



Humanized Growth in the era of AI

Early Findings Session

19th December 2024

Today is about...

- Reviewing early learning
- Discussion of implications
- Identifying areas to probe
- Alignment on next steps

AGENDA

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



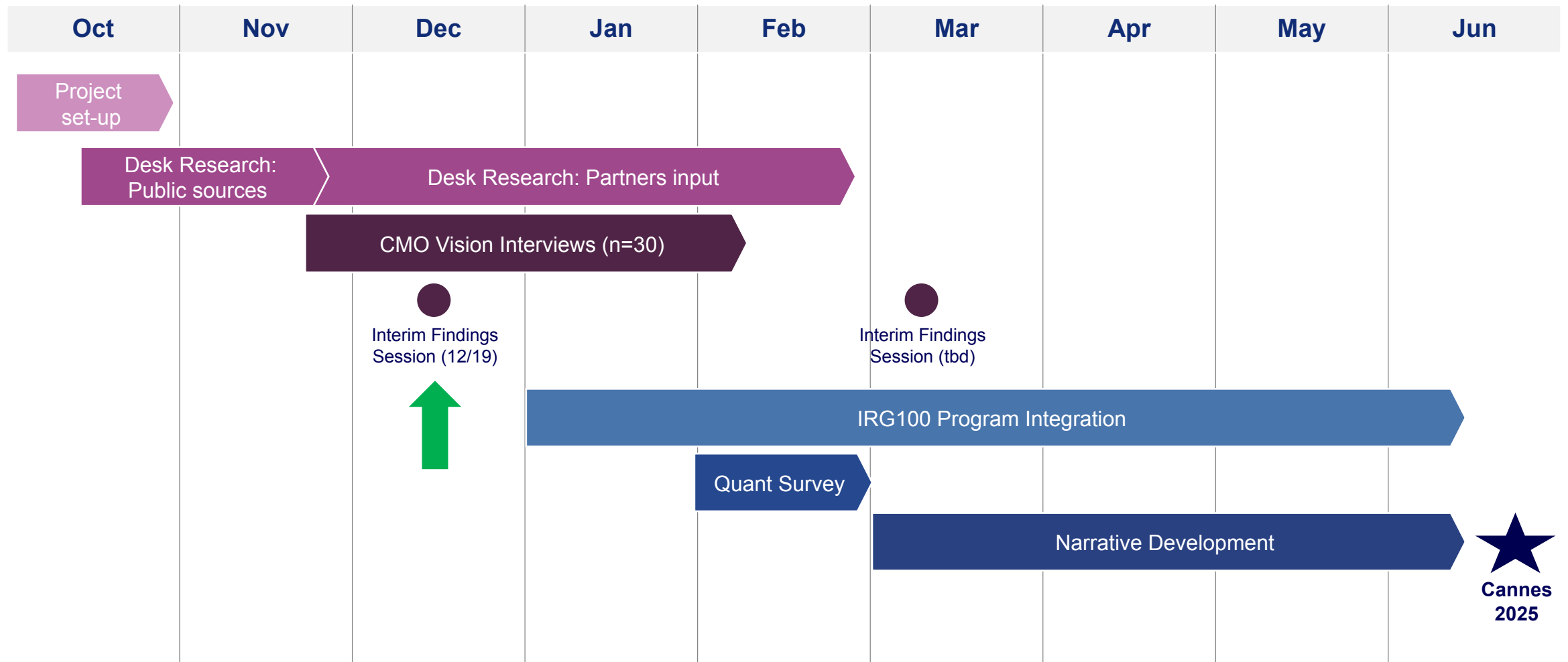
Project Update

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?

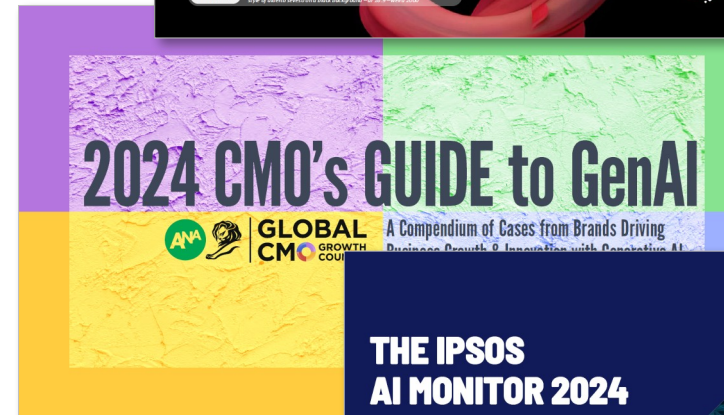
Overall Planning



Desk Research Public Sources



Desk Research IRG Partners



THE IPSOS AI MONITOR 2024

A 32-country Ipsos
Global Advisor Survey
June 2024

Highly Motivated CMO Participation

MORE IMPORTANT CMOs TO COME IN
2025:



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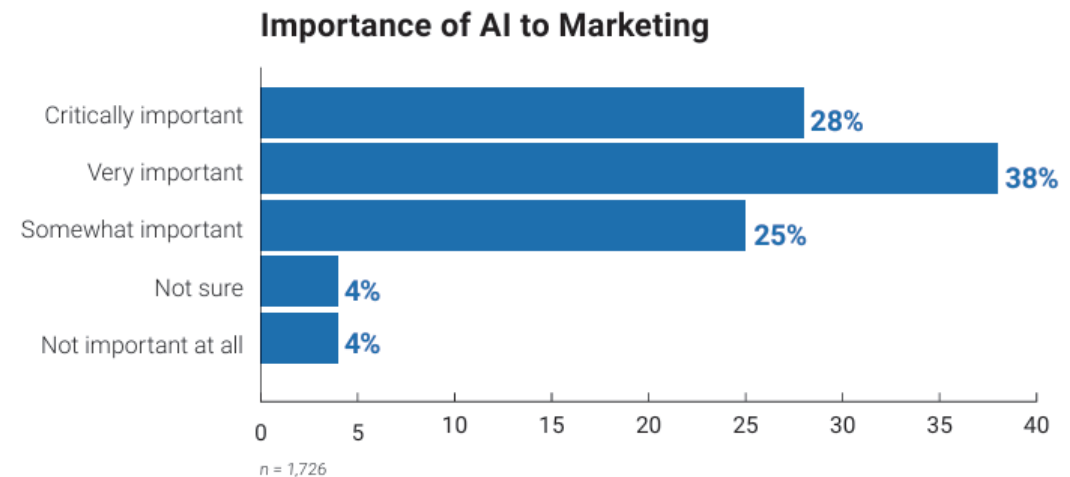


Early Learning: Key Themes

Critical to ST Marketing Success



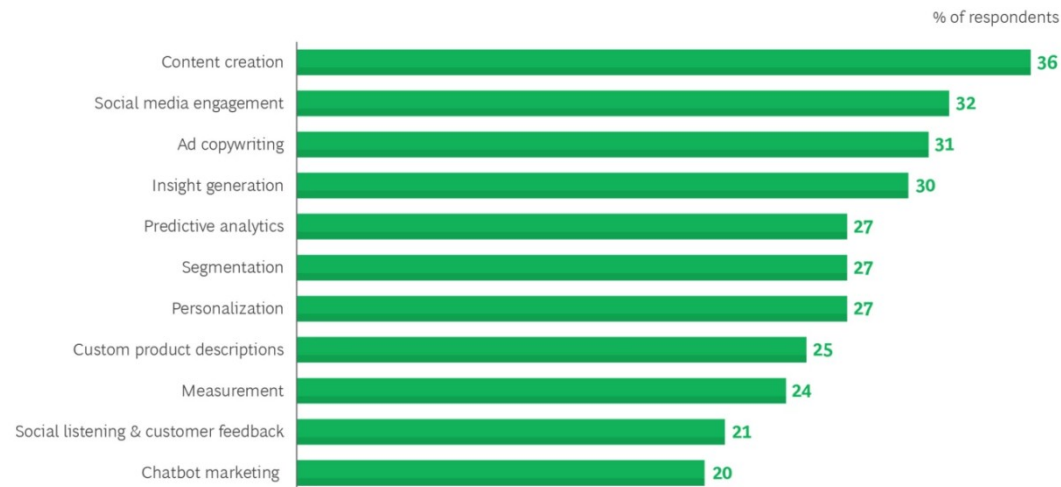
Q: "How important is AI to the success of your marketing over the next 12 months?"



Today, focus on efficiency

Exhibit 3 - The Highest-Priority Use Cases for CMOs, Based on Budget Investment

Q: With regard to specific use cases, which of these areas below will be your top priority of budget investment?



Source: BCG CMO Survey on GenAI, 2024 (n = 200).

BCG

How CMOs Are Shaping Their GenAI Future

JUNE 12, 2024

By Mark Abraham, David Edelman, and Lauren Wiener

READING TIME: 8 MIN

CMOs are navigating a tough environment, balancing demands to achieve short-term improvements in marketing efficiency and effectiveness with long-term investments in [digital transformations](#), tech stack upgrades, and AI adoption. Boards, CEOs, and CFOs are scrutinizing marketing's overall contribution to performance and whether recent technology investments are paying off.

In the face of this pressure, many CMOs view [GenAI](#) as a tool to improve efficiencies and unlock growth. A majority of the respondents in our April 2024 survey of over 200 CMOs in 7 countries,

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Analytics & Real-Time Data

AI Generated Creative



With Much Hesitation

#SantaSwitched



No LT Competitive Advantage



Hyper-Personalised Customer Experience

Figure 1. Research shows ROI and lift sales

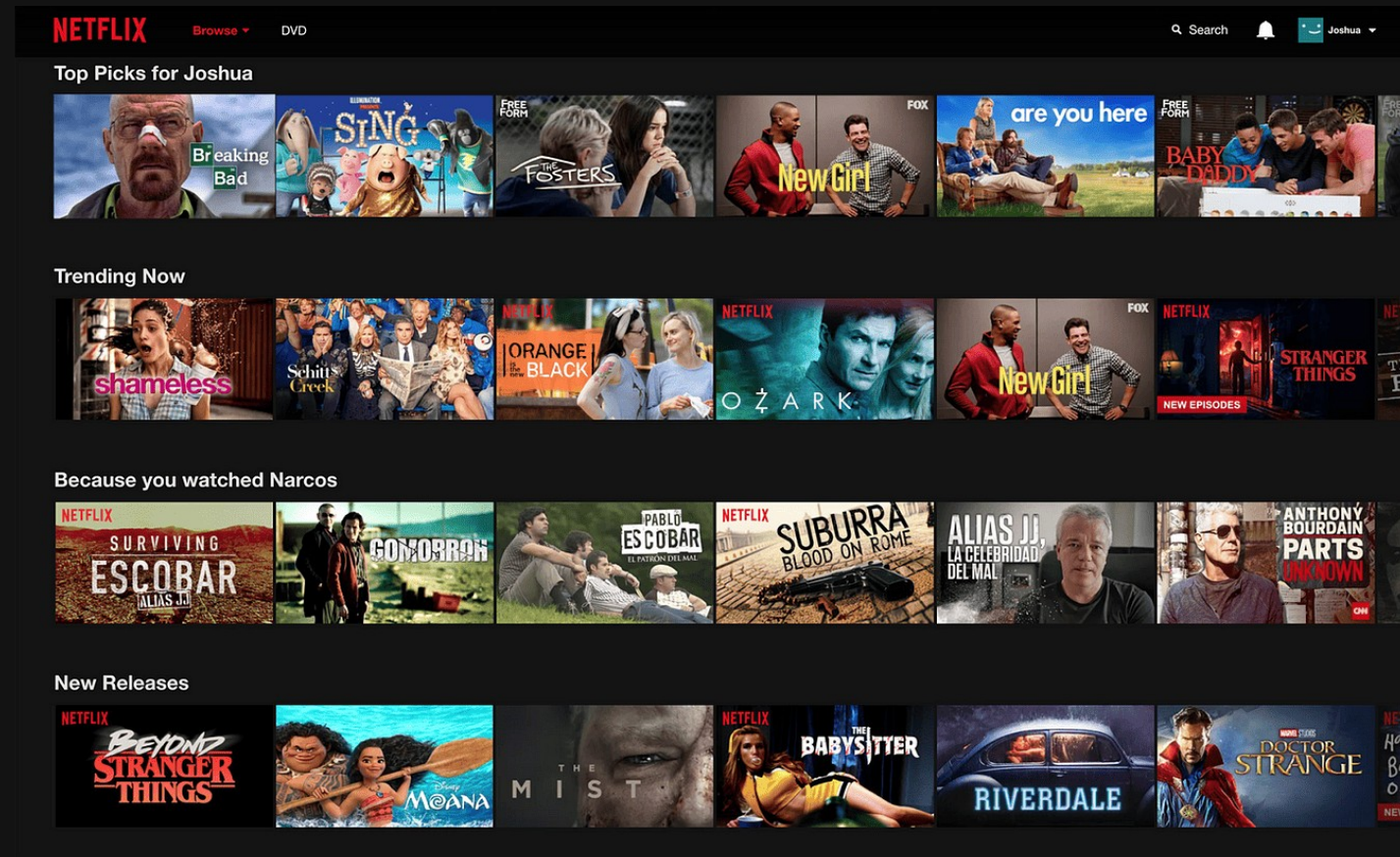


Well-executed
hyper-personalization
can deliver

8X

the return on investment on
marketing spend and lift
sales by 10% or more

Source: Deloitte, [Connecting with meaning](#), accessed 2023



Early Experience and Solution Expansion

The screenshot displays the H&R Block Deluxe tax software interface. The main window is titled "Deluxe" and shows a navigation bar with "Overview", "Federal", "State", and "File" tabs. Below this is a row of icons for "Your Info", "Income", "Deductions", "Credits", "Taxes", and "Wrap-Up". The "Your Info" section is active, showing a "Your Household" header and a "Let's get acquainted." message: "You know our name, but we don't know yours. Let's change that." Below this are input fields for "First name", "Middle Initial", "Last name", and "Suffix". The "Date of birth" field is set to "MM/DD/YYYY" and the "Marital status" field is set to "Choose". There are checkboxes for "This return is for a taxpayer who passed away." and "I'm legally blind or disabled." A "Next >" button is at the bottom right. On the left sidebar, there are links for "2023 Taxes", "Previous taxes", "MyBlock", "Account settings", "Save & quit", and "Send Feedback". On the right sidebar, there is a section for "AI Tax Assist" with the heading "Meet AI Tax Assist" and a list of features: "Available 24/7 to help you complete your tax return", "Ready with answers to help maximize your refund", and "Providing the latest info from H&R Block's world-class tax libraries". It also mentions "Includes access to live agent chat". Below this is a section "Pick an example or ask a question" with two icons (a graduation cap and a dollar sign) and a text input field labeled "Ask a question".

Higher Quality makes more possible ...

The Evolution of Midjourney



V1
Feb 2022



V2
Apr 2022



V3
Jul 2022



V4
Nov 2022



V5
Mar 2023

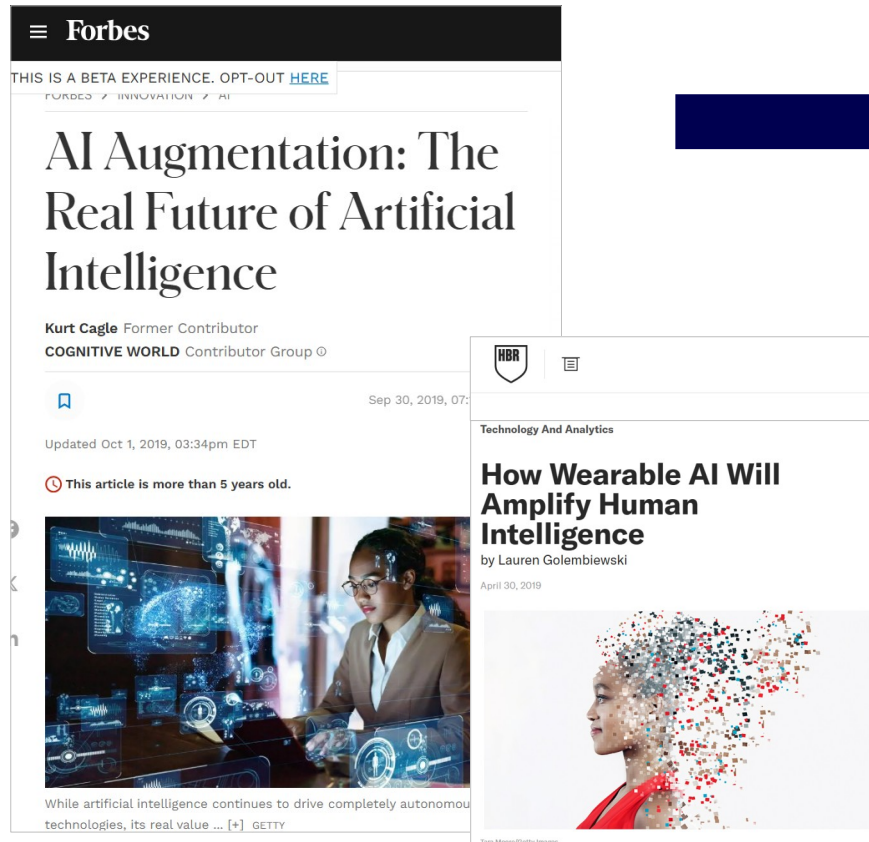


V6
Dec 2023

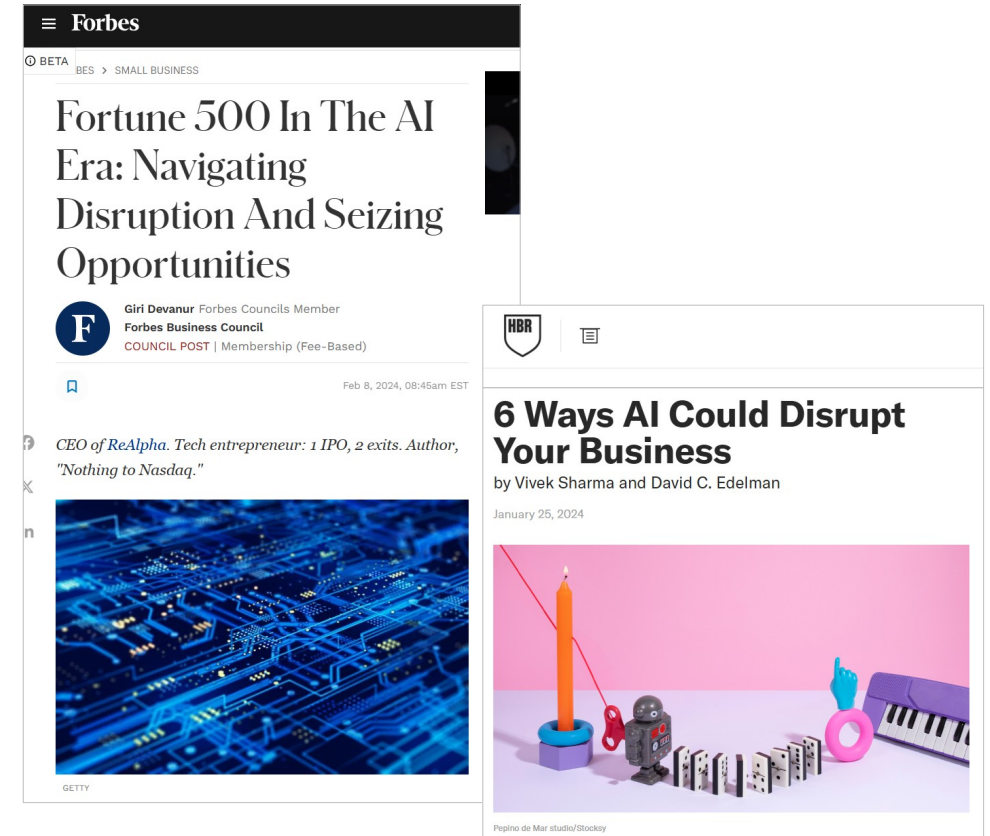
Prompt: high-quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawuchi, HDR

From Augmentation to Disruption

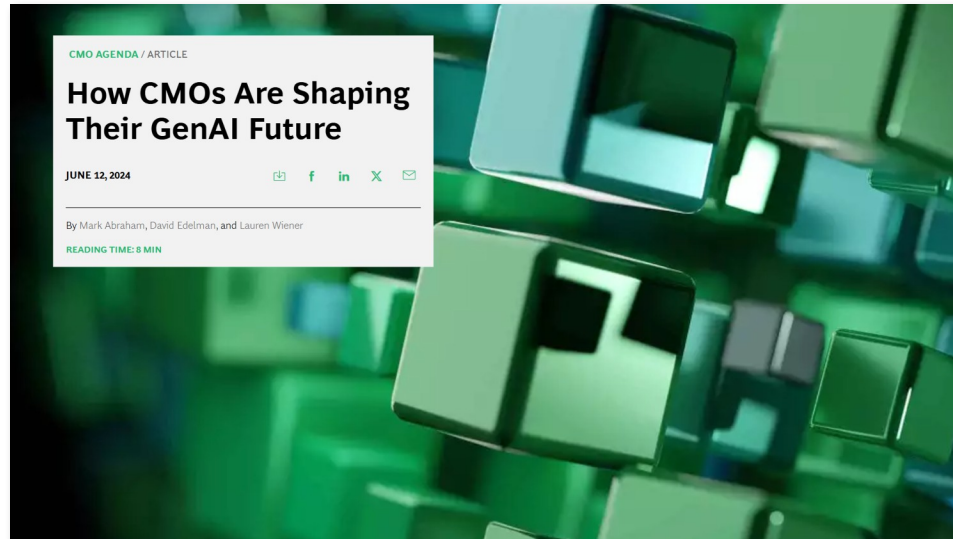
2019



2024



The conversation is shifting to unlocking growth



of CMOs plan to launch new products and business models enabled by GenAI technology

New products, same business model	34%
New products, new business model	50%

AI-enhanced Product Innovation



NIKE
BY YOU

AI-powered innovation



**Insilico
Medicine**



AI Generated Oreo Dessert Recipes

Powered by **ChatGPT!**



Early-Mover Advantage?



Y3000

LIMITED EDITION FLAVOR
TASTE THE FUTURE

Co-Created with AI



Vanilla / Generic Branding



Brand Differentiation

Excitement and Worry about Agents



Inability to reach Consumer



Marketing Mindset from Push to Pull

Digital Twinning

≡ Forbes

5 Things Your Digital Twin Can Do On Your Behalf

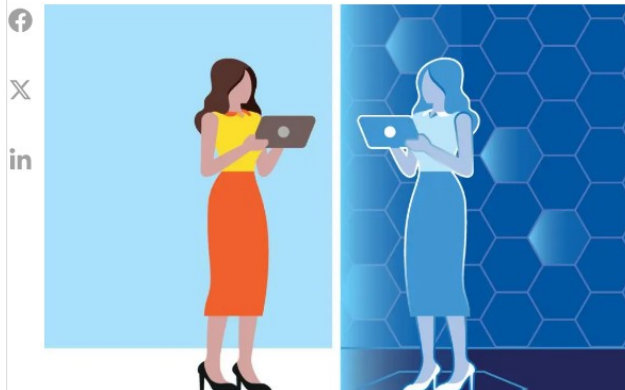
Jodie Cook Senior Contributor @

Jodie Cook covers ChatGPT prompts & AI for coaches and entrepreneurs.

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Jun 18, 2024, 08:00am EDT



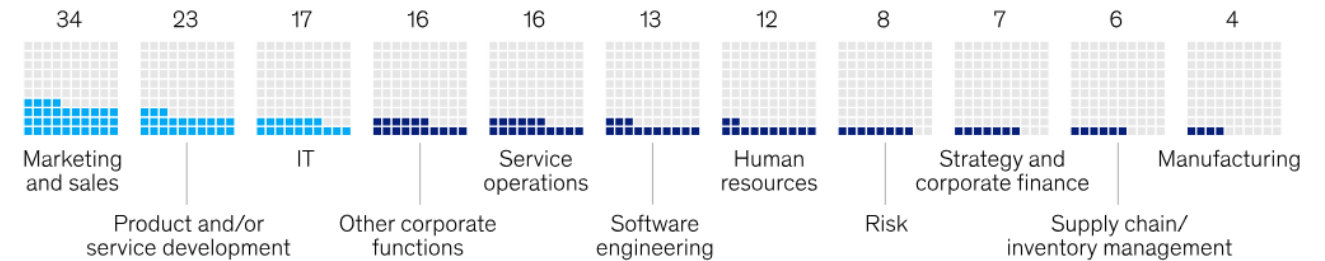
Need for Partnering



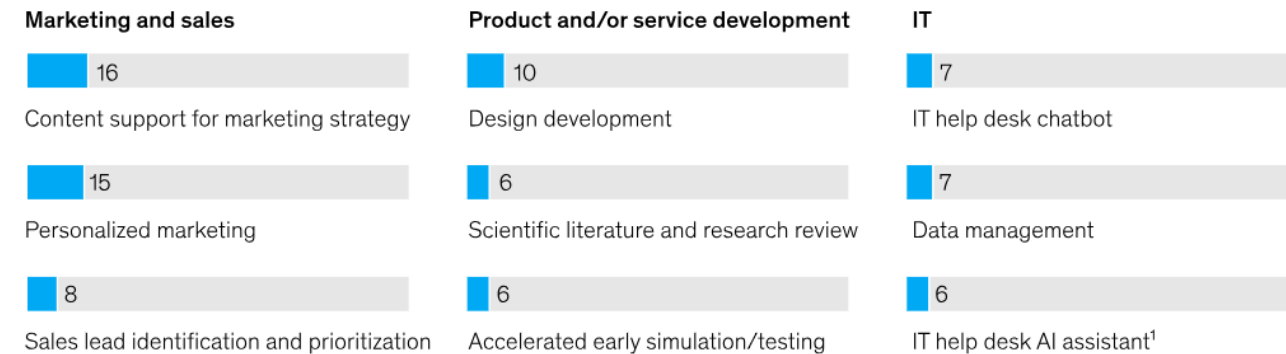
Marketing In the lead

Respondents most often report generative AI adoption in their marketing- and-sales, product- and service-development, and IT functions.

Respondents' organizations regularly using generative AI (gen AI), by function, % of respondents



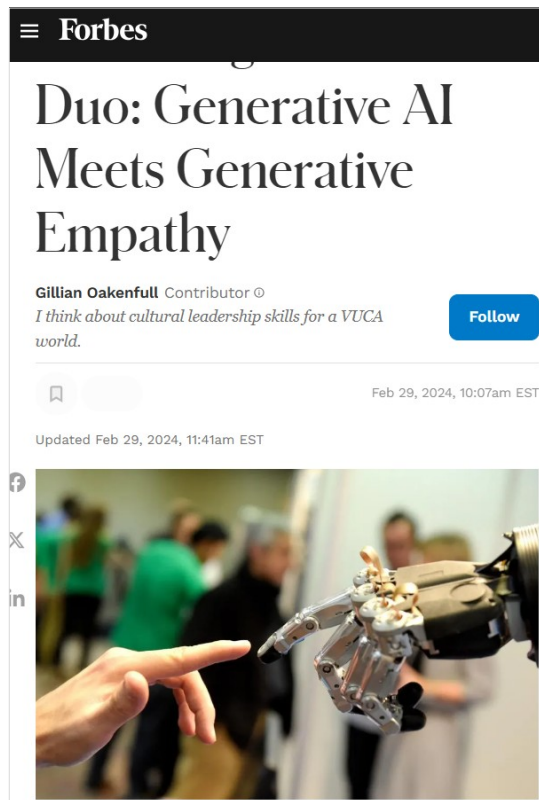
Most commonly reported gen AI use cases within function, % of respondents



¹Eg, providing real-time assistance and script suggestions to help desk employees during human-to-human conversations.
Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

McKinsey & Company

CMO driving Humanized Growth



MAC
VIRTUAL TRY-ON

Humanizing Growth

