



IMPACT INDIA
THE FUTURE OF MODERN MARKETING

Marketing In The Age Of AI
INSPIRE | INNOVATE | INTEGRATE

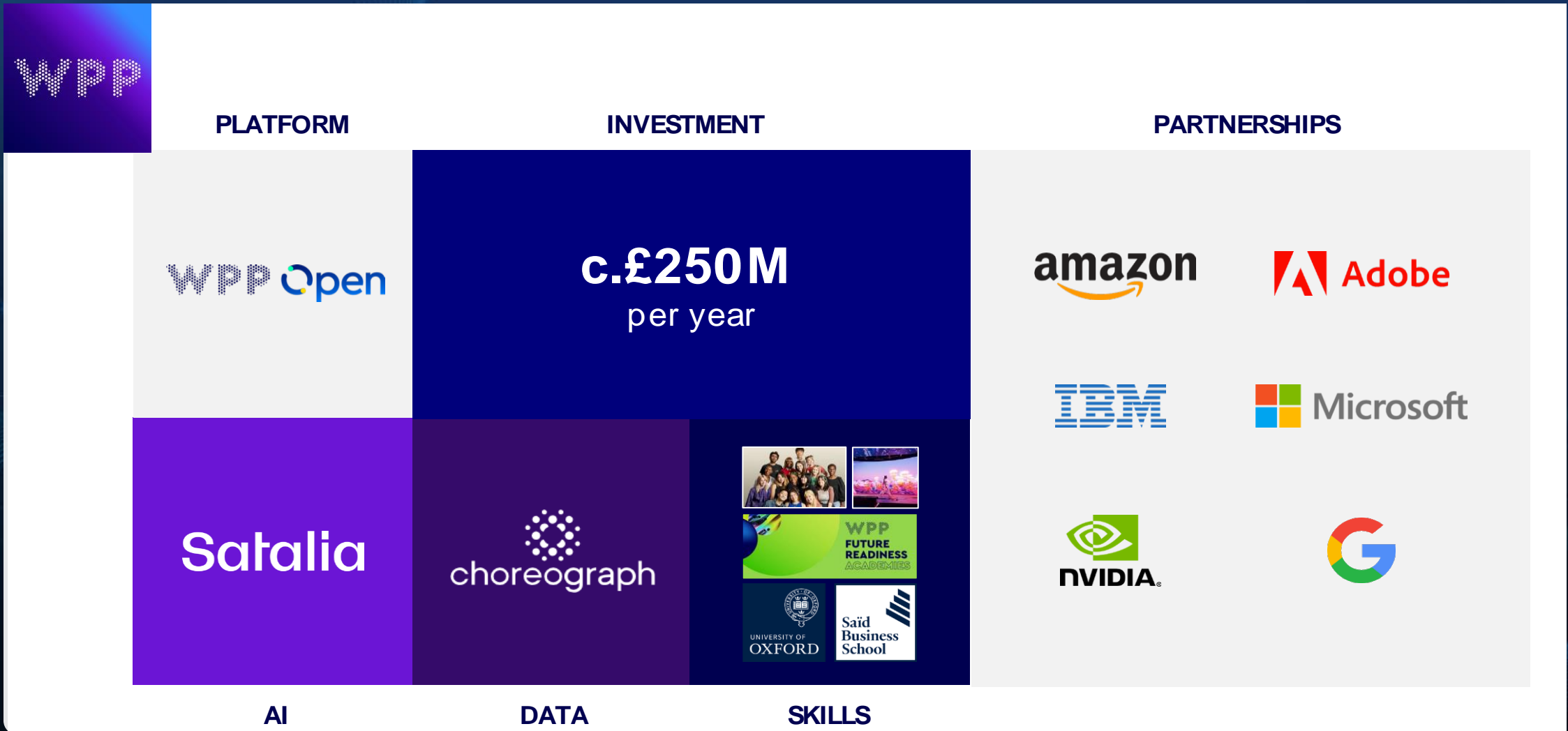
Fireside chat

Prasanth Kumar – CEO GroupM Southasia

Tushar Vyas – CSO WPP India

Shibani Gharat – NW 18

LEADING THROUGH AI, DATA AND TECHNOLOGY



SCALING AI THROUGH WPP OPEN

WPP

- Creative Studio
- Production Studio
- Media Studio
- Commerce Studio
- Experience Studio
- PR Studio
- 3rd Party Apps
 - Wrike
 - NVIDIA
 - Miro
 - Adobe
 - ...

WPP Open

- WPP Workspace**
- Google Workspace**
- Nestle Workspace**
- TCCC Workspace**
- ...

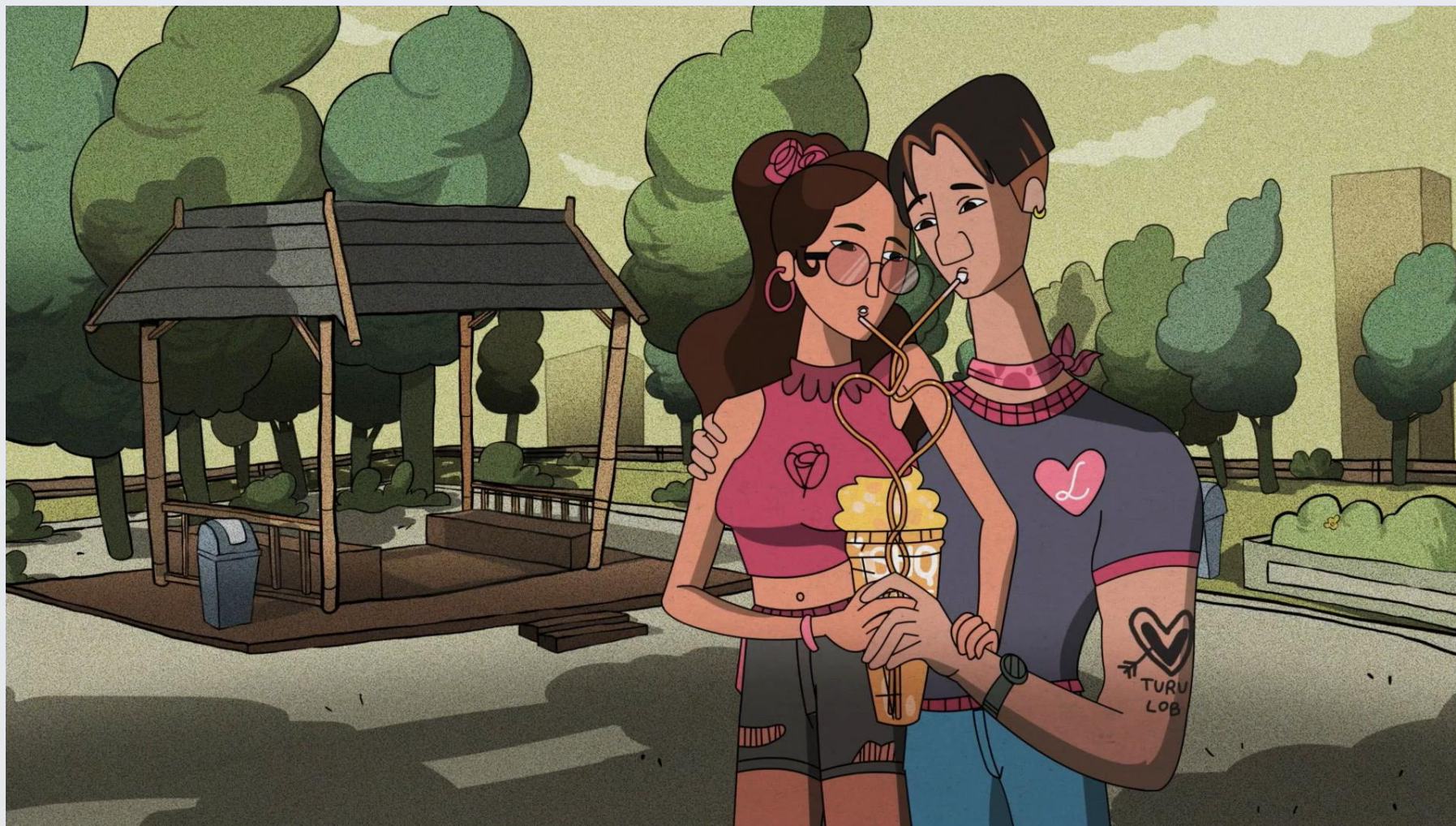
- Brand Brain™
- Audience Brain™
- AI**
- Channel Brain™
- Performance Brain™

- WPP
- Licensed
- DATA
- Client
- Public

- Identity & Roles**
- Security**
- Workflow**
- Design System**
- Marketplace**
- APIs**

CASE STUDY # 1 : CADBURY

groupm



CASE STUDY # 2 : BRITANNIA

group^m

QUESTION :
WHAT DO
YOU THINK
ABOUT THE
PAKISTAN
TEAM

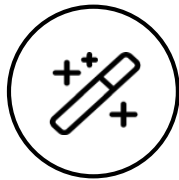


QUESTION :
HOW DO
YOU
CELEBRATE
TEAM
INDIA
VICTORY



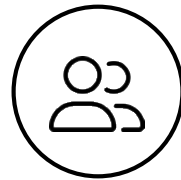
AI BRAIN

WPP



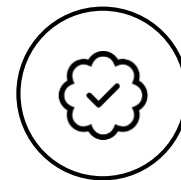
BRAND BRAIN™

Trained on
brand guidelines and
tone of voice



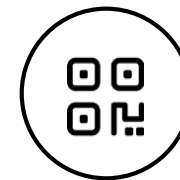
AUDIENCE BRAIN™

Trained on
specific audience groups,
segments, mindsets or
demographic data



PERFORMANCE BRAIN™

Trained on
business and channel
performance data



CHANNEL BRAIN™

Trained on
performance and
variation of channels

ETHICS & SAFETY