

NVIDIA GTC
18 March 2024

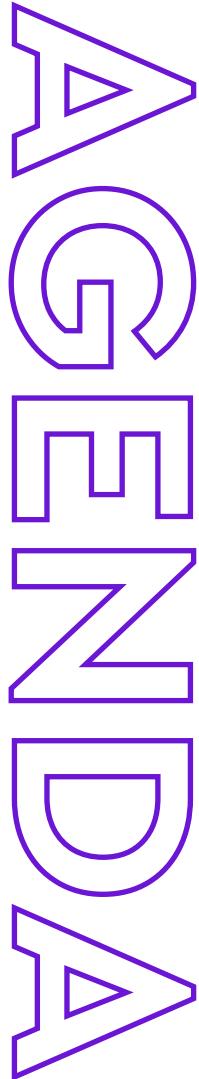
STEPHAN PRETORIUS
CTO, WPP

AI AND THE RADICAL EVOLUTION OF MARKETING

WPP

imagine /

ultra detailed colourful 3d like waves of change and innovation in the style of alberto seveso on a black background --ar 16:9 --weird 2000



The AI Arms Race

Human Creativity, Augmented

The Radical Evolution of Marketing

Scaling Content with AI

THE AI ARMS RACE

imagine /

*intricate flowing organic liquid like wave growing
and changing on black background --ar 16:9 -iw 2.0*



I used AI work tools to do my job. Here's how it went.

Does AI save you time or create more work? We put Microsoft's Copilot and Gemini for Google Workspace to the test.



By [Danielle Abril](#)

February 26, 2024 at 6:00 a.m. EST



(Illustration by Elena Lacey/The Washington Post; iStock)



Listen



Share



Comment



Save

In a matter of seconds, artificial intelligence tools can now generate images, write your emails, create a presentation, analyze data and even offer meeting

CULTURE & TRENDS

Hollywood is not 'over' just because of OpenAI's Sora, some filmmakers say

The new text-to-video model, which was teased by OpenAI CEO Sam Altman last week, is already generating hyperrealistic footage of anything users can imagine.



A Sora response to the prompt: A corgi vlogging in Maui.

Sora / OpenAI



Feb. 22, 2024, 5:43 PM GMT / Updated Feb. 23, 2024, 3:52 PM GMT

ARTIFICIAL INTELLIGENCE / TECH / AMAZON

Anthropic says its latest AI bot can beat Gemini and ChatGPT / The Claude 3 AI models are more capable than their predecessors and open to answering 'harmless' questions Claude 2.1 would've refused.

By [Emilia David](#), a reporter who covers AI. Prior to joining The Verge, she covered the intersection between technology, finance, and the economy.

Mar 4, 2024, 4:04 PM GMT



4 Comments (4 New)

If you buy something from a Verge link, Vox Media may earn a commission. [See our ethics statement.](#)

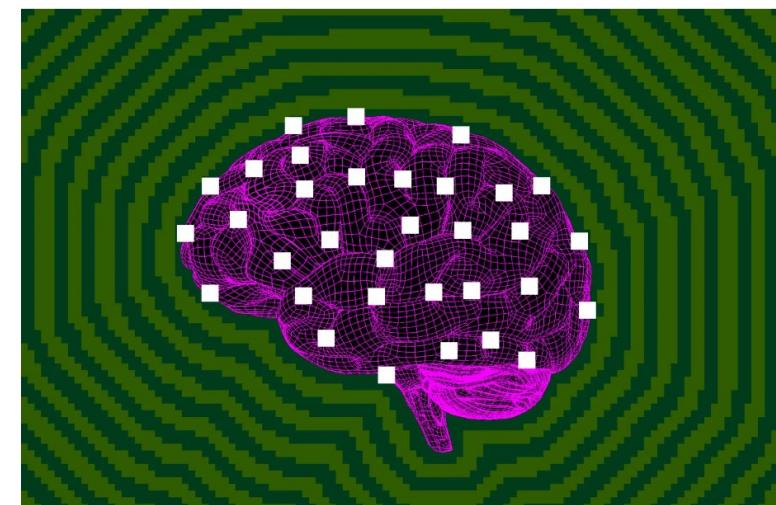


Image: The Verge

Anthropic, the AI company started by several former

The Economist

Russian assets: freeze or seize?
Managing in a time of stagflation
Britain's growth problem
The short-sightedness epidemic
JUNE 11TH-17TH 2022

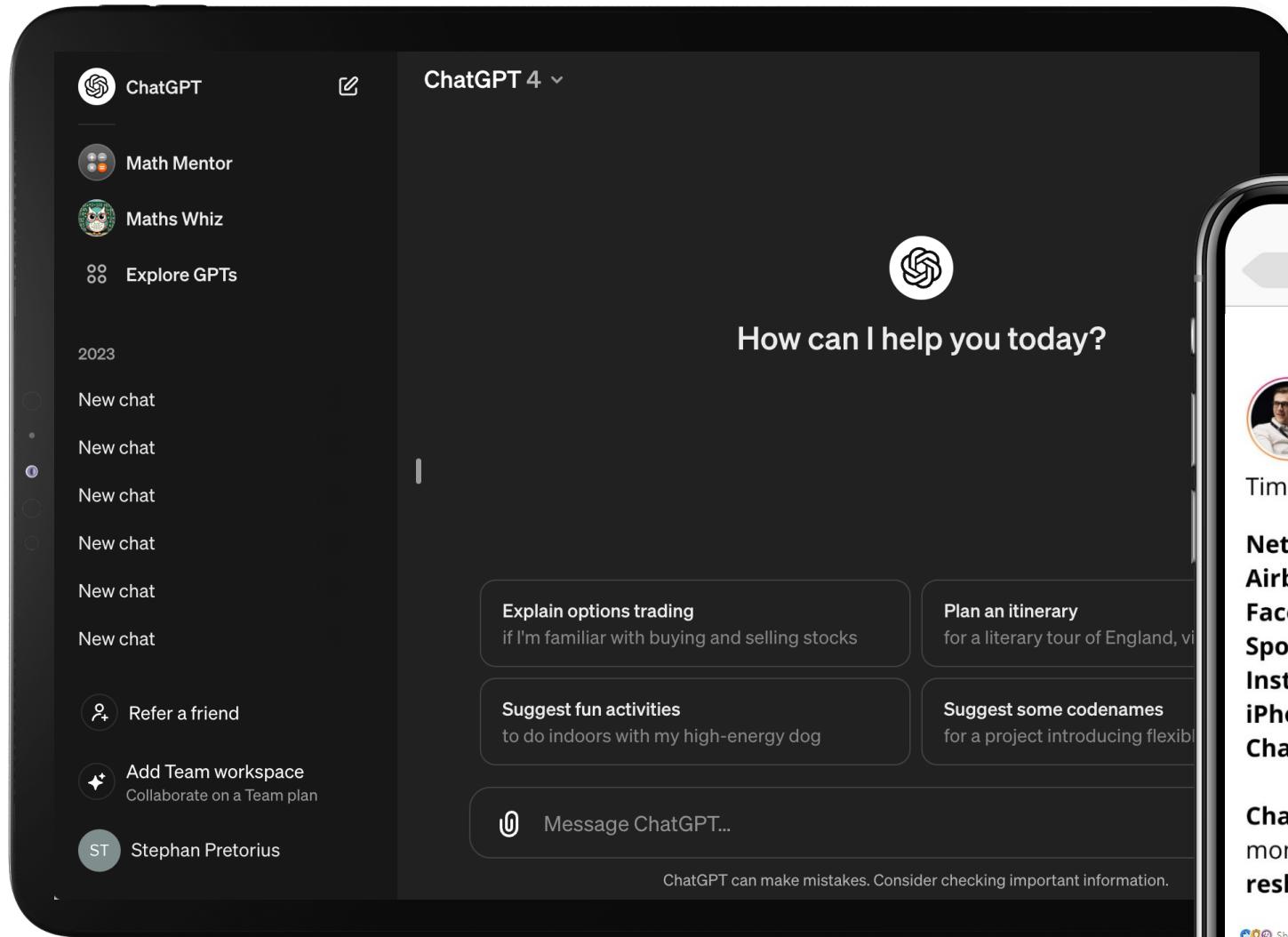
AI'S NEW FRONTIER



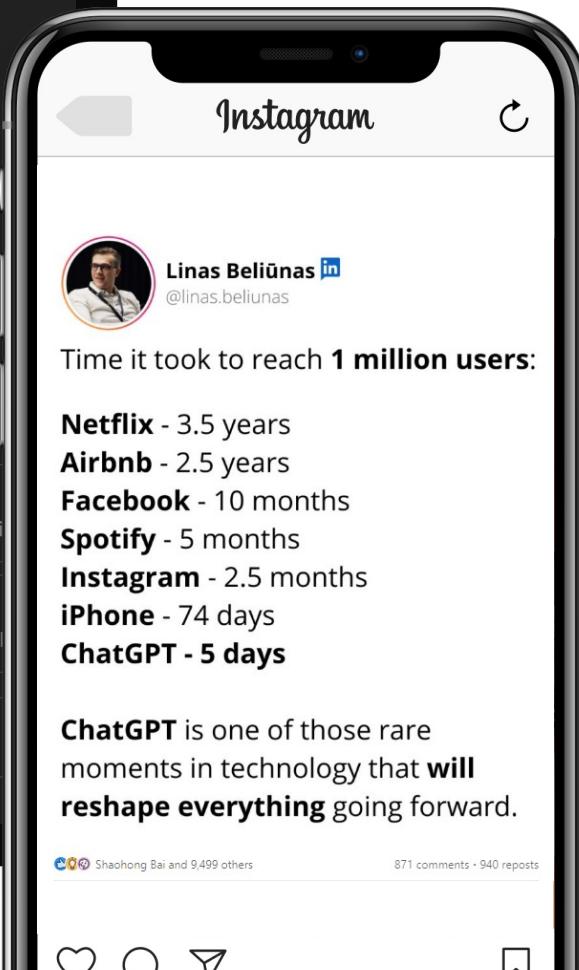
WHY NOW?



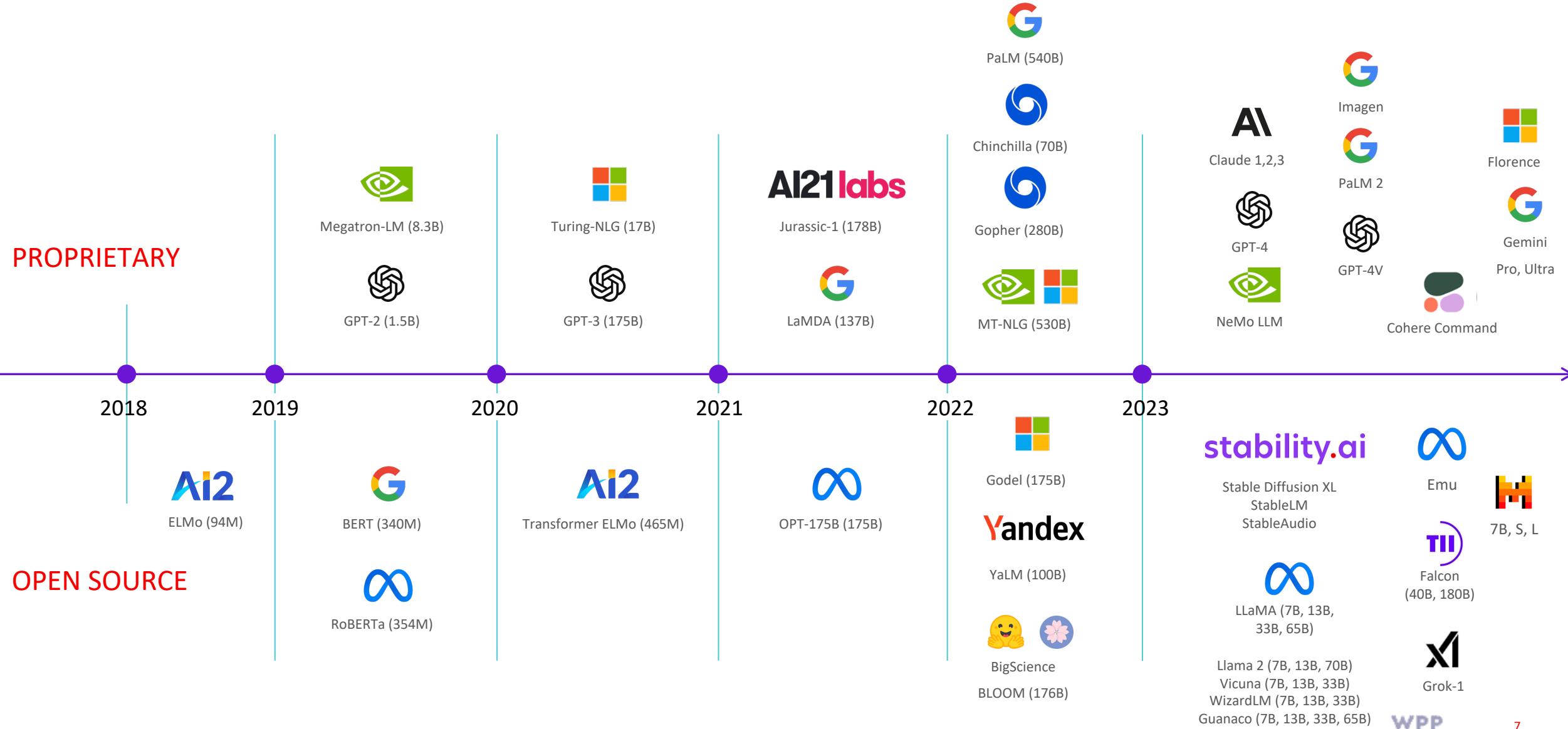
AI GETS A UI



+100M

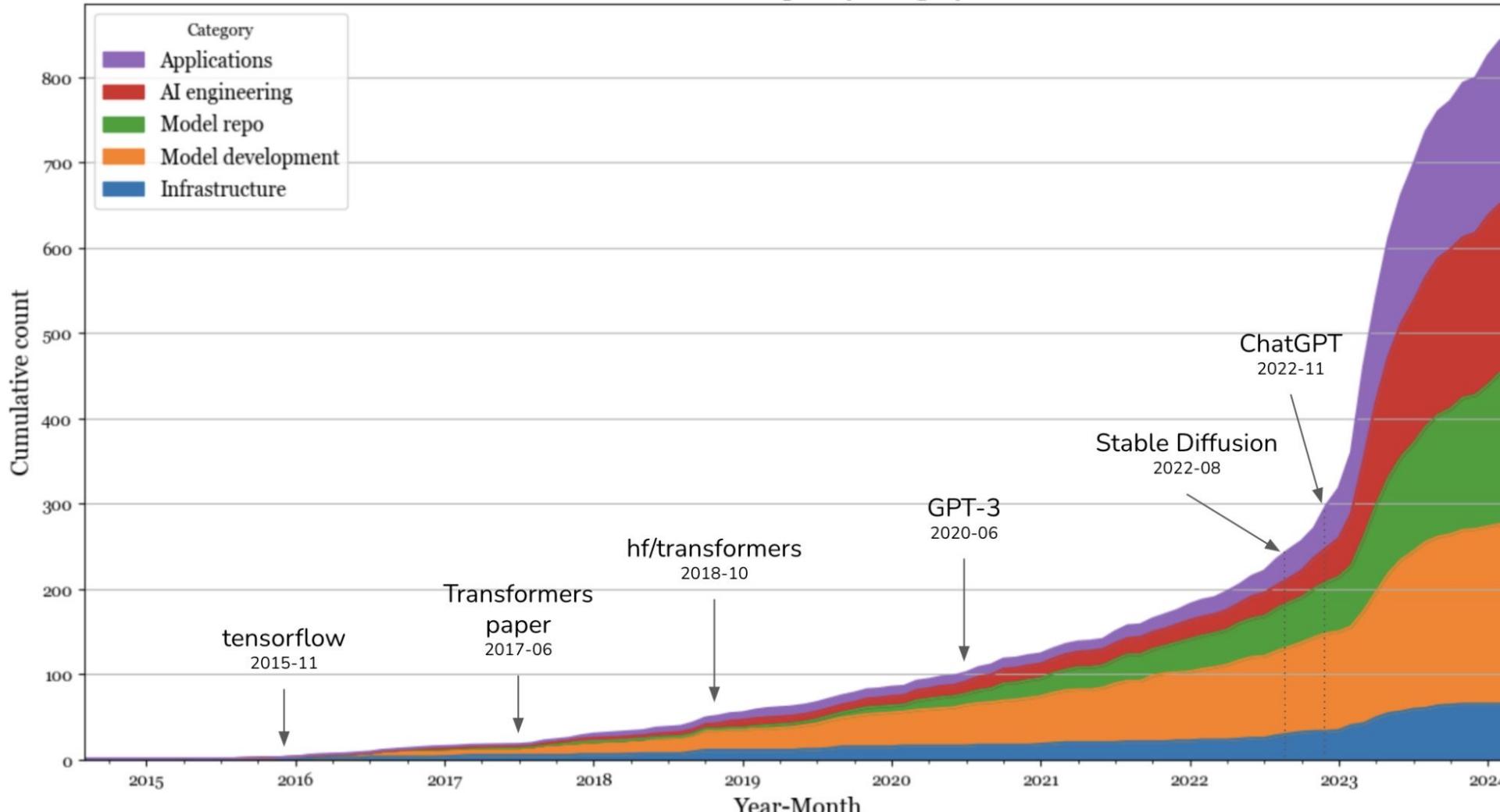


GENERATIVE AI DRIVEN EQUALLY BY PROPRIETARY AND OPEN SOURCE MODELS



THE DEVELOPER COMMUNITY HAS NEVER BEEN MORE ACTIVE

Cumulative count of repos by category over time



Source: Chip Hyun, GitHub

WPP

THE FINANCIAL STAKES HAVE NEVER BEEN HIGHER

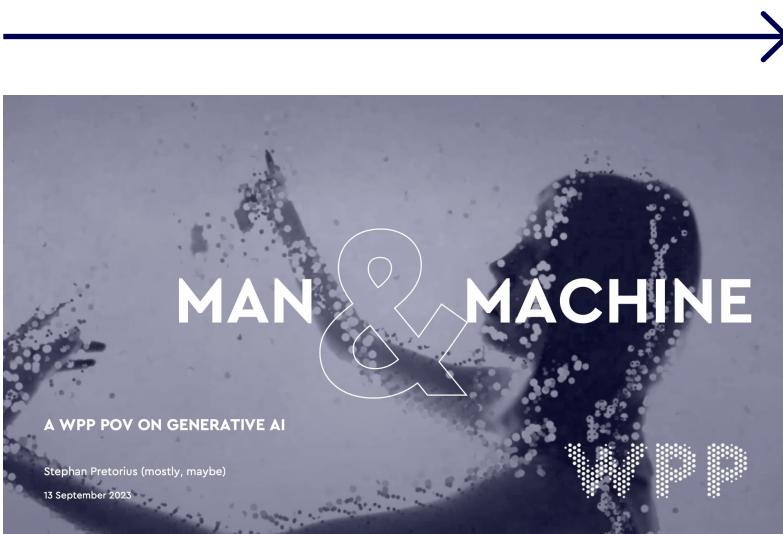


BECOMING A LEADER IN MARKETING & CREATIVE AI

MAN &
MACHINE

USE CASE
FRAMEWORK

STRATEGIC
FRAMEWORK



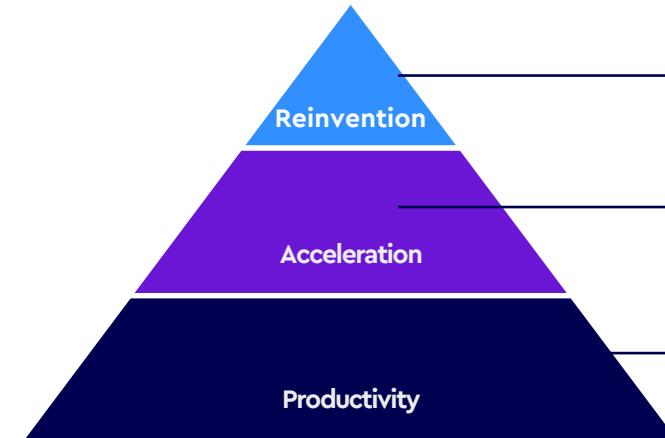
INSPIRATION



AUTOMATION



OPTIMISATION



AI disruption requires
reinventing our commercial
and operating models

Embedding AI into existing
products and services

AI embedded in core
productivity tools &
back-office



HUMAN CREATIVITY AUGMENTED

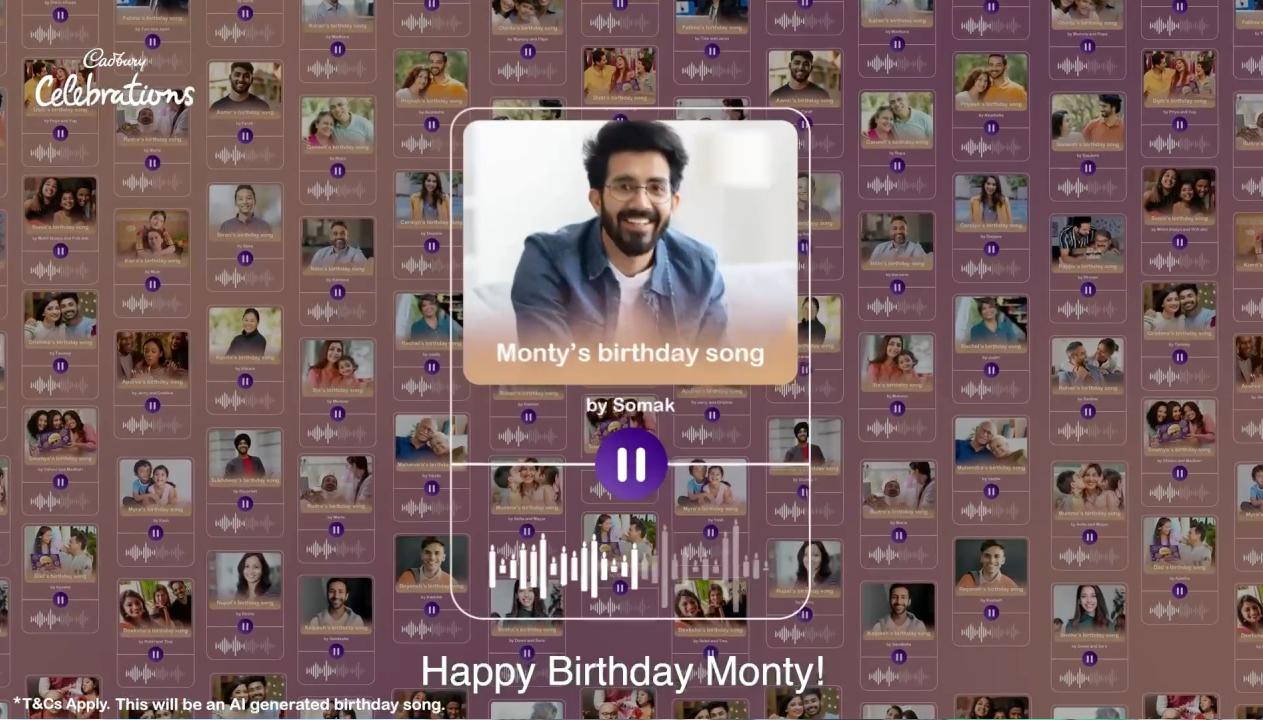
imagine /

*intricate flowing organic liquid like wave growing
and changing on black background --ar 16:9 -iw 2.0*

THE PROMPT IS THE NEW ART DIRECTION



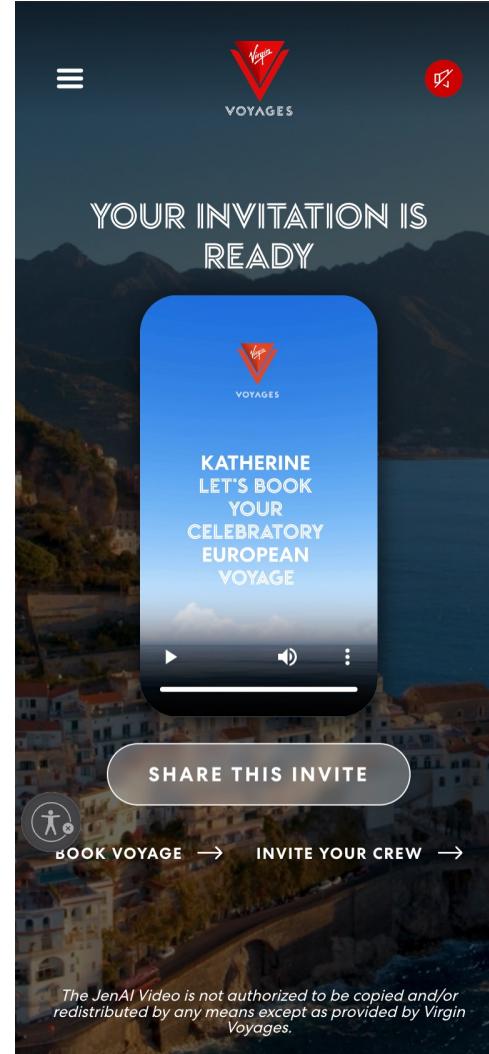
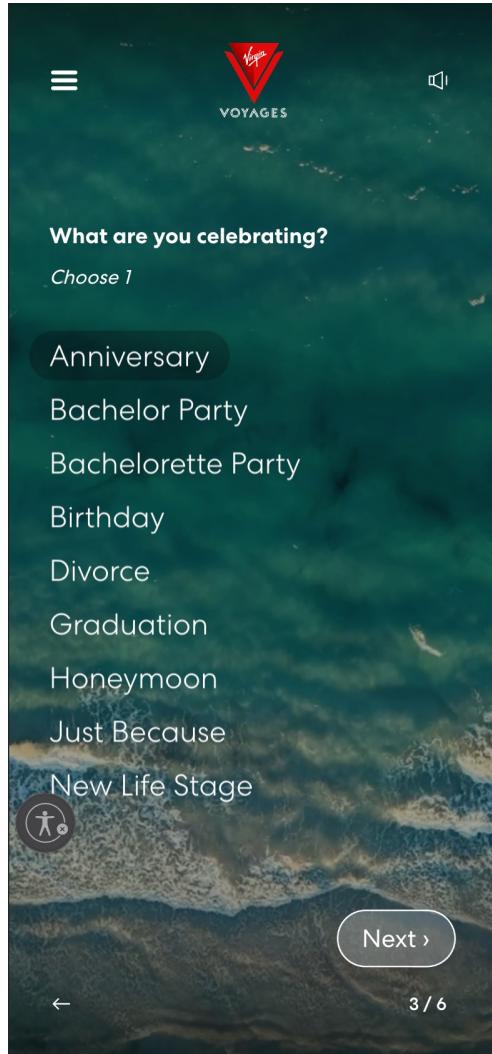
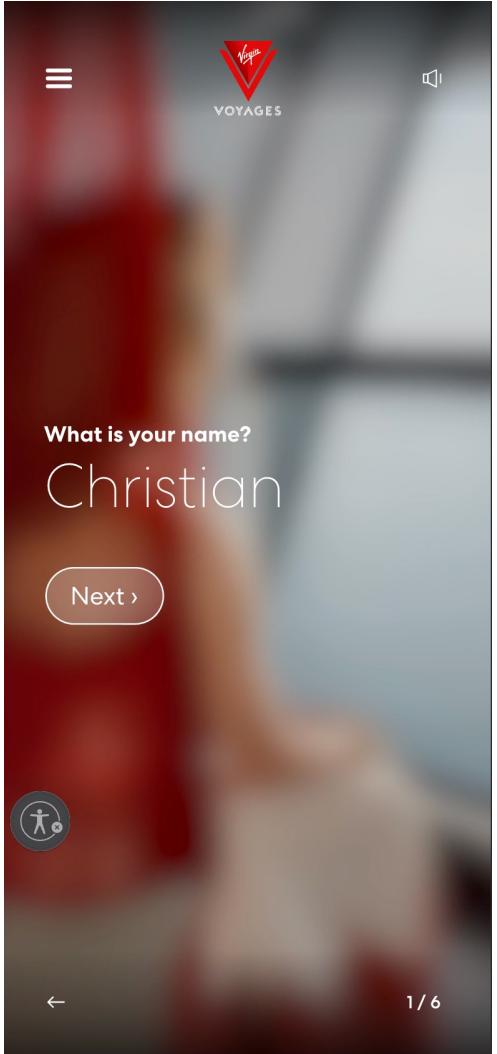
Prompt: Photo, Candid Shot, Paparazzi Style Subject: French Supermodel, 18yo, tight white polar clothes, tall woman, beauty. Background: Antarctica Landscape Influences: Japanese Influenced Colourful Gardens, Joyful Celebration of Nature Emphasisers: BlueCore, PolarCore Camera: Shot on a Hasselblad medium format camera. Carl Zeiss Distagon t* 15 mm f/ 2.8 ze, Ricoh r1. --ar 21:9 --q 2 --v 5.1 --style raw



Now we're
Voyaging



JENAI VIRGIN VOYAGES



THE RADICAL EVOLUTION OF MARKETING

imagine /

Organic flowing liquid like wave growing and changing
on a black background --ar 16:9 --weird 2000 -iw 2.0

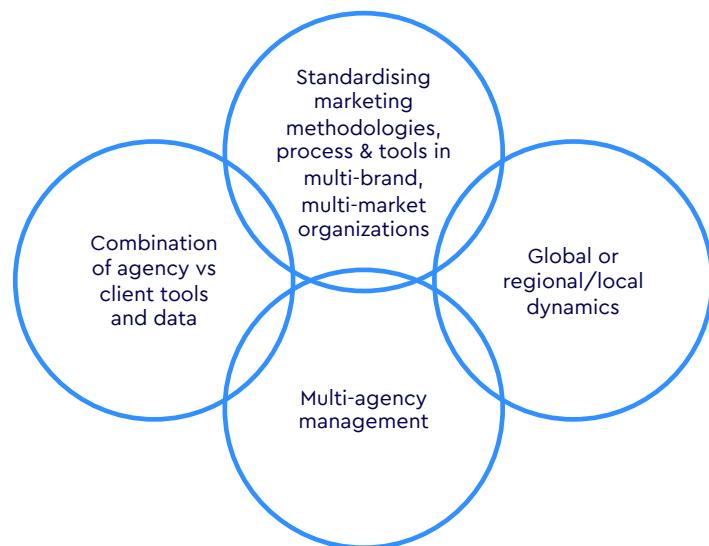
W P P

MACRO CHALLENGES FACING ALL GLOBAL MARKETERS

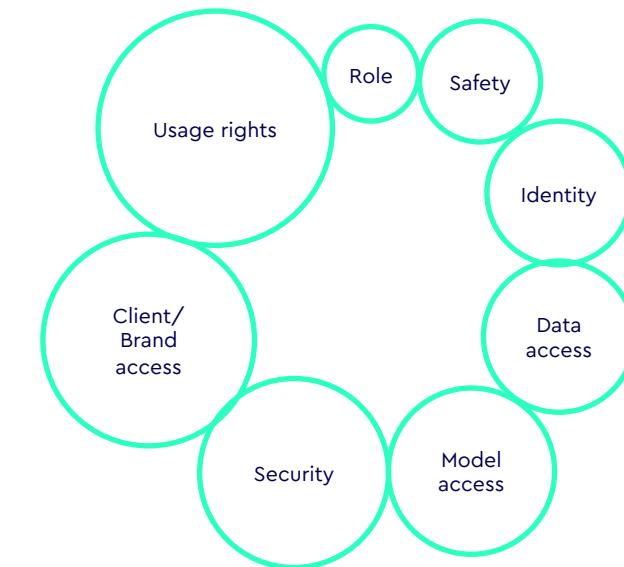
1. INTEGRATION



2. OPERATIONAL GOVERNANCE



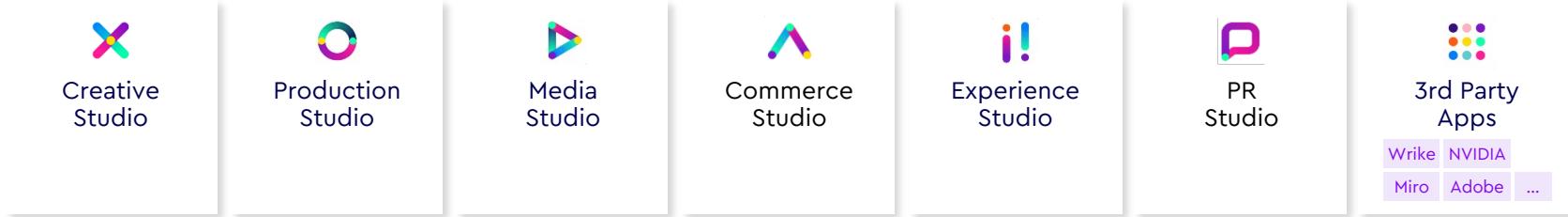
3. SCALING AI



"Marketing transformation needs an operating system"

WPP OPEN

AI DRIVEN MARKETING OS



WPP Workspace



Google Workspace



Nestle Workspace



TCCC Workspace



...



Brand
Brain™



Audience
Brain™

AI



Channel
Brain™



Performance
Brain™



WPP



Licensed

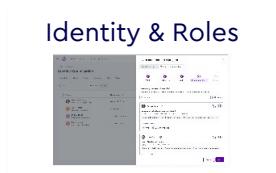
DATA



Client



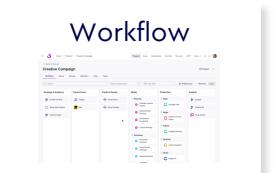
Public



Identity & Roles



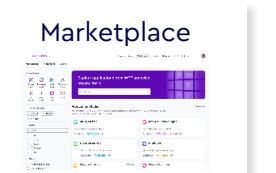
Security



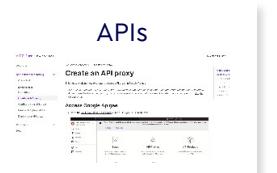
Workflow



Design System



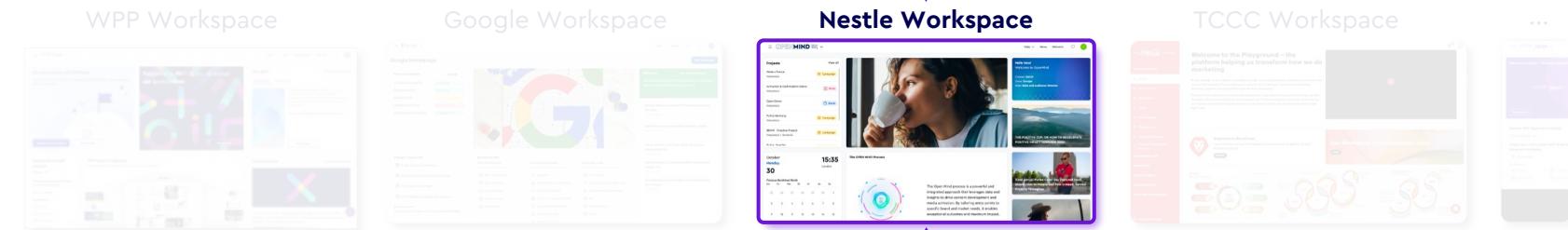
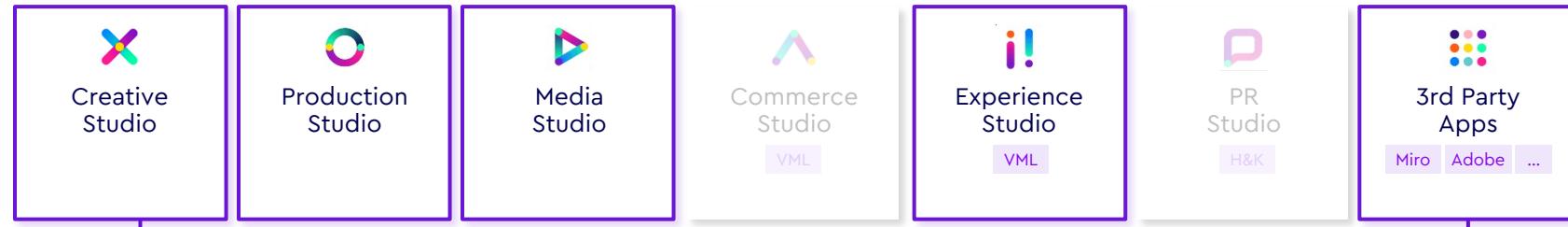
Marketplace



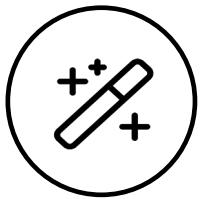
APIs

WPP OPEN

CUSTOMISED FOR EVERY CLIENT



THE AI BRAINS OF MARKETING



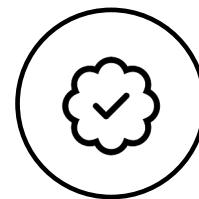
BRAND BRAIN™

Trained on
brand guidelines and
tone of voice



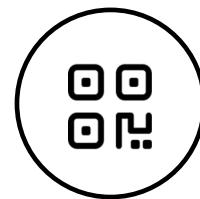
AUDIENCE BRAIN™

Trained on
specific audience groups,
segments, mindsets or
demographic data



PERFORMANCE BRAIN™

Trained on
business and channel
performance data



CHANNEL BRAIN™

Trained on
performance and
variation of channels

ETHICS & SAFETY

AUTOMATING PDPs WITH BRAINS AND OPEN COMMERCE STUDIO

The screenshot shows the Amazon.co.uk homepage with a search bar containing 'milka chocolate'. The top navigation bar includes links for 'All', 'Amazon Business', 'S's Amazon', 'Today's Deals', 'Gift Cards & Top Up', and 'Gift Ideas'. A banner at the top right says 'Spring Deal Days 20-25 March'. The main navigation menu below the search bar includes 'Grocery', 'Best Sellers', 'Special Offers', 'Buy More & Save', 'Luxury Food & Drink', 'Beverages', 'Chocolate & Sweets', 'Snacks', 'Baby Food', 'Food Cupboard', 'Speciality Diets', and 'Household'.

Product Detail & Tone of Voice



Brand Brain™



25% Conversion Increase Contractually Guaranteed

Roll over image to zoom in

Shopper Barriers



Audience Brain™

Card. Rep. APR 39.7% Variable. Amazon is a credit broker not a lender. Learn more

Style Name: 900 Grams - XXL Milka



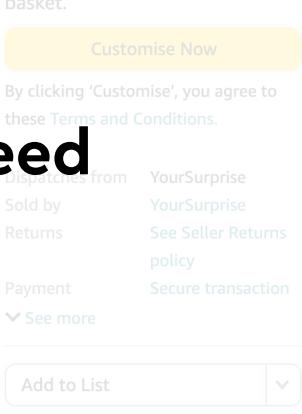
Brand	your surprise
Item form	Bar
Occasion	Holiday, Birthday, Thank You, Thanksgiving
Chocolate type	Milk
Flavour	Chocolate
Unit count	900.0 gram
Size	9 Count (Pack of 1)
▼ See more	

About this item

Channel Performance



Channel Brain™



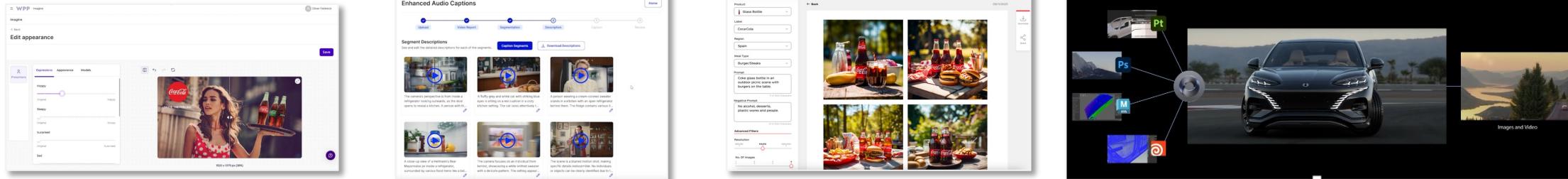
SCALING CONTENT WITH AI

imagine /

*intricate flowing organic liquid like wave growing
and changing on black background --ar 16:9 -iw 2.0*

APP

AI CONTENT USE CASES ON A CONTINUUM OF SOPHISTICATION



Ideation &
Editing

Scaled
Adaptation

Curated AI
Content Production

Fully Integrated
Content Supply Chain

IDEATION & EDITING

The image displays two screenshots of the X Creative Studio interface. The top screenshot shows the 'Content creation' section with various tools like 'Create ad variants', 'Generate headlines', and 'Edit background'. The bottom screenshot shows the 'Edit background' feature, where a Coca-Cola advertisement featuring a woman on a beach is being edited. The interface includes a search bar, navigation, and save buttons.

Creative Studio

Home / Creative Studio

Content creation

Generate or improve content for audience, channel and market.

Create ad variants

Participate in creative ad copy brainstorming for diverse ideas.

Generate headlines

Create headlines for a specific subject, audience and sales funnel stage.

Edit background

Remove objects

Remove unwanted objects from an image.

Art director

Get advice on communicating a brand's message through visual media.

Christmas

Summer vacation

Create X Posts

Generate X posts using AI, that are relevant and on-trend.

Create a blog post

Efficiently write blogs in various styles.

Content matrix

Tailor content to segments or persons.

Enhance blog post readability

Transform old blog content into fresh and captivating posts.

Food photography

Generate images based on prompts.

Fashion

General prompts.

Copywriter

Receive recommendations on

Background

Surprise me

Generate

Original

Load More

+ Upload Image

Save

1920 x 1079 px (48%)

WPP

SCALED ADAPTATION

1

The screenshot shows the 'Enhanced Audio Captions' workflow. Step 1 is 'Upload'. A file named 'Mayo Cat.mp4' (15 MB) is selected. Below it, there's a 'Creative Upload' section with a placeholder for a file to upload or drag. A preview image of a refrigerator interior with a cat is shown.

2

The screenshot shows the 'Enhanced Audio Captions' workflow. Step 2 is 'Video Report'. It displays a thumbnail of a video showing a cat in a refrigerator. Below the thumbnail, there's a summary of the video content, including details about the brand (Hellmann's), product (Real Mayonnaise), and celebrity/influencer (Kate McKinnon, Pete Davidson, Mayo Cat). There's also a 'Update Report' button.

3

The screenshot shows the 'Enhanced Audio Captions' workflow. Step 3 is 'Segmentation'. It features a waveform visualization of audio levels over time, with blue vertical bars indicating detected segments. A red horizontal line marks the 'Volume Threshold'. Below the waveform, a preview image of the video and a table for segment review are shown.

4

The screenshot shows the 'Enhanced Audio Captions' workflow. Step 4 is 'Caption'. It displays a grid of video frames with play icons overlaid. Below each frame is a detailed description of the segment, such as 'The camera's perspective is from inside a refrigerator looking outwards, as the door opens to reveal a kitchen. A person with...' and 'A close-up view of a Hellmann's Real Mayonnaise jar inside a refrigerator, surrounded by various food items like a bell...'. There are buttons for 'Caption Segments' and 'Download Descriptions'.

5

The screenshot shows the 'Enhanced Audio Captions' workflow. Step 5 is 'Caption'. It displays a 'Select Preferred Caption' dialog box. The table lists four captions with their scores and a selection checkbox:

Caption	Fits Segment	Brand Score	Product Score	Accessibility Score	Selection
View from fridge, person rummaging.	Yes	7	6	9	<input checked="" type="checkbox"/>
Kitchen view.	Yes	6	5	7	<input type="checkbox"/>
Fridge opens.	Yes	7	6	7	<input type="checkbox"/>
Person in white sweater at fridge.	Yes	5	4	8	<input type="checkbox"/>

Below the table, there's a text input field for 'Enter your own caption.' and a 'Save' button.

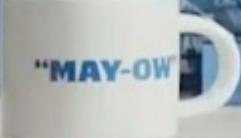
6

The screenshot shows the 'Enhanced Audio Captions' workflow. Step 6 is 'Review'. It displays a grid of video frames with play icons. Below the grid, a table lists the segments and their captions, with checkboxes for 'View from fridge, person rummaging.', 'Fluffy cat observes.', 'Fridge open.', 'Jar in fridge', 'Recommend No Caption', and 'Recommend No Caption'. At the bottom, there are buttons for 'Data Only', 'Audio Only', and 'Video + Audio'.

WPP



**MAKE TASTE
NOT WASTE**



"MAY-OW"

"MAY-OW"



TASTE OVER WASTE

TASTE OVER WASTE



CURATED AI CONTENT PRODUCTION

STUDIO X

Product: Glass Bottle

Label: Coca-Cola

Region: Spain

Meal Type: Burger/Steaks

Prompt: Coke glass bottle in an outdoor picnic scene with burgers on the table.
71 of 1000 Characters

Negative Prompt: No alcohol, desserts, plastic wares and people.
47 of 1000 Characters

Advanced Filters

Resolution: 512x512

No. Of Images: 4

Enable Droplets

Create Magic

← Back

09/11/2023

John Doe 

 Download

 Share



A FULLY INTEGRATED CONTENT SUPPLY CHAIN



WPP

DISCUSSION

WIP

imagine /

*ultra detailed 3d like cloth twisting and turning in the style of alberto
seveso revealing the on black background --ar 16:9 --weird 2000*