

AI/ML

AI Content Development

Roundtable Summary

- Just a decade ago, most brand activation campaigns relied on one main creative asset: the TV ad. Fast forward to 2023, and any brand activation could easily “produce” hundreds of creative assets to fit the requirements of the multi-channel digital landscape.
- The approach is a direct response to the evolving consumer omnichannel behaviors and requirements for platform fit. The increasing resources required to execute this strategy puts pressure on the non-working media budgets, but also on marketing creative workloads.
- What is a solution to this challenge? How can AI help? What tool has become mainstream today, and how is AI penetrating the creative development processes?

Background

Back in 2018, a McKinsey analysis showed that of all a company’s functions, marketing has perhaps the most to gain from artificial intelligence. Marketing’s core activities are understanding customer needs, matching them to products and services, and persuading people to buy—capabilities that AI can dramatically enhance. No wonder in 2018, their analysis of more than 400 advanced use cases showed that marketing was the domain where AI would contribute the greatest value. Today, AI solutions are everywhere. From generative AI chat-based models - like chatGPT, to more advanced purpose-built models are already in everyday use by marketers.

AI is already changing the creative process, particularly in image retouching, video editing, and sound engineering. But, while the potential for AI to enhance creativity is immense, there are concerns about the concentration of power and biases in current AI systems. An effort is needed to ensure AI systems learn from a broad base of inputs that represent the diversity of the world we live in.

The future of creativity is likely to involve a Humans + Machines team structure, with humans bringing their unique abilities to control and plug together AI solutions. The use of AI in the creative process is not a fad, but rather a development that has been decades in the making and is here to stay.

Session Objectives

During the session, you will learn from the experiences of several early movers in AI Content development. Together we will hypothesize the opportunities and challenges of this new approach to doing creative development. We probably won’t have all the answers, no one has a complete picture, but maybe together we can build a case for a positive future of AI supporting marketers and agencies to adapt content to platforms on the fly.

Lead panelists briefly present the challenge, their approach and experience, and what they learned. Contributions are expected from other participants culminating with a debate on the opportunities vs. dangers of using AI for content development.

Roundtable Chairs



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Bruce Biegel
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Sorin leads the Global Demand Sciences team at Mars (the company behind brands like M&M's, Snickers, Skittles, Pedigree, Extra, Royal Canin, and more). He builds innovative insight-generation solutions at the intersection of social sciences and tech, grounded in a deep understanding of human and pet behaviors. He enjoys talking about the future of branding and advertising, communication strategies, neuromarketing applications, and shopper understanding.