



Hype rein Realität raus



Harriet Moser
26.08.2026 | Zürich



Der «Stefanie» Workflow

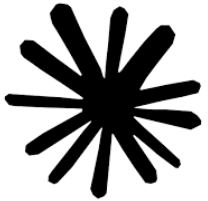
Von der Idee
bis zur Umsetzung

- 01 Kreatives Denken
- 02 Konzeptentwicklung
- 03 Prompting & Toolauswahl
- 04 Iteration & Verfeinerung
- 05 Finale Produktion



Verwendete Tools

Claude



Songtext

Midjourney



Bilder
mit
Style Code

Suno

SUNO

Musik
mit Songtext
und
Musikstil

**Google
Gemini**



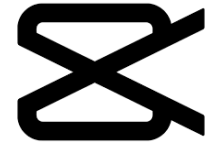
Beats per
Minute
(BPM)
für Tanz-
rhythmus

**Google
Veo**

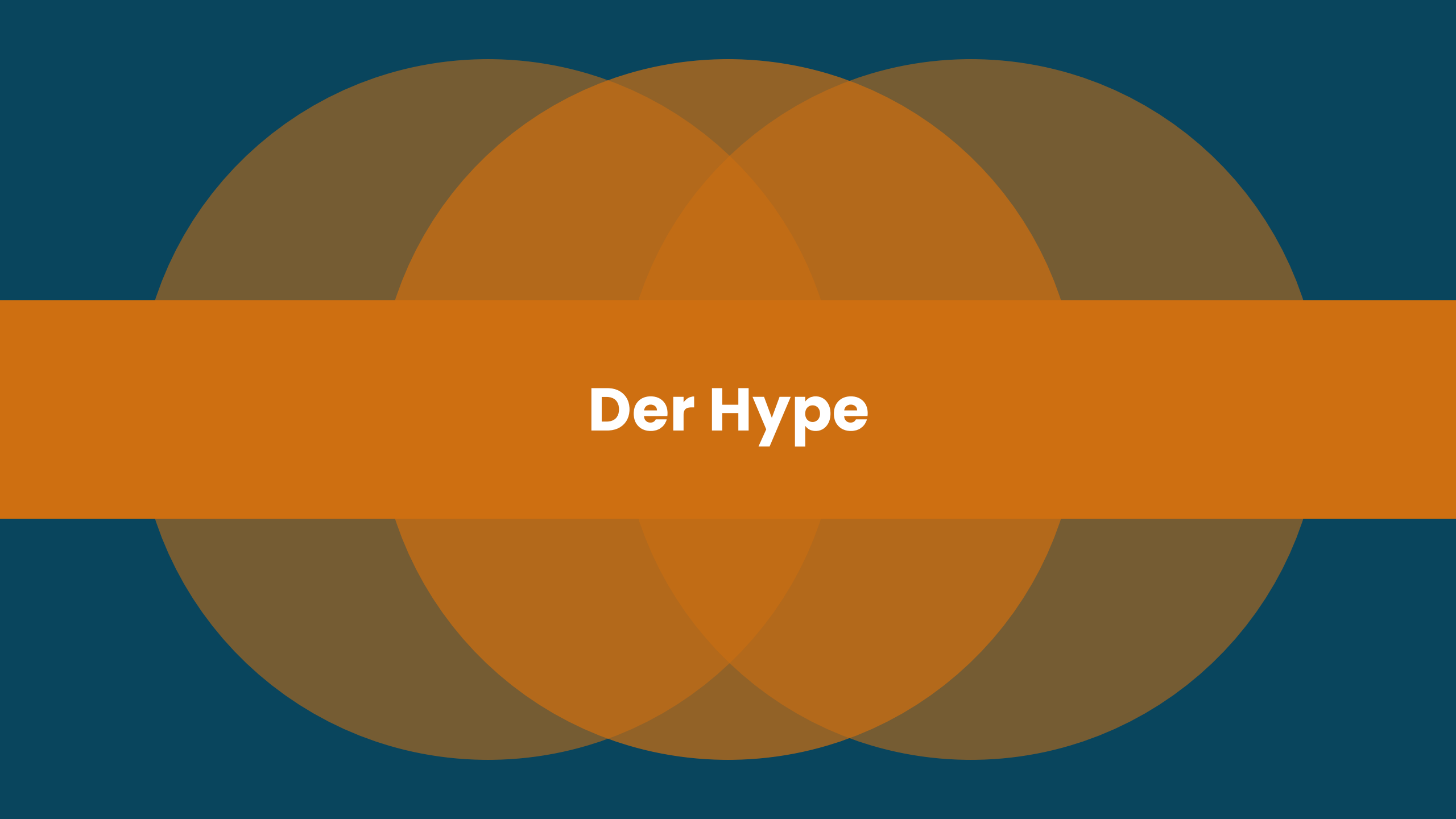


Tanz-
Animation

CapCut

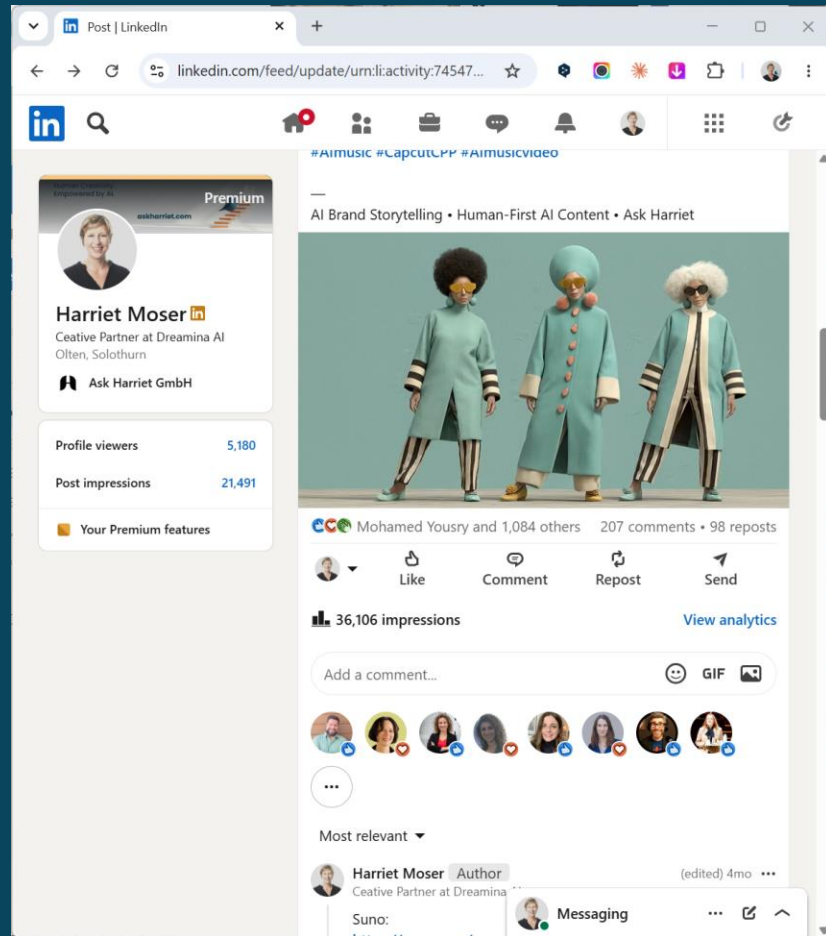


Video-
Bearbeitung

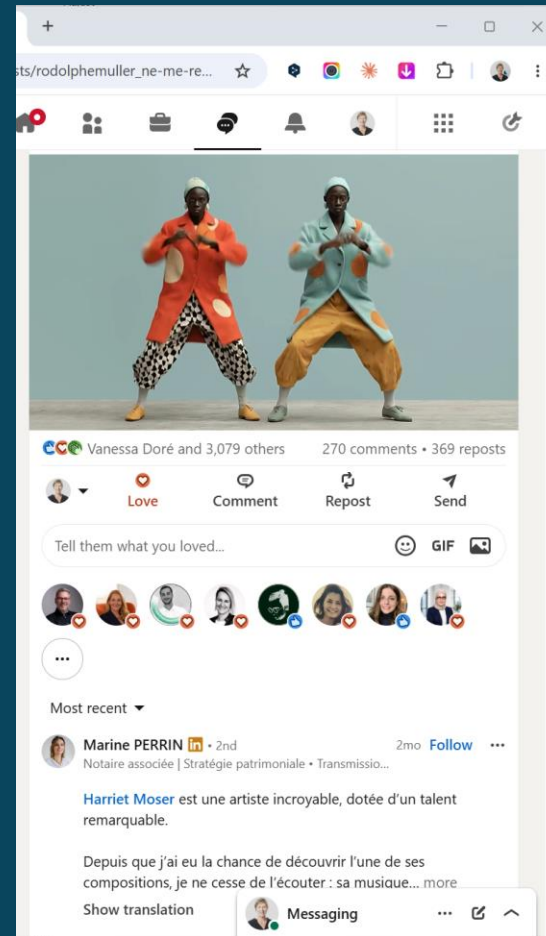
The background features a dark teal color. Three large, overlapping circles are centered horizontally. The central circle is a vibrant orange, while the two flanking circles are a muted, brownish-orange. A solid orange horizontal band cuts across the middle of the image, passing through the center of the orange circle. The text 'Der Hype' is centered within this band.

Der Hype

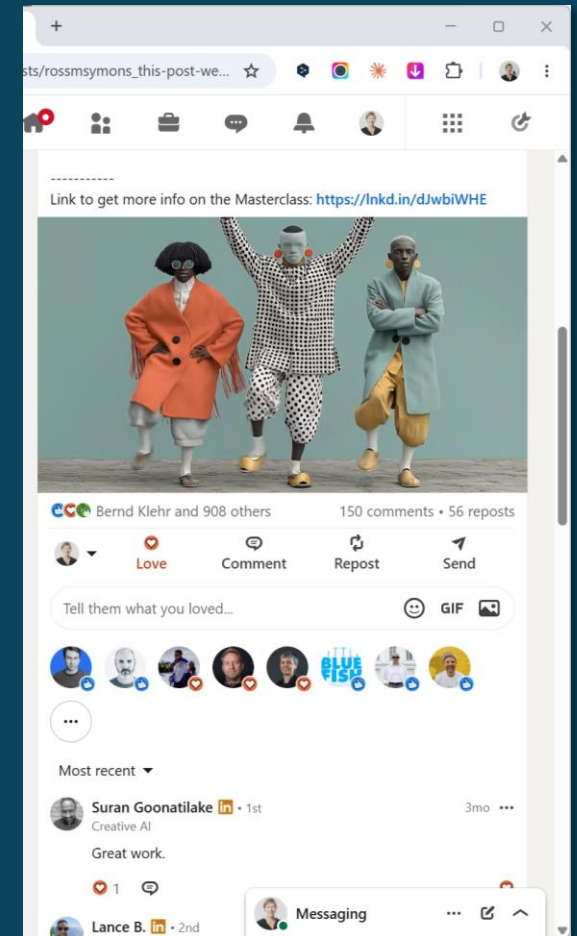
LinkedIn



Harriet Moser
9k Follower

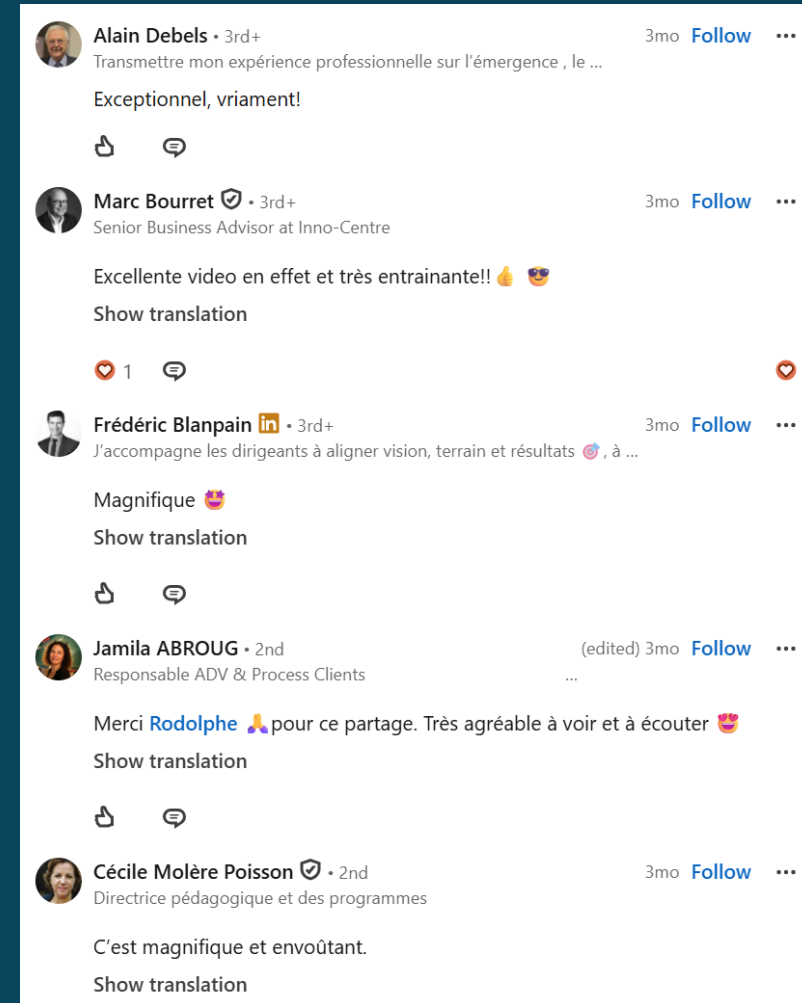
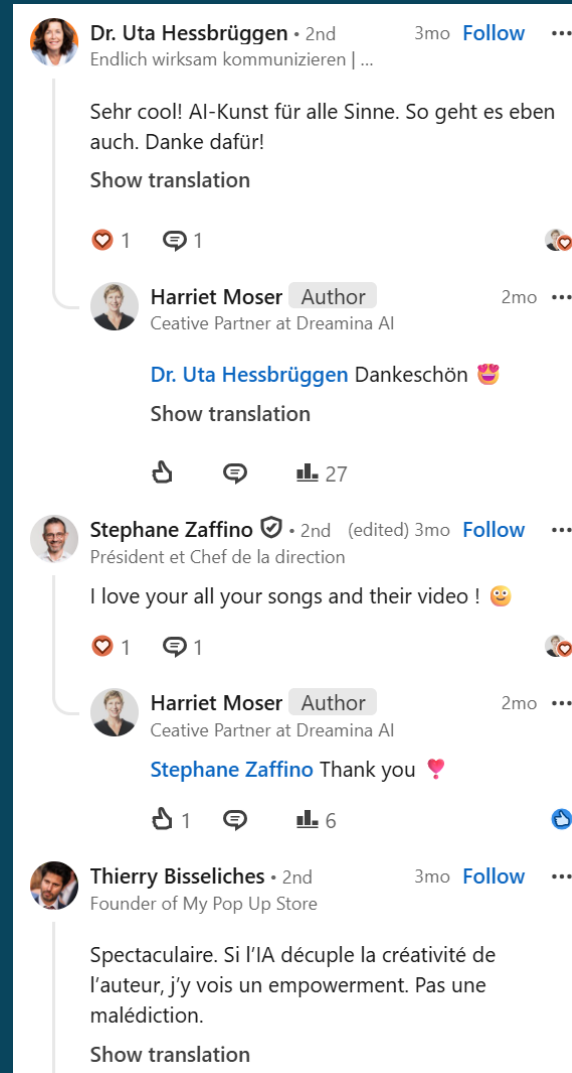
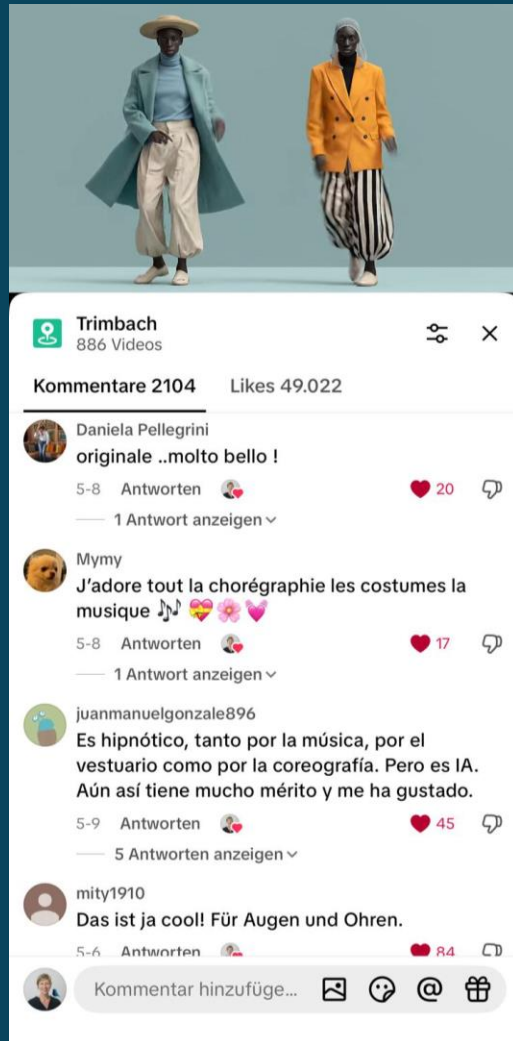


Rodolphe Muller de Schongor
11k Follower

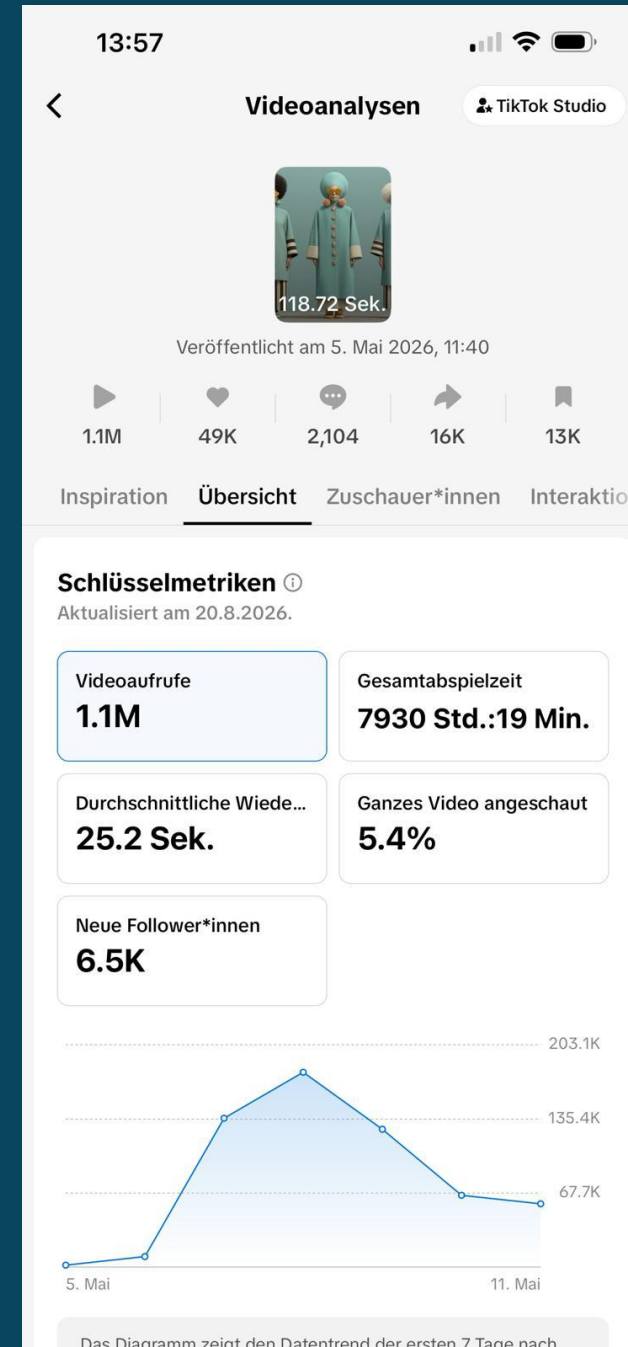
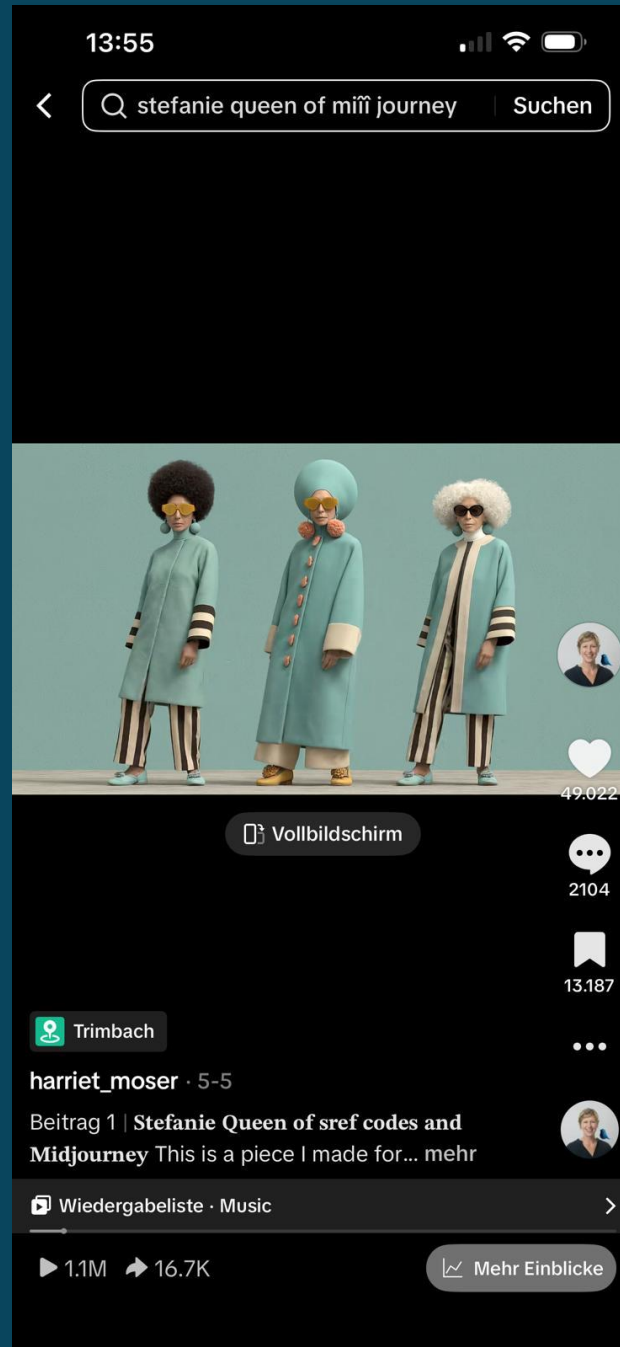


Ross Symons
39k Follower

Begeisterung, weltweit – v.a. in Frankreich



TikTok



Instagram

13:54

Posts
harriet_moser

harriet_moser
Original audio
AI content



18.5K · View insights

Boost post

727 69 77 570

Liked by sap_164 and others
harriet_moser Stefanie

#midjourney #googleveo #suno #capcutcpp

30 April

13:57

Reel insights



727 69 77 -- 201

Overview Engagement Audience

Summary ⓘ
Crossposted to Facebook

Views 18,555	Accounts reached 11,153
Average watch time 33s	Follows 160

YouTube

13:56



Beschreibung

×

Stefanie

3729

Likes

211.868

Aufrufe

30. Apr.

2026

🎂 Happy BirthdAI Stefanie! 🎂

"Harriet, my birthday is on the 28th... just sayin' 🤪"

Stefanie, I heard you. Loud and clear. 😊

So here is your AI birthday music clip:

Mehr anzeigen

Spoti



Notice of Abnormal Streaming Activity

Hello,

We'd like to inform you that our system has detected abnormal streaming activity on your release(s). This type of activity may result from:

- Paid promotion via third-party services
- Your release(s) being added to playlists with fake listeners
- Repeatedly playing the track(s) in a systematic manner

We're notifying you so that you can review the situation and take appropriate action if necessary. We strongly recommend reading [our guide on artificial streaming](#) and how to avoid it. If your song was added to a suspicious third-party playlist without your consent, you can report it using Spotify's playlist reporting form [here](#).

Please note that artificial streaming violates the guidelines of music stores. As a result, royalties generated from these streams may be withheld, and a fine per affected track could be deducted from your royalty balance. You can read more about this [here](#).

Continued violations may result in the suspension of your Amuse account, as this activity breaches our [Terms of Use](#).

You can find more information in our [Help Center](#), or feel free to [contact us](#) if you have any questions.

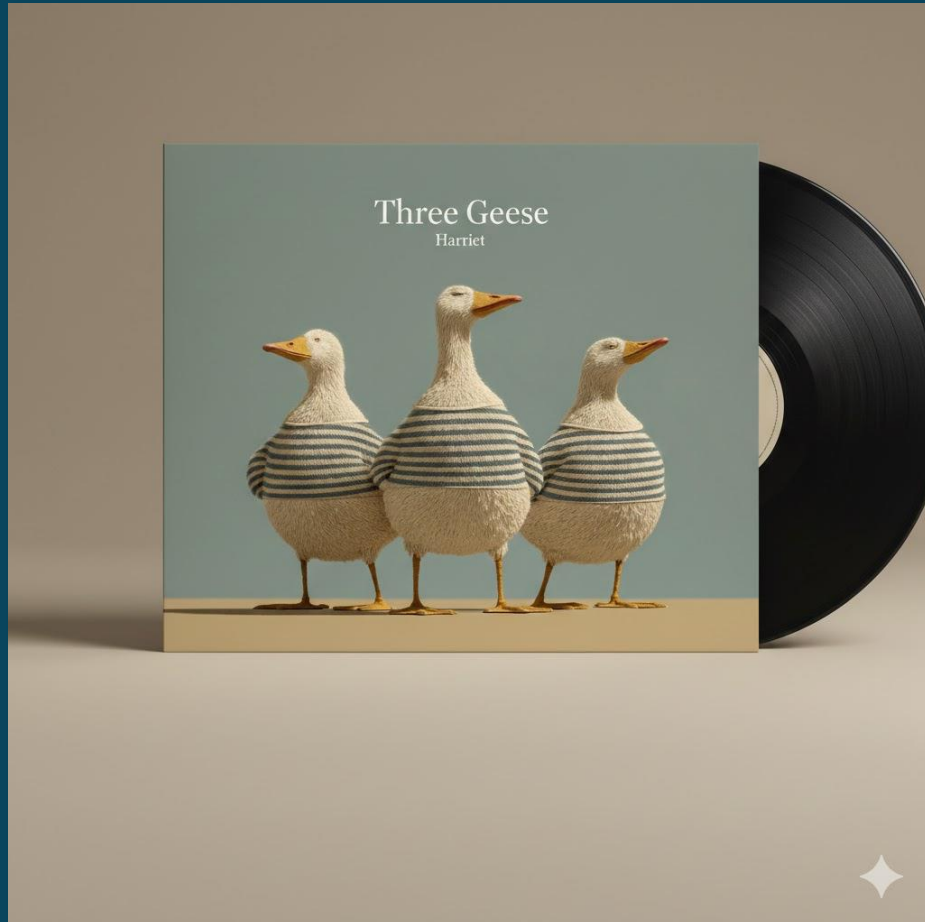
Thank you for your understanding,
Amuse Team



5,000
FOLLOWERS

Harriet Moser

That's a big deal because...



Vor **6** Monaten

Meine erste Musik-Veröffentlichung!

Spotify

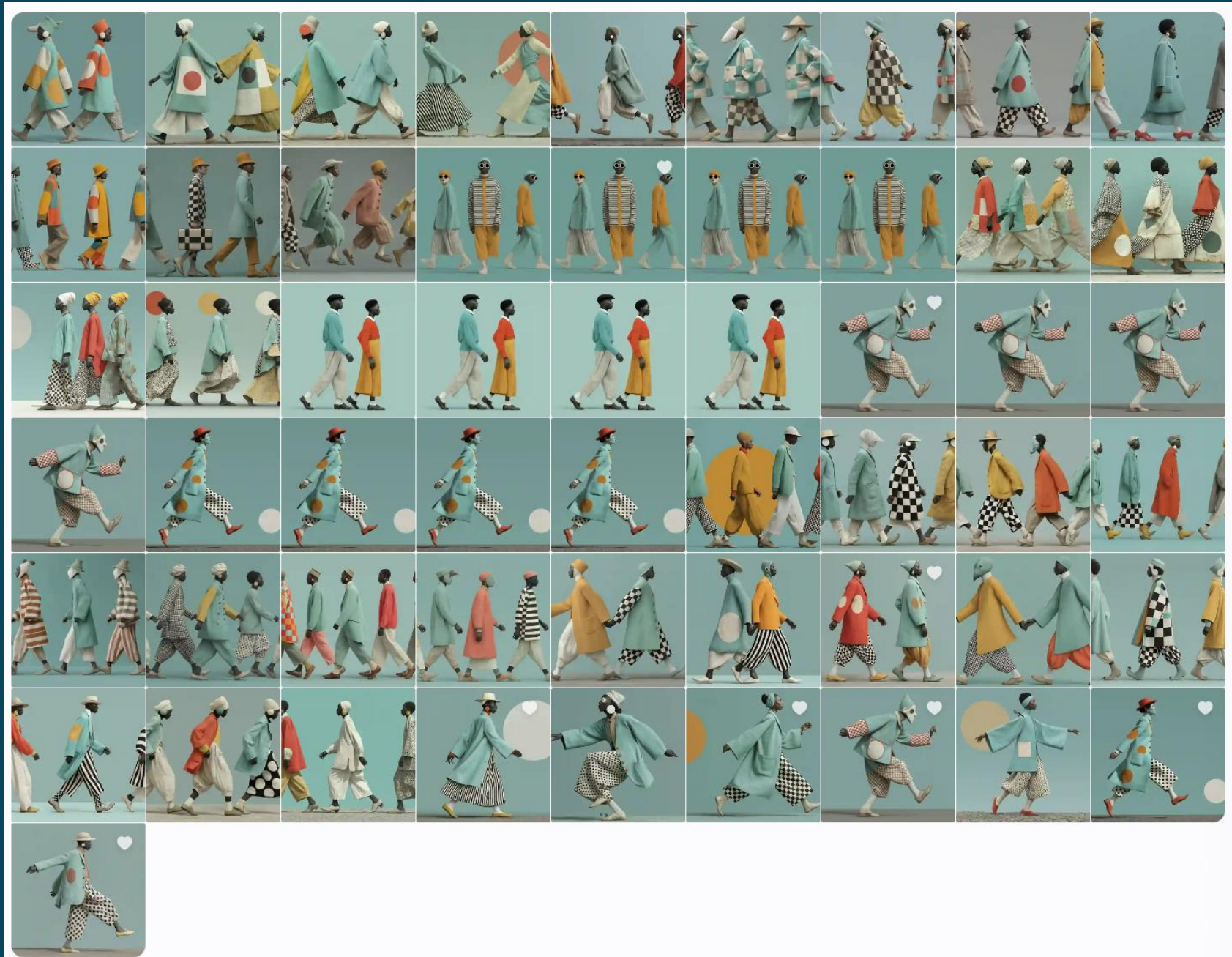
Apple Music

Deezer

The background features three overlapping circles in a light brown color against a dark blue background. A horizontal orange band spans the width of the image, passing through the center of the circles. The text "Die Realität" is centered within this band.

Die Realität

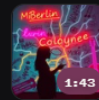
Bilder...



Animationen...



... Musik



Stefanie v5.5

short song about stefanie, world music, dance, house, folk guitar, chill, folk, blues, lo-fi, dramatic, percussion

▶ 5

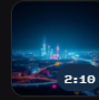
👍 1

👎

💬

➦

Publish



Stefanie v5.5

short song about stefanie, world music, dance, deep house, folk guitar, chill, folk, blues, deep, lo-fi, house, dramatic, percussion

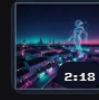
▶ 3

👍

👎

💬

➦



Stefanie v5.5

short song about stefanie, world music, dance, deep house, folk guitar, chill, folk, blues, deep, lo-fi, house, dramatic, percussion

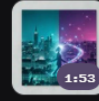
▶ 3

👍

👎

💬

➦



Stefanie v5.5

short song about stefanie, world music, dance, folk guitar, chill, folk, blues, deep, lo-fi, cumbia, dramatic, percussion

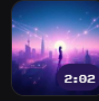
▶ 3

👍

👎

💬

➦



Stefanie v5.5

short song about stefanie, world music, dance, folk guitar, chill, folk, blues, deep, lo-fi, cumbia, dramatic, percussion

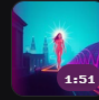
▶ 3

👍

👎

💬

➦



Stefanie ❤️❤️❤️ v5.5

short song about stefanie, world music, portuguese-infused, germany-infuseddance, folk guitar, chill, folk, blues, deep, lo-fi, cumbia, dramatic, percussion, melodic

▶ 9

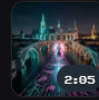
👍 1

👎

💬

➦

Publish



Stefanie v5.5

short song about stefanie, world music, portuguese-infused, germany-infuseddance, folk guitar, chill, folk, blues, deep, lo-fi, cumbia, dramatic, percussion, melodic

▶ 1

👍 1

👎

💬

➦

Publish



Stefanie v5.5

short song about stefanie, world music, dance, folk guitar, chill, folk, blues, deep, lo-fi, cumbia, house, dramatic, drum and bass, country, acoustic, guitar, acoustic guitar

▶ 1

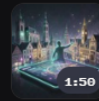
👍 1

👎

💬

➦

Publish



Stefanie v5.5

short song about stefanie, world music, dance, folk guitar, chill, folk, blues, deep, lo-fi, cumbia, house, dramatic

▶ 2

👍 1

👎

💬

➦

Publish



Stefanie v5.5

short song about stefanie, world music, dance, folk guitar, chill, folk, blues, deep, lo-fi, cumbia, house, dramatic

▶ 1.5K

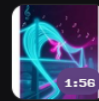
👍 58

👎

💬 8

➦

🔄 Published



Stefanie 🌸 v5.5

short song about stefanie, world music, dance, folk guitar, chill, folk, blues, deep, lo-fi, cumbia, house

▶ 3

👍 1

👎

💬

➦

Publish

Glitches...



... noch mehr Glitches...



... und Überraschungen



Böse Kommentare...



Kimberly Knoller • Following

Music Executive & CMO | Leading Artist Development & Creative for AI-...

3mo ...

I've had so many people send me this to comment how she is ripping off leading global artist Kelly Boesch. Nothir that's what you teach? Training and Developing your own with AI is the differentiator. I guess "imi

👍 5 💬 2



Ross Symons Author

Master Generative AI to Boost Your Career

Kimberly Knoller this is original an how to use AI. We teach creatives create amazing work like Harriet h

❤️ 4 💬



Colette Dill-Lerner • 2nd

Chief Marketing Officer | Growth & Acq

Kimberly Knoller Yes I saw this and since I def thought it was Kelly, wh

👍 1 💬

Collapse replies



Adrian Serafin • 2nd

Growth Marketing | CMO | I help companies grow and become crisis-...

3mo Follow ...

First time I see it. Are you sure it went viral? Good aesthetics, pleasant music, but really nothing viral about it.

👍 1 💬 2



Ross Symons Author

Master Generative AI to Boost Your Career

[Adrian Serafin](#) you don't d
more than 100k v
600k

❤️ 3 💬



Adrian Serafin

Growth Marketing | C

[Ross Symons](#) foll

viral at least once

👍 💬

Collapse replies



Will Gross • 2nd

Group Creative Director

3mo Follow ...

Machines can't dance.

👍 1 💬



Nusrat Nuriyev • 3rd+

37% retired

3mo Follow ...

didn't watch till the end, low quality of video. As a matter of fact 0:37-0:38 left man has three legs :) But who is bothered with that tiny irrelevant detail in the era of AI?



Michel Felkay • 2nd

Commissaire général

3mo Follow ...

Where is the joy?
It looks like an army.
Where is the freedom?

Show original

👍 4 💬





KI-Irrtümer und Erkenntnisse

Mein Fehler:

Jahresabos für KI-Tools.



Ich bin auf den Hype aufgesprungen

Alle redeten über Sora.

Zwölf Monate abonniert.

Praktisch nie genutzt.

Jetzt wird es eingestellt.



Meine Lektion aus dem Hype



- Mit monatlichen Abos starten
- Fokus auf ein paar wenige KI-Tools
- Neue Tools & Features auf KI-Plattformen wie Magnific, Weavy, Runway usw. testen



Was ist aus dem Hype geworden?

Gemeinsamer Auftritt mit Stefanie



KanDDDinsky
Berlin
14.10.2026

Abendprogramm

***«What happens when
technology
meets human craft
and real connection»***

KI-Workshop



KI für Bild und Video

Visuelle Markenwelten, die wirken.
Generative KI gezielt für markenkonforme
Bilder und kurze Videos einsetzen – für
mehr Effizienz, kreative Vielfalt und
Storytelling.

Mo 26.10.2026

Aarau



**Jetzt
anmelden
ki-power.ch**

Merci!

