

# Beyond the Buzz; A Journey to New Customer Experiences Enabled by AI

## ROUNDTABLE CHAIRS



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## ROUNDTABLE SUMMARY

The possibilities for AI to help deliver improved customer experiences and the corresponding growth benefits is hampered by marketing operations that don't have the data foundations necessary. In this round table we will share the journey of Elida Beauty, a portfolio of 24 beauty brands that Unilever needed to return to growth; and the work needed to set the conditions and experiments for how AI could impact the business at scale – not just through shiny pilots. We will ask and share our questions and POV with each other like;

- Do these challenges resonate in your organisation, what barriers are you finding to leveraging AI in a way that shifts the business needle?
- How do you view AI can be part of your competitive advantage vs an easily accessible commodity?
- Do you feel that your current data strategies & foundations are helping / hindering your efforts?
- How enterprise-ready are your technology stacks to bring both narrow AI and GenAI into your core workflows?
- Are skills and behaviours in your marketing & agency teams suitable to leverage AI – and benefit from the speed and optimisation it promises?
- What do you see being the difference in Brands that will win in combining their data assets and AI technologies in the next 2 years?

## ROUNDTABLE KEY TAKEAWAYS

1. A lack of scaled use cases for AI in marketing (90% of enterprises have difficulty \*\*IBM/Forrester) is directly related to a lack of high-quality, accessible and relevant data sets.

The foundations for this lay in marketing operations – where data flows capture decision making, planning, resource allocation, production, activation and business results.

Marketers can provide leadership within their Brands to drive the transformational attitudes, skills, workflows and operating models necessary for competitive advantage.