

**Modern
Marketing
Reckoner**

**WINNING
WITH AI**



THIS REPORT EXPLORES THE INFLUENCE OF AI ON THE 4 KEY PILLARS OR 'P's OF MARKETING – PRODUCT, PLACE, PRICE & PROMOTIONS.



INDEX

INTRODUCTION

- Artificial Intelligence – Created and Powered by Human Intelligence 01
- Bad Ingredients Spoil a Great Recipe – Lead With High-Quality Data To Excel in AI 02
- Foreword by Aseem Kaushik, Country Managing Director, L'oreal India; MMA Global India Member Company. 03
- Chairman's Remarks – The AI Imperative: Transforming Marketing From The Ground-Up. 04

AI IN PRODUCT & PACKAGING

- Role of AI in Product Design & Packaging 06
- POVs on AI in Product & Packaging 09

AI IN PLACE, PRICE (DISTRIBUTION & E-COMMERCE)

- Unleashing the Power of AI: Transforming Distribution and eCommerce 12
- Bohemian Rhapsody 13
- AI: From Sci-Fi Hype to E-commerce Reality 15

AI IN PROMOTIONAL MARKETING STRATEGIES

AI's Impact on Understanding and Enhancing the Customer Journey

- Winning With AI 19
- The Influence of AI across the Consumer Purchase Cycle 21
- Supercharging Marketing Strategies with AI at a greater PACE 23
- The Role and Impact of AI on Understanding the Customer Journey 24
- AI: Illuminating the Complex Pathways of Customer Journeys 25

Creative Development with AI

- AI as an essential advantage for marketers 28
- Unleashing the Power of AI Revolutionizing Messaging Strategies 30

INDEX

- Beyond the Algorithm: The Secrets of AI-Driven Messaging Success 31
- AI and the Creative Renaissance 33
- Creating Content in an Era of AI 34

Generative AI in Marketing

- Reinventing Marketing with Generative AI 37
- Generative AI: The Biggest Game-Changer for Brands In The Coming Decade 39
- What AI can and can't do – and what that means for marketers 41
- Gen AI revolutionizing Digital Marketing 43
- The Future of Generative AI in Marketing 44
- Impact of GenAI in marketing across screens and businesses – by India, for India 46
- Navigating the Future: The Top Generative AI Capabilities Shaping the Marketing Landscape 48
- How Marketers can succeed with Generative AI 50
- Marketing in a AI first world 51
- Winning with AI in Marketing: In a winner takes all market, understand the value of being right and the price of being wrong. 52

AI in Media Planning and Optimization

- AI In Media Planning and Optimization 55
- AI Comes Naturally to the Promise of Programmatic Advertising 57
- The Transformative Influence of AI on Media Planning and Optimization 59
- Artificial Intelligence in Media : Is it a Transformational Takeover or Disruptor for Growth? 61

Measurement and Analytics in AI-Driven Promotional Strategies

- AI needs you as much as you need AI 63
- AI's evolution across the full funnel 65
- AI-driven Automation, intelligence, and Analytics Transforming Business Strategies 66

INDEX

- The Transformative Influence of AI in Marketing: Unveiling the Future of Business Growth 68
- AI Revolutionizing Marketing Analytics: Harnessing the Power of Data for Real-Time Insights and Predictive Precision 70
- Maximizing Impact: Harnessing Measurement and Analytics in AI-Driven Promotional Strategies 72
- Anticipate, Act, Ascend: Quantifying Campaign Success with AI-driven Analytics 74

Managing the Risks of AI, Including Brand and Reputation Risk

- Managing the Risks of AI 76
- Synergy Between AI and Contextual Targeting: A Blueprint for Brand Safety 78

ETHICS AROUND AI

CAPABILITY BUILDING & IMPLEMENTING AI

- Modern Marketing Reckoner 2024: Winning With AI 87
- A Roadmap for Generative AI in ABM 89
- How AI is Reshaping Content Creation and Consumption 90
- It's going to take some work! 91
- Use AI to boost human potential, not replace it 92
- Navigating AI landscape: Intelligent Marketing OS for Marketing Excellence 93
- AI in Marketing Use Cases from MMA Global India Member Companies 94
- How MMA Global is Helping Marketers Win With AI in Marketing 97

INTRODUCTION



Artificial Intelligence – Created and Powered by Human Intelligence



PRASANTH KUMAR

MMA Global India Co-Chair;
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In a world where there is a lot of debate about AI replacing humans, it is perhaps necessary to step back and remind ourselves that at the core of many things which are intelligent, are human beings. This is especially true of marketing which quintessentially is about people, or “consumers”, as we like to call them.

To put it very simplistically, marketing is all about understanding people, their needs and emotions, crafting products and services to appeal to those needs and desires and persuading them to buy. As far back as 2018, a McKinsey analysis of more than 400 advanced use cases showed that marketing was the domain where AI would contribute the most value. However, like most things’ technology, what drives success is knowing when and how to use it meaningfully. And that today is arguably one of the steepest learning curves marketers are going through.

The Modern Marketing Reckoner 2024 is therefore, built around the theme of “Winning with AI”.

This report covers a very large arc on the role of AI across various aspects of marketing. It starts at the beginning of the marketing process, which is consumer insights and the consumer journey, and moves on the use of AI across multiple areas. The spectrum covers a wide range of applications, be it crafting and designing products, ecommerce, creative and messaging, planning and executing campaigns and measuring marketing ROI.

Not only is it limited to the marketing function, but also talks about what transformational changes are required in organizational structures, systems, processes, and most critically, culture for AI strategies to succeed. It also touches upon the ethics around application of AI and how it can be used to manage a company and brand’s reputation. Last but not the least, no report on AI would be complete without a deep dive into a topic which dominates any conversation on AI, which is Generative AI.

MMR 2024 includes carefully researched data and findings and has several interesting examples of how AI has been used in marketing. However, what is most distinctive are the POVs and thoughts from more than fifty industry experts across varied domains, whose “human intelligence” and experience in powering “artificial intelligence” is invaluable.

Consequently, this report serves as a reckoner and a guide to marketers who are trying to navigate the world of AI to market their products.

GroupM and MMA are proud to bring to you “The Modern Marketing Reckoner 2024”, which, as the name suggests, is meant to be a comprehensive reckoner for marketers who want to “Win with AI”.

Bad Ingredients Spoil a Great Recipe— Lead With High-Quality Data to Excel in AI



MONEKA KHURANA

Country Head & BOD Member
MMA Global India

In the next decade, advancements in AI are expected to surpass the last century's technological milestones, making AI integration essential in the growth journey. AI is permeating every aspect of our industry, demanding new insights, learnings, and metrics for marketing success. The MMR arrives timely, offering insights from industry leaders on how AI is transforming marketing dynamics and creating significant growth and customer engagement opportunities. Hence, the MMR comes in handy offering collective wisdom from the best in the industry unboxing its potential.

To effectively embrace AI, organizations must be data-ready to create actionable segments for enhanced personalization and customer experiences. A Deloitte study shows 97% of leaders view customer experience as crucial for lasting relationships. Proper data organization is essential; without it, even the best strategies fail, much like how poor ingredients can ruin a good dish, regardless of the recipe and chef's skill.

A robust TGA (training, governance, accountability) strategy is essential for winning with AI in business growth as explained below -

- Training and skill sets are key starting points and vital always-on enablers to adopt AI in business processes.
- AI Governance aims to maximize the benefits of machine learning and AI technologies through effective governance. By mandating the active investment and utilization of AI tools organization-wide, it ensures seamless integration of people and machines.
- Accountability in AI fosters values like fairness and transparency and requires a proactive approach to define clear responsibilities through authority, recognition, and scrutiny. This not only addresses AI's paradoxical nature and potential for errors but also reinforces the necessity to recognise that technology has no ethics hence humans need to take the lead between what you can do with AI and what is the right thing to do with it. Thereby adopting responsible AI practices to build and maintain consumer trust.

This year's Modern Marketing Reckoner, themed 'Winning with AI,' unpacks answers to how AI is impacting the marketing mix and specifically the 4 Ps —Product, Place, Price, and Promotions. From product innovation to personalized promotions, AI offers unprecedented opportunities for marketers to drive growth, enhance customer experiences, and stay ahead of the curve in an increasingly competitive market. The report meticulously examines real-world case studies, insights, and actionable strategies to build and 'Win with AI' in the long term.

The Reckoner offers crucial insights for both experienced professionals and newcomers providing community learning at its best backed by collective wisdom and POVs of 50+ industry experts across the ecosystem. The key to success lies in quality data—the essential ingredient for a great recipe AI is whipping up to excel in marketing.



ASEEM KAUSHIK

Country Managing Director
L'ORÉAL INDIA
MMA Global India Member Company

With unprecedented speed and scale, tech has revolutionised lives and social interactions, opening new business opportunities for all. The way we connect, communicate, and consume has led to new avenues for us to reach and engage with our consumers like never before. Of this, the latest cutting-edge technology – Generative AI is giving way to new horizons.

In the 1950s, AI started as an effort to teach computers to think, learn and solve problems like humans. The promise of machines performing a task efficiently without error was a great idea, however development was slow, mainly due to the limitation in computing power and storage. These challenges are overcome with advances in electronics. More recently, AI has shown huge improvements in acquiring human-like learning capabilities.

AI is being used to 'create' content, drive cars, glean insights, optimise marketing campaigns among other things and promises to perform mundane tasks efficiently.

The recent development of AI has been at breakneck speed, with Big tech unveiling their AI systems for public use.

Naturally, businesses are being pushed to adopt AI, to harness the efficiencies it could provide. The rise of AI has also thrown open the debate about its ethical use and AI replacing the human workforce. While these are larger issues which need to be demystified, a more informed approach is the way to go.

Consumer behaviour changes are mostly attributed to the expansion and development of technology and digital platforms.

These advancements have significantly influenced consumer preferences and habits, shaping their expectations and interactions with brands. Companies are therefore investing in tools, skills development to understand and make efficient use of AI to drive desired business outcomes.

Imagine the advantage of real-time monitoring of complex systems and anticipating potential scenarios. With your inhouse AI systems analysing consumer feedback, user reviews, or science journals to help with strategic business decisions. This stands to be a game-changer for brands in their dialogues with consumers. While all these advancements are reshaping the way we connect and interact in the digital landscape, it is imperative for each of us to be committed to develop responsible and sustainable innovation that opens up exciting possibilities for both businesses and individuals.

The MMA report 2024 is a useful reckoner for marketers to adopt AI. With inputs from industry experts, service providers, practitioners on insights and learnings on adopting AI, the report is an excellent guide to AI in the marketing. I urge all of you to read the report, to get a balanced view of the AI powered marketing landscape and equip yourselves with the knowledge to make the plunge into an exciting future.

The AI Imperative: Transforming Marketing from the Ground Up



AMIT JAIN

MMA India Board Chair

In an era marked by rapid digital transformation, AI in marketing is not just evolutionary – it's revolutionary. My cross-sector journey reveals a critical insight: AI's integration is reshaping our industry with precision and personalization.

The true power of AI in marketing transcends mere automation; it unlocks creativity and fosters deep connections. Imagine AI not just predicting behavior but crafting stories that resonate personally, turning data into emotional engagement. It's everywhere – it has taken passive O2O shopping experiences to active, personalized, handheld journeys. You can check how your food looks on your table before it even arrives. This black swan moment compels us to shift from traditional strategies to AI-driven innovation.

Ethical integrity is non-negotiable in this pursuit of advancement with AI. If unchecked, the same AI that identifies preferences also risks privacy. Our duty as marketers is to use AI to nurture the 'consumer trust ecosystem', ensuring responsible stewardship of data and technology.

Tomorrow's leaders will see AI as a collaborator, not just a tool. Success will be defined by the ability to adapt, the foresight to innovate, and the wisdom to integrate these digital partners into our strategies. We must embrace a leadership ethos that encourages continuous learning. One that fosters an environment where AI and human creativity synergise. That's the only key to crafting marketing strategies that are effective for revenue, and inspire innovation, yet are ethically sound.

As we navigate the 'Age of AI,' the MMA's role becomes even more critical. Our commitment to 'Inspire, Innovate, Integrate' is not just a theme but a guiding principle for the modern marketer. The MMR's focus on 'Winning With AI' encapsulates this journey. It offers you insights, strategies, and real-world examples that enable a future where AI is not just a disruptor but a growth catalyst.

While today we stand at a crossroads, the path forward is clear. By embracing AI with an eye toward innovation, ethical responsibility, and transformative leadership, we can redefine the marketing landscape. Let us seize this moment to inspire change, innovate with purpose, and integrate AI into the fabric of our marketing strategies. Let's aspire to not just unlock business growth but also shape a future that reflects our commitment to empowering the industry and society at large.



AI IN PRODUCT & PACKAGING

Role of AI in Product Design & Packaging

If you haven't already, it's time to shake off the instinct to bury your head in the sand like an ostrich when it comes to leveraging AI tools for product development and packaging design. In today's quick-shifting market dynamics, embracing innovation is not just an option—it's a necessity.

As consumer preferences shift, competition in your industry intensifies, and technology continues to advance at breakneck speed, staying stagnant is akin to courting irrelevance.

It's imperative to adopt a proactive stance, harnessing the power of AI to revolutionize your approach to product development and packaging design.

At Landor, we use the 4D process across our Consulting, Design and Experience Practice areas: Discover, Define, Design and Develop.

Let's look at specific AI tools that can be used in each of these four stages across product development and packaging design processes.

DISCOVER

The discovery phase is the first stage of developing a new product or a packaging design. Here, teams are looking for insights about the category, analogous categories, consumers' aspirations and anxieties, their stated and unstated needs, the competition as well as the broader cultural context.

Some AI tools that can be used in the Discover phase include ChatGPT, Gemini, Trendalytics, Crimson Hexagon to name a few. These AI powered platforms can be used to analyse vast amounts of consumer data, social media trends, and market signals to uncover emerging preferences and identify latent needs.

For example, P&G uses AI-Driven consumer



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insights to anticipate market trends and develop products that resonate with evolving consumer desires.

These insights can also inform packaging design decisions, helping brands understand the visual elements and messaging that appeal most to their target audience.

Another example is Nestlé that employed AI technology in collaboration with IBM Watson to analyse vast amounts of data related to consumer preferences, nutritional trends, and flavour profiles. By leveraging AI algorithms, Nestlé aimed to identify emerging trends and understand consumer behaviours more comprehensively than traditional market research methods would allow.

With these insights, Nestlé developed "GOOD FOOD, GOOD LIFE," an initiative focused on creating healthier and more nutritious food and beverage products. One notable product resulting from this initiative is the Nespresso Prodigio coffee machine. The Prodigio machine integrates AI technology to connect with consumers' smartphones, allowing them to remotely brew coffee, reorder capsules, and receive personalized recommendations based on their preferences and usage patterns.

By utilizing AI-driven insights, Nestlé was able to innovate in the FMCG sector by developing products that not only meet consumer demand but also offer enhanced convenience, personalization, and functionality. This example demonstrates how AI can play a crucial role in informing product development strategies and driving innovation in the CPG industry.



DEFINE

During the define stage, we start building concepts for product and packaging design. This may involve defining brand strategy and developing conceptual sketches through prototype development. By leveraging insights from the discovery stage, a precise set of keywords and prompts are developed to construct hypotheses for possible scenarios to address the brief. These hypotheses then guide us in creating and testing various opportunity spaces upon which design exploration can be based. ChatGPT and Gemini are AI tools that can aid in expanding your thinking as you begin crafting your brand story around product and packaging.

Design prototyping with generative AI accelerates the process immensely and helps visualize forms that are often quite radical. It then facilitates the recalibration and refinement of these forms into potential directions. Specifically in packaging structural design, generative AI aids significantly in faster exploration and elimination processes. It assists in defining various aspects such as colour semiotics, illustration style, character designs, and 3D elements - allowing designers to explore expansively well before the actual design process begins.



Example: Gillette Flexi Vibe "Gamers Edition prototype" by Landor

Mid journey can often be used to help visualise and create prototypes for brands. For example, using Mid journey, Landor helped create a limited-edition gaming pack prototype for Gillette specifically tailored for the ASEAN market.

DESIGN

While Generative AI aids in exploring options in the early stages, final designs aren't solely outputs of Generative AI. At the moment, the role of AI in the design stage is more about personalizing, scaling, adapting, and testing at breakneck speed. This critical stage is when the concept is transformed into

viable design drawings.



Example: Nutella Unica by Ogilvy

One such pioneer in packaging design is Nutella. Nutella is already known for its personalised packaging, allowing consumers to create Nutella labels printed with words or names of their choice. After years of individualization through words, they sought to further personalize Nutella through design, making each jar as special and unique as the Italian people. With this objective, Nutella Unica was born - featuring dozens of patterns and thousands of colour combinations, all crafted with just one special algorithm. As a result, seven million jars were sold through Italian supermarkets, and each Nutella Unica jar became a 'piece of art,' stamped with its own unique code for authentication by collectors.

As brands increasingly integrate AI into design processes, an intriguing tool to kickstart this journey is Krea AI - allowing you to push your imagination of what's possible without being constrained by 3D modelling skills. This innovative platform serves as a real-time AI image and video generator based on prompts, effortlessly transforming your written descriptions into stunning, lifelike images.



Example: {Acces}ories "One Size Fits" One by Landor

The team at Landor explored the early stages of Krea AI when designing and developing {Acces}ories - adaptable add-ons to make oral care accessible and desirable for all. These accessories help reduce symptoms of pain and discomfort for people with dexterity challenges, enabling them to brush their teeth with comfort and ease.

DELIVER

Finally, guidelines have to be created for deploying packaging systems that have been developed.

Dragonfly is a great way to use predictive AI solutions to optimize visual content - think consumer eye-tracking without consumers. What it helps do is provide actionable findings to inform and optimise the design, test and validate iteratively single design and on-shelves context and ultimately assess the success of the packaging design.

Additionally, one can use the AI-powered brand voice tools (on platforms like Hubspot) to tailor

content to your brand's specific voice when deploying guidelines and delivering content. Once brand voice is turned on, it can be applied it to social posts, emails, blog posts, website and SMS messages.

To conclude, you can't afford to be ostriches, hoping that traditional methods will suffice in an era dominated by digital disruption and dynamic consumer preferences.

Just as you can't lose weight by watching reels of others exercising, you can't innovate by merely observing from the side lines.

Embracing AI tools for product development and packaging design is like exercising a muscle -it requires practice and commitment.

Heed the call to action, embrace the power of AI, and transform your approach to design and innovation.

The future belongs to those who dare to lead, not those who bury their heads in the sand.



POVs on AI in Product & Packaging



RUCHIRA JAITLEY

MMA Global India Member Company;
Chief Marketing Officer, Diageo



GenAI is reshaping the marketing landscape, across the consumer journey. With GenAI, we will be able to deliver innovative campaigns with speed & cost-effectiveness.

At Diageo, we leverage AI, sensory data, and other emerging tech to create unique consumer experiences at every touchpoint. From personalized whisky to digital gifting, our approach is a blend of creativity, customer-centricity & technology.

Our global breakthrough innovation team is looking at below avenues in creating value:

- Facilitate Diageo’s disruption into new platforms, technologies, and experiences, building on previous launches such as the **AI-powered whisky experience ‘What’s Your Whisky’**. What’s Your Whisky is based on innovative Flavour Print AI technology that helps shoppers explore whisky category through personalized whisky & cocktail recommendations.
- Play an important role in shaping the future of Diageo’s current portfolio of brands, creating more reasons for new and existing consumers to love them. This includes last year’s launch of **‘Elli’, Seedlip’s virtual**

AI-concierge that helps consumers answer a variety of questions about the brand.

<https://www.diageo.com/en/news-and-media/press-releases/2024/diageo-launches-breakthrough-innovation-team-to-shape-innovation-beyond-new-products>

GenAI use cases:

- Elevating creativity (Campaign ideation, creative production, creative optimization)
- Media optimization
- Consumer insights
- Market research
- Personalization @ scale (Generative AI combined with first party data can help deliver personalized experiences at scale)
- Packaging

Data powered GenAI

Data plays a pivotal role in creating personalized consumer experiences, and with GenAI, this amplifies multi-fold. In the world of GenAI, data is the key lever that will help differentiate one from their competition, creating unique value propositions for the consumer.

A New Day For Marketing

THEN

- Time consuming campaign briefs
- Tedious segment building
- Limited content for presentations
- Manual journey creation

63%

say trusted customer data is critical in using generative AI

NOW

- Fast Campaign briefs
- Intuitive segment building
- Scalable Content
- Automated journey creation



POVs on AI in Product & Packaging



AMIT SARMA

MMA Global India Member Company,
Managing Director, Soufflower

“

Soufflower, known for our innovative approach, trusts AI as a co-pilot in identifying and enhancing product development in a rapidly evolving landscape. It serves as a crucial sanity-check, enabling organisations to gain a better understanding of customers and to see opportunities they didn't notice before. Furthermore, it aids designers in visualising granular insights, opening new frontiers for product briefs and identifying target markets. For me, AI doesn't signal a reduction in human roles; rather, it reallocates our efforts towards more strategic, impactful work, elevating the quality of jobs and encouraging the development of new skills.

”

“

At Truecaller, AI is more than a buzzword; it's been a cornerstone of our product innovation over the years. Our spam detection algorithms, developed over a decade ago, are AI powered, continuously refining the 5 million daily inputs from our community. Our AI Call Assistant utilizes advanced language models and speech-to-text capabilities for precise conversation transcripts. Additionally, our 'Search Context' feature part of our AI Identity suite proactively alerts users to suspicious activity, often ahead of community feedback. In essence, predictive AI is integral to Truecaller's commitment to user safety.”

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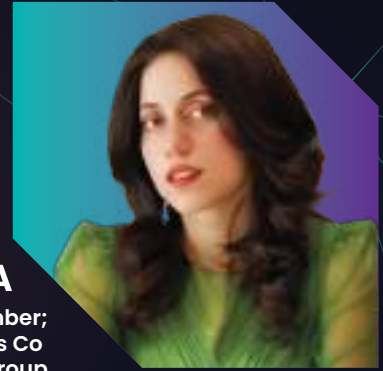


RISHIT JHUNJHUNWALA

MMA Global India Member Company,
Chief Product Officer and MD, India, Truecaller

AI IN DISTRIBUTION & E-COMMERCE

Unleashing the Power of AI: Transforming Distribution and eCommerce



SUKHLEEN ANEJA

MMA India Board Member;
CEO - Good Brands Co
The Good Glamm Group

In an era where data reigns supreme and digital commerce thrives, the convergence of artificial intelligence (AI) and eCommerce has emerged as a potent catalyst for innovation and transformation. The multifaceted role of AI revolutionizes eCommerce, from empowering marketers with actionable insights to enhancing various aspects of the online shopping experience.

Empowering Marketers with Actionable Insights:

AI serves as a catalyst in distilling the data deluge into actionable insights, empowering marketers with invaluable information crucial for informed decision-making. By leveraging advanced algorithms, AI has the prowess to discern patterns, predict trends, and decipher consumer behavior with accuracy. Moreover, AI's real-time analytics capabilities equip marketers with the agility to adapt swiftly to dynamic market conditions, thereby staying ahead of the curve in the evolving eCommerce vicinity. By harnessing the power of AI, marketers can navigate through data effortlessly, gaining invaluable insights that serve as the cornerstone of informed decision-making.

Whether it's identifying emerging market segments, forecasting demand fluctuations, or personalizing marketing campaigns, AI serves as a force multiplier in amplifying the efficacy of our strategic endeavors. Imagine having a super-smart assistant who can crunch through tons of data to give you the lowdown on what your customers really want. That's what AI does for marketers. It helps us understand trends, predict what customers might buy next, and even personalize our marketing to fit different groups.

Enhancing eCommerce Dynamics:

Ever wonder how online stores seem to know exactly what you're looking for? That's AI at

work, making product suggestions and organizing shelves in a way that grabs your attention. It's not just about making sales, though. AI also helps us figure out the best way to bundle products together to give customers what they need, sometimes even before they know they need it!

a) Product Bundling Optimization: AI algorithms meticulously analyze purchasing patterns and consumer preferences to curate bespoke product bundles tailored to individual tastes. By deciphering correlations between product categories, AI facilitates the creation of bundles that not only augment sales but also enhance the overall customer experience.

b) Shelf Space Optimization: AI-driven algorithms optimize this virtual shelf space by strategically positioning products based on factors such as popularity, profitability, and consumer engagement metrics. Through dynamic content placement and personalized recommendations, AI ensures maximum visibility for products, thereby augmenting conversion rates and fostering customer loyalty.

c) Supply Chain Management: From demand forecasting and inventory management to route optimization and logistics coordination, AI streamlines every facet of the supply chain, minimizing inefficiencies and maximizing operational efficacy. By harnessing AI-powered predictive analytics, retailers can preemptively mitigate supply chain disruptions, ensuring seamless continuity in operations and unparalleled customer satisfaction.

It is exciting to note the possibilities AI brings to the table, from helping us understand our customers better to making their shopping experience smoother and more enjoyable and are committed to using this technology to keep pushing the boundaries of what's possible in eCommerce.

Bohemian Rhapsody



SANKALP MEHROTRA

MMA India Board Member
Vice President of Monetization
Flipkart

Music, especially classic rock has been a huge influence. And I end up looking for similarities between music to the happenings of the media ecosystem. Here I go again (Hello, Whitesnake).

Before the 2018 movie, Queen was perhaps best known for the pub anthem - I want to break free. Legions of listeners, young and old, jived to it for ages. Ask any Queen fan albeit, this was one of their okay-ish works. Perhaps their seminal piece was Bohemian Rhapsody, which blended various musical genres - ballads, hard rock, opera and a reflective coda. Who would've thought that Scaramouche, Fandango, Galileo, Figaro, Beelzebub and an incantation of 'Bismillah' could all be woven into a lyrical and musical, once in a generation masterpiece! It influenced a series of musicians and bands that came later.

The massification of AI is also one such generational shift that is set to influence tectonic changes around nearly every aspect of our being. Media and marketing will be no exception. The advertising industry has till now looked at AI like a boogeyman and a blessing; in equal measure.

There's trepidation about the loss of jobs in an industry that's already reeling from multiple challenges. There's also worry about the slew of misinformation and logistical challenges AI could bring which potentially harm brands and mislead consumers.

And then there's excitement about possibilities - on how AI can bolster human ingenuity. There shouldn't be much doubt that an increasingly intertwined future awaits us - one where human understanding of consumers/challenges is suffused with optionality powered by AI.

We can see this playing out already. Much has been written and spoken about the Coca-Cola AI commercial. However, one inspirational AI driven communication was the one done by

Orange for the FIFA Women's world cup. Check it out on YouTube. The ad busts a few preconceptions - around women's football not being exciting enough and more pertinently for this write-up - AI is not the enemy. Juxtaposing AI with insights when done right can create magic.

Over the last decade, across geographies, digital has subsumed larger importance than most other media channels. India is no exception - 2022 was a watershed moment where digital Adex surpassed 50%. I'll thus talk of a few AI led emerging trends now, largely centered around digital marketing and advertising.

- **AI led creatives** - The need for multiple images, backgrounds and copies can be seamlessly managed. There's a whole bunch of tools available - from basic CHAT GPT wrappers to Midjourney. Expect a proliferation in usage in the near term on both ends of the spectrum.
- **Run creative messaging tests at scale/predict efficacy** - AI tools today allow to test hundreds or thousands of ad copies and creative variations quickly and automatically. And improve speed to market and campaigns efficacy both.
- **Hyper personalization** - Digital has been powered by machine learning for over 20 years now. Targeting by cohorts, geography, previously exhibited behavior etc. among many other dimensions. Think of all of this being dialed up a notch now - Rather than just language, imagine ad creatives getting transformed based on user motivations. User A might see content that emphasizes discounts and value, while User B may see a speed communication. There can be innumerable dimensions that can be created vs a limited pool of content pieces that brands had to historically work with.

- **Optimize budgets and performance** – AI is your best friend in optimizing ad campaigns for higher ROAS and to adjust advertising budgets automatically to hit the desired KPIs.
- **Social Media Monitoring** – There already exist tools that perform this task, however, using AI-based tools is guaranteed to fetch better results. One can also better understand the performance of competition and respond accordingly. Another social media use case can be Influencer marketing optimization – AI algorithms can analyze influencer performance metrics, audience demographics and engagement data to identify who's doing well or not.
- **Customer Support** – AI-powered chatbots have made it increasingly possible for companies to provide real-time customer support to their consumers. Customer support will become more democratic vs it

being the purview of only scaled organizations.

- **Cross channel attribution modeling** – Conversion and sales to specific touch points across multiple channels, providing a holistic view of consumer journeys can be facilitated by AI.

It is contingent on all marketing teams to stay updated on emerging trends and maximize. The tools are already available, teams need to learn to use them to propel growths. Speed in learning and harnessing these changes can be a strategic differentiation. By the time this article grows to print, there will be 4-5 additional use cases that would've been conceived given the pace of rapid development in this space.

Closing the note with another Queen classic that sums up these fantastical changes and speed – Don't stop me now, (Don't stop me now) 'cause I'm having a good time, I don't wanna stop at all!



AI: From Sci-Fi Hype to E-commerce Reality



RITIKA TANEJA

Head of Ecommerce,
GroupM India

Artificial intelligence (AI) is rapidly transforming e-commerce, emerging as a powerful tool for businesses. By 2024, global spending on AI in this sector is projected to reach a staggering \$15.7 billion.

AI Transforms E-commerce: Personalized Shopping & Smart Journeys

Frictionless Shopping Journeys: Imagine navigating an online store that feels like a curated walk-in experience. AI streamlines the shopping journey by understanding user behavior. This translates to intuitive search functionalities, personalized product filters, and faster checkouts, all aimed at reducing cart abandonment and boosting sales.

Conversational Commerce Takes Center Stage:

AI-powered chatbots with natural language processing (NLP) capabilities can now engage in meaningful conversations, answer complex queries, and provide real-time product recommendations.

Hyper-Personalized Recommendations: Forget basic suggestions based on past purchases. AI leverages sophisticated algorithms to analyze vast datasets (demographics, browsing behavior, social media sentiment) to create highly personalized recommendations that anticipate needs and desires, leading to increased conversion rates and enhanced customer satisfaction.

AI Marketing Revolution: From Scatter-Shot to Sniper-Like Precision

The marketing landscape is being reshaped by AI, offering marketers a powerful suite of tools. Here's how AI transforms marketing strategy and execution:

- **Predictive Marketing with Uncanny Accuracy:** Level up from generic campaigns. AI analyzes online behavior (purchases, searches, browsing) across D2C

and marketplaces to predict customer preferences. This unlocks hidden patterns, enabling hyper-personalized offers and messaging that resonate with each customer segment. AI automation further optimizes budgets by dynamically adjusting bids for maximum reach at the most cost-effective moment.

- **AI Powers Up Your Ecommerce Content** Level up your content! Generative AI can create draft product descriptions and suggest image variations, boosting efficiency. AI also analyzes data to optimize for SEO and compliance across D2C and marketplaces. Personalize the experience & refine AI-generated content to resonate with your audience.

AI Goes Beyond the Interface: Optimizing Operations

The power of AI extends beyond the customer interface, optimizing e-commerce operations at their core:

- **Supply Chain Efficiency:** AI streamlines the entire supply chain, from demand forecasting to inventory management. Real-time data analysis allows for dynamic adjustments, ensuring businesses have the right products in stock to meet customer needs.
- **Warehouse Automation Revolution:** Imagine warehouses buzzing with robots intelligently picking and packing orders. AI-powered warehouse automation not only reduces human error but also optimizes storage and retrieval processes, leading to faster fulfillment times and significant cost savings.

Staying Ahead:

- **Embrace a Data-Driven Culture:** Foundational to AI's success is data. Invest in collecting, storing, and analyzing

customer and seller data securely to fuel your AI initiatives

- **Prioritize Explainable AI:** As AI becomes more complex, prioritize implementing "explainable AI" solutions. These solutions help you understand the rationale behind AI decisions, fostering trust with customers and regulators
- **Embrace a Culture of Experimentation:** Continuously test and refine AI strategies to find the perfect fit for your business

- **Human Touch in the AI Age:** AI enhances, not replaces, human interaction. Focus on customer-centricity and transparency in AI use to build trust and strong customer relationships.

In Conclusion

AI is no longer a distant dream; it's revolutionizing e-commerce. By embracing AI-powered personalization, marketing automation, content creation, and operational efficiency, businesses can unlock significant competitive advantages and propel themselves towards future success.



AI IN PROMOTIONAL MARKETING STRATEGIES



AI's Impact on Understanding and Enhancing the Customer Journey

Winning with AI



VANDANA KRISHNIA

Director, Marketing And Product Management,
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MMA Global India Member Company

There was a time when the idea of AI lived only in the pages of science fiction and the minds of dreamers. Fast forward to today, and it's a different story. We are surrounded by it and it has been integrated so deeply into our lives that we don't even realize it.

Think about it. When was the last time you stopped for a moment to question how your phone arranged your day into a line, or how effortlessly Netflix recommends correctly another series for you to binge on? And it doesn't stop at our doorsteps. In our workplaces, AI is like the quiet genius in the corner, sifting through emails, matching resumes to job descriptions with uncanny precision, and even creating marketing pitches. It's rather astounding when you stop to think about it: AI has permeated into our lives, to a point where tasks that would have been strenuous, are taken care of with a simple voice command or a click. And just like that, our everyday life just got a whole lot smarter and our tasks a bit more fun.

But does this surge of AI, especially tools like generative AI (remind us of ChatGPT), a threat to humans? I think not. AI isn't here to replace humans but to act as our support system, enhancing our work and helping with our decisions but cannot replace the human touch that's critical to our roles.

Consider HR, where AI swiftly sifts through resumes, not to make the final hiring decisions, but to ensure we're spotlighting the right candidates. This allows us humans, the ones making the decisions, to look deeper into what really counts: the personal connections, the shared values, and the untold potential that goes far beyond what's on paper.

And when it comes to marketing, the narrative is similar. AI can throw out hundreds of catchy phrases faster than we can blink. But coming up with an idea from scratch, something new

and exciting? That still lies very much in the human realm - it's also very much about being relatable, touching on shared experiences or emotions in a way that feels genuine and true. That's something AI can't replicate. It can help us shape and share our ideas more swiftly, sure, but the heart of a great marketing pitch—the novelty, the relatability, the deep insight that makes people sit up and listen? That's all us, through and through.

At AkzoNobel too, we've got XARA, our AI helper, making things smoother for us. Need to reset a password or order some office supplies? XARA's on it, right through Microsoft Teams, making our workday a bit lighter. Need to find an old file or picture for a creative, AI is here to swift through the large database and find what we are looking for.

Marketing as a function is already using AI & there are new business models evolving. GumGum delivers real time & contextual targeting of ads, when the consumer is in the right frame of mind, to deliver CTRs & KPIs significantly better compared to earlier. This is being done at scale thanks to AI. Delve.ai uses 20+ data points from already existing customer data to generate different consumer personas, helping organizations to create sharper segments in a matter of minutes. A task that would have taken months of research & analysis is now available at the click of a button. Klarna recently announced the first cut results from their experiments with AI chatbots, it was astounding. The AI assistant had 2.3 million conversations, two-thirds of the total customer service chats. It was more accurate in errand resolution, leading to a 25% drop in repeat inquiries with the average time taken falling to less than 2 minutes compared to 11 minutes previously. It is estimated it will add 40 million USD to the bottomline.

As AI evolves, faster than we think, there will be disruption, in the way we know the world. There

will be discomfort, especially for our generation which has seen the evolution of technology in front of our eyes. But progress only happens with discomfort. Those who embrace the disruption will lead the way. History is testament that for humans, significant & meaningful large change has only been achieved through disruption, from hunting in the wild to agriculture, from Industrial revolution to information & technology revolutions.

For the next generation, born into this ever-evolving world supercharged by technology, this is already a way of life.

And as I close, I ask you, is this article written with the help of AI or human or both? For I know what I want to say, but I also know someone can help frame my thoughts faster than I can.



The Influence of AI across the Consumer Purchase Cycle



VISHAL JACOB

Head of Transformation,
Wavemaker, GroupM

Artificial Intelligence (AI) has become an integral part of our daily lives. Every platform that we engage with today has its own AI machinery at play working endlessly to influence our decisions and behaviour. From the initial stages of product discovery to the final purchase decision, AI plays a crucial role in influencing consumers' choices. To illustrate this, let's follow an individual looking to buy a car and explore the ways AI can shape their journey.

1. Product Discovery and Research

Imagine Suraj, a potential car buyer, starting his journey by researching different car models online. AI algorithms analyze his search behavior, preferences, and past interactions to provide personalized recommendations. For instance, if Suraj shows interest in fuel-efficient vehicles, AI can suggest hybrid or electric cars. Websites like CarDekho and CarWale leverage AI to recommend vehicles based on user preferences and browsing history, making the discovery process more efficient.

2. Personalized Marketing

As Suraj continues his research, he may encounter targeted advertisements tailored to his interests and demographics. AI-driven ad platforms analyze vast amounts of data to identify the most relevant audience segments and deliver personalized ads. For example, if Suraj frequently searches for family-friendly features, he may see ads highlighting spacious interiors and advanced safety technologies. Car OEMs could use multiple tech stacks to understand and segment consumers to personalise messages to them

3. Virtual Assistants and Chatbots

During the research phase, Suraj may have questions about different car models, financing options, or dealership locations. AI-powered

virtual assistants and chatbots are available 24/7 to provide instant answers and assistance. Companies like Hyundai have integrated AI chatbots into their websites to engage with customers in real time, improving the overall customer experience.

4. Product Customization

As Suraj narrows down his options, he may want to customize his chosen vehicle to suit his preferences. AI-driven configurators allow him to visualize different options, from exterior colors to interior features, providing a personalized shopping experience. Car manufacturers like Tesla and BMW offer interactive configurators powered by AI, enabling customers to design their dream cars online before making a purchase.

5. Predictive Analytics

Once Suraj has test-driven a car and shown his interest, the AI algorithm can analyse various factors and provide intelligence to OEMs on Suraj's interest levels and an approximate timeline on when he could be ready to make a decision. AI algorithms can analyze various factors, including market trends, pricing data, and inventory levels, to predict the best time to buy and entice the buyer with suitable offers. For example, if there's a seasonal promotion or a limited-time discount available, AI can alert Suraj to take advantage of the opportunity. Additionally, predictive analytics can help dealerships anticipate customer preferences and stock popular models accordingly.

6. Enhanced Customer Service

After purchasing a car, Suraj may have questions about maintenance, warranty coverage, or scheduling service appointments. AI-powered customer service platforms can handle these inquiries efficiently, providing personalized assistance and recommendations.

Companies like Mercedes-Benz use AI chatbots to support customers post-purchase, ensuring a smooth ownership experience.

7. Post-Purchase Recommendations

Even after buying a car, AI could continue to influence Suraj's consumer journey by offering post-purchase recommendations. Based on his driving habits, location, and vehicle preferences, AI algorithms can suggest accessories, maintenance services, or future upgrades. For instance, if Suraj frequently travels long distances, he may receive recommendations for fuel-efficient tires or navigation systems.

In conclusion, AI has revolutionized the consumer purchase cycle, empowering individuals like Suraj with personalized recommendations, seamless interactions, and enhanced shopping experiences. From product discovery to post-purchase support, AI-driven technologies are reshaping the way consumers make decisions and interact with brands. As businesses continue to leverage AI capabilities, the future of consumer engagement looks increasingly intelligent and customer-centric.



Supercharging Marketing Strategies with AI at a greater PACE



M V S MURTHY

Chief Marketing Officer,
Federal Bank
MMA Global India Member Company

- The Indian AI in BFSI market is projected to reach \$5.7 billion by 2026, growing at a CAGR of 32.6% from 2021 to 2030.
- This rapid growth is fuelled by factors like increasing investments in AI infrastructure, talent acquisition, and growing awareness of the potential benefits of AI.

Marketing is one of areas where the adoption rate of AI can be the fastest. In addition to AI powered interfaces, AI's integration into marketing strategies is no longer just an edge—it's a necessity. For marketers, AI offers a toolkit for deeper insights, personalised engagement, and streamlined operations, revolutionising how brands interact with their customers.

Perhaps the most significant advantage of AI in marketing is its ability to personalize at scale. From email marketing campaigns to website content, AI algorithms can tailor messages and offers to individual users. This personalization extends beyond mere name tags—it involves understanding the user's journey and presenting solutions and products aligned with their specific needs and past behaviors. At Federal Bank, The AI-enhanced search engine provides precise, context-aware search results, drastically reducing the time customers spend finding information. Incorporating voice search capabilities and text-to-speech features, we've ensured that our services are accessible to differently-abled individuals, demonstrating our commitment to inclusivity. Organisations like Netflix and Amazon have famously used AI to power recommendations, not just influencing user experience but also boosting their sales.

Automated Customer Interactions

Advanced bots are capable of learning from interactions, improving their responses over time, and freeing up human resources for more complex service tasks. Our marketing teams can efficiently design and execute complex email campaigns that are both personalized and scalable.

Content Generation – including visual and video marketing

AI is not just about data crunching; it's also creative. We all know how effective the content generation is through GPTs and tools like DALL-E and MidJourney, AI's capability extends into the realm of visual content creation.

Basically, all these tools enable us to Enhance Customer Experience with Generative AI.

Thus, the PACE (aka Personalisation, Automation, Content generation and Enhancement of customer experience) at which AI technology continues to evolve, its integration within marketing strategies is expected to deepen, making it an indispensable tool for marketers. Specifically, AI has revolutionized banking and fintech by offering a spectrum of advantages to industry players. AI is one of the rapidly growing and changing fields and hence is a major area of focus for policy development in India. A comprehensive legislative framework would be crucial to foster responsible and secure AI adoption in the BFSI sector while safeguarding customer data and ensuring fair and ethical practices.



The Role and Impact of AI on Understanding the Customer Journey



RAJIV DINGRA
Founder & CEO, ReBid
MMA Global India Member Company

In today's rapidly evolving digital landscape, understanding the customer journey has become paramount for advertisers and marketers. As the Founder & CEO of ReBid Advertisers CDP, I have witnessed firsthand the transformative power of Artificial Intelligence (AI) in decoding and enhancing this journey. AI technologies have revolutionized our approach by providing deeper insights into consumer behavior and enabling personalized marketing strategies that were previously unimaginable.

1) The Role of AI in Decoding the Customer Journey

The integration of AI in customer journey analysis is not just an enhancement—it's a complete overhaul of how we approach marketing data. At ReBid, we leverage AI to dissect vast amounts of data across various touchpoints, helping us to understand intricate consumer behaviors and preferences. This capability allows us to map out the customer journey with an unprecedented level of precision.

AI tools employ advanced algorithms and machine learning techniques to predict customer behavior, identify purchasing patterns, and optimize customer interactions. For example, through predictive analytics, we can forecast a customer's future actions based on their past interactions. This insight enables us to craft more targeted and timely marketing messages, significantly improving engagement rates.

Moreover, AI facilitates real-time decision-making. Our AI systems analyze incoming data on-the-fly and immediately adjust marketing strategies to align with customer expectations and current trends. This agility is crucial in maintaining relevance and responsiveness in a dynamic market.

2) AI-Enhanced Customer Journey: A Case Study

One notable example of AI's impact at ReBid

involves our recent campaign for a high-end electronics brand. Our challenge was to increase engagement among potential customers who showed interest but did not proceed to purchase. Using AI-driven customer segmentation and journey mapping, we identified critical drop-off points and developed personalized advertisements tailored to the interests and behaviors of different customer segments.

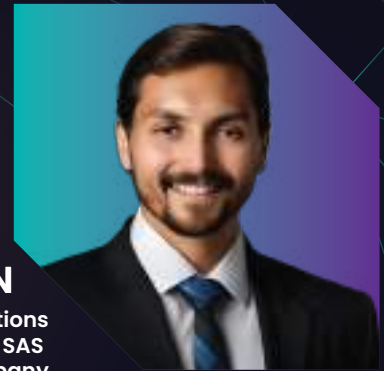
AI algorithms analyzed past interactions, browsing patterns, and purchase history to create highly accurate customer profiles. Leveraged in our programmatic advertising platforms, these profiles enabled us to deliver dynamic ads that resonated deeply with each segment. The results were remarkable: we observed a 40% increase in customer engagement and a 25% rise in conversion rates.

This campaign not only demonstrated the efficacy of AI in enhancing the customer journey but also highlighted its potential in converting insights into tangible business outcomes. By understanding the specific needs and preferences of each customer segment, we were able to deliver a more compelling and persuasive message, significantly boosting the effectiveness of our marketing efforts.

Conclusion

The role of AI in understanding and enhancing the customer journey is invaluable. It allows marketers to navigate the complexities of consumer behavior with finesse and adaptability, ensuring that each customer interaction is as effective and engaging as possible. At ReBid Advertisers CDP, we continue to explore the frontiers of AI, driven by our commitment to delivering exceptional marketing strategies that resonate with and inspire our clients' audiences. As we move forward, the integration of AI in decoding the customer journey will undoubtedly remain a central pillar of our strategic initiatives, continually shaping the future of advertising.

AI: Illuminating the Complex Pathways of Customer Journeys



KUNAL AMAN

Director and Head – Marketing & Communications
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In today's business landscape, customer journeys have evolved to become far more complex. From initial awareness to post-purchase engagement, there is traditional media, digital, social media, app data, offline interactions intertwining with each other to weave a complex tapestry. Data has thus become an invaluable resource in understanding the customer journey better & Analytics and now increasingly AI has become the engine in unravelling these complexities, transforming how businesses connect with customers and shape their marketing strategies.

At the highest level, there are five broad areas that AI and AI driven automation is driving value in the Customer Journey:

- **Insights at Every Turn:** Businesses are using AI tools to analyze vast datasets. We have already seen forward looking organizations that cater to a large customer base rapidly move towards mass customization and to market to markets of one. For ex. At SAS we have helped telecom providers to use AI & analytics for not only generating insights but also micro-segmenting millions of their subscribers basis their history, usage, demographic, behaviour and preferences and drive hyper personalized, much more meaningful campaigns at scale. So essentially increasing their efficiency and driving growth.

- **Hyper Personalization:** Generative AI brings in the ability to create unique visuals and messages that tailored specifically to their target audiences. Or generating product descriptions, A/B testing page layouts and ad copies. This level of customization is simply not possible with manual image or video creation, which means generative AI stands to revolutionize the way businesses produce high quality visuals, advertisements and content.

For Marketers, this is a tremendous

advancement as it essentially means higher engagement, better productivity and conversions at a lower cost.

- **Optimizing Resources:** Predictive lead scoring as an example, helps businesses identify high-potential leads with precision, optimizing resource allocation and accelerating conversion.

- **Enhanced Engagement:** Chatbots are now all pervasive in the area of customer service. And Generative AI powered ones will just take it beyond traditional conversational flows by leverage Natural Language Processing abilities combined with deep learning to produce text or indeed voice which looks or sounds uncannily human. It can help customers to find the information they need, in native languages, deliver quick and convenient customer service, or crunch through troves of data to deliver tailored product recommendations, making it easier than ever for marketers to reach and engage with their customers in real-time.

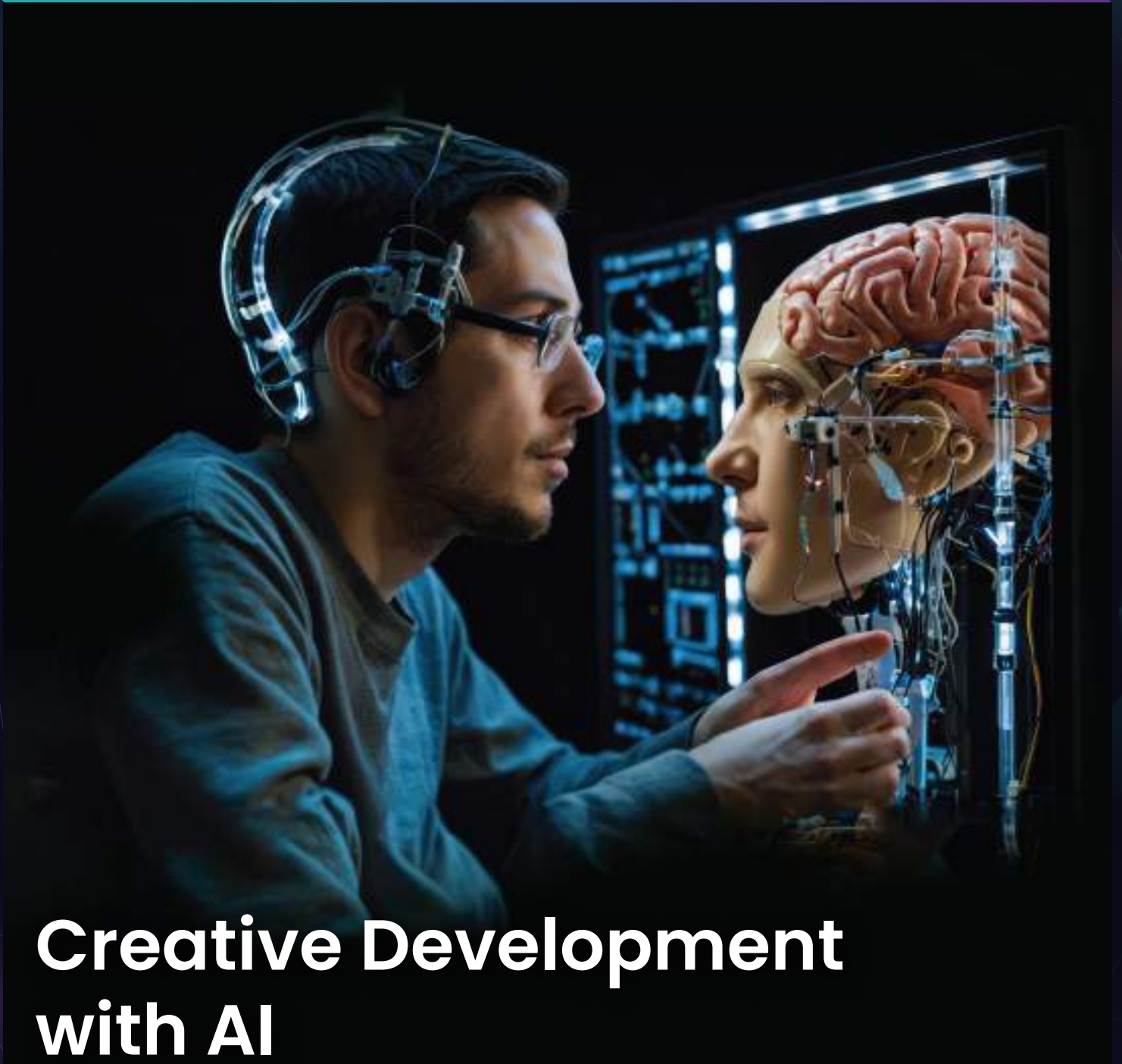
- **Measuring Effectiveness:** Moreover, AI-driven analytics empower B2B marketers to track and measure the effectiveness of their marketing strategies across various touchpoints. By analyzing data from digital channels, social media, email campaigns, and more, businesses can gain actionable insights into customer engagement, content performance, and conversion attribution. This enables them to refine their approach, optimize resource allocation, and maximize ROI, ensuring that every interaction contributes to the overall success of the customer journey.

In a B2B context, one compelling example of AI's impact is in predictive lead scoring. Traditionally, B2B marketers relied on manual processes and subjective criteria to qualify leads, often resulting in inefficiencies and missed opportunities. However, with AI-powered algorithms, businesses can

analyze vast amounts of data & behavioural patterns to identify high-potential leads with precision and accuracy. By prioritizing leads based on their likelihood to convert, organizations can optimize resource allocation, streamline sales efforts, and accelerate the path to conversion.

As businesses continue to embrace data drive strategies, they become poised to thrive in an era defined by customer-centricity and digital transformation. AI serves as a powerful ally to the modern business in unraveling the complexities of the customer journey, drive meaningful engagement, and cultivate lasting relationships with their customers.





Creative Development with AI

AI as an Essential Advantage for Marketers



CHANDAN MUKHERJI

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Nestle, India; MMA Global India Member Company

AI is increasingly taking on a bigger role in marketing with the advent of intelligent marketing tools and generative AI, creating an abundance of opportunities for marketing teams to guide decision making, help make sense of large data sets, understand the consumer journey, create and adapt content, drive personalization and so on, thereby influencing demand generation and consumer delight. Many AI models are yet not perfect and the purpose and level of integration into broader marketing may vary, but the precision around all the use cases of AI is evolving and the scope of achieving new advancements is moving at a phenomenal speed. The success of AI is reliant on high-quality data that is accurate and timely.

Digital marketers can take assistance from AI to create content, including messaging options, social media posts, and even copy for or multimedia applications like images and even video. It's important to note that most AI-generated content isn't ready for publishing immediately. Many marketers today use generative AI as a starting point — as an idea, thought or to spark creativity, and apply the human mind, strategic objective focus, as well as brand tone to build the content on top.

When social marketing is powered by AI, it can increase efficiency by taking social listening and response to a whole new level. Powerful social marketing platforms weave together sophisticated AI technologies to analyze social data around consumer experience and audience sentiment, and trained machine learning (ML) models can automatically complete text mining, topic extraction, classification, semantic clustering and other tasks to provide results in seconds. ML models can provide more precise results with time through deep learning. Natural language processing (NLP) can power an AI enabled marketing tool so it can semantically and contextually understand social listening data.

When powerful NLP algorithms are coded for social listening, they can interpret the data even if it's splattered with colloquialisms, word switches, emojis, abbreviations, hashtags, or spelling mistakes. Computer vision allows AI marketing tools to derive insights from non-text digital data available in the form of raw images. AI chatbot tools can bring connection in hyperdrive with targeted messaging, personalization, answering common questions and responses; technology is also going beyond a pre-programmed path nowadays. AI enhances CRM systems by providing predictive analytics, customer segmentation, and personalized communication capabilities. The right messaging can help build engagement, consumer retention, deepen consumer relationships, conversions, equity, and loyalty. Of course, the right capabilities of the tools, and human strategic oversight and builds are necessary to turn this into relevant deployments which are outcome driven. The most effective applications are those where the components work in tandem to extract insights, interpret data, understand language, predict outcomes, and create a learning ecosystem.



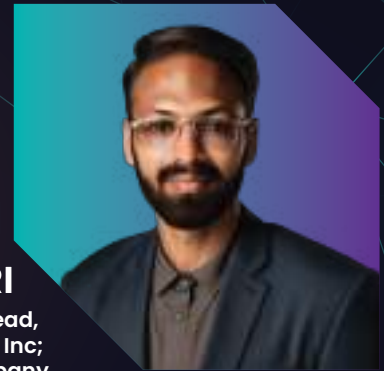
Content optimization platforms employ AI algorithms to analyze content performance and optimize it for maximum impact, with the goal of increasing performance and ROI. Dynamic content personalization platforms utilize AI algorithms to deliver personalized content experiences based on user behavior, preferences, and profiles. These platforms, using AI powered algorithms dynamically adjust content elements, such as headlines, images, and calls-to-action, to cater to individual user profiles and enhance engagement. AI-powered language processing algorithms have revolutionized the process of localization. AR technology, powered by AI, offers immersive marketing experiences that

can be customized to reflect local cultures and traditions, and this convergence can provide exciting possibilities for immersive experiences.

While AI has several application use cases and promised benefits, it's still an emerging technology and will evolve further. Ensuring transparency, ethics and privacy are key must-haves. The outcomes, content quality and accuracy have to evolve further in many of the use cases, and legal as well as copyright related aspects have to come together within a framework. It is also important to have the right measurement tools in place to understand true value and impact.



Unleashing the Power of AI: Revolutionising Messaging Strategies



PRADYUMN PASARI

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As marketers, our constant challenge has been to create content that resonates with consumers at a personal level. However, the limitation has always been the availability of unlimited content to address individual consumers, making us rely on what is readily available. Generating large-scale content has traditionally been costly and time-consuming. But with the democratisation of AI, a new era of endless possibilities in content generation has emerged.

Workflow Integration:

In the retail space, we are all familiar with the concept of the 'endless aisle,' where digital technology expands the product offering beyond what is physically available in stores. Similarly, AI now presents us with the opportunity for 'endless content,' where messaging strategies can be more nuanced and tailored to hyper-segments targeted on media platforms.

The key challenge for brands now is how to execute these strategies efficiently, with minimal cost and time investment. It's crucial to harness the full potential of AI tools while seamlessly integrating them into our workflows to ensure that the content generated is not generic but aligns closely with the brand's values and identity.

Implementing use case at HP:

At HP India, we are leveraging AI by training and fine-tuning a sandboxed ChatGPT model on our product and brand information. This allows our marketers to generate brand-specific content in seconds, which can be used across various content types such as blogs and retail messaging, depending on the specific target audience.

Consider a retail scenario where a technology brand sells 100+ SKUs, requiring warm body sales promoters to interact with customers.

Historically, providing product information to these promoters has been challenging and costly. However, with a fine-tuned ChatGPT model, all the necessary information can be presented to the promoter at a negligible cost in a format that they can easily use, ultimately leading to better conversion rates.

Testing and Learning:

In the digital realm, AI not only enables the generation of cohort-specific personalised content but also facilitates A/B testing with multiple communication styles. This allows us to identify the most effective assets for our campaigns, ensuring optimal performance. However, this approach requires us to be agile and have the right measurements in place to gauge success accurately.

As we navigate the rapidly evolving landscape of Generative AI, it's essential to prioritise performance and focus on finding the right solutions for identified problems. By embracing AI and leveraging its capabilities, marketers can unlock new levels of creativity and efficiency in their messaging strategies, ultimately driving better engagement and results.

AI is revolutionising messaging strategies by offering endless possibilities in content generation, enabling personalised messaging at scale, and improving outcomes through data-driven insights. Marketers who embrace AI and integrate it seamlessly into their workflows will be able to create more engaging and effective messages that resonate with their audience, leading to improved marketing performance and customer satisfaction.

Humans have this innate desire to be attracted to novelty. In the case of rapidly evolving Generative AI, one should prioritise performance and try to figure out what is the right solution for the identified problem.

Beyond the Algorithm: The Secrets of AI-Driven Messaging Success



DEVIKA SHARMA

MMA India Board Member;
VP and GM – InMobi India

Generative AI in creative industries generated \$1.7 billion in 2022 and is estimated to generate \$21.54 billion by [2032](#).

AI empowers marketers with the knowledge to build more informed and effective messaging strategies. It lets them take a holistic approach that considers both creative and media perspectives.

From a creative point of view, this allows advertisers to craft contextualized and personalized communication and creatives that appeal to their audience. From a media angle, AI can help drive content to mediums and platforms where it will get maximum eyeballs and engagement. Ultimately, it creates serendipitous content discovery that results in tremendous value for consumers and unstoppable engagement for marketers.

While Generative AI is new in the world, Glance has been leveraging Generative AI for more than four years when it was known as Synthetic Media Style Automation. Glance leverages cutting-edge AI tools to curate personalized and captivating content for consumers on the smart lock screen.

AI-powered recommender systems help marketers create more content pools that their users will like based on their past preferences. This improves overall content liquidity to cater to a large set of users. By embracing the power of machine learning algorithms and computer vision, Glance has streamlined various aspects of content delivery. With these AI tools, Glance excels in ranking and tagging, ensuring that only the most engaging pieces make it to users' screens based on their preferred content categories in their preferred language. This results in elevated experiences that are eye-catching and immersive.

AI to Craft Messaging Strategies: Key Examples

Using AI to craft messaging strategies allows brands to connect with consumers in ways that stick with them.

Glance has leveraged AI to generate content that appeals to niche interests on a large scale in a variety of formats. For marketers, this offers a great opportunity. It means enabling seamless discovery and engagement based on a consumer's linear content preferences. In the work that Glance has done with brands in the travel, food, and e-commerce spaces, leveraging AI in messaging has seen tremendous success. For example, for a leading [on-demand convenience platform](#) that wanted to drive app installs and nudge users to place their first orders for food delivery, Glance helped serve contextualized and localized messaging. This was done by showcasing local delicacies on the smart lock screen based on consumers' location and time of day. This resonated with these foodies and prompted them to instantly download the app with a single tap to place an order. The success was evident in how the platform saw a 29% increase in first orders month-on-month on food delivery.

Similarly, when Glance worked with a popular Indian telecommunications provider that wanted to promote its international plans, we used AI to understand where consumers were most likely to travel and reached them with messaging and visuals related to the destination.

Creative Development with AI

AI is undoubtedly a valuable tool for creative development. Beyond just generating ideas, it offers near-final creatives. It opens up infinite possibilities for deep contextualization with its scale and ability to deliver across formats and

languages. Glance uses it to repurpose content in innovative ways with options such as text-to-video, interactive quizzes, and language translation.

Furthermore, AI can be used to stretch creative boundaries and generate creatives rapidly. This is powerful for a marketer looking to diversify the core brand communication. For example, if a quick commerce platform wants to drive people to its app, AI can play a role in creating a vast range of use cases that are uniquely relevant to the consumer's preferences for different times of the day. Driving such resonance can prove to be effective in

enhancing consideration and conversion. The bottom line: AI not only battles creative fatigue with speed but also drives personalization that delivers business impact. Of course, human intervention is a must for brand-centric and relevant communication. It is also important for marketers to credit the AI platforms wherever used like quoting the tool in your content or images. This will help advertisers and marketers to ensure utmost transparency with users.

With the might of AI and the magic of human imagination, marketers can create safe, responsible, and memorable brands.



AI and the Creative Renaissance



KARTHIK NAGARAJAN

CEO, Hogarth India
WPP

Of all the things I read about AI in the past year or so, the one that stayed with me is an article that referred the current popularity of AI as 'ChatGPT's Farmville moment'. I can live with that analogy as it best captures the sudden surge in popularity among end users, for a technology that has been around for a few years now. The consumer productization of AI as the wonderful little app ChatGPT, seems to have acted as this tipping point and has accelerated adoption exponentially. And at the centre of this hype is creativity as a vocation – not just at an individual level but at an organizational level, as creativity is not just an offering but, in some cases, the entire identity of an organization. Going by the initial public reaction over the last year or so, we seem to be underestimating AI's impact on creativity in the long term and over estimating it in the short term. So, it is important to understand what role AI will play in this and more importantly what it will not.

If AI is the answer, what is the question?

A great cheat sheet to understand AI in creativity could be to break it down into three areas of impact:

- **Inspiration:** Where Generative AI augments work streams like creative ideation, concept & strategy development and even copywriting. Many creative organizations ahead of the curve also use AI as a brainstorming tool, a creative cob web buster, so to say
- **Automation:** Where AI helps us reimagine different creative tasks like post-production, machine translation and virtual production by its ability to automate repeatable human tasks at an unimaginable scale and time using Machine Learning
- **Optimization:** Where artificial neural networks adapt and learn from vast

amounts of data (Deep Learning) and help us make data-led decisions and optimizations in the creative journey. Creative analytics and optimizing e-commerce content are great examples of this.

Incremental Vs Transformational

In about a year or so when AI successfully tides over the hype cycle, what will its long-lasting utilities be. Will it be largely about efficiencies, or will it help transform creative organizations? If latter, then what is that one area where it will definitely be a game changer? Markets like India which are complicated as an audience canvas have remained under-serviced for a long time when it comes to personalization. This is because the economics of a manual adaptation exercise does not make sense either from investment or from TAT perspectives, given the never-ending volume of cultural, linguistic, and demographic cohorts here. This has also been a significant barrier in terms of our ability to leverage the large volumes of platforms data at our disposal, for creative analytics.

One of the biggest impacts of AI will be its ability to impact both the above to reinvent the way we look at personalization at scale. AI will not just help leverage data to its maximum potential but also use it to create personal experiences that are culturally and linguistically relevant for the users. E-commerce will probably be the user journey that this will impact the most and as users we are probably already seeing the impact of this in personalized recommendations.

As we move to the era where e-commerce will probably be a zero moment of truth, this transformation couldn't have been timed better. Brace up for the perfect storm!

CREATING CONTENT IN AN ERA OF AI

A collaboration of human intelligence & artificial intelligence.



GEORGE KOVOOR

Chief Creative Officer,
Wavemaker, GroupM

Artificial Intelligence is revolutionizing creative processes across all fields of advertising and communication. Transformative applications like ChatGPT, Midjourney, Dall-E and WPP's Imagine blur the lines, mimicking human creative processes, to craft amazing words and visuals. With a host of amazing superpowers many are wondering if AI powered creativity will replace human creativity.

We at Wavemaker, see this as a collaboration and not a confrontation. On the one hand, AI is capable of processing vast amounts of data and generating highly sophisticated outputs, while on the other, human creativity is driven by emotions and experiences that no machine can replicate.

In the last couple of years this collaboration has grown into an invaluable partnership. A partnership that has benefitted us in several areas.

Idea Generation and Refinement

We are driven by ideas. While human creativity drives the initial conceptualization of content. AI can help refine ideas by analyzing trends, user preferences, and generating suggestions. This collaboration leads to more engaging and relevant content for audiences.

Efficiency and Personalization at Scale

AI-powered tools can automate repetitive tasks in content creation, such as keyword research, image selection, or video editing, this allows human creators to focus on storytelling and emotional connections. Finally, AI ensures the content is optimized and tailored to individual users.

Adaptive Content.

By leveraging AI's ability to analyze user engagement and feedback, content creators can gain valuable insights into what resonates with their audience.

This iterative process helps improve future content, fostering a dynamic relationship between human creativity and AI-driven analytics.

Agility

AI's power to analyze tons of data and create solutions that offer personalization and customization at a level hitherto impossible to achieve, that too in real time and at a scale that is not possible without machines. When you augment this with human creativity you get solutions that are not only personalized at scale they are intuitive and driven by emotions incapable by machines.

AI has put us on the superhighway of creativity, unlocking new possibilities for our clients. Here are a few examples that set new standards in media and tech creativity in the last couple of years.

Cadbury's Celebration My Shah Rukh Khan Ad

We used AI to power the creative idea, using machine learning to help thousands of local small businesses to create customised advertisements featuring Bollywood star Shah Rukh Khan promoting their businesses

The Role of AI

Audio and video personalisation allowed small business owners to use Shah Rukh's face and voice to promote their own businesses
https://www.youtube.com/watch?v=US_1qLyOmUc

Royal Stag A Billion Ads for A Billion Fans

Fans could use AI to swap their faces onto the Royal Stag commercial featuring India's top cricketers and create a personalised version featuring themselves which they could share with their friends.

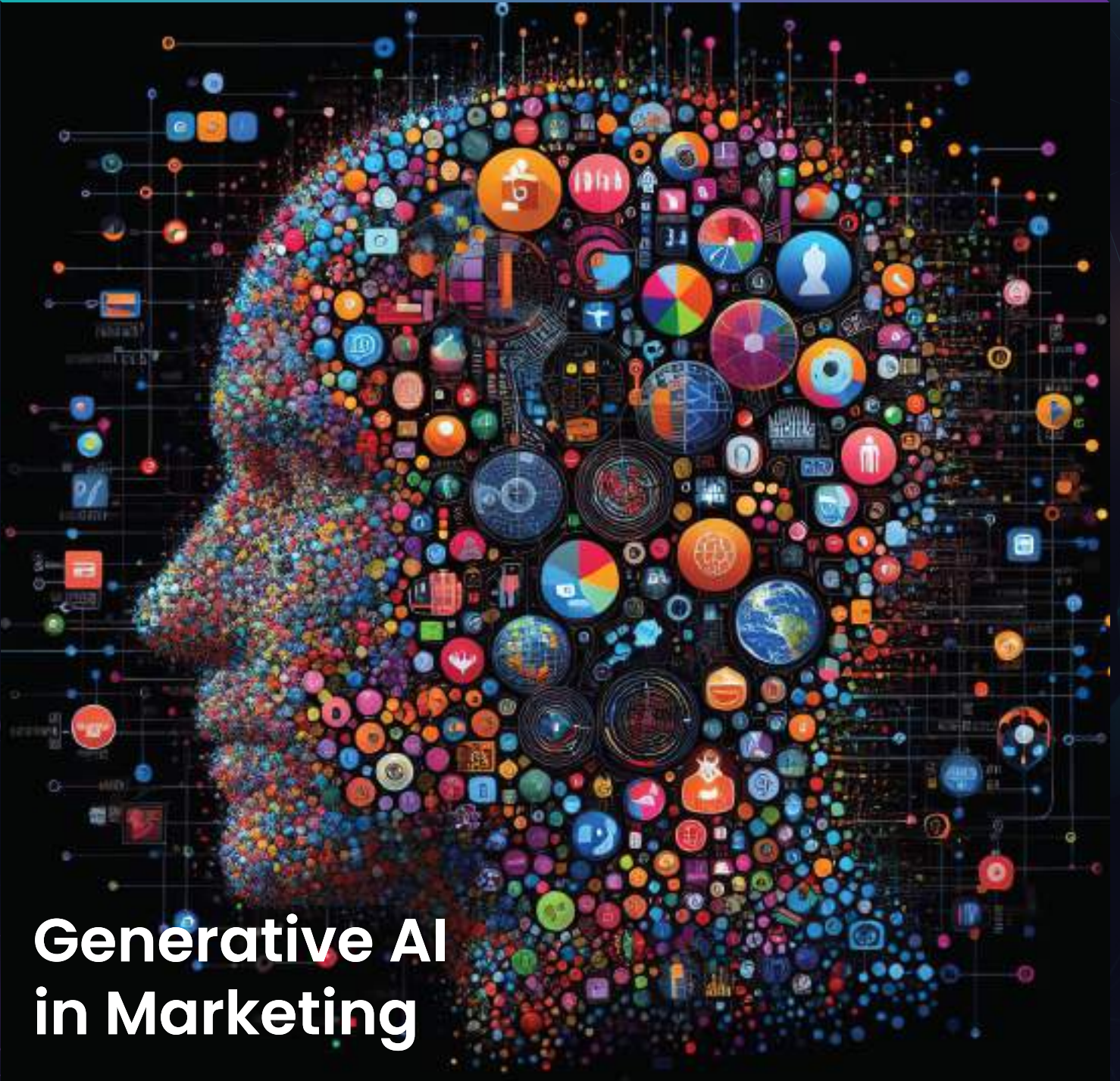
Centre Fresh – Dil Ki Baat Zubaan Pe

On Valentine's Day people could scan a QR code on the Centre Fresh pack and create a personalised V-Day playlist and share with their

partners. The playlist offered songs in 8 regional Indian Languages and text to speech technology enabled to include personalized messages in these languages.

The question of AI replacing humans in the creative development is as old as AI itself but there is no debate about one thing, AI has opened possibilities of creativity and expression that seemed impossible a decade ago.





Generative AI in Marketing

Reinventing Marketing with Generative AI

Impact on activation & analysis of promotional campaigns



SONAL MEHRA

Managing Director & Lead
Accenture Song in India

Marketeers today are facing an increasingly challenging environment – with pressure to embrace hyper-personalized data-driven marketing, while ensuring omnichannel delivery of great experiences for the customer, and more!

While marketers consider data to be their organization's most underutilized asset, existing analytic models aren't accurate while predicting behaviors with traditional measurement technologies.

[Generative AI](#) is poised to unleash extraordinary potential for marketing success and customer growth in businesses all over the world. According to an Accenture survey, companies that apply generative AI to customer-related initiatives can expect to achieve 25% higher revenue after 5 years than companies focused only on productivity.¹

Generative AI is a transformative accelerator throughout the marketing value chain. As per Accenture research, 56% total working hours in marketing roles can be transformed by generative AI. While running a promotional campaign, organizations can leverage generative AI to enhance critical operations like analysis, measurement, generating insights, forecasting, and so on.

How generative AI impacts the promotional campaign value chain

- **Campaign briefing:** Generative AI can be used strategically in the campaign launch phase to research market trends, generate campaign ideas, and uncover actionable insights like new, untapped markets, customer needs, critical whitespace opportunities, and more. In fact, generative AI can create comprehensive campaign briefs, pulling in audience data, market trends and historic performance—instantly.

- **Campaign activation:** In the activation phase, marketers can mobilize generative AI to analyze 1P and 3P data signals to build audience segments, suggest optimized media plans, and offer users 1:1 personalized experiences that address their specific needs and interests.
- **Campaign analysis:** Generative AI also plays a crucial role in analyzing campaign performance. It can rapidly analyze vast quantities of reporting data and enable anyone in the marketing organization to summarize and explore insights and create tailored reports with simple performance summaries. Generative AI can measure and process large volumes of campaign performance data and swiftly create C-suite reports on what headlines perform best, how budget is allocated toward high and low performers, and other insights to help guide optimization for marketers.
- **Forecasting:** With growing use cases, deployment, and success stories of generative AI in promotional campaigns – predictive analytics powered by the technology can certainly be used for forecasting the future and optimizing results. It can help marketers make better-informed decisions with enhanced intelligence rooted in data and insights, while eliminating guesswork and reducing error.

Leveraging proven generative AI solutions to transform businesses

[Accenture Song](#) helps clients create distinctive customer experiences and build the operational resilience to react fast to change.

At Accenture Song, we help clients close the gap between AI hype and real results. We use a structured approach to identify areas where there is opportunity and then we offer a variety

of programs designed to address our clients' enterprise generative AI needs and objectives. Using our proven suite of assets and accelerators and access to high-growth ecosystem partners, we enable businesses to design, develop and deploy new generative AI capabilities to reinvent their organizations.

Case in point: Accenture helped a global client cut promotional campaign production costs by 60% and increase speed to market by 40% right before Black Friday. After weeks of continuous model training to achieve the desired level of performance, we used generative AI to take master creatives and turn out more than 450 variations in just four days. To help speed up text production, we also developed a custom Ad Copy generative AI tool trained on the company's best-performing ads from that year.

Managing the risks of generative AI

With great AI power comes great responsibility. While using generative AI in promotional

campaigns and forecasting, marketers must consider critical risk factors like plagiarism, data inaccuracy, data confidentiality, intellectual property infringement, biased answers, and so on. Strategies and tools are being developed for organizations to manage these risks through proper data governance, and alignment to principles, data policies, and regulations. And for teams through training, strong culture, and continuous learning.

Generative AI has proved itself to be [more than just a trend](#) in marketing. It is shaping the future of marketing, unlocking valuable new ways of creating and managing campaigns, and helping marketers build a new performance frontier.

Reference

¹ Modeling is based on the Accenture Generative AI for Customer Growth survey.



Generative AI: The Biggest Game-Changer for Brands in The Coming Decade



ARUN SRINIVAS

MMA India Board Member;
Director & Head of Ads Business (India),
Meta

Every few years there comes a breakthrough technology that completely disrupts the way brands and customers interact with one another. AI is the latest buzz-word in the industry but it is more than just a temporary trend. In fact, there is every reason to believe that it might be the most game-changing trend of the decade.

The brands and marketers that jump on this trend right now will not only see early results but will also be in a position to assume industry leadership over a period of time.

AI is the future of marketing

At Meta, globally nearly all of our advertisers are already using at least one Meta Advantage+ suite of products, which really goes to show how pervasive AI-powered ad tools have become. Advantage+ suite of solutions are our portfolio of automated ad products that enable automation across every step of the ads creation process. And it drives better outcomes too. For instance, globally Advantage+ shopping campaigns on an average improved cost per acquisition by 17% and return on ad spend by 32%.

Generative AI Will Supercharge Marketing

A subset of AI, Generative AI can help people and businesses create something new such as images and text based on relevant prompts.

Generative AI is in its nascent stages, but early testing shows that it can make material shifts to the way businesses are run. From easing content creation at scale and enhancing productivity and customer service to testing new products and ideas and saving time for more strategic tasks, brands can leverage Generative AI for what matters most to them.

Generative AI in Action

While Generative AI has immense potential, there are also questions around what it looks like in action here and now. How can brands

use it right now to deliver on their business objectives?

In 2023, Meta announced that it had started rolling out its first Generative AI-powered ad creative features. We launched three key Generative Ad features which can illustrate what marketers can do with Generative AI right now.

One of these features we launched is Image Expansion, which seamlessly adjusts creative assets to fit different aspect ratios across multiple surfaces, such as Feed or Reels, allowing advertisers to spend less time and resources on repurposing creative assets. Another feature, Background Generation creates multiple backgrounds to complement and enhance a product image. The third feature, Text Variation, creates multiple versions of an ad copy based on the original, highlighting different angles and selling points.

We've barely scratched the surface with the potential of Generative AI, and there is no doubt that it will unlock a new era of advertising as the technology evolves and its adoption grows.

For brands and marketers just kick-starting their journey with Generative AI, here are some key ways in which it can uplift their work.

Test, Learn and Scale: Generative AI gives an immense opportunity to marketers to test and learn and scale rapidly. Generative AI tools help advertisers generate effective ad creatives faster than ever before, see what's working, and scale what's resonating with their consumers quicker. It's challenging for any marketer to accurately identify the best-performing creatives at scale. Generative AI could allow advertisers to launch and test ad creatives faster, enabling them to reach their audience more accurately.

Save Time: A survey of advertisers that

participated in the early testing of some of our Generative AI features estimated that one can save over five hours a week using these features. That's the equivalent of one month per year. What this essentially means is that advertisers can utilize their resources more efficiently and use this saved time to focus on more strategic work.

Revolutionize and personalize conversations:

One of the most exciting aspects of Generative AI are the developments we're seeing as everyone shifts to messaging. More than 600 million conversations between people and businesses occur daily on our platforms, and in India 60% of people on WhatsApp in India

message a business app account. As we build Generative AI experiences, businesses could potentially leverage this to revolutionize customer experiences in the future by making them more personal.

While these are early examples of the possibilities Generative AI can unlock, it's also true that tremendous strides are being made in this field and developments are happening faster than we can imagine. Experimenting with new Generative AI tools early on can set the stage for early success and valuable learnings, triggering meaningful transformation in the years to come for businesses of all sizes.



What AI can and can't do – and What That Means for Marketers

Google

It's no secret that we at Google are excited about the possibilities of AI, and we're amazed by how much it's changing the marketing industry. It has become a multiplying force for businesses & already empowered business leaders to stay on top of fast-changing consumer needs and trends, and jump on new insights to build campaigns that drive proven ROI and performance. However, while AI is a powerful engine, it still needs you in the driver's seat to make it work. With that in mind, let's break down a few things AI can't do without you and what it can do to multiply your marketing.

AI can help your brand show up in smarter ways for new customers

In today's market, every dollar matters. Google AI-powered ad solutions can make your budget work harder by using a variety of signals to reach people and drive results across different marketing objectives.

Case in point, Nykaa - a leading beauty and personal care e-commerce retailer in India. Amid the growing interest in self-care, India's beauty and personal care shoppers are no longer content with a "one-size-fits-all" approach. They're looking for products tailored to their skin type and addressing specific needs like acne management and anti-ageing, fueling the growth of an industry worth close to \$21 billion. Nykaa went on a mission to help people discover products that suit their unique beauty needs. They turned to Google AI to capture this demand & experimented with Performance Max to help shoppers find the right products for them. The "New Customer Acquisition" feature on Performance Max, used their IP data and Google AI to find new customers at a predefined acquisition cost. This drove 50% more acquisitions and improved its return on ad spend by 15%.

AI can't be creative like you but... AI can multiply your creativity

AI may enhance your marketing, but the heart

of every great ad is still innovative, surprising, human-led creativity, especially when it comes to video campaigns on YouTube.

Colgate Visible White O2 wanted to engage with urban women, to establish teeth-whitening as part of the elevated beauty experience. How? By showcasing real women who embraced their confident smiles and perfectly imperfect beauty. The brand steered away from stereotypical representations of beauty and got REAL women - Dolly Singh (Popular creator with angled teeth), Toshada Uma (Alopecia model) and Prarthana Jagan (Vitiligo fashion model), to be the face of their campaign - a result of the human-led creative choice for the campaign.

To land their message in a personalised way, Colgate generated insights on what beauty meant to urban women of today and realised that beauty was not perfect. The brand then fed our AI powered creative tool - Ads Creative Studio their core creative assets along with insights related to what beauty buffs were looking for - from dewy makeup to popping eyes. They personalised their ads for 40 audience affinities and deployed these contextually-relevant films using YouTube's Connected TV ecosystem to reach premium audiences. This hyper personalised strategy layered with CTV solutions unlocked 60% incr. reach to TV, 4X uplift in branded searches, and 46% growth in avg. monthly sales.

While AI is no match for human creativity, it can help streamline the creative process, generate new kinds of content, and bring great ads to life in new places. AI-powered tools can help any brand scale its creative across all platforms. AI can intelligently flip and trim your existing creative, generate voice-overs, add text animations, and more. And this can have an immediate effect on your campaigns. When advertisers added a vertical creative asset to their Video Action campaigns, they delivered

10% to 20% more conversions per dollar on Shorts than campaigns that used landscape assets alone.¹

AI can't empathise with people but...AI can help build customer trust

Connecting with our audiences is central to our jobs as marketers and vital to any great ad campaign. In other words, empathy is crucial. AI doesn't have emotions or consciousness, which means it's not well-suited for tasks that require empathy and compassion, two truly human qualities that drive our creativity.

Consider the "DiversiTree Project." - a Bayer & Claritin project to ease allergy symptoms by planting pollen-absorbing female trees that also won a Gold Lion at the Cannes Lions International Festival of Creativity. To get plenty of eyes on the message, Bayer scaled it to YouTube in-feed ads, in-stream ads, and Shorts through Video Reach campaigns. AI systems may understand that humans suffer from allergies and identify potential customers, but

without the ability to feel them firsthand, they can't uncover creative ways to connect with that experience.

For marketers, the shifts in the ad privacy landscape can be incredibly complex to navigate given challenges with browser restrictions, measurement and regulatory challenges. This is where AI can help you build customer trust while ensuring your business can thrive. It starts with first-party data based on your relationships with your customers, which is the foundation for leveraging AI-powered tools. Google AI can then reach relevant audiences and reveal deep insights — while still respecting the privacy of your customers.

Amid the excitement and momentum of AI, your role as a marketer is more critical than ever. It's your thinking, creativity, and empathy that will put AI to work for your business. Those uniquely human abilities will always power great marketing.



Gen AI Revolutionizing Digital Marketing



VINAY KUMAR

Director - Business Development,
Strategy and Venture, Microsoft;
MMA Global India Member Company

AI is not only transforming the way marketers analyse and optimise their campaigns, but also the way they create and deliver them.

Generative AI, a branch of artificial intelligence that can produce novel and realistic content, such as text, images, and videos, is opening new possibilities for digital marketing. With generative AI, marketers can leverage large-scale data to generate high-quality and relevant content for their target segments and achieve hyper-personalization at scale. Gen AI models are improving, becoming more affordable, and more accessible. These trends will enable businesses with even modest means to create high quality creatives at a low cost. Here are a few areas where the impact of these technologies is visible.

Content creation: Generative AI can help marketers create engaging and diverse content, such as headlines, slogans, captions, copy, blogs, articles, and newsletters, with minimal human intervention. For instance, tools like GPT-3, Copilot, and Jarvis can generate natural language texts based on user inputs, such as keywords, topics, or prompts. These tools can also provide suggestions, variations, and rewrites for existing texts, helping marketers improve their writing quality and style.

Several new models -- DALLE3, Midjourney, DreamStudio, FireFly(Photoshop) -- have emerged that can transform text into an image. These models can be used by advertisers to get creative ideas for their campaigns. Text to video models are drastically improving, and Open AI's Sora model (which is not publicly available) recently generated a lot of interest in the market. Some other models that are worth mentioning are Imagen Video, Phenaki, Synthesia, HourOne, MakeAVideo.

Content optimization: Generative AI can also help marketers optimize their content for different platforms, channels, formats, and devices, ensuring a consistent and coherent brand voice and message. For example, tools like Phrasee and Persado can generate and

test multiple versions of email subject lines, social media posts, web pages, and ads, and select the best-performing ones based on data-driven metrics, such as click-through rates, conversions, and revenue.

Content personalization: Generative AI can enable marketers to create and deliver personalised content for each individual customer, based on their preferences, behaviours, and feedback. Tools like Adobe Sensei, Lumen5, and Synthesia can create and customise images, videos, and animations that appeal to the user's emotions.

Generative AI is revolutionising the creative process for digital marketing, and empowering marketers to produce more effective and engaging campaigns. However, generative AI also poses some challenges and risks, such as ethical, legal, and social implications of generating and using synthetic content. Marketers should be aware of issues that could range from copyright infringement, plagiarism, to misinformation, and use generative AI responsibly and ethically.

AI is a new and changing field. It may take a while for marketers to fully use Generative AI to make better campaign creation processes. They need to learn about the options, prioritise their needs, plan their AI adoption, choose the right vendors/tools and try them out. But marketers should start exploring Gen AI and how it can help them, so they don't fall behind as the future unfolds.

In summary, Generative AI is a powerful and promising technology that can help marketers unleash their creativity and reach their goals. By embracing generative AI, marketers can benefit from its potential to generate high-quality and relevant content, optimise their content performance, and personalise their content delivery. Generative AI can help marketers create and deliver digital marketing campaigns that are more engaging, effective, and efficient than ever before.

- Written in a personal capacity

The Future of Generative AI in Marketing



ROHIT DADWAL

CEO, MMA Global APAC; Global Head of SMARTIES WW and BOD APAC; MMA Global APAC

Looking ahead, the future of Generative AI in the marketing world is brimming with possibilities. As the technology continues to mature, we can expect to see a proliferation of AI-driven solutions that redefine the very essence of marketing.

From immersive virtual experiences to AI-generated influencer collaborations, Generative AI will enable marketers to push the boundaries of creativity and innovation, forging deeper connections with consumers in the process. Moreover, as Generative AI becomes more accessible and democratized, it will empower marketers of all scales to leverage its transformative potential, driving a paradigm shift in the way we approach marketing strategies.

In conclusion, Generative AI represents a seismic shift in the marketing landscape, ushering in a new era of creativity, personalization, and innovation. As we embrace the transformative power of AI, let us seize the opportunity to redefine the future of marketing and unlock limitless possibilities in the digital age.

Unveiling the Generative AI Marvel: Your Marketing Sidekick

Hey there, fellow marketers! Ready to dive into the wild world of Generative AI? Buckle up because we're about to embark on a thrilling ride through the realms of creativity, innovation, and everything in between. Welcome to the Modern Marketing Reckoner 2024, where we're spilling the beans on how Generative AI is shaking up the marketing game like never before.

Let's Break it Down: What's Generative AI Anyway?

Okay, first things first – what the heck is Generative AI? Picture this: it's like having your

own digital Picasso or Shakespeare. Generative AI is all about machines flexing their creative muscles, churning out content that's so real, you'd swear it was crafted by a human genius. From snazzy graphics to killer copy, Generative AI does it all, and then some.

The Impact? Brace Yourself for a Marketing Revolution!

Now, here's where things get juicy. Generative AI isn't just another fancy tech buzzword – it's a bona fide game-changer for marketing strategies everywhere. Imagine waving goodbye to those endless hours spent brainstorming ideas and crafting content. With Generative AI in your corner, you can kick back and watch as the magic happens, with personalized, eye-catching content rolling out faster than you can say "ROI".

But wait, there's more! Generative AI isn't content with just revolutionizing creative development. Oh no, it's a multitasking marvel that's shaking up the entire marketing playbook. From slicing and dicing data to serving up spot-on product recommendations, Generative AI is the ultimate Swiss Army knife for savvy marketers looking to stay ahead of the curve.

Beyond the Basics: Where Generative AI Really Shines

Sure, Generative AI might have started off as the poster child for creative types, but its talents extend far beyond crafting catchy slogans and slick visuals. We're talking next-level stuff here, folks. Picture AI-powered chatbots that feel like chatting with a real human, or predictive analytics models that can predict consumer trends with eerie accuracy. With Generative AI calling the shots, the possibilities are endless.

So, What's Next? The Future of Generative AI in Marketing

Fasten your seatbelts, because we're just scratching the surface of what Generative AI has in store for the marketing world. As the tech continues to evolve and become more accessible, we can expect to see a whole new wave of marketing wizardry unfold before our eyes.

Think immersive virtual experiences that transport customers to another dimension, or AI-generated influencer collaborations that'll have your brand soaring to new heights. With

Generative AI leading the charge, the future of marketing is brighter – and bolder – than ever before.

In Conclusion: Let's Ride the Generative AI Wave

Alright, folks, it's time to wrap things up. Generative AI isn't just a game-changer – it's a full-blown marketing revolution. So, whether you're a seasoned pro or just dipping your toes into the digital waters, now's the time to embrace the power of Generative AI and unlock a world of endless possibilities. Here's to the future of marketing – one AI-powered masterpiece at a time!



Impact of GenAI in marketing across screens and businesses – by India, for India



GULSHAN VERMA
CEO, JioAds

The impact of AI and specifically Generative AI to help businesses (large and small) can be significant. The most obvious example is in helping businesses build rich and compelling creatives both in display and video to attract their customers.

But an unspoken assumption here is that the creative being created is relevant to the Indian audience. That is not always the case – as case been seen below in terms of search results comparing “People” and “People India”.



The need for home-grown GenAI that understands India and its many facets, democratising GenAI for every Indian led to the development of Picasso.AI* and HelloJio*.

Unlike existing models, Picasso.AI* was customised for diverse Indian markets, from kirana stores to regional foods. With its plug and play architecture, Picasso.AI empowers marketers to enhance relevance and engagement in the Indian context.

Our first use case to enable democratisation

with Picasso.AI was to solve for the millions of small and medium businesses (SMB) in India. A typical challenge we saw for SMB businesses is lack of access to professionally produced creatives due to paucity of resources (time, people and money). Integrating Picasso.AI with JioAds GoLocal, our SMB-focused digital marketing product, enabled us to bring the power of digital + GenAI to every SMB in India.

Unleashing the Power of GenAI: A Case Study of SMB Empowerment



Picasso.AI* generating AI images for a jewellery brand.

A preschool and daycare in Delhi NCR, faced marketing challenges with the traditional methods like pamphlets and newspaper ads. Lacking analytics, they couldn't measure its effectiveness. Embracing digital for both media and creatives is where JioAds GoLocal and Picasso.AI became the right solution. The cumbersome process of creating creatives, involving multiple steps and skill sets, was replaced by a simple process that took only a few clicks to generate unique videos tailored to their target audience. This simplified process enhanced the attractiveness of their advertisements and enabled them to reach more parents locally across all branches.

“I have created multiple ads with JioAds GoLocal and the GenAI has amused me, it was only a few steps and my ad got created. I did not have to invest on a team to shoot or create graphics. GenAI made instant creatives that

look realistic, efficient and often more accurate.” says a manager from the preschool and daycare.

Picasso.AI offers a suite of ecosystem solutions for many other sectors as well e.g.: e-commerce platforms can benefit immensely from AI-enabled campaign management, leveraging highly trained AI models as assistants, giving consumers richer, more engaging experiences beyond mere transactions. Moreover, with thousands of businesses now leveraging Picasso.AI, its impact resonates across diverse industries, driving productivity, cost reduction, superior optimizations, and better ROI.

GenAI reshapes entertainment on your TV Screens

Voice-enabled interactivity with TV screens is rapidly growing in India. With JioAds enabled Connected TV households and HelloJio*- our home-grown voice assistant. HelloJio leverages the power of GenAI with its ability to understand multiple languages and respond conversationally making it accessible to all. We are already witnessing millions of voice commands in English and 10 Indian native languages, including Hindi, Gujarati, Marathi, Kannada, Tamil, Telugu, Assamese, Odia, Punjabi, and Malayalam.

So, how can Generative AI transform the TV screen experience for consumers?

- **Natural Conversation:** GenAI goes beyond stilted commands like "play movie" and allows for natural interactions like "show me funny cat videos" or "find a movie with a wife looking for her husband in India but finds a mystery instead".
- **Contextual Awareness and Proactive Assistance:** GenAI provides personalized content suggestions based on your viewing habits and anticipates your needs, such as suggesting a documentary on space exploration after you finish watching a sci-fi movie.
- **Seamless Multi-Device Integration:** With GenAI you can control not just your TV, but your entire smart-home ecosystem - lights, thermostats, and appliances through natural conversation.

- **Emotion Recognition:** GenAI could gauge your emotions through your tone of voice, offering appropriate content suggestions. Feeling stressed? It might suggest a calming documentary instead of a fast-paced action flick.
- **Hyper-Personalized Content:** Ask for a movie recommendation, and watch a short, personalized trailer created on-the-fly by your voice assistant, showcasing content tailored precisely to your tastes.

Unleashing the Power of GenAI: A Case Study of In-car experiences

HelloJio* is expanding beyond the living room by partnering with companies like MG Motors to revolutionize the in-car experience. The innovative "Home2Car" feature by MG allows owners to control car functions like air-conditioning, lock/unlock doors via HelloJio through their Connected TVs, highlighting HelloJio's advancement in voice assistant capabilities for enhanced user convenience.

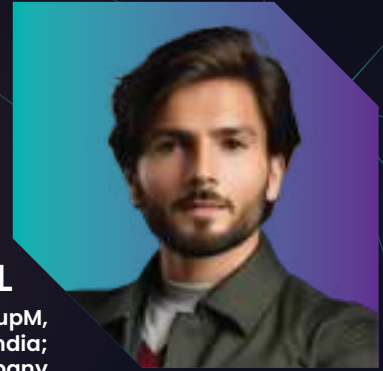


HelloJio* partnered with MG Motors to revolutionize the voice assistant experience.

Disclaimer: Please note that the brand name used here includes the current version as well as any future successors or variations thereof.

Navigating the Future:

The Top Generative AI Capabilities Shaping the Marketing Landscape



NIRAJ RUPAREL

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In the ever-evolving landscape of marketing, the integration of generative AI promises to be a game-changer, revolutionizing content creation and consumer engagement. As we peer into the near future, it becomes apparent that marketers must invest in several key generative AI capabilities to stay ahead of the curve. Here, we explore the top 5-6 capabilities that will shape the marketing function, providing not just efficiency but an entirely new dimension to creativity and personalization.

1. Content Generation: Elevating Creativity

Generative AI is transforming the creative process by generating diverse content formats, including text copy, images, and videos. This capability extends beyond conventional marketing mediums, impacting everything from ads and blogs to social creatives and 1:1 communication. The integration of generative AI with CRM/CDP allows marketers to tailor content to individual preferences, moving away from generic pieces to personalized narratives. This shift not only enhances consumer engagement but also presents an opportunity for marketers to streamline the content creation process, significantly reducing associated costs.

2. Content Variation at Scale: WPP's Content Engine

One of the key generative AI capabilities that marketers need to embrace is content variation at scale – the ability to rapidly generate diverse content with text or visual prompts; providing enhanced control, restrictions, and editing options to closely align with your envisioned story; and adapting content for different social media platforms, considering factors like aspect ratio and stylization. WPP's generative AI-enabled content engine built on NVIDIA AI and Omniverse platforms empowers marketers to create diverse and brand-safe content iterations efficiently. Harnessing this tool,

marketers are able to create numerous content iterations, allowing for dynamic personalized campaigns at scale. Marketers should prioritize integrating these technologies into their workflows, recognizing the potential to enhance creativity and responsiveness in a fast-paced digital landscape.

3. Insight Extraction: Tailoring Personalized Experiences at Scale

Personalization has long been a buzzword in marketing, but generative AI takes it to a whole new level. Marketers can craft highly personalized and enterprise compliant creatives that resonate with each individual consumer, while also tailoring content to their brand guidelines or styles. By leveraging data from CRM/CDP, generative AI understands the nuances of what appeals to a particular individual, making marketing messages more relevant and impactful. As this capability becomes mainstream, marketers must invest in refining their data strategies to ensure the seamless integration of personalization into their campaigns, while incorporating consent practices into their data strategy.

4. Environments for Virtual Production: Shaping Event-Based and Immersive, Interactive 3D Experiences

The fusion of generative AI with immersive technologies is reshaping the future of marketing. Environments for virtual production allow marketers to create event-based and immersive, interactive 3D brand experiences, blurring the lines between the virtual and physical worlds. From virtual showrooms to interactive campaigns, this capability offers unprecedented opportunities for consumer engagement. Marketers should explore how virtual production can amplify their brand narratives, creating memorable experiences that go beyond traditional advertising.

5. Large Action Models: Multi-Modal Libraries

In the realm of generative AI, large action models (LAM) take center stage. These models, leveraging multi-modal libraries, provide marketers with the ability to process diverse forms of data beyond text. Training these models with a rich dataset becomes crucial, ensuring they can understand and generate content across various formats. For example, a brand could harness LAM to allow consumers to upload images/UGC that are then transformed into branded artwork, or to help it implement dynamic OOH billboards that change imagery based on the surrounding environment.

Marketers should prioritize the development and integration of large action models to harness the full potential of generative AI in their campaigns, while striking a balance in leveraging this technology responsibly. They must be aware of the potential biases and misinformation in datasets and understand the impact of training large computational models on the environment.

In conclusion, generative AI is not just a technological advancement; it is a paradigm shift that demands a proactive approach from marketers. Embracing these top capabilities will not only enhance efficiency and reduce costs but will also redefine the very essence of marketing. While generative AI is not able to make business decisions (yet), the onus is on companies to upskill and train their employees to apply these tools effectively. AI must be a tool, not a human replacement.

The convergence of AI with immersive technologies marks a pivotal moment in the industry's evolution, opening doors to a future where creativity knows no bounds and consumer experiences are more personalized than ever.

Marketers who successfully navigate this transformative journey await a future in which marketing is not just about messaging, but about creating personalized, immersive, and authentic experiences.



How Marketers can succeed with Generative AI



MAHESH NARAYANAN

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Netcore Cloud; MMA Global
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Hold on tight - The marketing landscape is going through a dramatic transformation! Generative AI (Gen AI) is catalyzing a new era in marketing by reshaping how we engage, personalize, and innovate.

For centuries, the art of crafting engaging brand narratives has been central to marketing. Gen AI prompting changes the paradigm through its innate ability for creating narratives without any human limitations.

Marketers can prompt Gen AI with a brand brief and get entire stories woven around a product's origin, founders' journey or company values. Gen AI can spontaneously generate hundreds of positioning ideas, choosing the most emotive narratives using pre-trained sentiment analysis. Traditionally, marketing relies on machine analysis and human prediction. However, gen AI allows for greater creativity and effectiveness by leveraging the speed of a machine with 'superhuman' vs. 'human-like' predictive abilities.

Gen AI is revolutionizing marketing in several key areas, including personalization, content creation, and market segmentation.

The Role of Generative AI in Personalization and Recommendations:

Gen AI brings the holy grail of hyperpersonalization at scale close to reality. For example, a generative AI model can analyze a customer's browsing history, purchase history, and demographic information to generate personalized product recommendations. These recommendations can be displayed on the company's website or sent to the customer via email, whatsapp or a push notification.

Generative AI can also be used to create customized marketing messages. By analyzing customer and behavioural data, businesses can use generative AI to generate targeted ads or emails that are tailored to each individual customer. This level of personalization can significantly improve the effectiveness of

marketing campaigns and increase customer engagement.

At Netcore, we've experienced first-hand how gen AI can spark personalized and delightful outcomes. We power personalized product recommendations for popular consumer brands like Crocs, Biba, Plum Goodness and many others helping them increase average order value (AOV) by 20% and overall conversions by upto 15%.

How Generative AI is Enhancing Content Creation:

Marketers can use generative AI to automatically generate social media posts or email newsletters based on their existing content. For example, a generative AI model can be trained on a dataset of blog articles and then used to generate new articles that resemble the ones it was trained on. The model learns patterns and features from the training data and uses that knowledge to generate new articles.

By combining Gen AI with Netcore's proprietary customer intelligence, we can deliver compelling content across channels like email, app notifications, whatsapp and sms, leading to a significant increase in clicks and conversions.

Using Gen AI for Predictive Segmentation:

Gen AI can be used to create personalized content and interactive experiences for consumers. Using Generative AI, we derive category and brand affinity for d2c ecommerce and retail brands which has helped them drive significant increase in conversions from CRM campaigns.

From crafting brand narratives to hyperpersonalization, the possibilities with Gen AI are endless. Looking ahead, I'm excited about seeing many more examples where marketers use Gen AI tools for creative explorations and stretch their imaginations to produce better results.

Marketing in a AI-first world



GIRISH RAMACHANDRA

Co-founder & CEO, Shopalyst

It has been less than two years since the launch of ChatGPT, but it has spurred public imagination on what is possible with GenAI. This massive interest in GenAI has also started translating to new expectations from consumers when they experience, interact or transact with businesses. They assume brands will anticipate their needs, whether it's personalising communication or timely recommendation of content, products and services. They will also expect seamless transitions between multiple online and offline touch points enabling personalised interactions and friction free transactions. Consumers also implicitly wish to stay in control and expect options that allow them to manage how AI uses their personal data.

While core marketing principles will stay timeless, this changing landscape surely mandates marketers to align their thinking and tactics to drive brand growth. Also, now is the time for modern marketers to take the lead in shaping the narrative on how AI empowers them and amplifies their abilities.

Drive Innovation

AI can provide marketers the ability to use large data and algorithms to stay tuned to consumer preferences, shopping behaviours and changing expectations. This can help them tailor products, features, benefits, pricing, promotions and communications.

Creative Content Generation

AI is making a big impact in the world of creative content. For advertisers, this transforms how they generate creative ideas for ads based on the brand and its products. AI can help generate variations of images, videos or animations based on product pack shots

and other official brand content. AI can also help generate copy for product listings and ads - headlines, taglines and product descriptions optimised for consumers as well as algorithms.

Personalization at Scale

AI has the potential to eliminate generic ads that fail to address anyone in particular. Leveraging AI to match content customised to specific audiences and contexts can help marketers activate personalised conversations at scale. This level of personalization can improve user experience, and also build loyalty and trust with users. Essentially, the ability for brands to make a million people feel like they are one in a million.

Analytics & Automation

AAI can make analytics more accessible to marketers. They can predict the likelihood of a person paying attention to an ad in her newsfeed, the odds of her clicking the ad and making a purchase and hence, the overall effectiveness of an ad campaign. Combined with automation, media buying and campaign management will also be more efficient. AI can also help create a useful feedback loop to optimise ads in real time and make them more effective. Done well, this has the ability to reduce the ad fatigue that most consumers deal with, and quite likely to have ads that delight them with information that they find useful and timely.

In conclusion, AI can help businesses stay ahead of the curve, deliver delightful customer experiences, and drive brand growth in an increasingly competitive landscape.

In a winner takes all market; understand the value of being right & the price of being wrong



NEERAJ PRATAP SANGANI

CEO, Hansa Cequity;
MMA Global India Member Company

In the latest Meta earnings call, the word AI was mentioned a record 47 times! Meta over the past two years has shifted their investor messaging to focus on ways AI can bolster engagement and monetization to help the company make more money. Frankly, the AI hype cycle is at its peak. Every big player worth its salt is single-mindedly focused on getting this right.

As I was working on this article, the White House has just announced the first government-wide policy to mitigate risks of artificial intelligence (AI) and harness its benefits. To coordinate these efforts, every federal agency must appoint a chief AI officer with "significant expertise in AI." The fact is that AI and its use has become a topmost priority for business and policy makers both. This also logically leads us to the value of being right with AI and the price of being wrong, ethically, professionally, and financially.

Before I delve deeper about AI in marketing, I want to throw light on startling but well-known facts:

- The top 1% of social networks account for 95% of social web traffic and 86% of social mobile app use.
- The top 1% of search engines account for 97% of search traffic.
- The top 1% of ecommerce sites account for 57% of ecommerce traffic.
- Apple and Google account for more than 95% of the mobile app store market, except in China, of course.

These are the same companies that are investing heavily in AI because they believe that AI will help them keep their market dominance while further driving earnings and profitability.

The question marketers must ask is whether any of the AI driven use cases help bring down marketing costs or contribute to exponential growth? I believe the answer, in most cases, is

no. So, while the tech companies keep generating obscene profits, marketers must live with cost optimization and a little more. I write about this because terabytes of articles have been written on AI in marketing, its relevance, and its coming dominance. What marketers need to focus on is what helps them meet their business goals. Marketers grossly underestimate their collective power while dealing with the tech giants. Marketing associations must play a bigger and more active role in protecting the interests of marketers and consumers. Currently, AI is being leveraged with impression distribution AI, probabilistic inference processes, etc. all of these help the big four in tech drive their continued dominance. The challenge for marketers is that there is a lack of influence and control over the implementation of new AI technologies. This is a subject for marketing leaders to ponder and act upon. Coming back to the subject of leveraging AI in marketing. Some of the AI applications in marketing include - Chatbots for lead management, customer care, cross-selling or upselling, lead scoring, next best offer, campaign automation, programmatic buying, call analytics, ORM management, etc.

The use cases are evolving, and sharp marketing practitioners are beginning to measure its impact. However, I believe for AI to have a long-term impact on business goals, marketers need to follow a simple strategy driven framework to deliver measurable outcomes:

While I have expressed my reservations about how big tech is leveraging AI in marketing, good and giant strides are also being taken in content generation. Just last week, OpenAI showcased the Sora AI video generator, a new generative AI model that can create detailed videos from simple written prompts. They released new Sora videos generated by a few visual artists and directors. At one level, it feels like a threat to creative people; at another, it is

a huge opportunity to leverage this technology to push creative boundaries.

AI in marketing holds enormous promise, but at the same time I suggest that marketers be very realistic about its current capabilities. In my experience, AI can currently accomplish only narrow tasks. Some marketers plunge into AI initiatives without fully understanding its capabilities and limitations. They build unrealistic expectations internally and pursue projects AI cannot deliver. I have faced multiple such instances which lead to cynicism towards

such projects from the leadership.

AI and its integration with marketing paints a picture full of possibilities and pitfalls. I have always maintained that the synergy between AI and human insights will be the key to marketing success. Artificial intelligence in marketing is not about replacing Human intelligence but about augmenting it. In the end it will all boil down to the marketer's ability to understand the value of being right about AI in marketing. And the price they paid for being wrong!

Hansa Cequity AI in Marketing Framework





AI in Media Planning and Optimization

Using AI beyond just media buying



Joe Nguyen

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Artificial Intelligence (AI) has gained significant attention recently, particularly with the rise of Generative AI technologies like ChatGPT, Dall-e, and Midjourney, which have impressed the advertising industry with their creative capabilities. Despite this new focus, AI has been an integral part of media planning and optimization for years, evolving alongside programmatic advertising. Thus, while AI's applications in advertising may seem novel, they have long been embedded in the media planning and optimization.

Current AI in media planning & optimization

Google, Meta, The Trade Desk, and major AdTech platforms have been using AI for years to create segments and audiences for advertising. Initially, machine learning automated tasks such as integrating and cleaning up user profiles and cookies. Algorithms were used to create look-a-like cohorts to expand publishers' available targeted advertising inventory. Data marketplaces (DMPs) collect vast information from publishers and other sources to enrich audience profiles and then connect them to DSPs and other buying platforms and even CRMs. Large platforms like Google and Meta have employed various AI methods for years to refine ad targeting and segmentation.

Recently, natural language processing (NLP) techniques have been employed by many ad tech platforms to enable contextual targeting as well as native advertising and content marketing. These platforms crawl and analyze millions of web pages, extracting keywords, semantics, and emotional sentiments. However, a significant limitation is that most NLP models are trained predominantly on English due to its prevalence on the web. This highlights the need for further development and training of NLP models in other languages to expand their applicability and effectiveness.

In recent years, various companies have developed identity solutions to better understand cross-device usage, enhancing planning for advertising reach and frequency. These solutions often utilize deterministic data, but also incorporate AI-enabled probabilistic matching, using data points such as IP addresses, timestamps, and Ad IDs. Additionally, when segmenting users and targeting based on demographics and other parameters, appending IDs with these data points necessitates the use of advanced AI systems, including machine learning and deep learning techniques.

AI's use in media planning and buying is not new to the digital advertising industry though we may not realize it.

Generative AI and Creative Productivity

In the last year or so, the emergence of Generative AI (GenAI) has facilitated the automation of copywriting, image creation, and virtual avatars, shifting AI's role from media planning and buying to the creative domain. With more types and volume of data becoming available, advertising creatives can be automated and scaled allowing agencies to craft more effective and targeted advertisements. This has given rise to dynamic creative automation (DCA) and dynamic creative optimization (DCO) solutions, making it easier to conduct A/B testing on creative content throughout campaigns.

The use of large datasets has expanded beyond media planning and buying to also influence creative strategies, replacing traditional methods like surveys, "voxpops" and bespoke research. Once a campaign brief is available, creative agencies can produce content masters and assets for either regional and/or global use. This content is integrated with local media plans tailored to specific target segments across social, video, display,

and messaging. Local agency teams can use DCA/DCO to tailor the assets and align with planned media, enabling automated adjustments based on performance feedback. Tweaks can then be made to either the ads or the media depending on the effectiveness.

Creative and media agencies are increasingly encouraged to collaborate closely more than since the “Madmen” days of early advertising. Indeed, many large advertising agencies have been merging their creative with their media agencies, or at least bring them closer together in offerings and pitches. Advertisers have always wanted their media and creative agencies to work together seamlessly, but this has been a challenge since the 1980’s when the large ad agencies split up their creative and media businesses. The digital era, with its vast data availability and enhanced measurement capabilities, has been driving this integration for the past decade. Now AI solutions are further facilitating this by linking strategic planning, creative production, media planning, and buying. Future developments are expected to improve measurement and

attribution models to better understand the effectiveness of various media combinations, including traditional TV, digital out-of-home, and point-of-sale media.

AI future for advertising?

Despite the excitement around GenAI in advertising, there’s a risk of entering the “trough of disillusionment,” as described by Gartner’s hype cycle. While AI solutions increase productivity, marketers should focus on the data that drives these advancements, recognizing its crucial role in enhancing advertising effectiveness. Understanding the utility and provenance of any dataset is crucial when trying to make use of the data, especially when the whole advertising ecosystem starts to adhere to data and privacy compliance policies and regulations. Artificial Intelligence is really a set of tools that can be used to enable better-performing and more ethical advertising.

So don’t forget THE DATA – not just the shiny new toys... I mean TOOLS.



AI comes naturally to the Promise of Programmatic Advertising



Atique Kazi

President - Data,
Performance and Digital Products,
GroupM

We are living in the era of AI Revolution. AI taps our work and personal lives in many ways. Programmatic Advertising is one of the most positively impacted sectors where AI has already created sizeable shifts to meet the true potential of programmatic ads.

Down the memory lane 20 years ago as marketers, we had fewer slides, less audience hypothesis, and one story.

Today, digital behavior has made it more divergent and data extravagant, and marketers are engaging in much more complex decision making because of all the available consumer signals.

When it comes to use cases, some are chasing vanity metrics, few are raving their social posts, and others showcasing their technological excellence, however majority of them are creating amazing tangible business outcomes using AI.

In this article, I explore two big areas where AI in programmatic advertising is creating maximum impact and driving value to brands.

- **Delivering efficiencies in programmatic/biddable buying via AI Bid Optimizers**

The market is steaming up with several choices of AI Optimizers and Bidders across platforms and media types. Simply, an AI optimizer is a function or an algorithm that adjusts the attributes of an existing bidder of the DSP/platform, such as weights and learning rates. Thus, it helps in reducing the overall loss and improving accuracy across audiences, formats, time, bid stream data and various other levers the platform has to offer.

The AI script augments the existing platform decisioning by bringing marketing efficiency in media spends.

The use case is mainly successful on video, display, and paid socials ads. We are also

seeing green shoots in commerce media AI bid optimizers.

The upside is in the range of 2% to 35% cost efficiencies depending on type of campaigns and desired brand outcomes.

Some of the AI scripts have also started coupling creative augmentation that has created maximum impact on ad spends.

Alongside competition, key platforms have started their own AI based algorithm to meet marketers' objectives; and this is already resulting in a big debate on which AI to use and when.

To the counter, many 3rd party AI companies have developed cross platform and cross channel solutions.

Advertiser application AI algorithms in programmatic advertising depends on the stage and maturity the client is operating on the digital canvas.

Example:

Seasoned clients would infuse 1PD, CRM and other data sources to reach existing and new users more sharply with right creative and context.

A start up client will focus on AI scripts focused on ruthlessly optimizing on conversions.

A client in the growth phase will take help of AI to drive more reach and frequency.

- **Creative: Generative AI powering Addressable Content Production**

When marketers ran out of all options to find excuses; the buck stopped at the creative and your creative wasn't good enough. In the world of GenAI, these excuses aren't going to cut through in the future.

Personalization is at the heart of every

marketer, and our consumers expect tailored, meaningful conversations with their favourite brands.

Availability of digital signals and bid optimizers take care of the math and science behind the machines; but that's only one side of the opportunity. The real deal is combining the power of generative AI and making advertising more relevant and a meaningful experience for consumers.

Addressable Creative/Dynamic Ads with Gen AI capability are able to make multiple user ad experiences bespoke for users. The big upside for marketers is low cost of production to do this and compounding return on ad spends is rewarding. We are seeing savings to the tune of 4% to 57% on varied use cases.

To excel in this, a marketer would need to harness the skill of creative prompts and creativity to solve business problems.

Brands who have combined the power of their IPD and Creative AI, AI powered buying has neared the perfection of bringing science, art and scale.

Gen AI powered creativity in programmatic ads is also widely used in retail media ads, talking/conversational ads and ads powered by AR/VR.

In conclusion, as a marketer, one needs to focus on:

How do you use it right? Do way more with less and avoid your business getting it all wrong.

Entry points of using AI in programmatic aren't a big decision. They are mostly privacy compliant.

It best to analyze the benefit against the cost and time input and it can possibly deliver and then hit the live button.

AI transparency is key for advertisers here. Advertisers need to be cautious and understand the compromising elements of these AI scripts, example: brand safety, adjacency and campaign pre-set guidelines/requirements.

AI and programmatic is one of the most effective combos in the marketer's arsenal.



The Transformative Influence of AI on Media Planning & Optimization



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AI has been a buzzword in advertising and marketing, and more recently with GenAI there's greater focus on how the integration of AI-driven solutions can revolutionise the way media planning and optimization are approached. AI's role in this space encompasses various facets, from enhancing efficiency and transparency to driving creativity and innovation.

Traditionally, media planning was a labour-intensive process, relying heavily on manual analysis and human intuition. However, AI has disrupted this by automating tasks such as audience segmentation, content optimization, and media buying. By leveraging machine learning algorithms, AI platforms can sift through troves of consumer data to identify audience preferences, behaviours, and engagement patterns with unprecedented accuracy. By analysing vast amounts of data with greater precision, AI has made it easier to process consumer behaviour patterns, market trends, and historical campaign performance data to provide valuable insights for media planners. Such a data-driven approach enables growth marketers and agencies to make informed decisions regarding ad placement, audience targeting, and budget allocation. Campaign managers and growth marketers have also found immense benefit from AI-driven automation for optimising ad delivery to adjust ad placements, place bids dynamically, and dive into performance of each channel to maximise reach and engagement, resulting in higher ROI for advertisers.

AI-driven solutions have also changed the game by providing advanced attribution modelling techniques that go beyond last-click attribution. Traditionally, understanding the true value of ad spends and attributing conversions accurately has been a challenging task for media planners. Often they have to dive through large data sets from multiple

dashboards and can miss seeing the complete picture of how each channel is contributing to the incremental impact of the campaign. However, by analysing multiple touch points along the customer journey, AI can uncover the true impact of each ad impression, enabling media planners to allocate budgets more effectively and maximise ROI. In this regard, AI-powered algorithms can identify attribution anomalies. Additionally, AI facilitates the identification of audience overlap across different media channels, allowing advertisers to avoid redundant ad placements and optimise their reach.

On the creative side, AI has raised the bar for creativity and innovation in media planning through its capacity for predictive analytics. By analysing past campaign performance, consumer behaviour, and market trends, AI can forecast future outcomes with remarkable accuracy. This foresight empowers media planners to anticipate shifts in audience preferences, identify emerging opportunities, and adapt their strategies in real-time. As a result, campaigns become more agile, responsive, and effective, driving higher engagement and ROI.

Now, with the integration of GenAI the future of media planning, campaign delivery, and optimization is poised to be even more transformative. Unlike traditional AI, which relies on predefined rules and algorithms, GenAI possesses the ability to generate entirely new ideas, designs, and strategies autonomously. This opens up boundless opportunities for creativity and innovation, allowing media planners to break free from conventional constraints and make ad campaigns more personalised. Traditionally, catering to diverse audiences with vernacular creatives has been a complex and resource-intensive task for media planners. However, GenAI has the potential to make this more intuitive and real-time by enabling

the automated generation of vernacular content tailored to specific linguistic preferences and cultural nuances. By leveraging natural language processing (NLP) algorithms and deep learning techniques, GenAI can craft compelling creatives in multiple languages, ensuring resonance with diverse audience segments across different regions and demographics. Further, media planners can also hyper-target with creatives optimised for weather conditions, time of the day, location, and user preferences. By analysing contextual data in real-time, GenAI can personalise ad experiences to match the preferences and needs of individual users, driving higher engagement and conversion rates. For example, an outdoor apparel brand could serve ads featuring rain

gear during a rainy day or switch to promoting sunglasses during sunny weather, optimising relevance and impact.

Looking ahead, the future of media planning is poised to be even more transformative as AI algorithms become more sophisticated. Possibilities and use cases of AI and GenAI-driven solutions in creativity, innovation, and personalization are limitless. By leveraging AI-powered tools and methodologies, media agencies can unlock new opportunities for strategic growth and deliver impactful campaigns that resonate with audiences globally. As we venture into this GenAI-powered era of media planning, one thing is certain: the future is personalised, dynamic, and infinitely exciting.



Artificial Intelligence in Media:

Is it a Transformational Takeover or Disruptor for Growth?



Dimpy Yadav

Head of Digital Strategy,
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In today's technology driven advertising era, the utilization of Artificial Intelligence (AI) is being dynamic and heterogeneous as it is not just providing competitive advantage but has become necessity for marketers aiming to leverage edge cutting technologies with unprecedented speed and accuracy.

With rapidly evolving needs of driving hyper-personalisation, curated content, media efficiencies, higher ROAS amongst many more metrics, AI is holding the future with immense promises.

Current AI applications widely adopted across the globe post pandemic were gravitated around key deployments for four cases specifically – Data Analysis & Insights, Predictive Modelling, Hyper-Personalisation and Customization with Automation. AI built insightful models enables surpassing of immense data strings, providing the take away of valuable insights. Marketers leveraged different applications and clean data rooms built on back of AI to index audience segmentations and tailored media strategy to resonate with specific target groups basis the insights. AI's capabilities to forecast the end delivery goals, audience engagement rates and campaign performances empowers marketers to allocate media spends more effectively and responsibility leading to maximised ROAS. Further, the capability rooted to fostering a personalised connect with audiences allowing an enhanced user journey experience increases the efficacy of the campaign outcomes.

However with 2024, the digital landscape is witnessing the game changing evolution with AI setting new standards for innovation and creativity. As AI becomes extremely adaptive, it unlocks the enhanced creative application when combined with 'Augmented Reality (AR)'. It has potentially set the parameters of immersive human experiences. It overlays the

digital content onto the real world enhancing the user's interaction with the augmented world. With key deployments such as 'Intelligent Object Recognition', 'Real time translation & Interpretation', 'spatial mapping' and 'CGI Content Delivery', the capability of identifying and interacting with real-world objects has driven media applications more intelligently towards the business outcomes. The spatial mapping feature is all set to combine the physical world with digital mediums in more rooted techniques as the sensor inputs to create detailed maps of the physical environment, enhancing AR navigation and wayfinding applications.

The emerging media world with combined potential of Artificial Intelligence (AI) with Augmented Reality (AR) stimulates to create immersive shopping experience enabling commerce to grow with contextually-aware user engagements and journey. With On-site product try-ons, solving consumer digital complexities, purchase journeys, AI is set to demystify the media landscape across channels.

In summary, the Artificial Intelligence is holding immense gravitas in reshaping the media practices with enhanced human experiences and innovations.





Measurement and Analytics in AI-Driven Promotional Strategies

AI needs you as much as you need AI



DIPPAK KHURANA

Co-founder & CEO, Vserv
MMA Global India Member Company

In the dynamic and ever-evolving marketing realm, the quest to connect with the right audience remains an ongoing journey. While change has long been recognized as a constant, the pace of change presents a new challenge in the marketing world. Consumers, too, are evolving swiftly in their preferences and behaviours, necessitating agility from marketing organizations unlike ever before. To navigate this shifting landscape effectively, marketers require tools that keep pace with change and lend momentum to managing the marketing funnel, and artificial intelligence (AI) becomes a promising new tool.

Obsession with the Funnel

At the core of every marketing strategy lies an unwavering fixation on the marketing funnel, a hierarchical model delineating stages of awareness, consideration, and conversion. The transformative power of AI becomes apparent within this context. By leveraging AI, marketers can optimize their strategies for every funnel stage, enhancing audience targeting, refining messaging, and maximizing campaign effectiveness. Thus, AI emerges as a potent catalyst to navigate the intricacies of the modern marketing landscape with precision and agility that feeds our obsession with the funnel.

AI for Top Funnel Decisions

In the realm of top-funnel activities, where the primary objective is to raise brand awareness and capture the attention of potential customers, the challenge of selecting the target segment has intensified. Unlike TV, selecting target groups (TG) on digital platforms is significantly more complex. The science of segmentation has evolved, with unique taxonomies and an abundance of signals to consider. Brands are faced with the challenge of selecting from numerous user personas. Audience selection becomes even more critical

as digital platforms introduce oceans of diverse signals. Here, AI has the potential to emerge as a game-changer.

AI-powered recommendations can revolutionize target consumer selection methods by considering thousands of signals beyond traditional demographics like age and location. In essence, AI assistance can be the co-pilot for campaign planners and empower them to make more thoughtful selections. It will also push digital campaign managers to get smarter as they do more in this area.

AI for Mid and Bottom Funnel Decisions

As we transition deeper into the funnel, the focus shifts towards converting awareness into action and fostering meaningful engagement with the brand. In this domain, the role of AI has become increasingly prominent, particularly within mid and bottom-funnel activities.

Recognizing the complexities inherent in audience selection, industry giants like Google and Meta have embraced artificial intelligence (AI) as a potential solution. They have introduced solutions that automate the process, allowing campaign managers to define their objectives and entrusting AI to execute the intricate task of auto-selecting segments, signals, and attributes.

While embracing new ideas, we must not blindly follow them and assume they are a cure-all.

This could work for some brands and may not for others.

Brands embarking on the journey from 0 to 1 may find the automated, goal-oriented approach to audience selection simpler, allowing them to focus solely on campaign optimization. However, what happens when a significant portion of their recruited customers are of low value or churn out faster?



On the other hand, having achieved critical mass, brands may desire greater control over audience selection to target specific consumer cohorts. The assisted AI approach to audience selection may represent a viable middle ground in this context.

Transitioning to campaign optimization, platforms like Google and Meta have continually refined their algorithms, urging brands to provide as much campaign event data as possible. This data enables AI to optimize campaigns more effectively. While AI excels at optimizing for cost and efficiency, it remains imperative to prioritize reaching high-quality user segments, ensuring campaigns yield impactful results across the funnel.

How can marketers and agencies become "Co-Pilot" to AI and be future-ready?

The answer lies in being data-ready. AI thrives on quality data – the fuel that powers its algorithms and drives outcomes. When we become swamped with machine-generated data, the ability to generate training data validated by humans would make all the difference to the quality of outcomes for AI "software." Hence, marketers must prioritize data readiness and feed that into AI. Unlock data readiness with widespread applications, be it for insights, segmentation, campaign activation, or attribution, and in the process, make your marketing team future-ready.

Are you using alternate consented consumer data for insights, segmentation, and top-funnel campaigns, or are you using it for mid/bottom-funnel campaigns? If not, you need to embrace the change faster. By

embracing unfettered curiosity and seeking partners offering unique consented consumer signals and Insights, marketers can provide quality human-validated alternate data to train the AI models of walled gardens and DSPs. In the process, it increases the chances of enhancing the efficacy of top- and bottom-funnel campaigns across walled gardens and open internet.

Measuring data's impact on marketing efficiency is of utmost significance in today's business landscape. As such, operational involvement is necessary for success. This task is no longer considered downstream for marketing organizations but has become critical. Its achievement calls for a methodical approach, which can help efficiently utilize data to enhance marketing efficiency.

So, the question is: Are you Data-Ready (read: future-ready)?

If not, let's do it, and if yes, let's do 10X more with data because "Data comes before AI."

Authored by –

Dippak Khurana, CEO and Co-Founder, Vserv AudiencePro – India's leading consumer intelligence and activation platform that helps brands access deterministic consumer signals to achieve higher efficiency and effectiveness from their digital marketing investments in walled gardens and open internet.

To learn how data fuels marketing efficiency, visit <https://audiencepro.ai/case-study.html>

AI's evolution across the full funnel



DHRUV DHAWAN

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Over centuries, the past has shown us patterns that can help us predict the future. Human cognition knows that if the clouds start turning grey (of a specific colour tone) there are chances of being heavy to a light shower in the next 30-60 mins. In the past many years, organisations have predicted how many cars of specific colours will be sold in the Indian market to which areas are more prone to floods at which specific time of the year. With the increasing amount of big data available across all cloud platforms themes from weather forecasting to the potential effectiveness score of a marketing campaign with a sales forecasting output has dramatically improved. While the world will continue to be dynamic and risk is real in all projections, the margin of error basis how AI can compute multivariate factors that impact a result will keep reducing and help save costs and sharpen future investments for corporations.

Specifically across the marketing funnel, AI has a role to play in identifying the right set of customer cohorts, creating creatives specific to those cohorts, and delivering those key messages in the right format and context while measuring effectiveness through that journey of the campaign. With large amounts of consumer data available with most organisations, understanding first-party or third-party data's value and targeting them with the right message, leading to maximising ROI and LTV is where AI and ML are currently playing and will have a very strong role to play in the future. The creative effectiveness impact of AI is visible with personalisation at scale campaigns that many CPG and F&B players have executed across video platforms over the last few years. The ability of AI to personalise the message to the n=1 level drives strong brand association and intention to purchase vs. standard generic mass creatives.

In terms of investments, marketers choose from high-engagement leaned-in OTT platforms to short-form video platforms, display formats, search, and offline formats. As the world scales

Omnichannel, understanding marketing effectiveness and ROI for every \$ spent across every format and channel is critical for every marketer. AI-based tools are available to help collate pools of big data via impressions and touchpoints, which can provide clarity on the start to end of the consumer journey along with varied levels of attribution parameters. The challenge, however, continues to be the openness of data sharing across platforms and a single currency across offline and online platforms to provide deep, actionable insights. In the absence of that, by specific platforms or grouping datasets in the open internet world, marketers can build their own data hubs to input, analyse, and action where they want to put in media \$\$ for maximum efficiency and effectiveness. Many early to mid-stage companies are emerging in the space of collecting, shaping, and analysing data sets that allow brands to sharpen their overall campaign strategy from upstream creative conversations to tweaking the last mile of sales closure. The evolution of this process will lead to sharp decision making by business, marketing and supply chain teams to help forecast spends and revenues to high levels of accuracy in future.



AI-driven Automation, Intelligence, & Analytics Transforming Business Strategies



DHIRAJ GUPTA

CTO & Founder
mFilterit

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AI is transforming the game! Measurements, analytics, and strategies are now powered by AI coupled with Machine learning (ML) leading to automation.

Performance-driven brands are moving from outdated attention analytics to enrichment with AI/ML-driven analytics and measurement is leading business decisions and brand growth. They do not just limit themselves to impression validation but instead substitute it with a full-funnel approach with enhanced AI-driven strategies.

AI is not just automating processes with more efficient and effective algorithms. AI coupled with machine learning validation efforts and self-identification is evolutionarily optimizing campaigns. Some of the biggest Brands are leveraging AI/ML for analytics, marketing performance optimizing, brand safety and infringement protection, and enhancing presence across the digital ecosystem.

AI impact on measurement and analytics

From a Marketing standpoint, AI has eased the burden of marketing teams with innovation, measurement and analytics. The data-driven approach has enhanced efficiency across the funnel. The capabilities to analyze vast volumes of data swiftly with accuracy, handling complexities and needs of modern marketing campaigns.

AI has enabled marketers with deeper actionable insights, tracking consumer behavior, engagement patterns and precise measurements.

Validation ad traffic, detection and weeding out frauds, ensuring brand safety, preventing brand infringements, quality lead scoring and a lot more has become convenient and more effective for marketing promotional campaigns striving for business growth. AI/ML powered

tools with advanced capabilities detect trends, correlations, or anomalies empowering marketers with data-driven decisions and real-time optimization of strategies. In more simple terms, AI makes businesses deliver efficiency, agility and more effectiveness for better outcomes like improved ROI and performance optimization.

Role of AI-driven analytics in forecasting the future

AI analytics empower business precise forecasting with machine learning algorithms and predictive modeling tech, by identifying patterns, trends and dynamic data analysis driving predictive insights. It gives brands an edge over competition with greater accuracy, competitive dynamics, anticipating consumer behavior trends, market trends, and actionable insights. AI learns continuously and adapts to new data patterns, refining prediction and forecasting future with inherent certainty. Informed and proactive decision making and promotional strategies by marketers help them capitalize on emerging market opportunities and reduce risk to brand reputation.

AI for analyzing KPIs in promotional campaigns

AI can be utilized to extract actionable insights from promotional campaigns by analyzing key performance indicators (KPIs). This is the game-changer. Vast amounts of data from multiple sources can be consolidated with AI powered analytics, to drive meaningful patterns, correlations over conversion rates, customer acquisition spend or ROI, etc. Add to that – explore and identify effective channels, messaging, audience segments to optimize strategies, effective resource allocation, and boost overall campaign performance.

Conclusion

Predictive precision by harnessing the power of AI, coupled with ML and automation of business processes can build trust and transparency in the digital ecosystem. Continuous learning and improvement with AI-driven strategies,

analyzing KPIs empowering brands across the digital spectrum, industry segments, and categories. AI/ML driven tech with actionable insights is enabling business growth across the digital landscape and shaping the future.



The Transformative Influence of AI in Marketing: Unveiling the Future of Business Growth



ANKUR MALHOTRA

Head Marketing & Omni-Channel Strategy,
Bridgestone India;
MMA Global India Member Company

In the ever-evolving landscape of business, where innovation is the key to success, Artificial Intelligence (AI) emerges as a groundbreaking force, reshaping traditional marketing strategies across both B2B and B2C domains. From product development to sales promotions, AI has permeated every facet of marketing, heralding a new era of efficiency, personalization, and data-driven decision-making.

Impact on Product Development and Packaging:

AI revolutionizes product development by analyzing consumer trends, preferences, and feedback, enabling businesses to tailor offerings that resonate with target audiences. Take the example of **Nike**, which utilizes AI-driven algorithms to design and customize sneakers through its "Nike Fit" platform, offering personalized fits based on individual foot dimensions. Moreover, AI-driven tools like those from **Sensient Technologies** optimize packaging development, ensuring both aesthetic appeal and sustainability, aligning with growing eco-conscious consumer sentiments.

E-commerce and Personalized Marketing:

E-commerce platforms leverage AI to enhance user experience through personalized recommendations, predictive search functionalities, and dynamic pricing strategies. Amazon, a pioneer in AI-driven e-commerce, employs machine learning algorithms to power its recommendation engine, suggesting products based on browsing history and purchase behavior. Additionally, brands like **Netflix** utilize AI to curate personalized content recommendations, driving user engagement and retention.

Measurement and Analytics:

AI-driven analytics revolutionize marketing measurement by processing vast datasets and extracting actionable insights in real-time. **Google Analytics** harnesses AI algorithms to provide businesses with comprehensive visibility into website traffic, consumer behavior, and campaign performance. Furthermore, companies like **Hub Spot** leverage AI-powered attribution models to optimize marketing spend across channels, maximizing ROI and revenue generation.

AI in Forecasting and Predictive Analytics:

AI-driven analytics hold immense potential for forecasting future trends and market fluctuations with unprecedented accuracy. **Walmart**, for instance, utilizes AI-powered demand forecasting algorithms to anticipate consumer preferences and inventory needs, optimizing supply chain management and minimizing stockouts. However, while AI-driven forecasting offers invaluable insights, it's imperative to supplement algorithms with human expertise and contextual understanding to mitigate inherent biases and uncertainties.

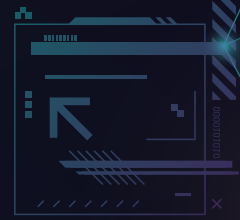
Extracting Actionable Insights from Promotional Campaigns:

AI empowers marketers to extract actionable insights from promotional campaigns by analyzing key performance indicators (KPIs) and consumer engagement metrics. **Coca-Cola**, for example, employs AI-driven sentiment analysis tools to gauge consumer sentiment and perception, enabling proactive adjustments to marketing strategies. Moreover, brands like **Starbucks** leverage AI-powered recommendation engines to personalize promotional offers and loyalty rewards, driving customer engagement and retention. In conclusion, AI represents a paradigm shift in

marketing, catalyzing innovation and efficiency across diverse domains. From product

In conclusion, AI represents a paradigm shift in marketing, catalyzing innovation and efficiency across diverse domains. From product development to sales promotions, AI-driven analytics empower businesses to unlock

untapped opportunities, optimize resource allocation, and foster sustainable growth in an increasingly competitive landscape. Embracing AI as a strategic enabler, businesses can navigate uncertainties, drive innovation, and unlock new avenues of value creation in the dynamic realm of marketing.



AI Revolutionizing Marketing Analytics: Harnessing the Power of Data for Real-Time Insights & Predictive Precision



RITA SAHAJPAUL

Head of Data and Technology,
GroupM MMA

In today's digital age, as our lives become more intertwined with technology, consumers generate a significant data footprint. So much so that, by 2025, global data created, captured, copied, and consumed is expected to surge to over 180 zettabytes¹, enough to blanket the Earth's surface in sand over 20 feet deep, with each grain representing a byte. Yet, harnessing this wealth of data has historically posed challenges for organizations, often leaving them inundated and struggling to extract actionable insights before the data loses relevance.

Here enters AI, offering a transformative solution. While, AI algorithms can uncover patterns and correlations that might not be immediately evident to human analysts, one of the fundamental benefits that AI-driven analytics offers is Automation and real-time Insights. By streamlining repetitive tasks such as data collection, data cleaning and report generation AI accelerates the pace of insight generation, empowering marketers to focus on strategic decision-making and creativity while promptly adapting to evolving market conditions.

Furthermore, analysing vast amounts of historical data enables the predictive algorithms. While no forecasting method can predict the future with 100% certainty, AI-driven analytics can significantly improve the accuracy of predictions compared to traditional methods. By continuously learning from new data and refining their models, AI algorithms adapt to changing conditions and provide more reliable forecasts over time, empowering marketers to optimize strategies before implementation, thus reducing wastage and enhancing cost-effectiveness.

Looking into applications of AI in measurement and analytics in marketing, we look at the data powered by 2 primary categories: Consumer Behaviour & Interaction data accumulated through 1P/2P/ 3P sources and Campaign

Operational Data across owned and paid media campaigns. Some of the use cases where AI is already helping are -

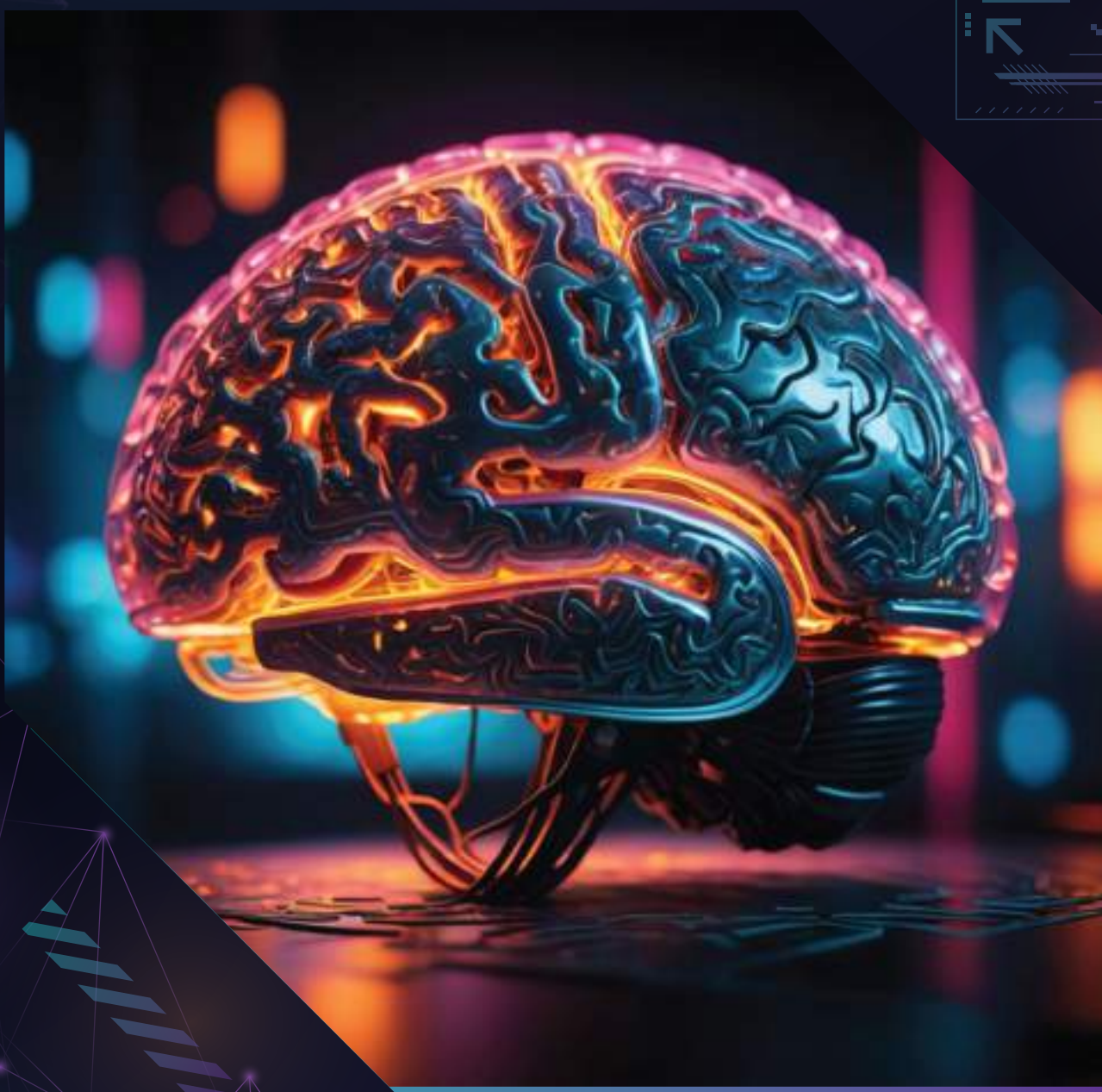
- **Consumer Segmentation & Personalization:** Leveraging machine learning models like clustering, help marketers segment consumers into micro-cohorts based on demographics, interests and behaviour, product or channel preferences, purchase or price preferences. This enables hyper-personalised marketing through relevant messaging, product recommendations, and offers tailored to each consumer's preferences and interests, increasing overall engagement and conversion rates.
- **Reputation management using Sentiment Analysis:** AI-driven sentiment analysis tools use natural language processing to parse unstructured data from social media posts, reviews and other forms of consumer feedback offering invaluable insights into brand perception and emerging trends that can be used to manage brand reputation effectively.
- **Media optimisations using Campaign Operational data:** Bid or Budget Optimization based Custom AI algorithms optimize ad targeting and placement, ensuring ads reach the most relevant audience segments across optimal channels and at the right price.
- **Attribution modelling using Performance and Business data:** AI-powered analytics monitor campaign performance in real-time, delivering granular insights into key metrics such as impressions, clicks, attribute conversions and sales to specific marketing channels and touchpoints along the customer journey, facilitating more accurate measurement of marketing ROI.

- **Content optimisation using Creative AI:** Powered by computer vision APIs, voice and video search algorithms, allow marketers to identify at a very granular level, what elements of their content or creative is resonating best with their target audiences. These insights can power the feedback loop to help create more engaging and relevant content in real-time, improving the overall effectiveness.

As we see the surge in AI applications, it is important to also understand that AI-driven forecasting isn't without challenges that could stem from data quality issues to algorithmic biases. Moreover, unforeseen events can disrupt even the most sophisticated models. However, with careful implementation and continuous refinement, AI holds immense potential to equip organizations with the insights needed to navigate an increasingly complex landscape with confidence.

Reference:

<https://www.statista.com/statistics/871513/worldwide-data-created/>



Maximizing Impact: Harnessing Measurement & Analytics in AI-Driven Promotional Strategies



NITIN GUPTA

Founder & CEO, Xapads;
MMA Global India Member Company.

In an era of digital innovation, AI has swiftly moved from a futuristic vision to an important tool in creating effective marketing campaigns as in this dynamic marketing landscape, the demand for accuracy and impact is at an all-time high. As artificial intelligence technologies are increasingly being embraced, with projections indicating a 17.3% growth rate by 2030 (Statista), this surge in AI adoption plays a pivotal role in reshaping how brands interact with their audience, interpret data, and refine campaign strategies. Through predictive analytics and personalised recommendations, AI-driven solutions are equipping marketers with the tools to streamline operations, boost returns on investment (ROI), and provide tailored experiences that resonate deeply with consumers.

Today, measurement and analytics serve as the backbone of AI-driven advertising and allow us to answer critical questions like: Are we reaching the right audience? How are our campaigns performing in real-time? What can we do better? The answers to these are pivotal in shaping strategies that are not only effective but also cost-efficient and impactful. By leveraging these insights, brands can optimise their promotional efforts, maximise impact, and drive better results than ever before. Besides this brands can now easily find and enhance the key drivers of their platform performance and evaluate the role of new channels and formats in their advantage.

Impact of AI-Powered Promotional Strategies

One of the things about AI-powered promotional strategies is how they make marketing feel personal. They dig into customer data and feelings to find just the right way to connect with each person. It's like having a conversation where you somehow know what the other person wants to hear. Whether it's suggesting similar products or showing content tailored just for you.

Another thing about AI is how it helps brands stay on their A-game in real-time. It's like having an assistant who keeps an eye on your campaigns and how people are responding to them. So, if something isn't quite hitting the mark, AI helps flag it up allowing advertisers to make tweaks and get improved outcomes.

In addition, to optimise campaign performance, measurement and analytics play a crucial role in assessing the impact of strategies. By tracking metrics such as customer acquisition costs, customer lifetime value, and revenue, it helps advertisers quantify the return on their investments and make informed decisions.

Furthermore, with access to granular insights on real-time trends and consumer preferences, advertisers can anticipate market shifts and adapt their strategies accordingly. To achieve this, data is accumulated from various sources like social media, website traffic, and consumer purchase history, which supports businesses in identifying emerging trends and new opportunities for capitalization to stay ahead in the competitive market. This way, predictive analytics ensures long-term wellness and success for advertisers by prioritising awareness, consideration, and familiarity to maintain brand goodwill in the market.

Future

As we further develop our use of AI technologies, it remains crucial to continuously refine these tools with detailed measurement and analytics. This approach ensures that our marketing efforts are not just based on data but are also deeply infused with the human elements that resonate with and engage our audience. By blending technology with a human touch, we aim not just to meet but to surpass our consumers' expectations. This synergy fosters strong connections and

positions our companies for greater success in an increasingly digital landscape.

Looking to the future, the potential for AI in adtech is limitless. With ongoing advancements in AI, our analytics tools will grow more sophisticated, allowing us to understand consumer behaviour more

profoundly, predict market trends accurately, and offer even more customised content.

So at last it won't be wrong to say that **"the future of advertising lies in our ability to adapt, innovate, and humanize the technologies we use"**.



Anticipate, Act, Ascend: Quantifying Campaign Success with AI-driven Analytics



KUNAL KOTHARI

Founder, Chief Growth Officer,
Mobavenue Media;
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In today's marketing era, where beneath every scroll, click, and interaction lies potential insights, AI has evolved from no longer being a supporting character to the star of the show. Today, Artificial Intelligence empowers marketers to anticipate, act, and ascend. With so much data available and consumer behaviours constantly changing, it has become an essential tool for marketers to stay ahead of the curve.

Measuring Promotional Campaign Performance with AI

In the past, marketers might have had to wait weeks or months to measure the effectiveness of a promotional push. Today, AI can determine a marketing campaign's success from the moment it is devised. With AI, real-time analytics provide instantaneous access to a wealth of data that can be harnessed to gauge performance. Present-day platforms use machine learning algorithms to segment audiences and personalise messaging, leading to improved campaign ROI.

Role of AI Predictive Analytics

Predictive analytics through AI is invaluable for improving decision-making, which is a key reason for its adoption. AI can accurately predict future trends and consumer behaviour by analysing historical data and discerning patterns. By leveraging these insights, businesses can anticipate what their customers will want or need and when they want it, enabling a proactive rather than reactive approach to marketing. It's a pivotal step towards creating meaningful connections and delivering value that genuinely resonates with consumers.

AI and Adaptation

Marketing is not a static field. Trends change, audiences evolve, and consumer preferences

shift like sand on the winds of innovation. Herein lies AI's most potent value proposition – the ability to learn and adapt continuously. By integrating AI into marketing analytics, campaigns perform better and get smarter. The insights drawn today inform the strategies of tomorrow. This perpetual evolution keeps marketing efforts effective, relevant, and resonant.

Winning Campaigns with AI

At Mobavenue, we've implemented AI-driven analytics across our promotional campaigns, enabling us to understand and create personalised, engaging communication and know what works best with users. The impact has yielded successful outcomes: increased conversion rates, decreased customer acquisition costs, and increased customer lifetime value.

Paving the Way for the Future

However, the most significant advantage of AI in modern marketing is its ability to comprehend consumer behaviour—understanding not just raw data but context, sentiments, and subtle consumer behaviours. By understanding and tailoring campaigns that directly address these aspects, we are not just marketing but engaging in a conversation with the market.

In conclusion, AI is way beyond a tool; it's the key to unlocking marketing's potential. For those who harness its power, the future of marketing is bright, lucrative, and, most importantly, intelligent.





Managing the Risks of AI, Including Brand and Reputation Risk

Managing the Risks of AI



DEEPSHIKHA DHARMARAJ

CEO, BCW India Group,
WPP

In 2024, and the coming years, one of the biggest risks that organisations face may come from the misuse of artificial intelligence, or AI, especially in terms of protecting reputation. In the last few years while the use of artificial intelligence has risen rapidly in various areas, the most worrying is when it is being used for weaponizing information for malevolent means. Fake news, misinformation, disinformation, and more recently, deepfakes have put companies in the path of a reputational storm. The idea is not to alarm you but to get you to prepare and get ahead of the risk.

There are three aspects to consider in terms of reputation—when it has been maliciously hit, when it has been inadvertently hit, and when you want to stay ahead of the hit. To put simply, in the context of AI, you need to have the capability for crisis management, manage security breaches, and crisis preparedness, respectively.

Managing AI-driven crisis

In the age of AI, the possibility of crisis has risen exponentially. In a survey by global security software company, McAfee, it was revealed that 75% Indians have encountered deep fakes at least once in the last 12 months. The survey goes on to warn of a surge in 2024, especially riding on the back of the general elections. But politics is not the only area to be affected by it. Fake webpages, rapid creation of malware bots, and audio and video impersonation of corporate leaders are some of the likely ways a company could face the brunt of what is known as 'Coordinated Inauthentic Behaviour' or CIB.

So, how do you deal with it? By fighting AI with AI. First off, while it may be tough for the human eye or even so-called AI detection tools to spot a deep fake, it is possible to **embed digital 'watermarks'** on official content such as text, photos, audio, and video. That way, you can communicate how people can confirm whether

a piece of content has been created by the company.

If a crisis has unfolded, you need to find a way to assuage it rapidly, where the use of AI tools is helpful. Analytics to monitor the developments in the story, conversational chatbots equipped with responses to frequently asked questions and predictive analytics to chart the future course of the crisis are possible tools in your arsenal.

At BCW, we've recently launched **Decipher**, powered by Limbik, a top information defense technology company rooted in cognitive artificial intelligence (AI), to help clients identify and combat weaponized information before it does damage. Decipher uses 'cognitive AI' combined with corporate reputation and crisis counsel, to assess how impactful any content might be to specific audiences. Decipher uses AI to test the content's 'believability' & 'virality' for different audience personas and gives it a 'Potential for Impact' score. When faced with disinformation or a crisis, Decipher can help communicators make informed decisions about how to respond, that are rooted in data.

Confidentiality and security breach

This is more of a self-goal situation, borne from the fact that it's tough for most companies to keep up with how AI is developing—especially generative AI. Most GAI tools use inputs from various sources to train their algorithms—including inputs from your company. Which means that if you enter confidential text or upload confidential documents to these tools, your information is at risk of leaking to another user. And similarly copyrighted or confidential data from other companies could find a way to your communication, opening you up for liability. The safest way to use generative AI tools is to place them on a private or 'ringfenced' enterprise server. That way your input data won't leave your servers.

Crisis preparedness

Staying ahead of AI-driven reputational risks is critical today. Include deepfake and misinformation scenarios when assessing vulnerabilities and conducting crisis simulations. This will train and equip the comms teams to respond faster and more comprehensively during a real crisis. Also, make AI a force for good for you by using it for targeted messaging, fast deployment of campaigns, and data analytics to help get insights that will lead to a deeper connect with your stakeholders.

The power that AI gives us to automate tasks, streamline processes, generate vast quantities of content instantly, and analyze data at lightning speed can free us to focus on what truly matters for communicators: crafting compelling stories and building enduring relationships with our stakeholders. With preparedness and foresight, AI can be an ally and not a foe.



Synergy Between AI and Contextual Targeting: A Blueprint for Brand Safety



GANDHARV SACHDEVA

Country Head - India
Hybrid

MMA Global India Member Company

The digital era has expanded the borders for advertisers, providing companies with the chance to engage with worldwide audiences which was not possible in the past. While this expansion has its challenges, the most prominent one is trying to provide the ads in safe and relevant content environments. Irrelevant ad placements might spoil a brand's reputation, making contextual targeting powered by AI a must-have for modern digital advertising tactics.

Contextual targeting, for a long time, has been seen as a tool that is useful for placing ads in the context of the content that is relevant to the ad message using keywords, themes, and subject matter. The strategy has been elevated with AI integration, thus being able to understand the content at a more nuanced level and for very precise ad placements that are in line with the brands' values and messaging goals.

VOX, the advanced Contextual Marketing Suite stands at the forefront of this evolution through its implementation of Semantica 360° for text

analysis, cutting-edge Computer Vision that analyzes graphics and video, distinguishing 15,000 types of objects, and Smart Score Kit for app evaluation.

VOX implements a robust brand safety strategy that categorises content into areas like adult, violence, and hate speech, utilising real-time classification to avoid ad placements in such categories. By employing both text and graphic filters, VOX ensures ads are contextually aligned while simultaneously avoiding content that may be harmful. This comprehensive approach effectively mitigates risks and maintains brand integrity.

In conclusion, AI-powered contextual targeting has a robust and adaptive framework that provides a high level of brand safety in the complicated environment of digital advertising. The main benefit of using AI in this aspect is its ability to not only help with targeted advertising but also to identify and exclude harmful content, which results in a double layer of protection.





Ethics Around AI



ROHIT DADWAL

CEO, MMA Global APAC |
Global Head of SMARTIES
WW and BOD APAC;
MMA Global APAC

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As we venture deeper into the era of co-existence with AI, the importance of building and sustaining consumer trust cannot be overstated. The insights in this report have further reinstated that consumers only trust organizations that demonstrate a commitment to ethical AI use. This trust is built on transparency, fairness, and safeguarding consumer data - core principles that we at MMA Global APAC champion. Our mission extends beyond compliance; it is about leading with integrity and ensuring that AI interactions enhance customer experiences without compromising ethical standards. As we navigate these advancements, our leadership aims to set a global standard where AI not only augments human capabilities but also fosters trust and inclusivity across all interactions.

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As we unveil the Modern Marketing Reckoner with a focus on 'Winning with AI,' it is crucial to anchor our ambitious strides in marketing innovation within a framework of rigorous ethical standards. The rapid integration of AI across industries demands a parallel evolution in our ethical compass. Organizations are increasingly prioritizing transparency, accountability, and equity in AI deployments, aligning closely with MMA Global India's commitment to ethical AI use. More and more use cases of AI in marketing highlight the necessity for businesses to scale AI responsibly, ensuring that trust and risk management keep pace with tech leaps. These times call for us to stand together and advocate for an AI-powered marketing era that is not only transformative but also conscientious and inclusive, safeguarding consumer interests while fostering long-term industry trust. A recommended framework like TGA- training, governance and accountability to leverage the full potential effectively and responsibly. Governance further ensures ways to maximise benefits of ai and machine learning whilst accountability keeps a check on fairplay, transparency and responsible AI practices.

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MONEKA KHURANA

Country Head & BOD Member,
MMA Global India



SONAL MEHRA

Managing Director & Lead;
Accenture Song in India

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With great AI power comes great responsibility. Governance, technical and training approaches can help organizations mitigate AI risks and adhere to ethical standards and guidelines in generative AI-driven marketing. Steps include establishing an AI-specific governance framework; adapting AI risk assessment / controls for generative AI, including human-in-the-loop reviews; applying bias and data quality checks to fine tune customer data; providing firm-wide guidance and training on business and security risks associated with generative AI in marketing; and more.

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AI could play a significant role in improving the success rate of new products in the market at a pre-launch stage, via robust trend analysis (internal and external). While understanding of AI and its adoption is very nascent at this stage, our organisation is trying to use AI for a) Identifying right ingredients/formulations for product development and b) Standardising and improving packaging nomenclature, naming conventions to strengthen first moment of truth both from online and offline sales perspective. In future, AI should be used to understand consumer journeys during their online path to purchase and create an always on feedback loop for future launches and A+/other content.

While I am all for AI for business growth, AI shouldn't be used to take shortcuts/plagiarize, whether its blog/SEO content-generation to get clicks or for packaging naming or related content purposes. One should learn from competition but then find their own path to grow.

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PRATIK MUKHERJEE

MMA Global India Member Company,
Head of Business - Beauty;
House of Masaba



VIPUL KEDIA

MMA Global India Member Company;
Chief Data & Platforms Officer, Affle

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We are in the privacy-first era and more marketers are taking cognizance of ethical considerations when serving ads to their customers. For us at Affle, privacy-focused solutions serve as the cornerstone of our strategy. We've pioneered conversion-led, privacy-focused advertising, evident in our early patent filings. Our experience underscores the importance of transparency, data stewardship, and respect for individual preferences. As marketers move towards integrating AI into their strategies, it requires a greater understanding of transparency, providing clear information about how AI is used in marketing efforts and its potential impact on consumers, data privacy including consent, collection and usage, as well as fair use of AI-driven practices.

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It's crucial to prioritise transparency, consent, and privacy. Ensuring data protection and ethical use of AI technologies is paramount, as is avoiding bias in AI algorithms to ensure fairness and inclusivity. Finally, maintaining honesty in AI-generated content and advertisements upholds trust and credibility. These standards safeguard both consumers and the integrity of our digital ecosystem.

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KUNAL KOTHARI

MMA Global India Member Company;
Founder, Chief Growth Officer,
Mobavenue Media



RAJIV DINGRA

MMA Global India Member Company;
Founder & CEO, ReBid

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At ReBid Advertisers CDP, ethical considerations in AI-driven marketing are paramount. We adhere to strict guidelines that prioritize data privacy, consent, and transparency. Our organization has crafted a comprehensive set of policies to ensure that our AI tools are used responsibly, maintaining the integrity and trust of our customers and stakeholders.

Based on our experience, key ethical standards in AI-driven marketing should include ensuring data accuracy, upholding privacy, obtaining informed consent, and practicing transparency. It's also crucial to avoid biases in AI algorithms and ensure that all marketing practices are inclusive and fair to all demographic groups. These guidelines help maintain trust and foster a positive relationship with consumers.

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The advertising and technology industry is well positioned to harness the opportunity of AI technology. At Digital Turbine we have been early adopters of AI - incorporating AI features into our mobile ad experience in multiple layers. A recently produced and experience for a large ice cream brand used AI to auto-generate a custom made festive greeting video using images uploaded by the users - giving the campaign a personal touch that resonated with our mobile audience. Our team of creative designers, DT Creative Lab, use AI tools to support the creative process - automating processes and making complex creative layering easier. In addition, our ads feature AI components within the campaign... AI does require unique consideration when implemented - it's a powerful tool that we want to use responsibly, with a need for clear guidelines and best practices for its implementation.”



AMIT RATHI

MMA Global India Member Company;
Country Manager, India,
Digital Turbine Inc.

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SRIKANTH RAYAPROLU

MMA Global India Member Company;
CEO & Founder, Adscholars

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At Ad Scholars, ethical AI use is a core principle in our digital media operations. As we integrate AI across our platforms—from campaign reporting to creative asset generation—we've established strict guidelines to ensure responsible usage. These guidelines are meticulously designed to uphold ethical standards in every AI-driven tool we develop. Before implementation, our teams rigorously review these protocols, and we transparently share them with stakeholders and clients. This ensures trust and ethical compliance as we harness AI's potential in marketing.

In AI-driven marketing, essential ethical standards include transparency, making consumers aware of AI's role; stringent data protection, ensuring privacy; and obtaining informed consent. It is critical to actively mitigate biases and promote fairness, while maintaining rigorous accountability for AI's impact on consumer behavior and societal well-being. These practices build trust and enhance the ethical deployment of AI in marketing.

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To answer the second part first, yes, we have structured guidelines, however, I believe the guidelines may also keep evolving to create a better ecosystem, considering this dynamic space. Now, to the first part of the question, I feel one of the areas which we need to talk about more is how AI could help in 'cultural sensitivity'.

I am not sure how many organizations are doing AI-powered cultural sensitivity trainings with follow-throughs as doing this could deliver personalised, interactive learning experiences that address specific cultural differences.

For example, we need to ask ourselves questions like 'are AI-powered language translation tools struggling or accurate in translating idioms or cultural references that are specific to different cultures and can AI at present fully grasp the subjective experiences and cultural practices that shape our worldviews?' I am saying this because apart from winning, it is important to build a safe space and safer communities using AI to bring it into aspects such as sustainable living. I see it as an interesting, challenging, and long-term journey where the kind of experiments we do will matter a lot and in turn how many lives we are impacting positively.



ANKOOR DASGUPTA

MMA Global India Member Company;
Chief Marketing Officer, Shisham Digital

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MILVA POVO

MMA Global India Member Company;
Sales Director - India
Seedtag

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At Seedtag we prioritize data privacy, transparency, and responsible AI use, we ensure ethical deployment. With a privacy-first approach, in-house development, and rigorous internal reviews, we demonstrate our commitment to fairness and prevent manipulative use. Our practices set a benchmark for responsible and trustworthy contextual advertising, establishing industry standards.

Everyone is racing towards being first to market launching or leveraging the newest AI technology. However, the process and step to getting there is more important than being the first. Achieving a balance between speed and safety in AI is crucial. By embracing ethical frameworks, rigorous testing, collaboration, continuous monitoring, and public engagement, we ensure responsible and secure integration of Contextual AI. This builds confidence among consumers, clients, and brands, driving wider adoption and unlocking the transformative potential of AI across industries, benefiting society as a whole.

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We strictly follow local and global privacy and data regulations group-wide. We believe that if we steadfastly follow these strong policies, we would be marketing ethically overall - AI-driven or otherwise. AI is already being used by the MarTech ecosystem to target and segment consumers so it would be very hard to enforce your "AI policy" on partners and vendors. However, if the data is accurate and its provenance is legitimate AND we all adhere to strong privacy regulations, we would be practicing responsible marketing overall and not just "AI".

The key ethical considerations can be addressed by strong privacy and data compliance policies. Assessing and coordinating with numerous MarTech partners on these policies are no mean feats and requires deep understanding of how partners handle data and privacy within their platforms. With GenAI, ethical issues are less clear with fake news, false content, and fake profiles being at the top of the list. AI just makes these infringements easier, but it is still people/humans who decide to be ethically questionable. So it boils down to our people and having proper training and policies in place to avoid ethically compromised marketing.

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JOE NGUYEN

MMA APAC Board Member,
Senior Strategic Advisor,
H+(A strategic network of
Hakuhodo DY Group)



Capability Building & Implementing AI

Modern Marketing Reckoner 2024: Winning With AI



AMIYA SWARUP

Partner, Marketing Advisory Services
Ernst & Young LLP
MMA Global India Member Company

AI will change the role of the Chief Marketing Officer (CMO)

In the digital age enabled by AI, the boundaries between marketing and media are increasingly blurred. AI-driven marketing is transforming the role of the Chief Marketing Officer (CMO) into a Chief Engagement Officer (CEO), evolving them from overseeing traditional marketing functions to becoming strategic owners of customer interactions. This shift signifies a trend where the marketing function is evolving into an attraction + engagement function, leveraging content extensively, managing its distribution, and enabling storytelling to build brand presence and drive business growth.

As a media owner, Gen AI will play a crucial role in content creation

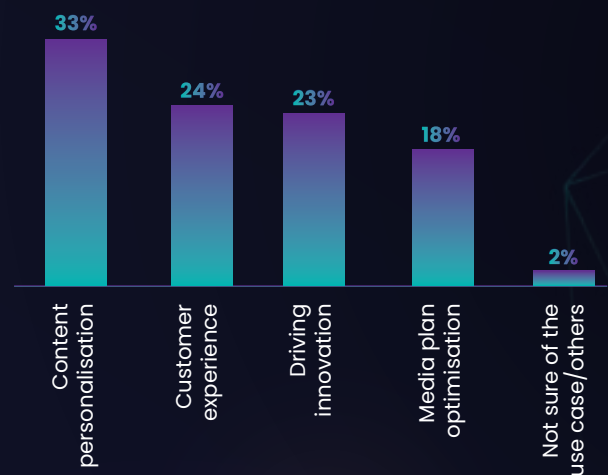
Indian advertising reached INR1.1 trillion in CY2023, with digital surpassing traditional medium for the first time¹, and is expected to contribute 57% of total advertising by 2026. 97% of marketers expect to increase their spends on digital media².

Marketers understand that Generative AI will play a significant role in how digital marketing evolves, and it provides both challenges and opportunities. They believe content personalization will be the key use case, followed by Cx, and will help in driving innovation. Marketing leaders are prioritising hiring content creators, content marketing managers, and content strategists. This shift in hiring preferences reflects focus on original content development within digital marketing.

Owned media-will increase in importance

AI is reshaping marketing strategies, with a focus on owned media strategies. Consumer media companies have built their audiences with emerging mediums like blogs, social media posts, videos, infographics, and interactive experiences to build and engage with their audience. This provides access to first-party engagement data generated through owned/ rented distribution channels, which drives business outcomes. Marketers now understand the need to integrate owned media strategies into their overall marketing approach to achieve business objectives.

What facts of marketing would Gen AI impact ?



Ey Marketer Survey 2024 | % of total respondents

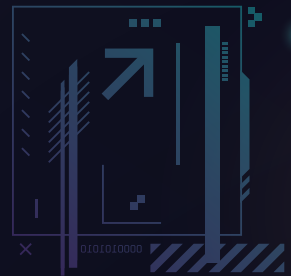
AI will enable community-building at scale

The convergence of marketing and media signifies a new era of content-driven strategies fuelled by AI innovation. By harnessing the power of AI responsibly and creatively, marketers can unlock new opportunities for

growth, innovation, and customer-centric storytelling in the evolving landscape of marketing-as-media.

¹FICCI-EY M&E sector report for 2023: #Reinvent

²EY survey of marketers 2024



A Roadmap for Generative AI in ABM



JASPREET BINDRA

MMA India Board Member;
Founder, Tech Whisperer Ltd.

Along with Bev Burgess

Artificial Intelligence has been helping and empowering marketers for many years with its ability to predict and forecast buyer behaviour, but Generative AI (GenAI) has the potential to change the game. While it is early days for GenAI, it has already started showing great promise in a few industries and functions — and marketing is one of them. GenAI and Large Language Models (LLMs), as the names suggest, are creative and cognitive technologies that help ideation, messaging, text and visual content creation and personalisation, which are traditionally the core competencies of marketers.

Adoption of AI in ABM to date

One specific area of B2B marketing that has already benefited enormously from the application of AI, and which could be further enhanced with the support of GenAI, is account-based marketing. Defined as ‘treating individual accounts as markets in their own right’¹, the power of account-based marketing (ABM) lies in the development and personalisation of propositions, content and experiences for individual stakeholders in key accounts, based on a deep understanding of their specific context.

ABM has created a conundrum for B2B companies. It is a resource-intensive exercise, and a change to the typical approach to marketing investment decisions, which are usually concerned with minimising costs and headcounts as part of an organisation’s sales, general and administrative overheads. And yet it delivers the highest ROI of any B2B marketing approach, and so businesses predictably want to scale it across more accounts — but without adding more resources.

ABM platforms have emerged to model propensity to buy and actual buying signals

from key stakeholders and serve up digital content through their buying journey in an attempt to help scale ABM. These tools have been largely adopted by ABM-ers, but they aren’t enough. They can’t provide a 360 view of the customer, don’t allow for deep personalisation, nor deliver offline or in-person experiences. Yet.

The art of the possible

We’re used to thinking about technology in terms of a roadmap, and this is a useful way to consider how to harness the power of GenAI in ABM. Looking at a three-year time horizon (Figure 1), the first year’s focus will be on laying down the foundational elements for GenAI to do more with less. The second year moves on to integrating GenAI technologies into ABM workflows and strategies, then the third year focuses on optimising AI-enabled ABM initiatives and scaling implementation across all customer-facing teams.

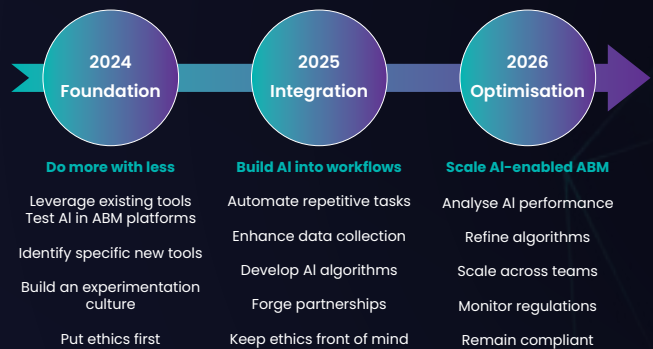


Figure 1: A three-year roadmap for AI in ABM

Source: © Inflexion Group 2024. All rights reserved.

2024: Doing more with less

Explore how you can use GenAI in 2024 to enhance the productivity of your ABM team and get started with genAI by reading the whole paper [here](#).

How AI is Reshaping Content Creation & Consumption



RAHUL AGARWALLA

MMA India AI Mentor & Advisor;
Managing Partner, SenseAI Ventures

A metamorphosis is underway in how content is created as well as consumed. We have all tried using GenAI to churn out text. Surprisingly the output is contextual, coherent and engaging. Already websites, resumes, product descriptions and blog posts are littered with text written using GenAI. It is just so much simpler, cheaper and faster to get a rough draft from ChatGPT rather than stare at the cursor blinking at the top of a blank document. Some people dismiss GenAI because of its shortcomings like hallucination, bias and the tendency to prefer certain phrases. Considering this new kid on the block has just been around for 18 months, I shudder to imagine what it will be able to do in a few short years.

The impact of GenAI is even greater on video. Every day billions of users visit streaming platforms and social media to consume billions of minutes of movies, serials, podcasts and reels. Video production is both long and laborious, with specialists required for scripting, storyboarding, directing, and post-production. The simple reality is that our appetite for fresh content far exceeds our capacity to create high-quality videos.

AI tools are reinventing the video creation process. AI tools encompass **script writing, curating, mixing, editing, translation, colour correction and special effects**. This is freeing creators to focus on crafting compelling narratives. The choice is clear, learn to collaborate with AI or be left behind.

AI has also become the latest tool for digital platforms to cater to our ever shrinking attention spans. Much like Uber gets you to your destination rather than a list of cabs to choose from, chat is replacing search as the interface for finding information. We don't even need to view the information we find. We can get a summarised answer to our precise question or drill down to the precise second covering the new touchscreen in the car review video.

AI is just a tool and can be used for any purpose. AI-powered recommendation algorithms have taken over our screens, our feeds and thus our minds. Every App seems to learn our preferences and serve up just the content we like. There is no attempt to educate, inform or enrich. There is a real risk of creating social media zombies living in echo chambers and the trend towards it is relentless. Even scarier is the rise of deep fakes. From embarrassing videos to phone calls which sound like a loved one, deep fakes pose an insidious threat. Trust has eroded – we can no longer believe what we hear or see.

This brings me to the essential question, how to reach these zombies and earn their trust?

Let me ask the AI and get back to you.



It's going to take some work!



TARANJEET KAUR

Head of Media & Digital Marketing
Tata Consumer Products
MMA Global India Member Company

There are different tools and consultants today who help companies access the stage of AI Maturity for them. Broadly, AI maturity index can be calculated by assessing where a company stands in terms of 5 broad parameters, A 5x5 framework.

Parameters being: Strategy, Data, Technology, HR/People, Governance

Rating stage being: Exploration, Experimentation, Formalization, Optimization, Transformation

There may be synonyms of the parameters and ratings mentioned above, varying by tools and partners, but these are the broad buckets in which it is divided.

Today, every marketer is talking about how they are or will be using AI in marketing. But the important question is how do we select the right partner to meet a particular objective.

Let me tell you - it's going to take some work!

It all starts with not what output AI tool is going to give me, but knowing how smart your vendor's technology actually is, who's on their team for engineers, what specific use case you want to improve and knowing the impacts on your marketing organization in the near- and long-term. This is important, because you are not going to buy AI technology, you are trying to find a Smarter solution to a problem you already have or an activity you want to execute.

Marketers have invested today in AI for personalization, predictive analytics, conversational interface etc. and yet there are times when there is an expectation that AI should transform lives like matrix (the movie). The reality is 'AI in marketing won't change everything'. Marketers need to understand that just because your new smart technology builds around a core use case, it may not be ready to

integrate with an execution system that sends text messages or is traditional in processes. It's important to answer a larger question, how is AI going to change the marketing function? Do I need my digital creative agency to make creatives every time for every change and take 3 hrs to do a simple change?

Coming to selection of AI partners:

- The first question is what's behind the tech they are using, because all machine learning is not equal. Get to the question of, 'explainable AI'. If they can't explain to you the way you understand, it can lead to an expectation crisis, especially in times when AI can be easily misunderstood.
- The second one is are they promising results too early? AI needs to reduce the time and money required to do something. But if they tell you results will come immediately, go back to the first question.
- The third one is, specific use cases of the AI tool the partner is showcasing, works the best. If the partner tells you, test and learn, go for POC which helps you gauge all the above points listed.
- The fourth one is post deployment support. There have been cases where people have deployed a technology and the marketing team is struggling with implementing and result understanding. Execution may be heavy on operational but can be a make or break if the partner does not extend ongoing support.
- The last and the most critical one is data privacy, ethical biases, and transparency checks. Marketers must trust the algorithm, and to build trust, they should include internal and external experts who understand algorithms. Robust security measures, such as encryption and secure storage, should be implemented, along with adherence to privacy regulations and industry standards, to protect customers and the company's brand.

Use AI to Boost Human Potential, not Replace it



RASHI GOEL

Founder & CEO,
PERFORMONKS

AI's impact on the future of work is undeniable, as investments in AI are forecasted to skyrocket from \$200 billion last year to over \$1.8 trillion by 2030.

[\[Source\]](#)

Here are three scenarios for evolving marketing talent:

1. The rise of right-brain thinkers:

In line with Dan Pink's foresight from his 2006 book, "A Whole New Mind," the automation of repetitive tasks will elevate the value of right-brain skills like creativity and intuition.

As Generative AI churns out a pastiche of old ideas, there will come a time when all new ideas will start looking like the old ones.

This rancidity from ideas recycled many times over will only be washed away with the freshness of creativity and intuition a human brain and its unconscious powers can generate.

Implication: Organizations that prioritize creative thinking and innovation training will differentiate themselves in a market saturated with AI-generated content.

2. Adaptive upskilling:

When photography was invented, portrait makers felt their jobs were at stake. Eventually, some portrait makers purchased a camera, and learnt how to use it.

This investment paid back many times over - against the sale of one portrait a week earlier, now they could sell multiple photographs daily.

A second disruption was when smart phones democratised the power of photography. Even then, professional photographers did not lose their jobs. Instead, more jobs were created,

for example, iPhone photography courses. Not just that, whole new industries based on lightweight portable cameras, like GoPro, were born.

That AI will spawn new jobs, new industries, and newer technologies is a foregone conclusion.

Implication: Not all marketers will spend the time to converse with AI to get the perfect results. At the same time, as Generative AI gets more sophisticated, highly paid jobs for 'AI Prompt Engineers' will emerge. These professionals will specialize in solving one narrow marketing problem statement. For example, an AI Prompt Engineer who specializes in generating differentiated brand propositions.

3. Human-AI Collaboration:

The biggest shock to our belief that the human brain was at the top of the food chain was when Kasparov lost to IBM's Deep Blue. Many hit and trials later, 'Centaur Teams' or blended teams of humans and AI systems were created.

These Centaur teams defeated only human or only AI opponents each and every time.

Implication: The future of marketing will likely involve a blend of human strategic insight with AI's analytical prowess, across various tasks, from data analysis to strategic decision-making and media management.

In summary, the integration of AI in marketing will change the landscape forever. Optimistically, we may have a five-year window to adapt, upskill and make AI work for us.

Navigating AI landscape : Intelligent Marketing OS for Marketing Excellence



TUSHAR VYAS

Chief Strategy Officer,
WPP India & President,
GroupM South Asia

In the world of marketing, artificial intelligence (AI) has revolutionized how businesses connect with their customers. However, the challenge often lies in navigating the plethora of tools and point solutions available in the market. While these tools may address specific needs, they often operate in silos and lack the ability to provide a holistic view of the marketing landscape.

This is where an AI-powered intelligent marketing operating system, like WPP Open, comes into play to help leverage AI at scale across marketing value chain. As our intelligent marketing operating system powered by AI. It is used throughout WPP and trusted by world-renowned brands including The Coca-Cola Company, L'Oréal and Nestlé. Built on WPP IP and owned technology, and strengthened by strategic partnerships with leading technology firms, WPP Open leverages decades of experience serving enterprise clients to deliver highly optimised, automated and transformative marketing solutions that elevate brand experiences, push the boundaries of creativity and drive measurable growth.

WPP Open houses our cutting-edge AI Studios, each built for different aspects of marketing, from creative, ideation and production to PR, commerce and media. All are engineered with custom APIs to protect client data, ensuring safe and effective operations. WPP Open is powered by our proprietary AI products, WPP Brains, which are trained on a variety data sources and LLMs to optimise the entire marketing process.

An operating system approach offers several advantages over point solutions or tools:

- **Comprehensive Integration:** Unlike point solutions that focus on specific tasks, an intelligent marketing operating system provides a comprehensive platform that integrates large part of marketing value chain. It consolidates various tools,

technologies, data, and services into one AI powered platform, enabling seamless coordination across different marketing activities.

- **Scalability:** An AI-powered operating system scales effortlessly with the organization's needs. As the business grows and evolves, the system can adapt and expand its capabilities, something that tools may struggle with due to their narrow focus.
- **Customization:** With an intelligent marketing operating system, businesses can tailor the platform to meet their unique needs. This level of customization ensures that the system aligns with the brand's marketing strategy and goals including Brand guidelines and tonality, providing more relevant and effective results.
- **Data-Driven Insights:** Such systems leverage AI to analyse vast amounts of data, providing valuable insights that inform marketing strategies. This contrasts with point solutions which may only offer insights within their specific area of focus.
- **Efficiency:** By centralizing various marketing functions, an AI-powered operating system enhances efficiency. It eliminates the need to juggle multiple point solutions, saving time and resources.
- **Consistency:** Using a single, integrated system ensures consistency across all marketing activities. It helps maintain a unified brand voice and messaging, which can be challenging when using multiple point solutions.

In conclusion, while point solutions may have their place in addressing specific marketing needs, an AI-powered intelligent marketing operating system offers a more comprehensive, scalable, and efficient solution. By harnessing the power of AI, such systems, like WPP Open, are setting new standards in the industry, helping businesses navigate the complex marketing landscape successfully.

AI in Marketing Use Cases from MMA Global India Member Companies



01. Brand/ Product Experience

• GOOGLE

It's personal: How Nykaa helped people meet their unique beauty needs with AI-powered advertising!

Amid growing interest in self-care, India's beauty and personal care shoppers are no longer content with a "one-size-fits-all" approach. They're looking for products tailored to their skin type and addressing specific needs like acne management and anti-aging, fueling the growth of an industry worth close to \$21 billion. That's why Nykaa, a leading beauty and personal care e-commerce retailer in India, is on a mission to help people discover products that suit their unique beauty needs.

Nykaa experimented with Performance Max to help shoppers find the right products for them. This drove 50% more acquisitions at defined cost-per-action targets for Nykaa, and improved its return on ad spend by 15%.

• TATA CONSUMER PRODUCTS LIMITED

Leveraging AI to optimize media planning and buying Lal Ghoda Kala Ghoda Tea used Copilot to effectively maximize video views in Jaipur.

With the help of an AI-based bid manager and optimizer, Copilot demonstrated adaptability in budget allocation across demographics, and audience segments - showcasing the ability to optimize campaign performance dynamically. This AI-driven platform not only identified the top-performing 5k channels but also intelligently optimized delivery on high-performing YouTube placements.

As a result, the impact of Copilot AI was evident in the results—a 23% lower CPV, a 14% uplift in completion rate, and a 15% uplift in view-through rate. All this resulted in higher views, and increased awareness in Jaipur. This success underscores the instrumental role of AI in enhancing the precision & efficiency of campaign strategy.

02. Customer Experience

• HP INC.

Targeted Communication Achieved Through AI-Powered Approaches

HP Inc. Actively leveraged AI tools to generate content with powerful keywords, thus reducing manual intervention and ensuring they reach their business goals.

The quantity of searches along with the competition on select keywords can make it impossible to achieve good ROI. HP Inc. was successfully able to leverage AI tools to discover and understand the questions and conversations - hence generating AI-powered content, identifying keywords, reducing manual intervention, and also enabling customers to search for the product better.

03. Personalization

• TATA CONSUMER PRODUCTS LIMITED

Crafting Personalized Experiences With AI - Celebrating Lohri with 'Vaddi Khushiyaan De Tappe'

Tata Tea Premium's core strategy of hyper local approach was brought alive with personalized messages enabled via AI. The brand celebrated Lohri with its 'Vaddi Khushiyaan De Tappe' campaign, featuring Shehnaaz Gill. AI was used to target personalized messages to consumers who clicked on the ad. Personalized themes tailored to individual preferences were generated, leading them to create a personalized video message from Shahnaaz Gill, to be sent to their loved ones.

The campaign unfolded across diverse media platforms like YouTube, Sharechat, and Momspresso, resulting in the creation and sharing of 11,172 custom Tappas among friends on the day of Lohri.

04. Customer Engagement

• TATA CONSUMER PRODUCTS LIMITED

a) Driving Reach & CTR with AI-Powered Strategy

With the help of AI tech, Tata Tea Premium was able to identify and pick conversations with people who were using keywords like 'tea, cutting chai, garam chai, etc.' A notification was sent to their mobile devices which then enabled reach to a targeted audience contributing to a heightened brand awareness.

As a result of a 15-day campaign period, the team was able to deliver 160,000 notifications with an outstanding reach & click-through rate (CTR) of 8%, surpassing industry benchmarks

b) Using AI facial recognition technology in cartoon videos, to reach kids.

Soulfull Ragi Bites aimed at targeting kids through the use of AI, with minimum spill to other age groups. The team made use of facial recognition technology in cartoon videos to reach kids. Targeted Ads were run only to those audiences watching content on YouTube that had cartoon characters.

As a result, the campaign's average CTR stands at 0.54%, surpassing the industry benchmark by 1.6 times.

c) Tata Himalayan Saffron Elevates Authentic Experiences with Generative AI

Tata Himalayan Saffron used Gen AI tools to engage with audiences and answer questions about the authenticity of saffron. Over 95% of the Saffron consumed by Indian Consumers is Imported. With the large gap between demand and supply of the Saffron, many players in this market have resorted to rampant adulteration.

To enhance consumer interaction, a ChatGPT-based Bot was introduced. This was an Industry-first initiative where the ChatGPT model was custom-trained to answer questions on Saffron and the Himalayan brand. A custom module and a context-based engine were built which identified 200+ questions that the consumers of saffron were asking on the Internet.

Based on these Questions, Information from the Saffron Spice Board, Insights from local farmers, and Scientific knowledge from NABL accredited labs, a custom module was created. Leveraging Embeddings from OpenAI ChatGPT and a custom training module, the ChatGPT-based SaffronBot was created. This bot addressed consumer queries regarding saffron, providing information on quality, usage tips, and recipes, adding a personalized touch to the consumer experience.

d) Using AI for Dynamic messaging, targeting users based on custom intent

Tata Sampann ran a campaign aimed at boosting consideration through contextual messaging and video awareness, leveraging AI-led dynamic messaging.

With the help of finely tuned AI algorithms, thoroughly examined user custom intent keyword signals within the inventory. The AI identified keywords like 'Pav Bhaji,' and discerned user searches - dynamically tailoring messaging for relevance such as 'Crafting Bombay style Pav bhaji? Explore Pav Bhaji Masala by Sanjeev Kapoor.'

As a result, the campaign garnered 4.7 million impressions, a 0.7% click-through rate (CTR), and a reach of 1.9 million.

Adaptive Messaging via Article Keywords: AI was used to dynamically adjust messaging based on the presence of keywords within articles, ensuring contextual precision. This adaptive strategy targeted websites or articles featuring keywords like 'Pav bhaji'.

Result: 9.4 million impressions, a 0.3% CTR, and a reach of 3.8 million. Despite marginally lower CTRs, the approach showcased high relevancy from the placement inventory perspective.

• PERFETTI VAN MELLE INDIA

Center Fresh Celebrated Valentine's Day with a Fresh AI-Generated Activation

Center Fresh, in collaboration with JioSaavn, launched a limited-edition Valentine's Day pack to help young people express their emotions through music, aligning with the brand's tagline, 'Dil Ki Baat Zubaan Pe'. Amidst a competitive market, the challenge was to create a standout, technology-driven campaign that resonates with a tech-savvy, Gen-Z audience, bridging the gap between emotions and expression.

Center Fresh introduced the innovative "2 cm Jukebox" campaign featuring a unique QR code in each Valentine's Day pack. Scanning the QR code directed users to a microsite where they could enter personal details and musical preferences. An AI algorithm then generated a personalized playlist from JioSaavn's extensive library of 55 million songs. Additionally, a text-to-speech tool created personalized audio messages, enabling users to send custom dedications, thus enhancing the personal touch of the campaign.

The campaign was highly successful, engaging the target demographic effectively. The unique, AI-generated playlists and personalized audio messages significantly increased consumer interaction and brand visibility.

Key metrics from the campaign include:

- Over 400,000 website visits during the two-month activation.
- Creation of 45,000+ playlists, resulting in 80 million impressions and 29 million views.
- 7.5% lift in brand recognition and a 6.3% increase in purchase intent, three times the industry benchmark.
- The campaign received more than six industry awards and widespread PR coverage, achieving a reach of nearly 290 million, with 75% of publications featuring the brand name and logo.

The campaign not only captivated young audiences but also established a lasting connection with them through personalized, digital-first experiences.

How MMA Global is Helping Marketers Win With AI in Marketing



Now that we have an overview of the extensive AI in marketing initiatives undertaken by brands, agencies, publishers, and tech marketers within the comprehensive ecosystem, let's examine how MMA is leading the AI narrative in marketing. We provide a diverse array of resources and toolkits across various formats to enhance your AI marketing endeavors. Leverage these rich offerings to accelerate your journey in integrating AI into your marketing strategies.

Reports/ Tool-Kits:

- [MMR 2023: Transform to Thrive](#)
- [Driving Gen AI Discovery & Adoption: Top 10 Gen AI FAQs - Answered!](#)

Podcasts:

- [Decoding AI for Marketing w/ Greg Stuart & Rex Briggs](#): Demystifying AI's intricacies, enabling hands-on applicable marketing approaches from leaders in marketing.
- [Building Better CMOs](#): An in-depth view on marketing from the POV of CMOs.
- [Webinars](#): Explore riveting conversations across marketing subjects.
- [MMA's Decoding AI for Marketers Training Series](#): Foundational training series that gets marketers hands-on with Generative AI

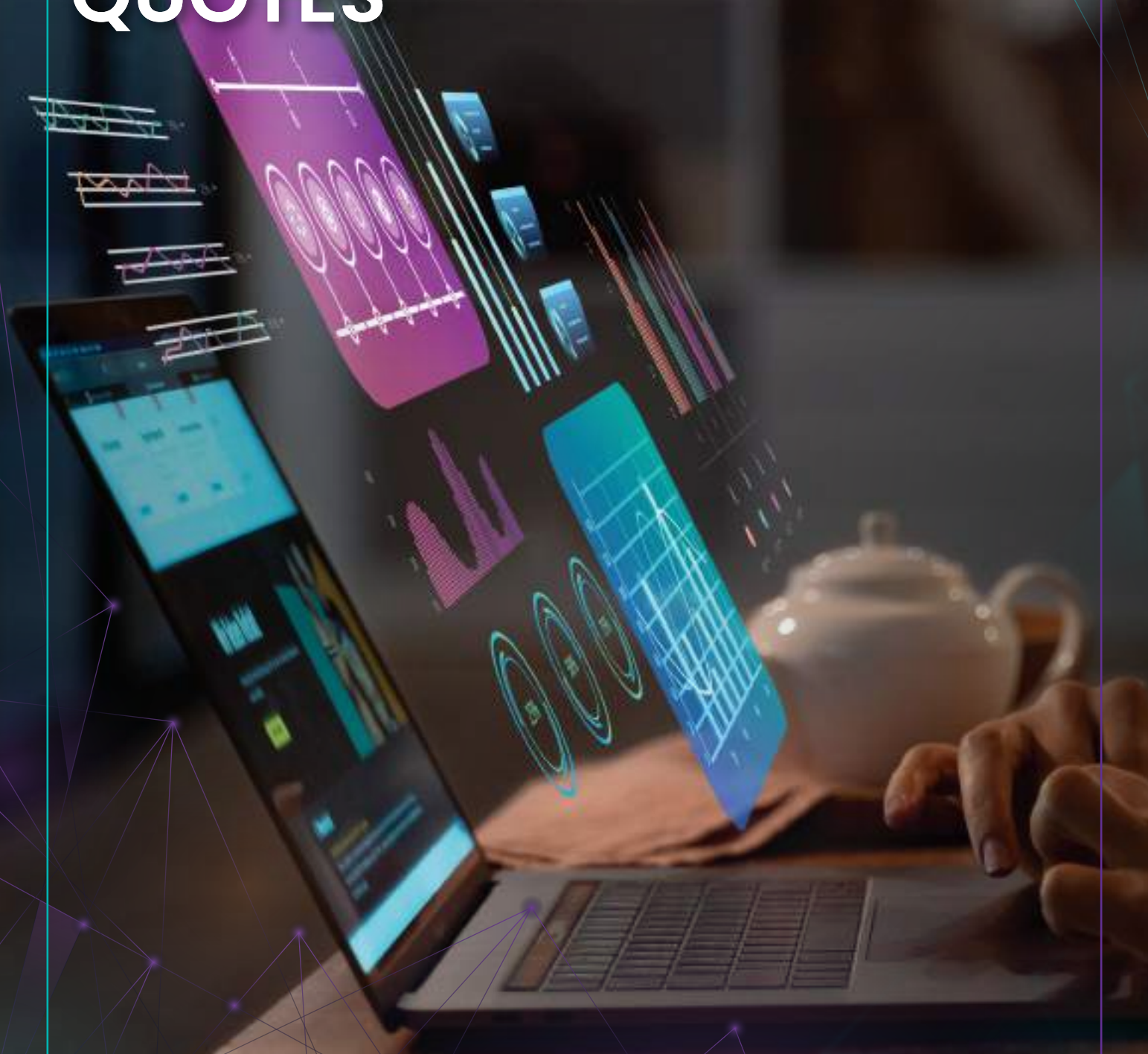
MMA Proprietary Assessment Frameworks To Drive Business Growth & ROI:

- [Consortium for AI Personalization \(CAP\)](#): Boosting Advertising Effectiveness Using AI-Driven Personalization
- [Data Maturity Assessment](#): Gauge your organization's readiness against the 5 factors of marketing data maturity
- [Marketing Capability Benchmark](#): How "mature" is your organization's marketing capability benchmark?
- [MTA - Multi-Touch Attribution](#): End-to-end guide on launching a successful multi-touch attribution (MTA) initiative at your organization
- [Channel Measurement Score](#): Incrementality Confidence: Driving quality marketing measurement by improving Incrementality confidence
- [Movable Middles Growth Framework \(MMGF\)](#): Research Challenging Conventional Marketing Growth Frameworks by Proving Targeting in the Digital Age Matters Most

Browse through the [AI Leadership Coalition \(ALC\)](#) for AI-Specific:

- Events, Webinars & On-Demand Video
- Research & Insights
- Reports
- MMA SmartBrief AI in Marketing Newsletter

MEMBER QUOTES





KUNAL AMAN

MMA Global India Member Company |
Director of Marketing & Communications
India, Middle East, Turkiye & Africa,
SAS

“

For us, the three pillars of the strategy for safely and responsibly introducing generative AI into marketing environments include:

- Prioritising data privacy. This means no sharing of company or customer data with the models.
- Maintaining human oversight. AI-generated content should always be reviewed and approved by humans. We are always checking for biases and hallucinations.
- Transparency and interpretability of output. It should always be clear to us as marketers, how an AI algorithm arrived at its conclusions and recommendations.

”

“

Every marketer is first a consumer, and it will be an important aspect that we do not lose the consumer in us when we think of AI, so that we are able to think and feel unbiased specifically from a data and privacy standpoint along with having our heart involved. So, if I consider AI/ Gen AI as the heart, then building trust and customer experience is the heartbeat, and the heart needs to keep beating. Another interesting idea will be enabling AI to help create delightful, sustainable, and profitable experiences for our customers, our employees, and our stakeholders - while having a process to measure the same.



ANKOOR DASGUPTA

MMA Global India Member Company |
Chief Marketing Officer
Shisham Digital

”



SRIKANTH RAYAPROLU

MMA Global India Member Company |
CEO & Founder
ADScholars

“

In the Age of AI, the paramount qualities are flexibility and adaptability. This applies whether you're a company, brand, agency, supplier, or creative house. Embracing AI-driven products is not just about keeping up with trends; it's about harnessing a transformative force akin to the advent of computers in the 1990s or smartphones in the 2010s. AI is reshaping technology and creativity, offering opportunities for growth in marketing and media. To stay competitive, it's imperative for businesses and individuals alike to learn and integrate AI strategies into their daily operations. The future belongs to those who innovate with AI at the helm.

”

“

"Artificial Intelligence has given us wings which we never had previously. However, the Industry needs to ensure that we are Localising AI Systems. AI algorithms will work best when they understand the nuances of a country as vast and diverse as India. Hence, the training data used for the AI Systems need to be audited and updated continuously to address this critical aspect.

Additionally, there has to be clear accountability mechanisms within the Organisation. There should be designated teams responsible for monitoring AI systems, addressing ethical concerns, and ensuring compliance with existing or new Indian regulations."

”



NABAJIT NATH

MMA Global India Member Company |
Head of Sales, India
Blis

Conclusion





MA PARTHA SARATHY

Chief Strategy Officer,
GroupM

As the diverse opinions and perspectives in this report have shown, AI is not just about transforming processes or the way we work. It is transforming organizations from the ground up. I think we are all aligned that this is not a trend – it is irreversible change.

The role of AI in Marketing is both evolutionary and revolutionary. On one hand it has been subtly infiltrating marketing for some time now, be it predictive text, chatbots, propensity algorithms, RPA and many more innovations. On the other hand, it is completely transforming every element of marketing – product design, pricing, promotion, distribution and the entire consumer journey.

As with any revolutionary technology, marketers and agencies are rapidly coming to grips with the potential and differentiating between what are shiny toys and what is truly transformational. A few key imperatives are coming through.

- There is a foundational need for high quality data to train the AI models. Marketers are looking to ground their AI models with authentic data from within the organization. The essence of the brand, past communication that reflects this essence, consumer insights, how different cohorts have responded to communication, performance of different platforms, packaging and basket insights, pricing and customer reviews are just some of the data sets that could ground these AI models, ensuring real-world authenticity.
- Organizational transformation is a key enabler in ensuring effective leveraging of AI in marketing. For starters, it extends far beyond the marketing and agency teams, integrating Finance, Technology, CMI, sales and Talent Management.
 - Budgeting principles are transforming – definitions of working media and non-working media, proportions of fixed & variable marketing budgets and measurement of ROI are all evolving at a rapid pace.
 - The Talent function is transforming. On one hand, AI is getting integrated into talent management, recognizing patterns, eliminating biases measuring impact of L&D programs and propensity of high-risk candidates. On the other hand, organizations are reworking structures, creating new specializations and reinventing their processes to maximize the potential of AI.
 - “Test and Learn” is getting embedded as a philosophy, with a clear focus on measurability and scalability of experiments
- Investment in Data & Martech is on the rise, with a shared ownership of implementation and utilization across Marketing, Finance and Technology leaders of the organization.
- AI is leading to transformation on the agency side as well. New integrated agency models are evolving, built around AI-enabled platforms that ensure seamless collaboration and co-creation.

While the adoption of AI we have already witnessed in marketing is remarkable, this is just the tip of the iceberg. With a sharp definition of the marketing problem/opportunity, imaginative thinking and responsible deployment the possibilities are truly limitless.

MMR 2024 FEEDBACK FORM



Please Take a Minute
to Give Us Feedback
on Our Report



ACKNOWLEDGEMENTS



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About us

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MMA Global India is part of MMA Global. Comprising over 800-member companies globally and 15 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, martech and media companies working collaboratively to architect the future of marketing, while relentlessly delivering growth today. Led by CMOs, the MMA helps marketers lead the imperative for marketing change – in ways that enable future breakthroughs while optimizing current activities. The MMA is committed to science and questioning and believes that creating marketing impact is steeped in constructively challenging the status quo encouraging business leaders to aggressively adopt proven, peer-driven and scientific best practices, without compromise. The MMA invests millions of dollars in rigorous research to enable marketers with unassailable truth and actionable tools. By enlightening, empowering and enabling marketers, the MMA shapes future success, while also propelling business growth.

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Disclaimer

The information contained in “Modern Marketing Reckoner: Winning With AI” (hereon referred to as ‘Report’) would serve as an educational tool to help marketers understand the role of AI in marketing better while equipping them with information that leads to stable, safe, and optimal AI strategies.

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Summary

In the dynamic world of marketing, AI is not just a tool; it's a revolution. The Modern Marketing Reckoner 2024 is your definitive guide to harnessing AI's transformative power across the 4Ps of Marketing—Product, Price, Place, and Promotion. This edition dives deep into the insights and strategies from 65+ industry leaders, providing a holistic view of AI's impact on modern marketing practices.

Discover actionable case studies, thought leadership articles, and best practices that illustrate how AI is redefining customer engagement, optimizing operations, and driving innovative growth. Whether you're navigating new product development, mastering eCommerce strategies, or leveraging generative AI for creative development, this comprehensive report equips you with the knowledge to excel in the age of AI.

Join us as we explore how AI can elevate your marketing strategies, ensuring every decision is data-driven and every outcome is optimized for success. Embrace the future of marketing with the Modern Marketing Reckoner 2024 – your essential resource for winning with AI.

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