



**Be an AI Optimist**

**Make it Your Intern, Power Tool, and  
Marketing Ally!**

**Moneka Khurana,  
Country Head & Board Member,  
MMA Global India**



**IMPACT INDIA**

THE FUTURE OF MODERN MARKETING

Marketing In The Age Of AI  
**INSPIRE | INNOVATE | INTEGRATE**



**MMA GLOBAL INDIA PRESENTS**

**IMPACT 2024**

Marketing In The Age Of AI

**INSPIRE | INNOVATE | INTEGRATE**

May 21, 2024 | DELHI



**Sam Altman** ✓

@sama

not gpt-5, not a search engine, but we've been hard at work on some new stuff we think people will love! feels like **magic** to me.

monday 10am PT.

**OpenAI** ✓ @OpenAI · 10 May

We'll be streaming live on [openai.com](https://openai.com) at 10AM PT Monday, May 13 to demo some ChatGPT and GPT-4 updates.

11:19 pm · 10 May 2024 · **4.2M** Views

**3,095** Reposts   **1,262** Quotes   **28.3K** Likes   **2,368** Bookmarks



2.3K



**Prafulla Dhariwal**

@prafdhar

GPT-4o (o for “omni”) is the first model to come out of the omni team, OpenAI’s first natively fully multimodal model. This launch was a huge org-wide effort, but I’d like to give a shout out to a few of my awesome team members who made this magical model even possible!

10:31 pm · 15 May 2024 · **2M** Views**306** Reposts   **61** Quotes   **3,898** Likes   **902** Bookmarks

902



# IF "GPT" HAD A "PERSONALITY"



**AI BELONGS TO THE  
'GENERAL PURPOSE  
TECHNOLOGIES' GROUP**

- Increased productivity
- New job creation
- Displacement of existing jobs
- New regulations
- Ethical considerations
- Adjustments in education & workforce training



AI

INTERNET

ELECTRICITY





**BIG BLUE**

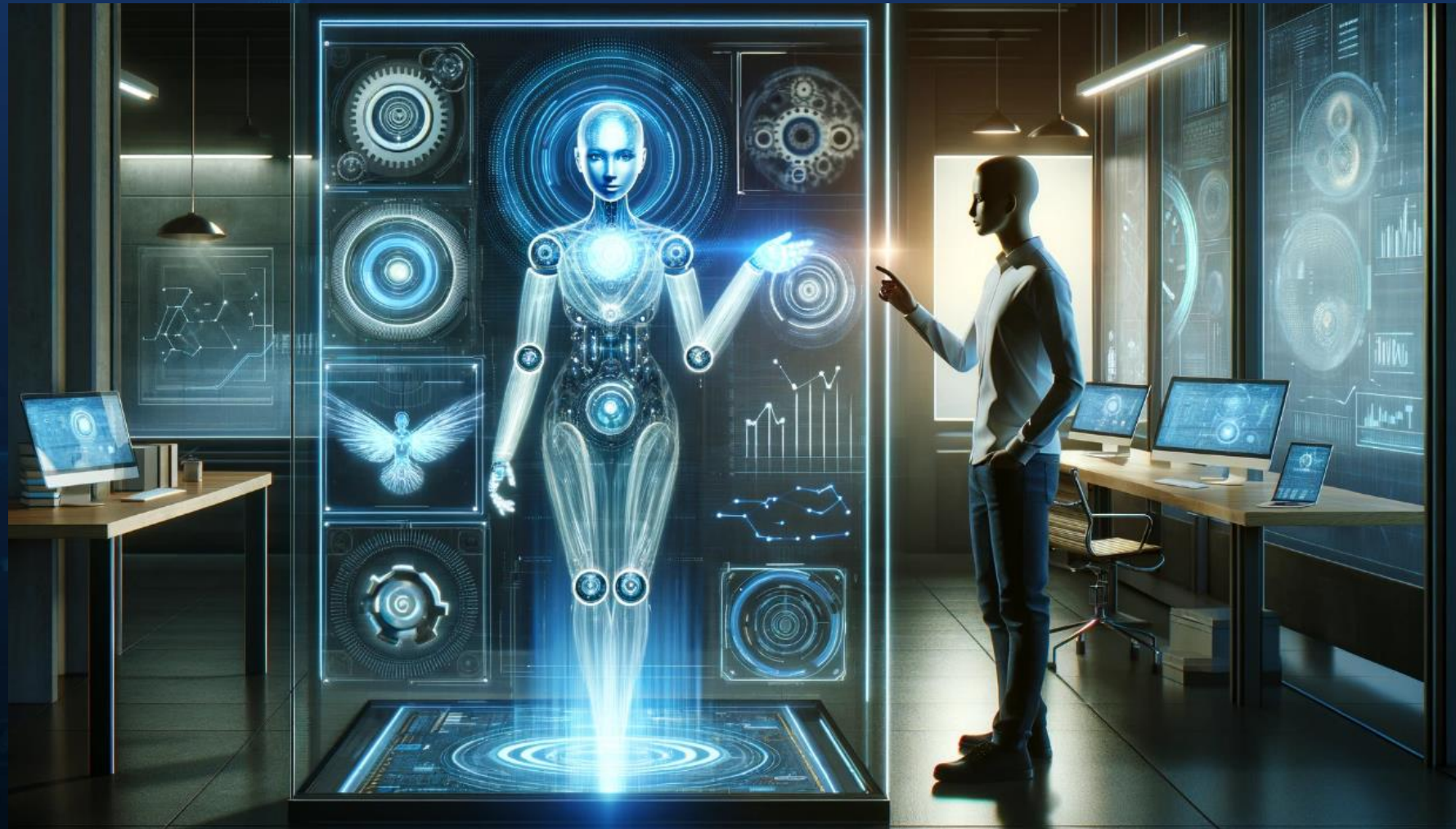
**BIG GREEN**

**BIG PURPLE**





# AI IS YOUR POWER TOOL





**INTELLIGENCE: THE ABILITY TO SOLVE PROBLEMS**  
**CONSCIOUSNESS: THE ABILITY TO FEEL THINGS**



**HUMAN INSTINCT WILL OVERRULE AI**  
**HUMANS BRING TACIT KNOWLEDGE**

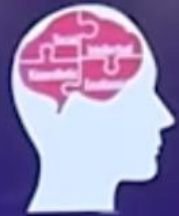


Machines  
**DON'T**  
'Think'

Machines  
**DON'T**  
'Understand'



Machines  
**DON'T**  
**CARE**

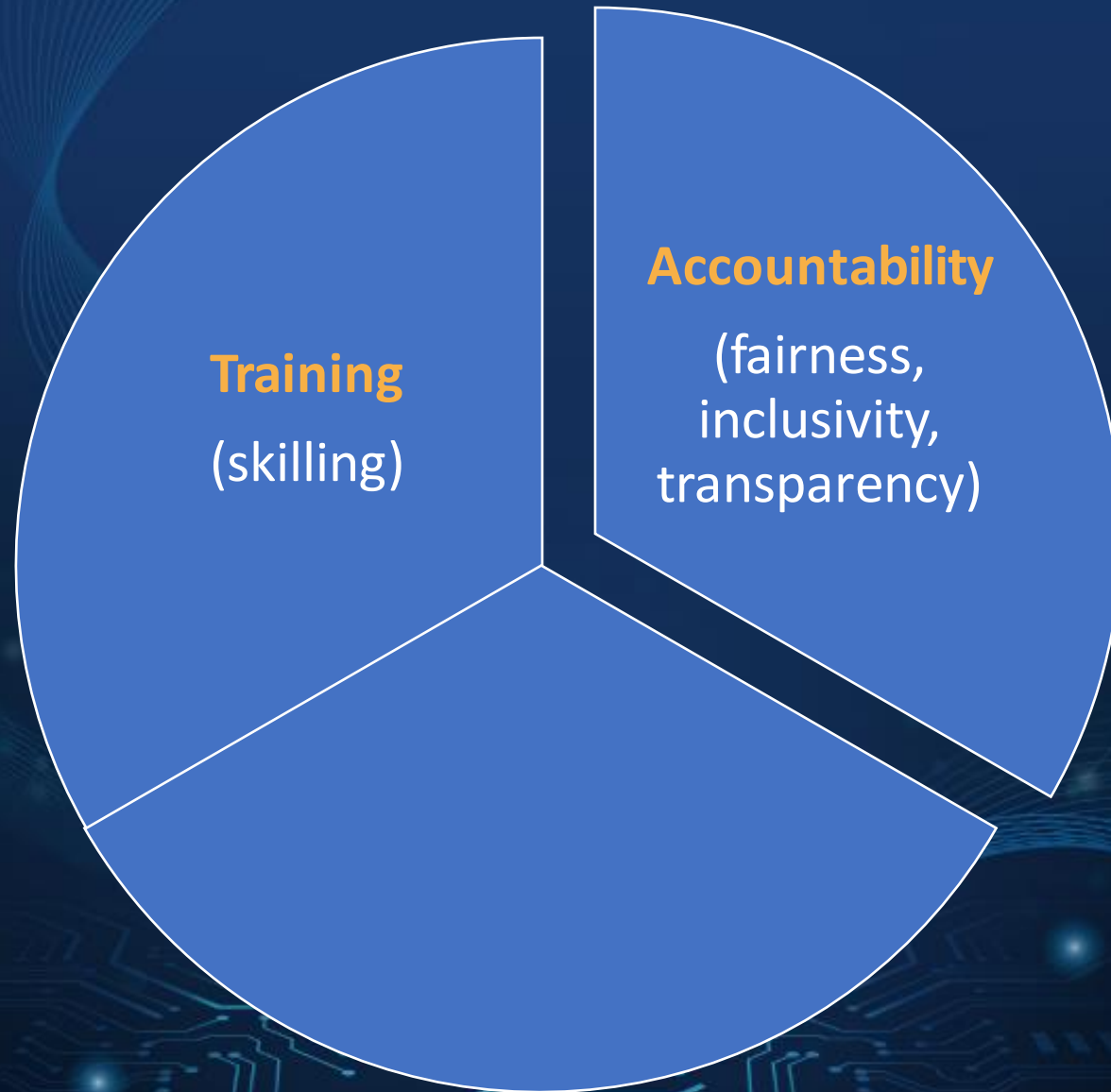


**LOGIC alone is not enough. Pure intelligence -without consciousness- is dangerous.**

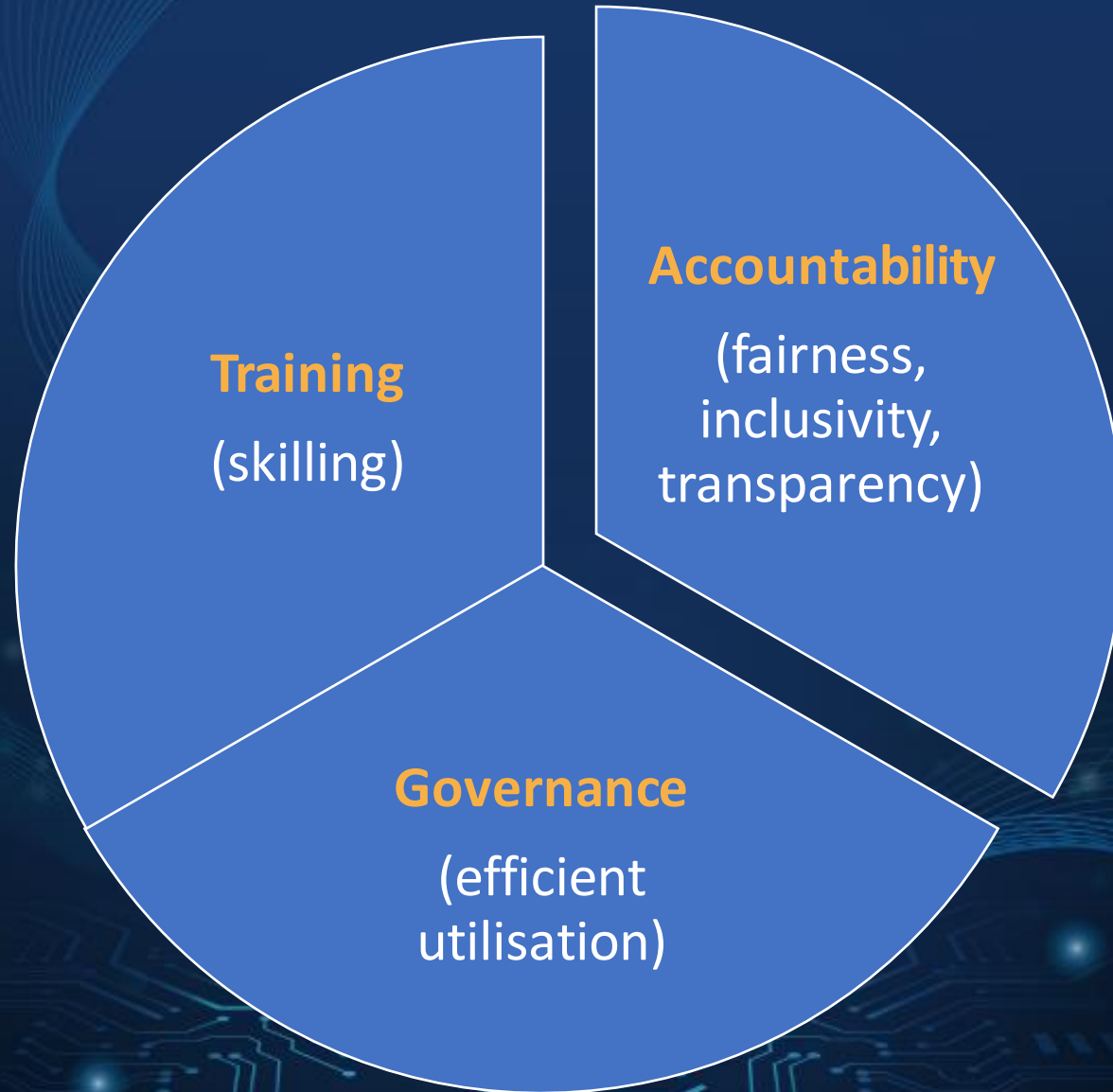
# MMA'S TGA framework



# MMA'S TGA framework



# MMA'S TGA framework



**TECHNOLOGY HAS**



**NO ETHICS**

**USER LINE DO NOT CROSS**

**USER LINE DO NOT CROSS**

**ETHICS** is knowing the difference between doing what you have the right (or the power) to do and what is the **RIGHT THING TO DO**





RISHTA AAP SE HAI SIRF APP SE NAHI.\*

FEDERAL BANK

**Bigger and Better.**

<b>7.90%</b> Premature Closure Allowed Resident Senior Citizen	<b>7.40%</b> Premature Closure Allowed General Public (NR and Resident)
----------------------------------------------------------------------	-------------------------------------------------------------------------------

Federal Bank Term Deposits now come with Bigger interest rates.

Imagined by human, generated by AI

The advertisement features an elderly woman in a pink sari sitting next to a giant, round, chocolate chip cookie. The background shows a festive street scene with lights and people. The text 'RISHTA AAP SE HAI SIRF APP SE NAHI.\*' is in a blue box at the top left, and 'FEDERAL BANK' is in a blue box at the top right. The interest rate information is presented in two blue boxes at the bottom right.

## Federal Bank Inspiring Marketing in the Age of AI

## MMA Global's AI Initiatives

### The State of Generative AI in Marketing

August 2023



**MMA**

Confidential: Cannot be shared without permission from MMA Global

### The State of AI in Marketing and CX Results from a CMO Survey

May 2023



**MMA**

Confidential: Cannot be shared without permission from MMA Global

### The State of AI Application in Digital Transformation

MMA's CDO Benchmarking study

June 2023



**MMA**

Confidential: Cannot be shared without permission from MMA Global

**MMA**  
DECODING  
**ai**  
for Marketing  
GREG STUART REX BRIGGS

[Listen on Apple Podcasts](#)
[Listen on Spotify](#)
[Listen on Amazon Music](#)
[Listen on iHeartRadio](#)

### Decoding AI for Marketing Podcast

w/ Greg Stuart & Rex Briggs

Many speculate that marketing is the business realm poised to be fundamentally reshaped by Artificial Intelligence. However, the pressing issue is the prevalent lack of technical acumen and basic AI understanding among many marketers. "Decoding AI for Marketing" (DAM) aims to mend this informational void, delivering insights for the technically adept and the beginners alike. We demystify AI's intricacies and furnish hands-on, applicable marketing approaches from those leading the charge.

[Subscribe to Podcast](#)

## Consortium for AI Personalization Research Initiative

Boosting Advertising Effectiveness Using AI-Driven Personalization

[Twitter](#)
[Facebook](#)
[LinkedIn](#)



## COMMUNITIES



### Formed ALC Marketer Coalition:

230+ individuals, 130+ marketing companies.

Four working groups:

1. Content & Creative & AI
2. Audience & Media w/ AI
3. Measurement & Analytics
4. Responsible AI

### MMA ALC Team & Partners:

Retained 2 AI Subject Matter Experts:

1. AI Author/Researcher
  2. Responsible AI expert
- Hiring an MMA AI Program Manager
  - Building Advisory Council (Professors, Consultants, Venture Capitalists, etc.)

### MMA AI Marketing Events:

- MMA is AI Marketing Track lead for 4.5k person Vegas event - Aug 13-14

## RESEARCH



### Three Benchmark Survey Reports:

State of...:

1. [AI in Marketing & Customer Experience](#)
2. [Generative AI in Marketing](#)
3. [AI in Digital Transformation](#)

Launched Research **Consortium for AI Personalization (CAP)** Studies:

Four studies were completed:

- GM, Kroger, ADT, Monday.com

Ai-driven personalization boosted marketing performance avg. +195%

- Open to more studies

**Launching AI-agent driven rapid marketing insights initiative (ARMIIn)** to simulate focus groups, assess/reduce bias and quantify its impact – with Media Monks and Claritas

**Created project agenda** for each working group

## EDUCATION



Launched MMA AI Education Programs:

1. [AI Skills Training](#) – 5-hrs: *“Decoding AI for Marketers”* (March 11-15; 12-1pm ET)
2. Daily [AI Marketing Newsletter](#)
3. [Decoding AI for Marketing](#) Podcast

Guides:

- **Is it Real AI** (a short guide)
- **AI Essentials** (guide based on training)
- Defining Responsible AI (Jan.)

**MMA AI Webinars:**

- [AI Research: Value of Personalizing Ads w/ AI \(+175% on avg\)](#)
- [Revolutionizing Advertising: CAP - Consortium for AI Personalization – Part 2 \(coming\)](#)
- [MMA's CMO & CEO Summit presentation: The AI Conundrum](#)
- [MMA's CMO & CEO Summit presentation: Boosting Ad Effectiveness Using AI-Driven Personalization](#)
- [State of AI in Marketing & Customer Experience benchmarking](#)
- [State of Generative AI and its Application to Marketing benchmarking study](#)
- [State of AI in Digital Transformation \(coming\)](#)
- [Unlocking Growth: Data Strategies for Gen AI \(coming\)](#)
- [State of Data Maturity benchmarking study](#)

**FUTURE** ■ ...IS A VERB

**GOING BOLDLY ALSO MEANS GOING TOGETHER**

**A reminder to**

**GET COMFORTABLE WITH THE GREY**

**& EMBRACE AMBIGUITY**

PRESENTING PARTNER



CORPORATE PARTNER



ASSOCIATE PARTNER



BROADCAST PARTNER



GIFTING PARTNER



SUPPORT PARTNER



MEDIA PARTNER



MARKETING PARTNER



TECHNOLOGY PARTNER



EVENT PARTNER



REGISTRATION PARTNER



A BIG THANK YOU TO OUR PARTNERS

GEAR UP FOR A POWER-PACKED REPORT LAUNCH:

# **MODERN MARKETING RECKONER**

## **‘WINNING WITH AI’**

**AI FOR MARKETING EXCELLENCE ACROSS  
PRODUCT, PRICE, PACKAGING, AND PROMOTIONS**

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The question is not  
**WHAT AI will DO TO US**  
but  
**what we WANT it to do FOR us**  
as an **Intern, Power Tool, and Marketing Ally!**

