firm has its own approved instance of a Large Language Model (OpenAI ChatGPT Enterprise, Anthropic Claude, etc.) can it be connected to Red Oak's AI Review module rather than using Red Oak's Large Language Model instance?

Yes, during configuration/ implementation, Red Oak can connect with a firm's chosen instance of Large Language Model (LLM). If the firm chooses to utilize Red Oak's instance, there is a pass-through cost for token utilization with the LLM based on prompt size and other parameters.

Will there be an existing library of prompts that a firm can utilize as a starting point in its implementation?

Yes, while this is still in development, there will be a pre-existing set of prompts and classifications that a firm can utilize as a starting point. The Red Oak implementation team will work with the client to tweak these prompts to match the needs of the firm during the implementation process.

Will there be an ability to set up "Rules" to utilize certain types of prompts for specific submission or advertising material types?

Yes, while this is still in development, there will be an ability to configure rules on which types of submissions are eligible for AI Review within your firm and what prompt should be used for certain review types. For example, the firm may choose not to employ ad review on more standard 'approved template' materials like fact sheets. And a firm would likely choose to utilize a different prompt for a press release as compared to a market commentary.

Can the AI Review module scan the content of charts and graphs for compliance or just text?

At this time, AI Review can only review the text content that is submitted, as long as it is submitted in a machine-readable format (ie, PDF rather than a JPG or screenshot). This is in line with the current requirement for being able to utilize features like the "Diffing"/Compare Revisions feature, the Lexicon, and the Disclosure Manager.

What stage is the AI Review module in presently from a development standpoint?

Currently, the Red Oak AI Review module in Design partner status in that we are running proof-of-concept implementations with a select set of clients before releasing the module more broadly with its full planned functionality.

How do I become a design partner for Red Oak's AI Review module?

Red Oak has a limited number of spots for its AI Review module while it is in Beta mode. Please sign up by talking to Sales, Implementations, or Client Success.

How is Red Oak's AI Review module different from other platforms that are purporting to utilize AI in their advertising review products?

Red Oak is leveraging the power of Large Language Models rather than training a model with thousands of documents to try to generate AI output. We have found that this produces a better output than training a bespoke Natural Language Processing model in ways that firms were experimenting with prior to the progression/rise of the LLMs in the last two years. In addition, unlike some other platforms, we do not utilize AI in our 'Disclosure Intelligence' module as we have found that this is not an appropriate area to apply AI/machine learning as compared to the rules-based systems we utilize in our Disclosure Intelligence module at this time.

When is it expected that Red Oak will release the AI Review module to the broader market?

It is expected that Red Oak will release AI Review on a broader scale in late Q4 2024.