

Centrepoint



One Day, Six Use Cases

How Landmark Group's Marketing Team Now Works Differently

Overview

Landmark Group is one of the region's largest retail conglomerates, with marketing teams spanning content, e-commerce, digital, growth, campaigns, and strategy. When the team came to Humaine Labs, they had heard of AI. They had not yet learned to use it.

In retail, speed is currency. Campaign cycles that take days, content pipelines that stall at ideation, competitive research that consumes afternoons. These are not small inefficiencies. They compound, week after week, across every function.

Humaine Labs designed and delivered the AI Confidence Bootcamp. A single, full-day live learning sprint built entirely around Landmark's actual marketing workflows.

Teams spent full afternoons on competitor analysis with no AI support.

GenAI tools existed across the org but was never connected to Landmark's day-to-day marketing work.

The Client partnered with Humaine Labs to build real AI capability across its marketing teams.

Challenges



Slow campaign cycles: Marketing teams built briefs, copy, and creative concepts from scratch each week with no repeatable workflow to speed iteration.



Too many tools, no clarity: With Midjourney, Jasper, Perplexity, and Descript all available, teams had no framework for what to use, when, or how to evaluate what was worth adopting.

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No prompting discipline: Without a structured approach to prompting, AI interactions produced inconsistent outputs that teams quickly gave up on.



AI felt like a side project: Previous AI exposure came through articles and webinars. Not live practice on real tasks, so the tools never made it into the daily routine.

Solution

The AI Confidence Bootcamp was built around one principle: every skill taught had to connect directly to a task Landmark's team does every week. Not a lecture, not a demo, a day of live practice on real work.

Humaine Labs ran the team through a full-day programme. Comparing ChatGPT, Gemini, and Claude on identical tasks. Mastering the RISER framework with marketing-specific exercises. Then applying it live: building campaign briefs, running competitor research, analysing e-comm data, and practicing six real Landmark use cases from end to end.

What stood out was how quickly the room shifted. By early afternoon, participants were building custom prompt templates for tasks they had been doing manually for months.



What Makes This Different

1

Built around actual work: Every use case mapped to a real Landmark task, not hypothetical scenarios.

2

Hands-on live labs: Participants produce real outputs in the room, not just watch demos and hope it clicks later.

3

Taught by practitioners: Humaine trainers have run these workflows themselves, not academics or influencers teaching theory.

Results



Competitor research cut from **1 day to under 2 hours**



91% of participants AI-active by end of day



6 marketing use cases practiced live in the room



Content drafting time cut from **3 hrs to under 20 min**

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"I expected the usual AI overview definitions, demos, a slide about the future. What I got was a workflow I used the next morning.

– **Content Manager, Landmark Group**

About Humaine

Humaine Labs is a **practitioner-led AI learning and execution partner** built with a simple belief, teams don't need more theory, they need hands-on mastery. We have trained over 3000 professionals from 50+ top organizations such as Marico, Aether, L&T, Capgemini among others.

If this could be relevant to your business, do reach out us at learn@humainelabs.com