



Humanized Growth in the era of AI

Interim Findings Session

19th December 2024

AGENDA

1. Overall Objectives Recap (5 min)
2. Project Plan Update (5 min)
3. Initial Interview Learnings (20 min)
4. Discussion & Interpretation (30 min)
5. Further Areas to Probe (15 min)
6. Next Steps (15 min)

Overall Objectives Recap

Humanized Growth in the era of AI

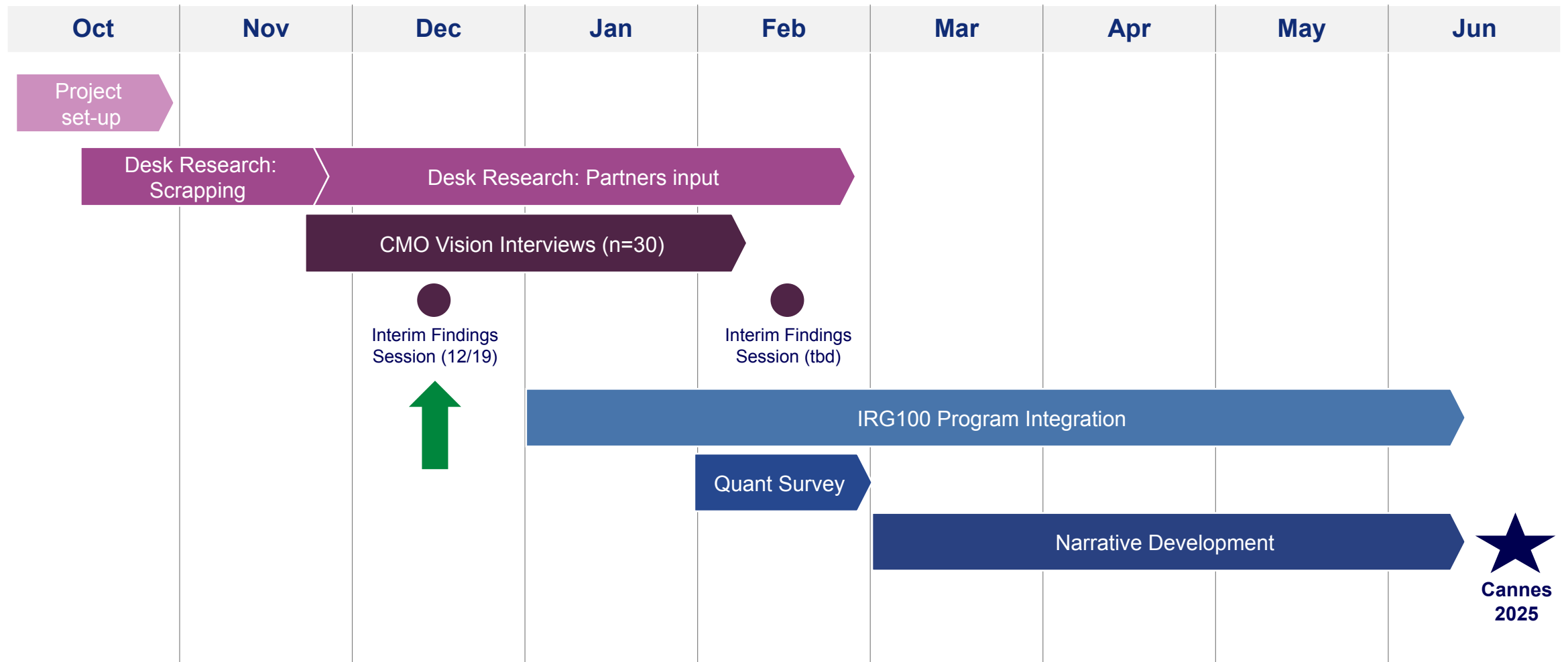
Key questions

1. How has Marketing been leveraging AI to drive growth?
2. Who are the most important C-Suite partners for Marketing AI Initiatives?
3. What organization-wide AI initiatives is Marketing involved in?
4. Looking forward, where are the biggest opportunities for AI-enabled business growth?
5. How can Marketing help ensure a Humanized business approach in the era of AI?

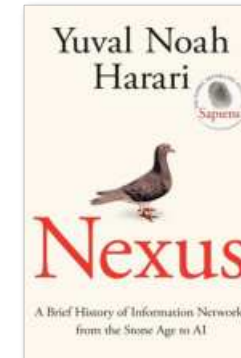
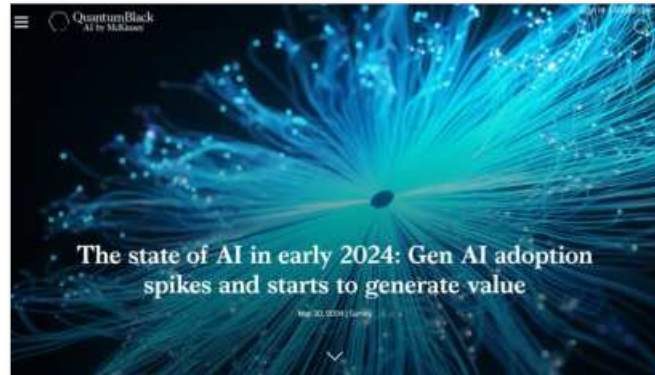


Project Plan Update

Overall Planning



More than 30 publications



Input from Partners on the way



10+ dedicated CMO conversations



MORE TO COME:



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Initial Interview Learnings

WIP – Top 5 learnings so far

1. Today, focus on short-term efficiency tasks

- Analytics & real time-data application (Suncorp)
- Content creation (Audible narrations)
- Operations (Lindex Copilot)
- **BUT** no real competitive advantage there, maybe even smaller budgets!

2. The creativity dilemma: automation vs brand differentiation

- Ethical challenges – including “real” consumers, avoiding biases, etc
- Fear of “vanilla” solutions
- Coca Cola Xmas ad
- HI vs AI: the WPP spectrum

3. Upskilling is essential

- Mid-layers: Mainly on how to prompt and apply the tools
- Personal leadership – interest in the topic
- External partners for scale (“AI Discovery days”)

4. The key partnerships (“The Magic Circle”) are quite narrow

- IT for infrastructure
- Legal for compliance
- Data science teams for analytics

5. AI’s potential to create incremental value

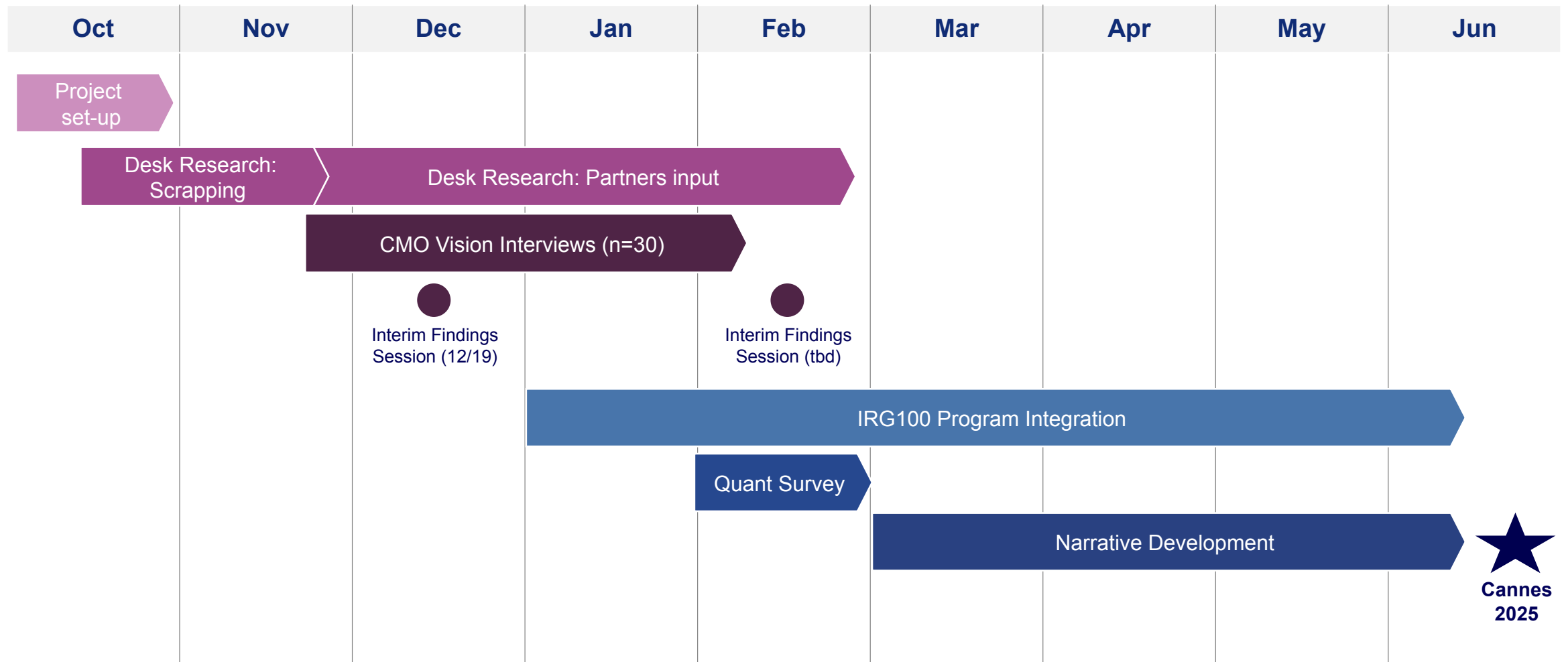
- Digital agents (Arla)
- Customer experience
- Product innovation (Zespri, Coca Cola beverage)
- **BUT** most CMOs admit to feeling insufficiently informed and feel the need to be more knowledgeable about the long-term growth opportunities that AI can help achieve → tangible concrete case studies!

WIP – Topics to further probe

- 1. AI and the opportunity to deliver value for ALL stakeholders (focus on Communities / Planet)**
- 2. Google's perception/position amongst CMOs and future opportunities**

Next Steps

Moving Forward





Thank you