To AI or not to AI

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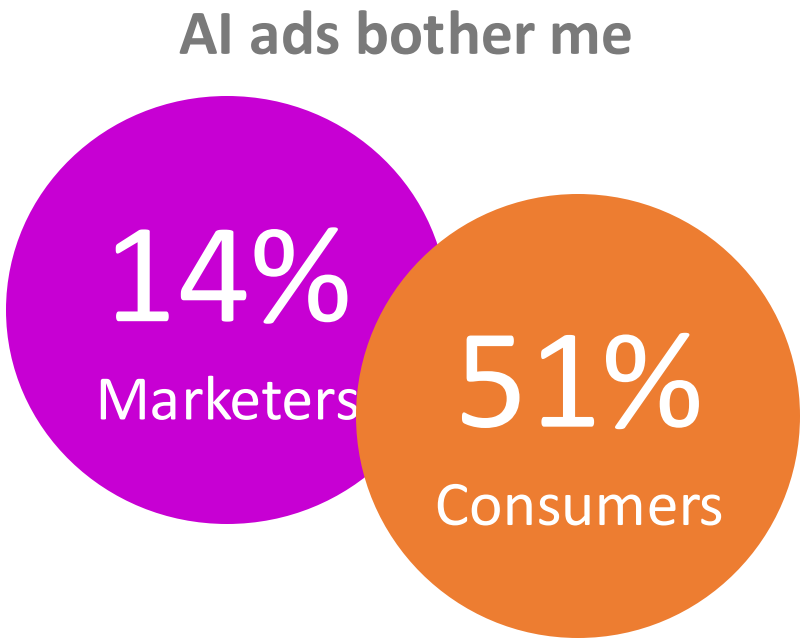
Kantar

Data First, AI Next

Human imagination and AI are creating resonating narrative

But there is a risk of overplaying it

https://www.youtube.com/watch?v=AaTdSDwP8cQ&t=67s – Joyalukkas AI Generated Onam AD



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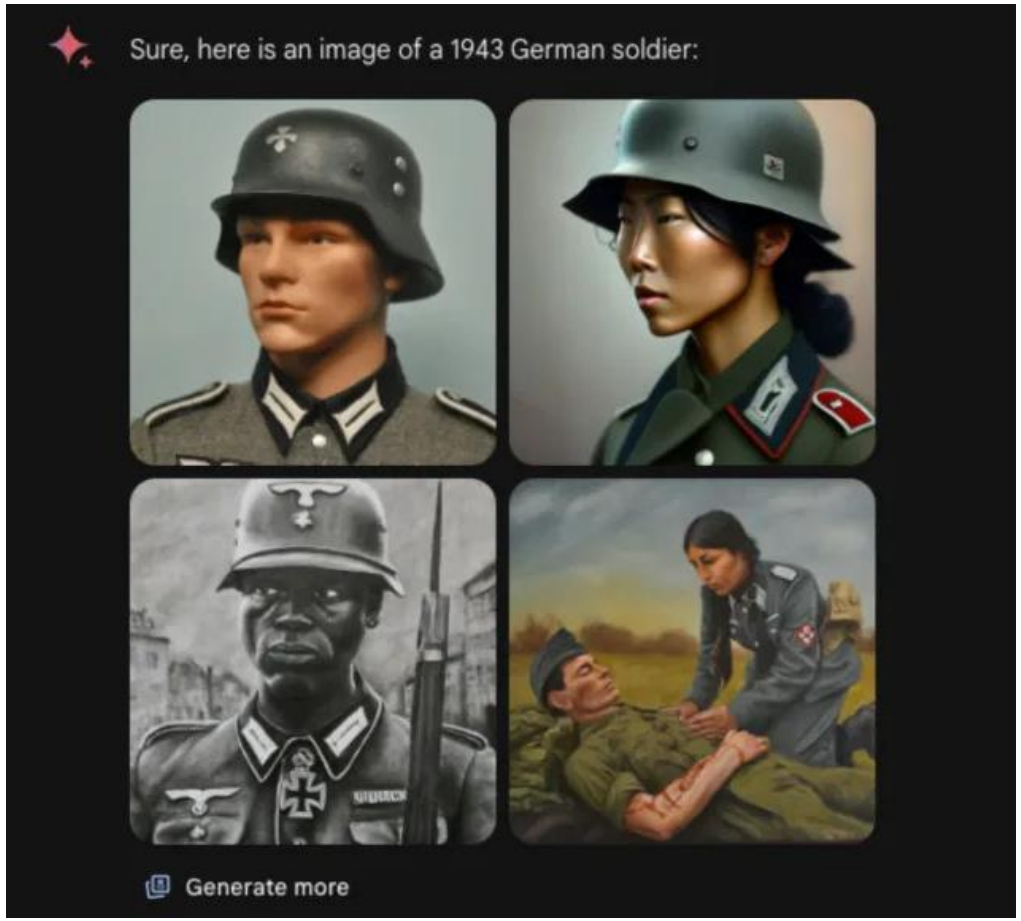
Google to fix AI picture bot after 'woke' criticism

22 February

Google and parent company Alphabet Inc's headquarters in Mountain View, California

Google is racing to fix its new AI-powered tool for creating pictures, after claims it was over-correcting against the risk of being racist.



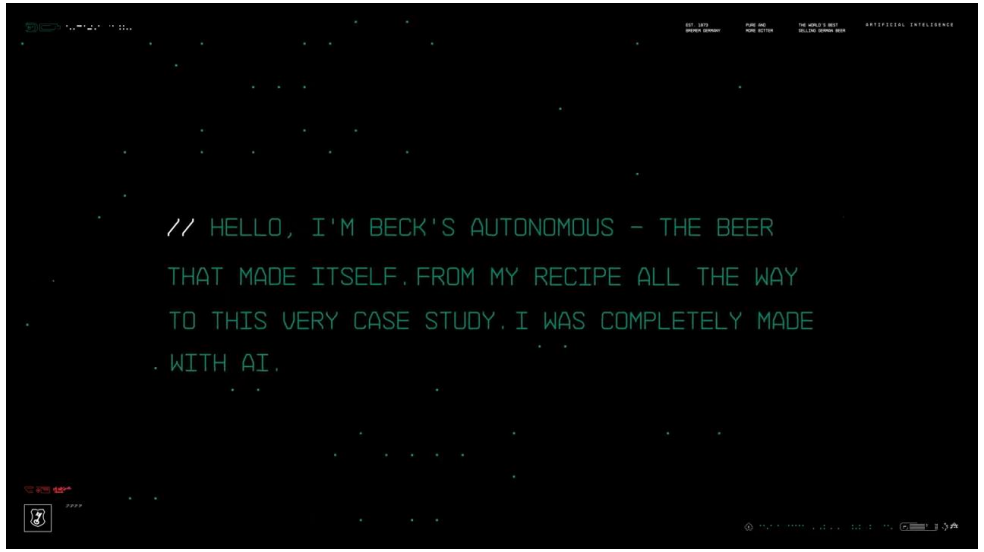
Source: BBC News https://www.bbc.co.uk/news/business-68364690; Engadget https://www.engadget.com/google-pauses-geminis-ability-to-generate-people-after-overcorrecting-for-diversity-in-historical-images-220303074.html

Not losing sight of the real people

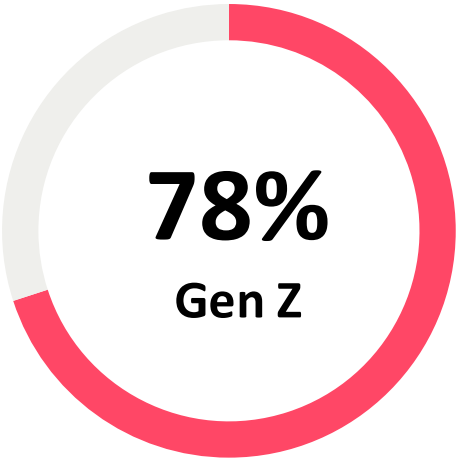
PEPSICO

KFC

Barbie



I'm more likely to choose a brand if it exposes me to new sensations and experiences



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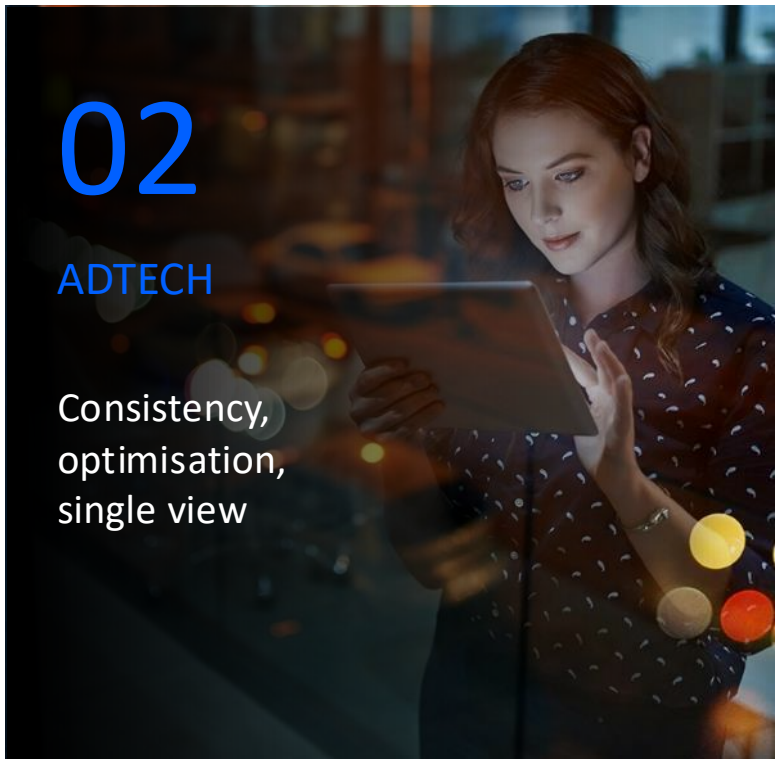
Kantar MONITOR 2023

Three key applications of AI in marketing today

From tasks to transformative delivery at scale



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Our 3 fundamentals are how we are harnessing AI to transform insights

TRUSTED DATA

Using AI to enhance data capture and fraud detection

NEW SOLUTIONS

AI leveraging Kantar IP to develop new and better products

ACCELERATED INSIGHTS

Expedited ways to extract Insights from consumer data

Brought together by Kantar's expertise and technology

Global partnership with Microsoft to accelerate our AI agenda

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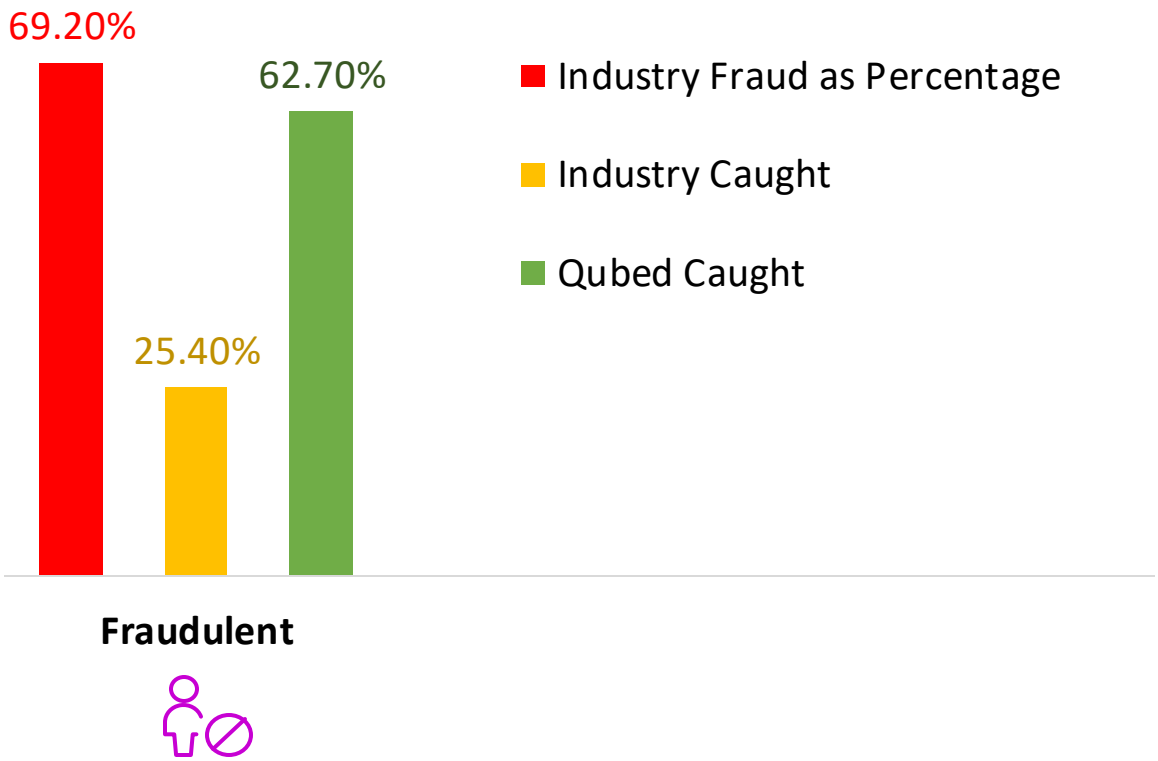
Quality

Rich in quantity, poor in quality



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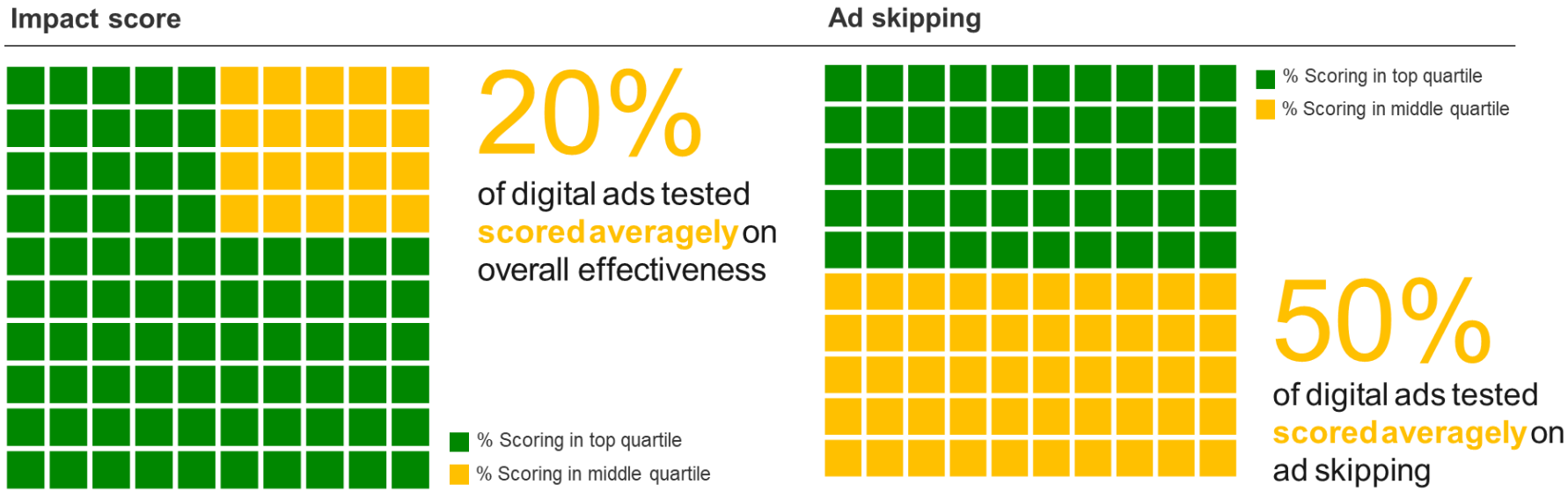
Creativity

Compliance doesn't make creativity

Parallel Test LINKAI and CreativeX scores:
20% scored averagely and half were skipped



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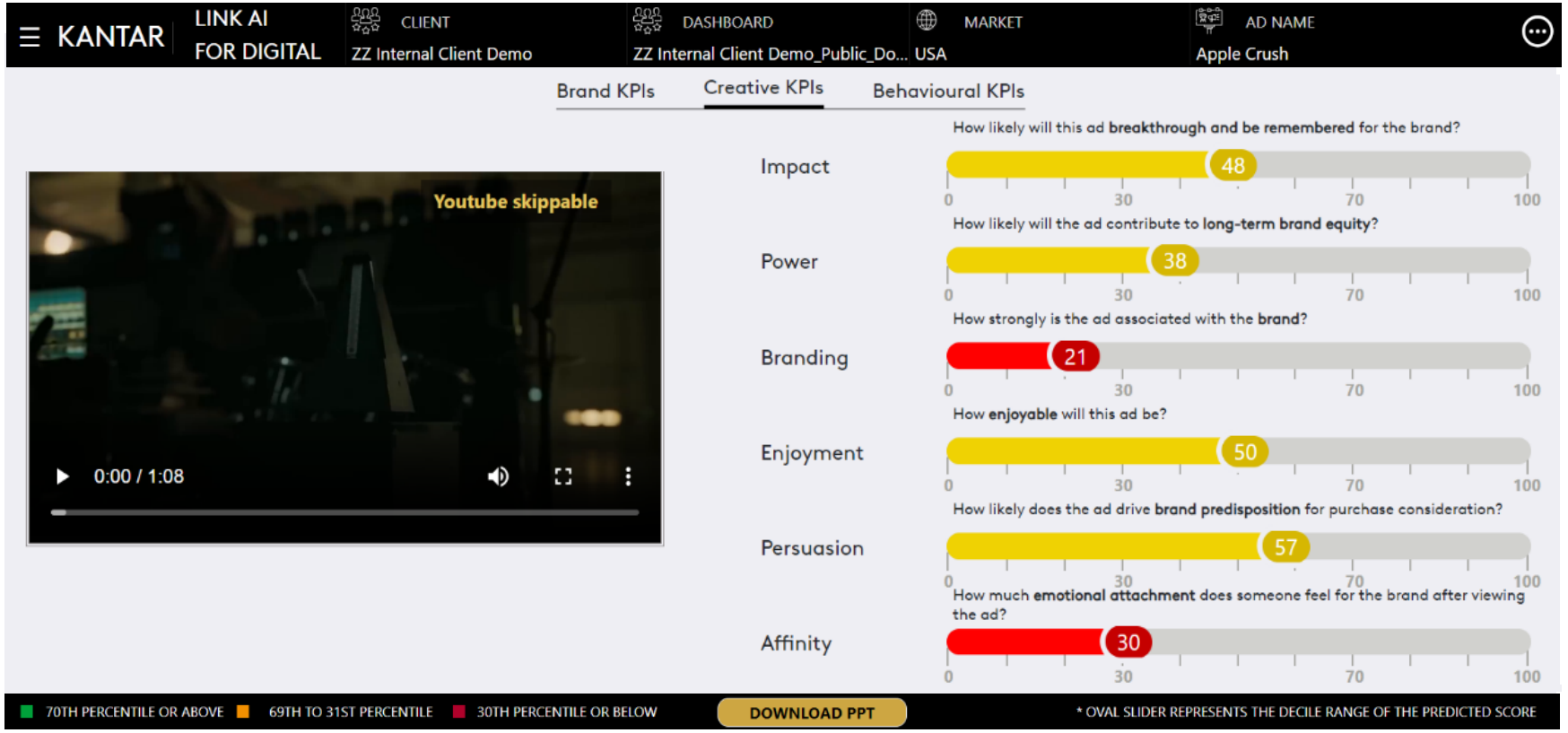
Apple apologizes and pulls back its latest campaign

Apple's Low Creative and Brand KPIs, Validated with Link AI in 15 Minutes

"Reversed" the ad and found that even with this crude change, performance improved by 10 to 20% across metrics.



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Built on IP and benchmarks

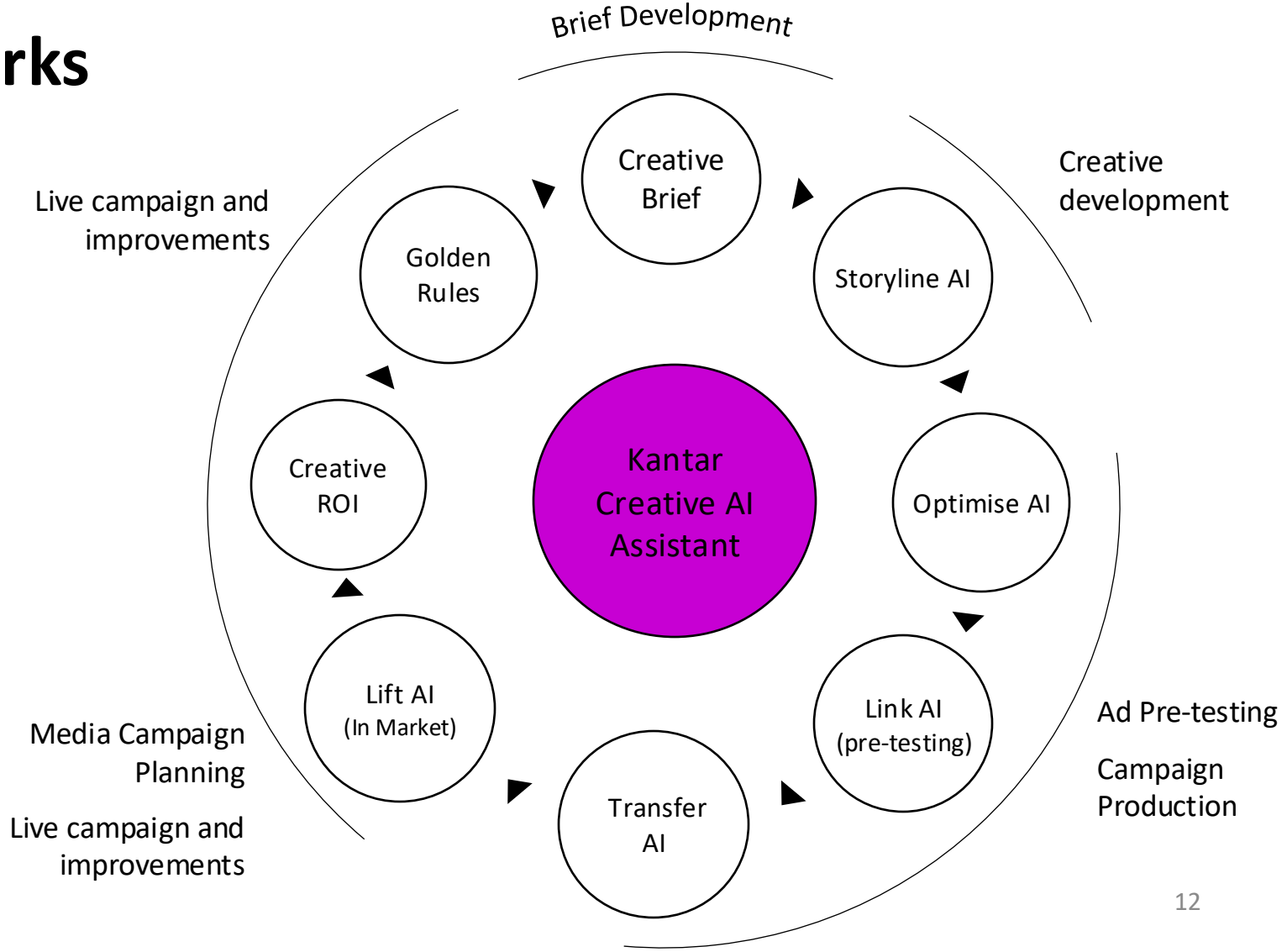
Creative AI Assistant vision

What it is:

An always-on creative AI assistant with modular functionality, trained by Kantar experts to support your growth ambitions. Developed to provide instant insights that are actionable, easy to understand, and accessible anytime, anywhere.

What it is Built On:

Benchmarking/context from: Historic Link databases (30 years+, 35mn survey responses), Kantar MASB validated measures (Demand Power/STSEL), Brand Lift ad effectiveness (50,000 campaigns), Facial Coding data (Affectiva partnership), Eye Track data (Neurons partnership), Publisher specific data (TikTok etc).



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Storyline AI

Creative AI Assistant – how it works

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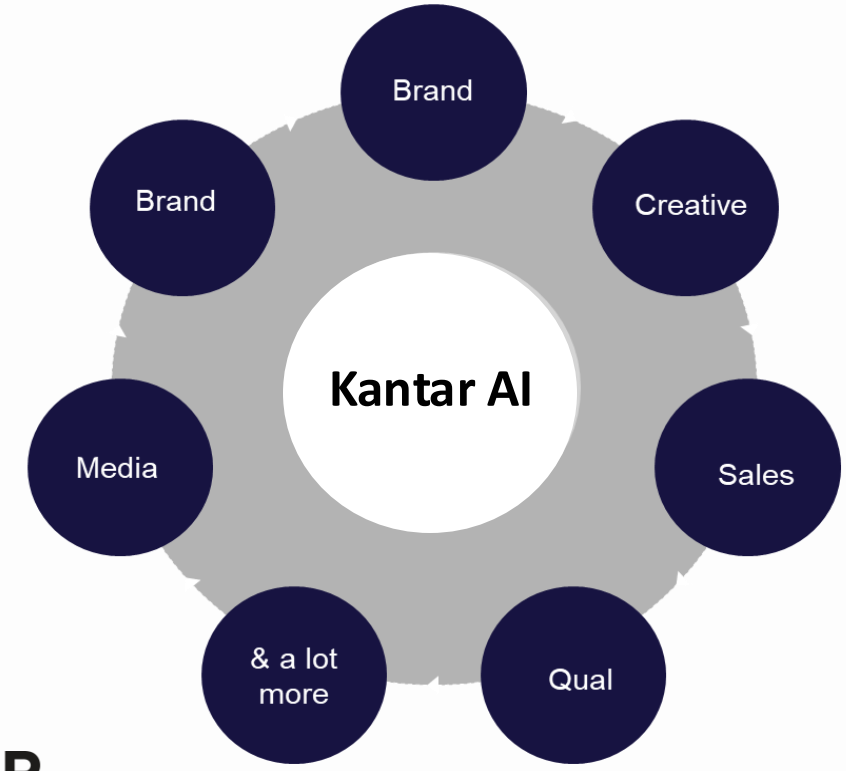
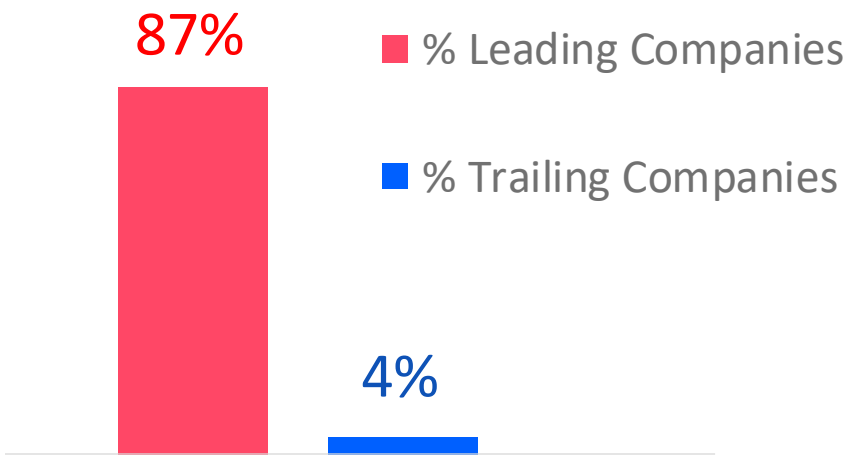
Insight Skills

Critical thinking has never been more important



Imagination and Customer-centricity are proven drivers of strong growth



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For AI to have the most impact in organizations clients need to do three things

1

Consider embedding Gen AI across the process

2

Needs a strong culture of testing and experimentation

3

Focus on the impact to drive... AI is the tool, not the outcome

Thank You