The Loco Playbook.

AI workflows for real briefs.



Your brief. Something exceptional. Ready to scale.

A first look at the chapters to come.

Cover + contents preview. Case studies are not included yet.

What's inside.

Planned contents for the full edition.

01 **Start with the work**
How we turn AI ambition into an achievable brief.

02 **The Loco way**
Plan, Sprint, Scale: the output, method and handover.

03 **Film + ad content**
Real examples planned: stories, cutdowns and campaigns.

04 **Imagery + experiences**
Real examples planned: visual worlds, shows and installations.

05 **Workflows + prototypes**
Real examples planned: repeatable production and working apps.

06 **The brief that doesn't fit a box**
Finding the useful scope in a new kind of challenge.

07 **The right models for your brief**
Capabilities, practical restrictions and choosing the right tools.

08 **Make it yours. Then make more.**
Templates, team training and a blueprint you can run.

This is a preview, not the full playbook.
Real examples and the detailed method will be added in the full edition.