



Vertiqal Studios Announces AI-Enabled Model That Fuses Creativity with Cutting-Edge Tech — Offering a Human-Centered Alternative to Zuckerberg’s Vision for AI-Only Content Creation

TORONTO, ON / May 20, 2025 / Vertiqal Studios Corp. (TSX:VRTS) (OTCQB:VERTF) (FSE: 9PY0) ("the Company") — Vertiqal Studios, the digital media company behind some of the most engaged Gen Z and Millennial-facing social channels, is officially embracing an AI-enabled operating model—fusing the speed and scalability of AI with the cultural fluency, storytelling expertise, and hands-on execution that define its in-house creative and media approach.

By integrating AI across strategy, production, and operations, Vertiqal can work faster, smarter, and more collaboratively—unlocking new creative potential for both internal teams and brand partners. But this isn’t about replacing talent with tech. It’s about enhancing it.

“We’re not automating ideas—we’re accelerating them,” said Jon Dwyer, Chairman and CEO at Vertiqal Studios. “We still believe great content needs a human pulse. Our approach just makes it easier to spend more time on what matters—originality, storytelling, and audience connection.”

This hybrid model brings together:

- **AI-accelerated creative workflows** that cut down on production time and increase iteration speed
- **Smarter audience insights** that help tailor campaigns in real time
- **Efficient internal systems** that free up more time for bold, creator-led content

This isn’t speculative. Vertiqal is already deploying these capabilities in-market in partnership with a stealth-mode Silicon Valley AI startup. The Company uses advanced, AI-enabled production tools that ingest performance data and generate near-limitless content iterations tailored to brand KPIs and platform algorithms. These tools empower Vertiqal’s human creative teams, ensuring content resonates with real people while delivering the scale and adaptability required in today’s fragmented digital landscape.

Through strategic affiliations like its membership in [DAWN](#), Vertiqal is already leveraging these AI-driven capabilities on behalf of U.S. brand clients—enabling faster turnarounds, sharper insights, and increased performance across its owned-and-operated channels and client campaigns.

This is not a new direction—it’s an evolution. Vertiqal’s data-first approach was first demonstrated through its multi-year partnership with SaaS analytics platform **Revmo**, a

collaboration announced in October 2023. That initiative cemented Vertiqal's long-term focus on integrating real-time performance insights into creative and distribution decisions, ensuring every piece of content is backed by actionable data.

(Watch Vertiqal CEO Jon Dwyer's full interview on the Revmo partnership here: [Proactive Interview](#))

As the industry reacts to [Mark Zuckerberg's recent announcement](#) that Meta plans to build AI capable of fully replacing creative agencies, Vertiqal's stance is clear:

"AI is at the center of what we do," said Jon Dwyer. "But unlike the fully automated vision Zuckerberg describes, we believe creative without a human element is not just uninspired—it's ineffective. We are the answer to both the outdated agency model and the fully synthetic model being proposed."

"What Zuckerberg laid out is a future we're ready for—and a future we're already building toward," they continued. "AI makes us more agile, scalable, and precise. But it's our human creativity, cultural fluency, and community-led storytelling that make content meaningful. That's why this announcement doesn't concern us—it validates us."

Vertiqal's human-led, AI-enabled system is already powering branded content across gaming, lifestyle, beauty, and sports—built for Gen Z attention spans and optimized for social-first formats.

While some tech leaders imagine a future dominated by digital companions and AI-generated feeds, Vertiqal is focused on the real world: creators, culture, and community.

"The future of marketing isn't synthetic," said Dwyer. "It's human stories—made sharper, smarter, and faster with AI."

For brands looking to move at the speed of culture without sacrificing craft, Vertiqal's AI-enabled model delivers the best of both worlds—intelligent systems and authentic storytelling.

About Vertiqal Studios

Vertiqal Studios, owners of North America's largest gaming and lifestyle network on social media, is a leading digital-channel network and video-production studio. The company specializes in the creation and distribution of viral videos for brands and advertisers to create always-on digital strategies that live authentically in Gen Z and Millennial culture. Vertiqal Studios partners with leading brands to develop strategic solutions, creative ideation, and content production, while also providing distribution and amplification through its Owned & Operated channels — all delivered with boutique, white-glove service. Its expertise lies with managing over 130 channels across TikTok, Instagram, and Snapchat, while producing over 100+ pieces of content a day for a growing audience of 52 million-plus followers. For more

information and to join our email subscriber list for direct press releases and newsletters, visit <https://verticalstudios.com/>.

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