

CAGA (pronounced “Kah-Gah!”) is a new initiative bringing together creative professionals across graphic design, marketing, copywriting, photography, art direction, CGI, illustration, social media, motion design, animation, branding and beyond.

The CAGA Charter is a firm stand against the use of generative AI in marketing and commercial creative work. We believe AI can be an extraordinary tool and can help with many parts of the creative process, but it should not replace the act of creating itself.

Creativity is a uniquely human ability: to imagine, connect, explore and give meaning to ideas. It should be cherished, not replaced simply because technology makes doing so easy.

Why CAGA?

1. Protect creativity.

Above all, creativity is a unique human trait that should be cherished, not replaced out of laziness.

2. AI doesn't create.

At its core, generative AI is not “generative”, it simply learned to take existing work without permission and muddles it together into something “new”.

3. Save the planet.

The unimaginable amount of daily generative queries requires more and more data centers, each consuming enormous amounts of water and energy.

4. Save the internet, too.

We love the internet, but it is being flooded with AI slop at an unprecedented rate. Seemingly overnight, Pinterest, Google Images and – to a great extent – all social media platforms have become borderline unusable after drowning in AI-generated images.

5. The line is disappearing.

AI models are creating more convincing output every day, making it increasingly hard to distinguish AI slop from human creations.

6. Protect your brand.

Using generated content in official communication, both offline and online, generally receives public backlash and diminishes brand value instantly.

7. Don't ruin AI.

We don't believe AI is inherently bad. In fact, many of us use AI in our daily lives and creative workflows. We believe it can be an extraordinary tool when used responsibly. But replacing human creativity with mass-generated content risks creating a backlash against AI as a whole.

Join the charter

Join creatives and organisations standing up for human creativity and more responsible use of generative AI in commercial communication. Visit joincaga.com to sign the charter.

www.joincaga.com

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