

Category Title : AI & ML

Roundtable Title : AI Transforming the Creative Process

Roundtable Summary

Unpack what AI can do for content development, what are the applications, boundaries and what does the future hold

The desire for speed and agility throughout the creative process has quickly become a basic need. To save time and money, AI solutions have emerged in different shapes and sizes ranging from consumer trend analysis, to copy testing and video editing. And as the technology evolves, AI aggregates creative effectiveness data in ways like never before, creating new and exciting ways to develop, evaluate and optimise creative. In this session we will explore real business examples of the key business questions and challenges. Brands need to solve and how AI can be used to unleash creativity vs. being an inhibitor.

- **What are the key business questions and challenges AI/ML can solve for?**
- **How can AI/ML be used to unleash creativity vs. being an inhibitor?**
- **What are the new ways of working, and time and cost efficiencies gained?**

Description

With the increasing weight of Digital ad investments, Digital assets volumes are on the rise and the proportion of ads not tested increases. Unilever is partnering with success with Kantar to **make better informed decisions** when creating and planning their global Advertising multichannel strategy, as well as to **increase the volumes of ads tested** to help optimising budget and maximise marketing ROI.

Kantar answered Unilever' ad creation objectives with **Link AI, a fast, innovative and cost-effective solution**. By harnessing artificial intelligence and machine learning to predict how digital and TV assets would perform in a pre-test environment, creative testing can now show Unilever how ads would perform at scale.

“Link AI enabled us make quick decisions, pick from our best creatives, test video edits and even measure competitor campaigns with speed and at scale” said Neha Sharma, Global Brand Engagement Lead, Unilever

As a state-of-the-art, perpetually trained platform, Kantar AI solutions **reliably predict a video ad's in-market success in 15 minutes**. Link AI is built on Link, the world's largest normative advertising database which consists of **250K+ tests, 35MM+ human interactions, and perpetually updated models..**

Link AI then predicts fast, reliable and actionable guidance on brand, behavioural, and creative metrics as well as diagnostic information in minutes and without any consumer sample.

Our clients see a **30% increase in ROI** when improving an ad's creative quality from “average” to “best”.

(source: Kantar Creative Effectiveness Meta-Analysis)

Roundtable Chairs



Matthew Dodd
Senior Director EMEA
Global Analytics,
Kantar

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Rick van Yperen
Global CMI Digital
Measurement, Senior
Manager,
Unilever

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Matt leads Kantar Analytics key client engagements in EMEA, working closely with our analytics partners in market, global & regional client leads, and global analytics product leads ensuring we develop & deepen long-lasting relationships. He is a regular conference speaker and provides thought leadership on the marketing, brand, customer & digital analytics. He has over 25 year's analytics experience, both client and supplier side.

Rick has 15 years' experience at Unilever and is currently the CMI digital Measurement sr Manager, where he is responsible for Unilever's digital measurement reporting, insights and best practice. Through his career as data scientist, he has built expertise around (advanced) sales impact modelling, market development modelling, forecasting, media and social media analytics and digital measurement. At Unilever he was both a pioneer in the companies journey to build a social listening engine and a data driven marketing operation and has become a well-placed bridge between the business and data science over those years.