

GENERATIVE AI TOOLS LIST

Tool	Typical cost	Best for	Watch outs	How do I access it?	If you don't like this, try
ChatGPT	Free or \$20 pm	Ideation, summarisation and content creation (think an army of informed interns, not experts at the peak of their craft)	<ul style="list-style-type: none"> At the time of writing, ChatGPT could only access data to 2022 (paid plan can "browse" the internet for more up-to-date information). Free version doesn't have the newest features or most up-to-date training data Be specific with prompts, ChatGPT defaults to US English Whilst ChatGPT can "code", it's not infallible; some knowledge is required to QA 	Very simple to access/ sign up - simply navigate to https://chat.openai.com/ to sign up	Bing Chat Bard (Google - waitlist) Google/ Bing search!
Midjourney	Free (although limited availability) or from \$10 pm (also \$30/\$60/\$120 options)	Creative ideation	<ul style="list-style-type: none"> You still need to be creative to generate brilliant prompts (come up with the ideas), this isn't going to turn you into a Don Draper overnight By default, your creations are visible on the Midjourney website. A paid subscription plus a private server are required for these to be private IP rules are still being refined globally; there's a risk of copyright claims being made, particularly if prompts ask for something "in the style of" a famous artist 	More complex than ChatGPT as it relies on discord for access: 1) Set up a Discord account 2) Sign up for Midjourney 3) Access a public/ newbie Midjourney channel 4) If you have a paid subscription, set up a private Discord server and add Midjourney bot	Unsplash (royalty free images), Wikimedia Dall-E 2 Stable Diffusion
Otter.ai	Free or \$10/ \$20pm options	Meeting notes & structured transcription	<ul style="list-style-type: none"> Free versions have minute limits If using to capture meeting notes with external parties gain recording permission beforehand Currently only supports UK & US English 	Via their website	Fathom TL;DV
Murf	Free to \$26 per person per month	Text to speech (voiceover)	<ul style="list-style-type: none"> 20 languages, check if your requirements are captured Free version does not allow for download 	Via their website	Speechify
GitHub Copilot	\$10 to \$39 per person per month	Coding guidance, turning natural language into code	<ul style="list-style-type: none"> To QA still requires an element of coding knowledge Integrates well with GitHub (common code repository) but if not used by your organisation this might be duplicative 	Set up a GitHub account, then sign up for Copilot	ChatGPT
Canva	Free to €12 pm	Graphic design with a social media focus	<ul style="list-style-type: none"> Intuitive UI but means some limitations on complex builds/ edits and templates 	Via their website	
Photoshop	From \$17 per person pm	Image & video editing	<ul style="list-style-type: none"> The OG image editor but can be complex for new users Premium product comes with a premium price tag; bundling products can be more cost-effective but requires existing agreements to end at the same time 	Via "Creative Cloud" (via Adobe website)	Canva Lightroom In-platform tools



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Tome	Free to \$10 pm	AI-driven presentations	<ul style="list-style-type: none"> - Limited templates/ customisation - For stakeholders that want a PowerPoint presentation, Tome will not replace it - Free version limited to number of instructions it can receive 	Via their website	Copilot features in Powerpoint/ Google Slides
Grammarly	Free to \$15 pm per user	Grammar assistant and checker	<ul style="list-style-type: none"> - One of the most accurate tools, but this laser focus can mean it's not as cost-effective as a more general tool 	Via their website	ChatGPT
Jasper	\$49 pm+	Writing assistant for long-form content	<ul style="list-style-type: none"> - Enterprise level tool means it can get pricey - Laser focused on content production; may be more cost-effective to use a more "General" tool 	Via their website	ChatGPT

About Croud

Croud is a global, full-service digital agency that helps businesses drive sustainable growth in the new world of marketing. With a rich heritage in performance, we apply that mindset to everything we do; brand planning, strategy, integrated media, social, creative, and data.

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