



DATA UNPLUGGED

FUTURE OF DATA

NOVEMBER 29, 2024 | GURUGRAM, INDIA

Data First, AI Next



To AI or not to AI

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Kantar





Alejandra Caraballo
@Esqueer_

Oh my god. Grok has absolutely no filters for its image generation. This is one of the most reckless and irresponsible AI implementations I've ever seen.

7:29 PM · Aug 14, 2024 · 4.7M Views

1.2K 2.8K 38K 5.1K

Most relevant

Post your reply Reply

Steve Otteson @sotte · 18h
Works pretty good.



35 137 5K 258K

Canles @canlesofficial Ad

Tired of bunions, plantar fasciitis, and hammertoes making walking a chore? Deklan shoes are designed with wide feet in mind! Our spacious 25% wider toe box and supportive design alleviate pain and discomfort, allowing you to walk freely and comfortably again.

Human imagination and AI are creating resonating narrative

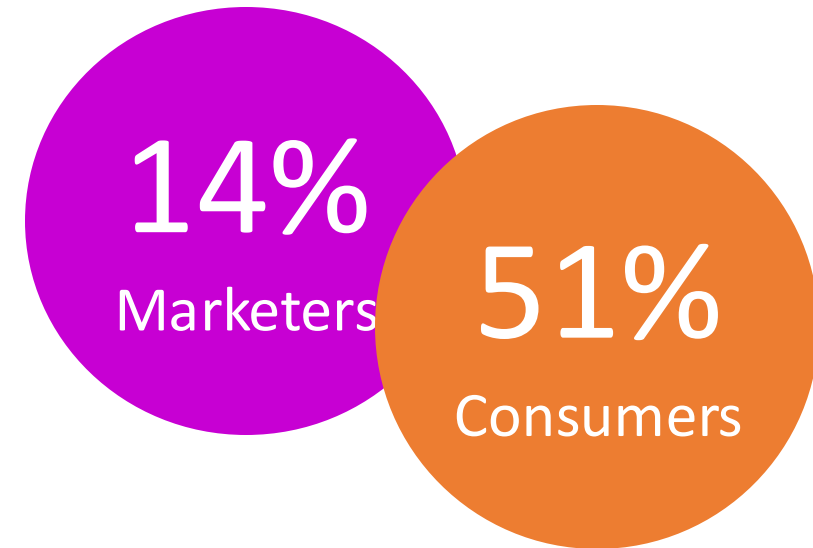
But there is a risk of overplaying it



<https://www.youtube.com/watch?v=AaTdSDwP8cQ&t=67s> –

Joyalukkas AI Generated Onam AD

AI ads bother me



Google to fix AI picture bot after 'woke' criticism

© 22 February



GETTY IMAGES

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

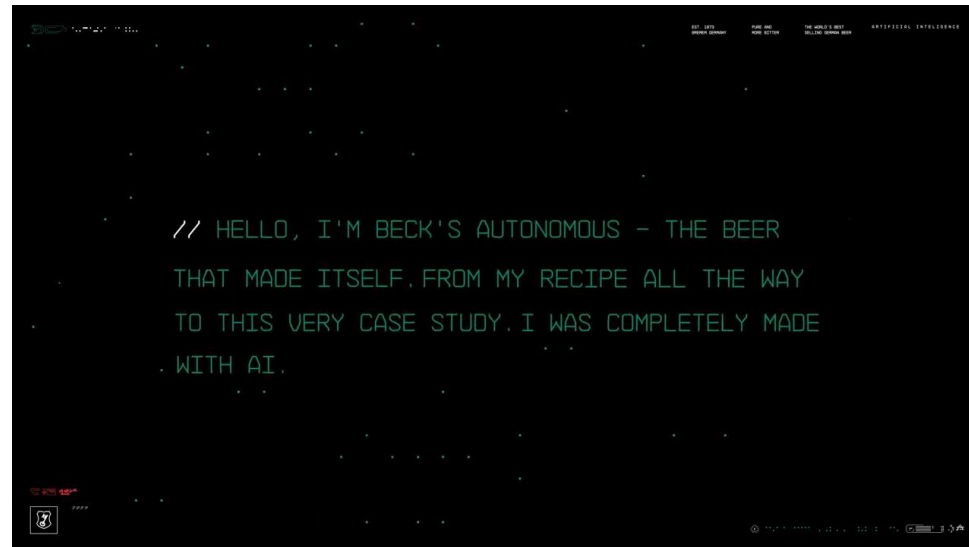
Google is racing to fix its new AI-powered tool for creating pictures, after claims it was over-correcting against the risk of being racist.

Sure, here is an image of a 1943 German soldier:

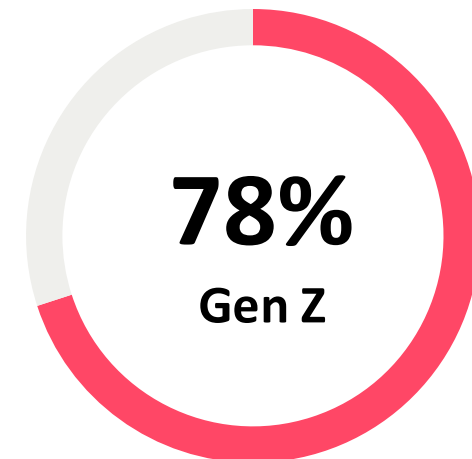


Generate more

Not losing sight of the real people



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



Three key applications of AI in marketing today

From tasks to transformative delivery at scale

01

**CREATIVE
PRODUCTION**

Embedding AI
end-to-end



02

ADTECH

Consistency,
optimisation,
single view



03

**INNOVATION
DEVELOPMENT**

Ideation &
iteration



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

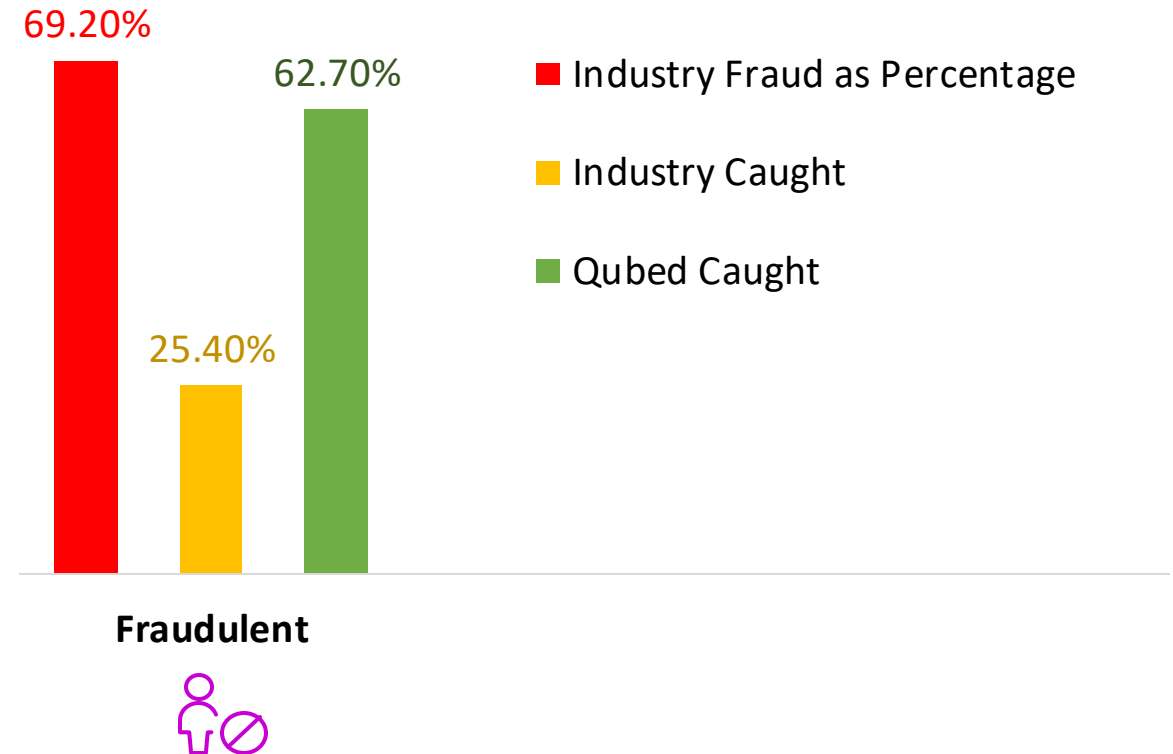
Global partnership with Microsoft to accelerate our AI agenda

Quality

Rich in quantity, poor in quality



KANTAR



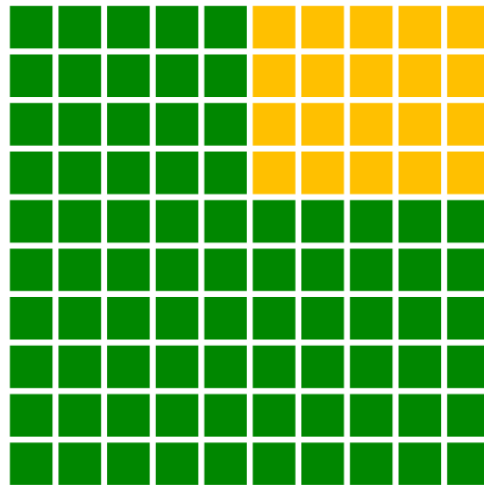
Creativity

Compliance doesn't make creativity



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

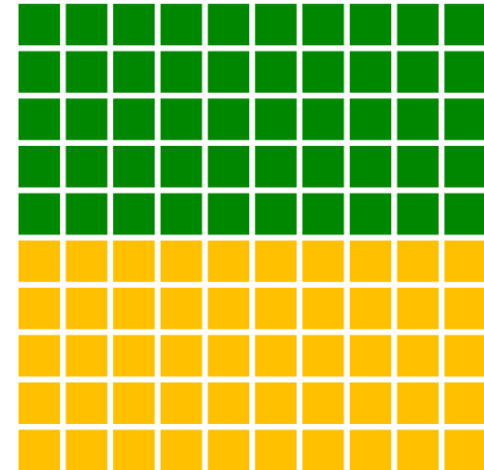
Impact score



20%
of digital ads tested
scored averagely on
overall effectiveness

Green: % Scoring in top quartile
Yellow: % Scoring in middle quartile

Ad skipping



Green: % Scoring in top quartile
Yellow: % Scoring in middle quartile

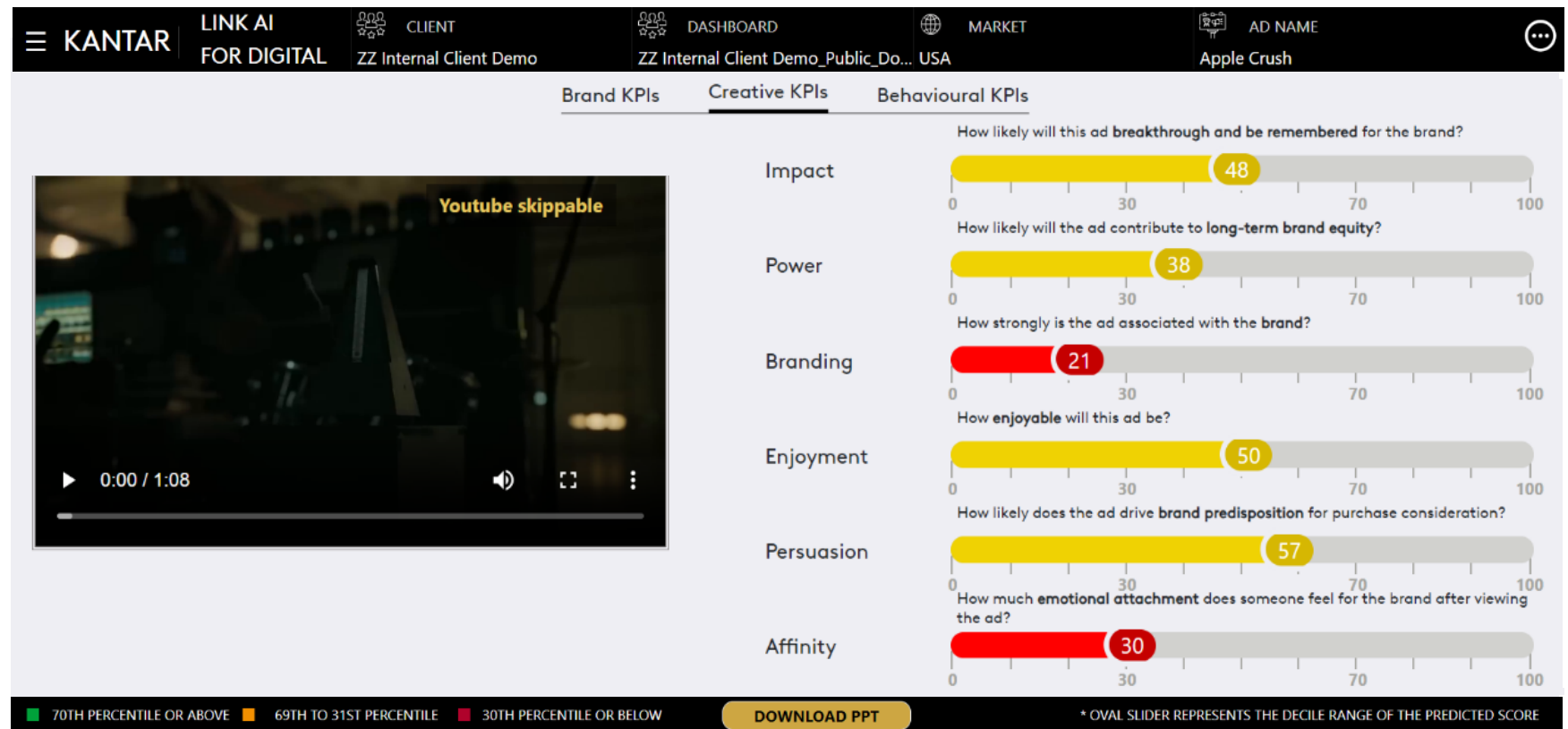
50%
of digital ads tested
scored averagely on
ad skipping

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.



Built on IP and benchmarks

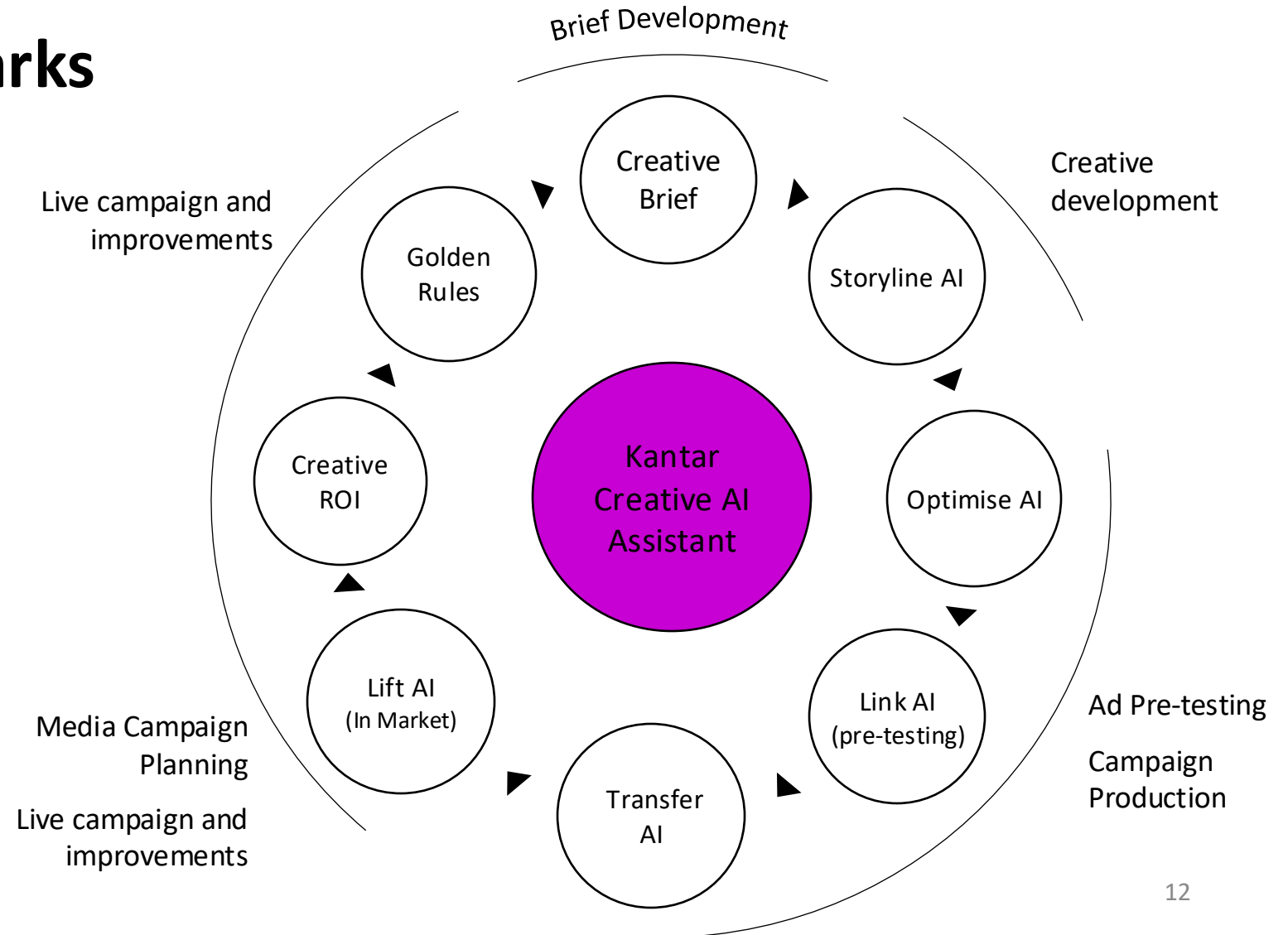
Creative AI Assistant vision

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:

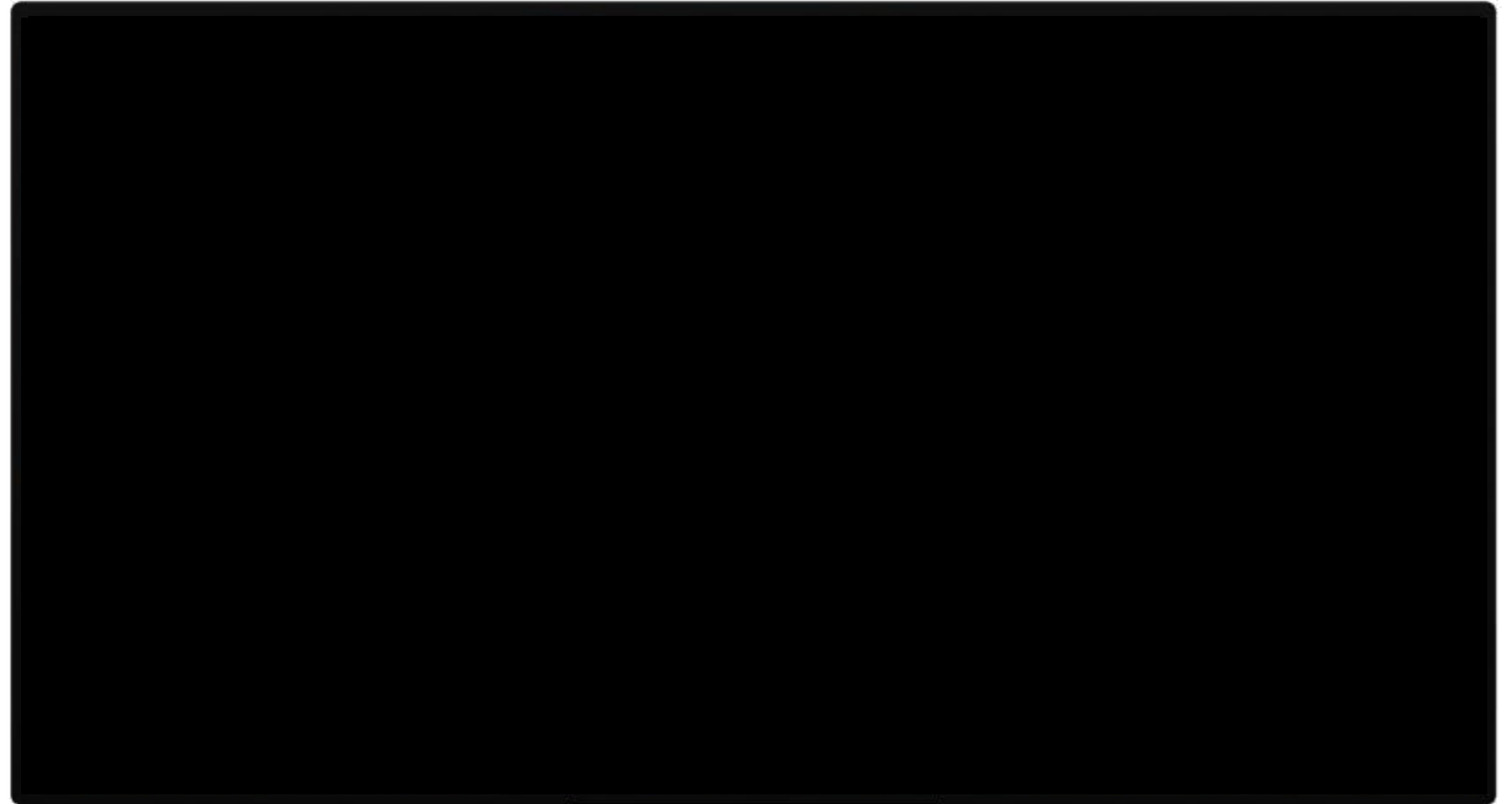
Benchmarking/context from: Historic Link databases (30 years+, 35mn survey responses), Kantar MASB validated measures (Demand Power/STSEL), Brand Lift ad effectiveness (50,000 campaigns), Facial Coding data (Affectiva partnership), Eye Track data (Neurons partnership), Publisher specific data (TikTok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



Storyline AI

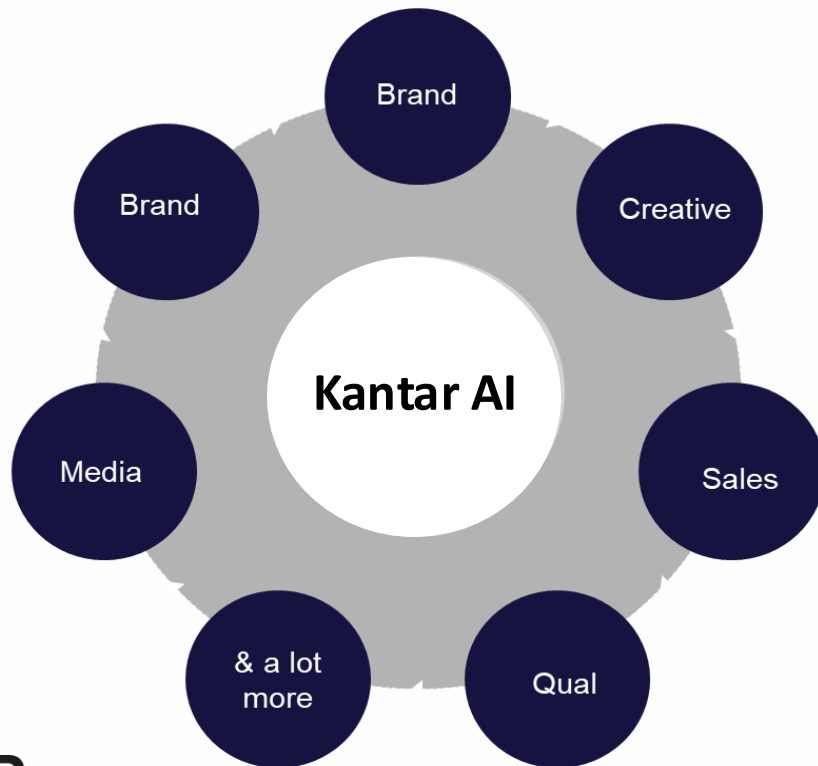


Creative AI Assistant – how it works

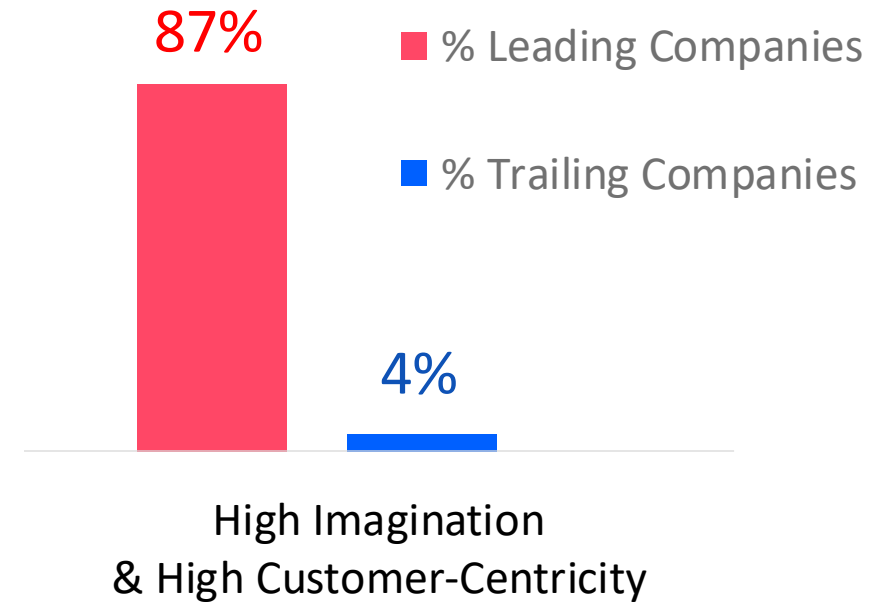


Insight Skills

Critical thinking has never been more important



Imagination and Customer-centricity are proven drivers of strong growth



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



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Thank You

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