

AI & ML

Using AI to understand why ads work (or not)

Roundtable Summary

- 45 minutes open discussion on Creative Effectiveness in advertising.
 - Where is advertising effectiveness now?
 - Why is 'why' important in combating the sea of sameness?
 - Moving beyond attention: The Creative Effectiveness Process
 - What role do emotions play in advertising? (Hint. A lot)
 - Can we use AI to supercharge creativity?
 - Challenges from the frontline. What effectiveness challenges are there in your organisation and once we know 'why', what problems can we all solve?
 - Concluding remarks

Sounds great. Tell me more...

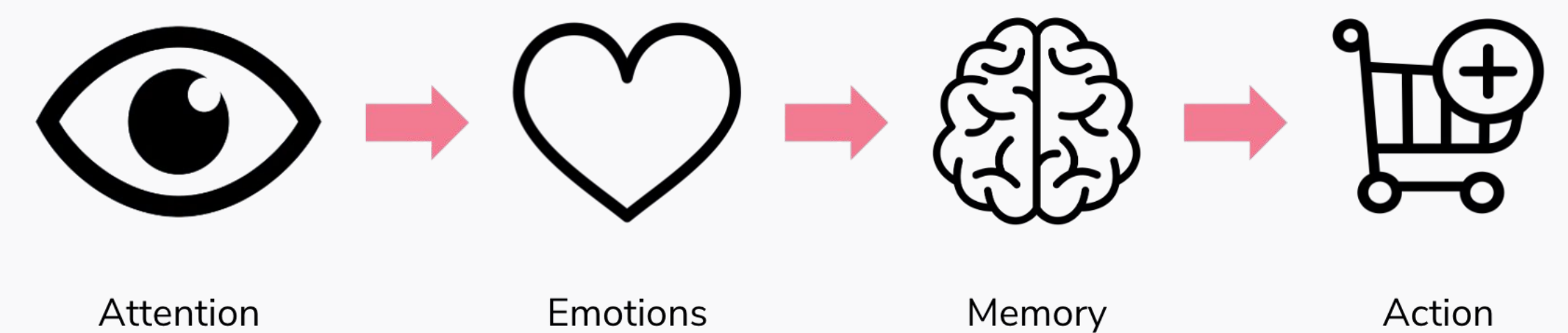
Sure thing. DAVID is all about Creative Effectiveness, the art of codifying exactly what is happening in ad creative and how people feel about it. All to be able to explain WHY. Because if you know why, then you can improve for the future.

In the area of advertising effectiveness there has long been a focus on the media but very little time spent understanding the effect of the creative on effectiveness. We're here to fix that hole in the industry by training DAVID in attention, emotions and creative attributes data, enabling us to accurately explain why creative will work or not.

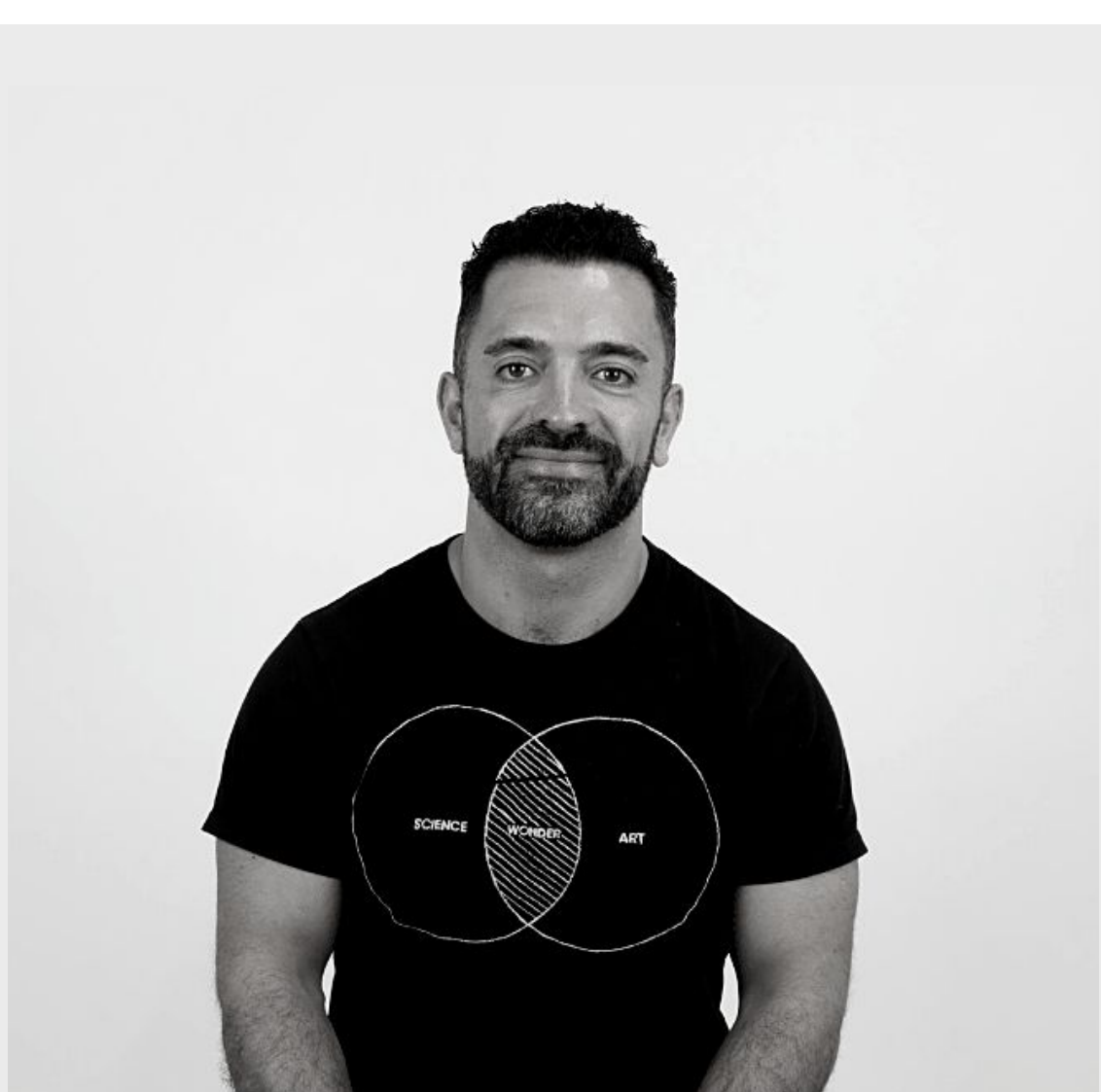
It all starts with the DAVID creative effectiveness process. For advertising to work it needs to get your attention, then drive strong emotions which in turn make memories. It is those that drive brand actions. In particular we're experts in emotion, developing the DAVID 39 to give crystal clear insight for systemic change in your advertising.

And how can we use that to drive business? Tactically, we're helping media leaders save money through delivering better audience targeting. For those briefing for or creating content we offer tools to constantly improve creative. For brand and business leaders, we're bringing heavyweight strategic ability to understand you and your competitions advertising at scale to unearth unique positioning. Answering difficult questions about changing public attitudes and behaviours.

We want to use this time to hear your thoughts and challenges in an area which is evolving to deliver big productivity gains.

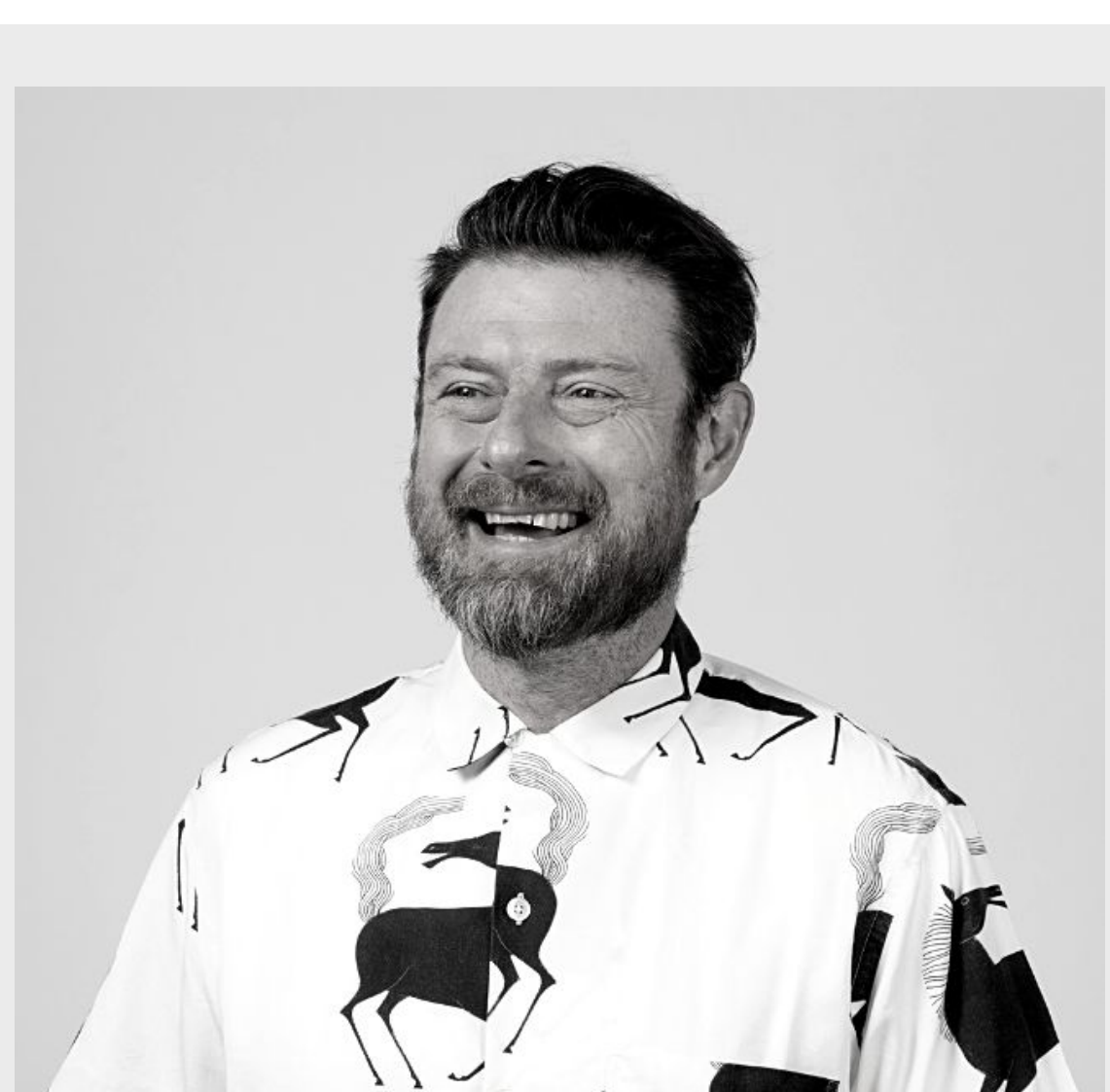


Roundtable Chairs



Ian Forrester
CEO, DAVID

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Barney Worfolk-Smith
MD EMEA, DAVID

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Ian is CEO of DAVID and an expert in the application of creative effectiveness to real world business challenges. He has worked in Nestle and Sony before becoming the architect of the Unruly viral, 'science of sharing'. Since then he has brought his experience to bear on the challenge of creative effectiveness in the world of influencer marketing and now in DAVID, using the power of AI to do that at scale across all creative.

Barney is MD of DAVID and worked with Ian at Unruly. After that, he built a social creative agency, That Lot, which was sold to IPG in 2018. Since then he has been a venture partner at a VC and run his go to market consultancy for scale ups, Megadog. Now united with Ian, he steers the EMEA business and brings a practitioner's eye to the services of DAVID.