



Humanized Growth in the era of AI

Unlocking Business Value & Societal Impact

2025: AI's Pivotal Moment

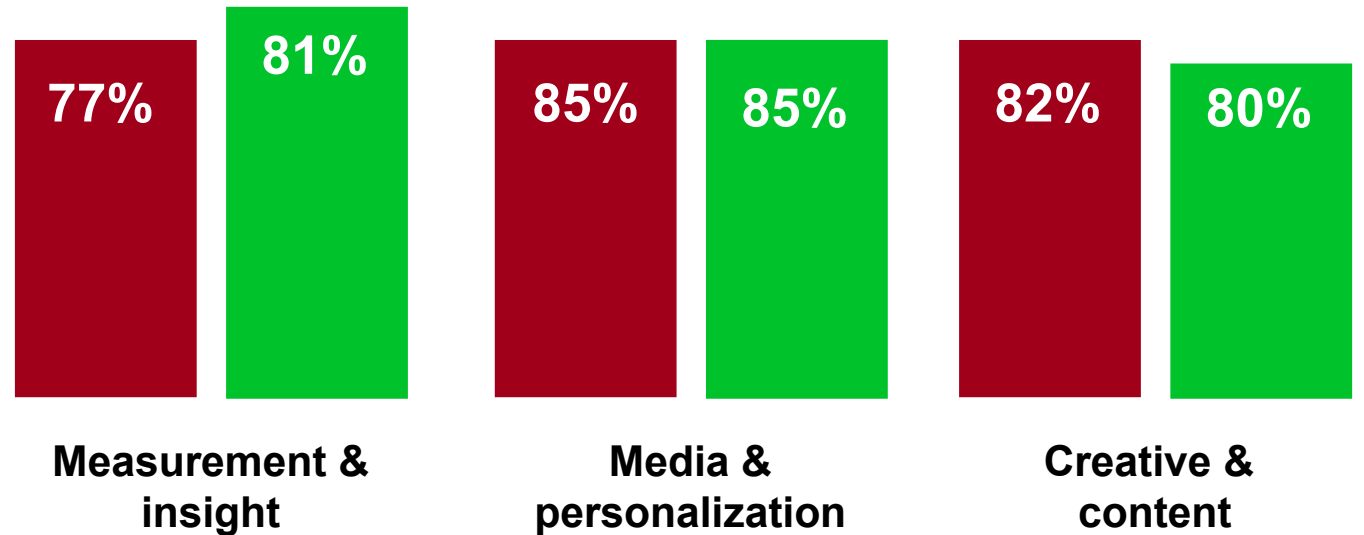
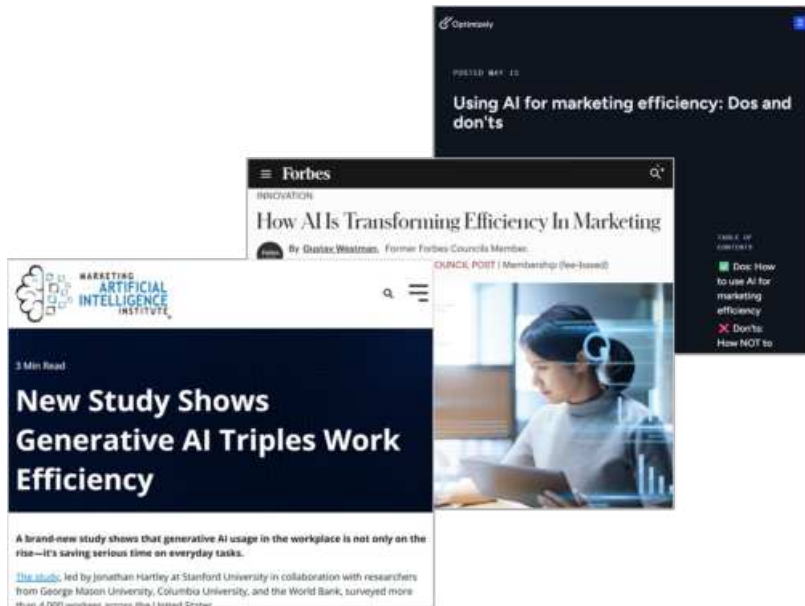
2023
Discovery

2024
Experimentation

2025
Adoption



The new reality: AI efficiency is table stakes



AI will help your business drive competitive advantage in...

Winning with AI: Business Growth

51%

76%

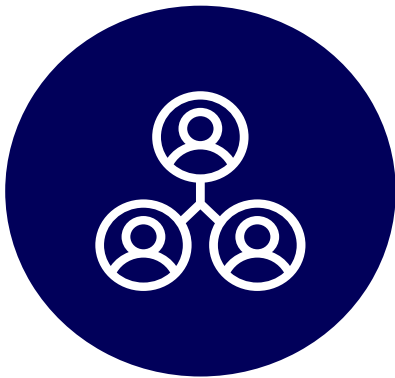
Today, in our company, we use AI to drive **business growth**.



© L'Oréal Paris

n=253, IRG HGAI Study 2025

Humanized Growth: AI powers value for all



Colleagues



Customers



Community



Capital Markets

Create
Real

We invite
Cola artw
and GPT.
Start crea
be featur
billboards. A select number of artists
will also be invited to participate in the
Real Magic Creative Academy.

AI Value Creation for Customers

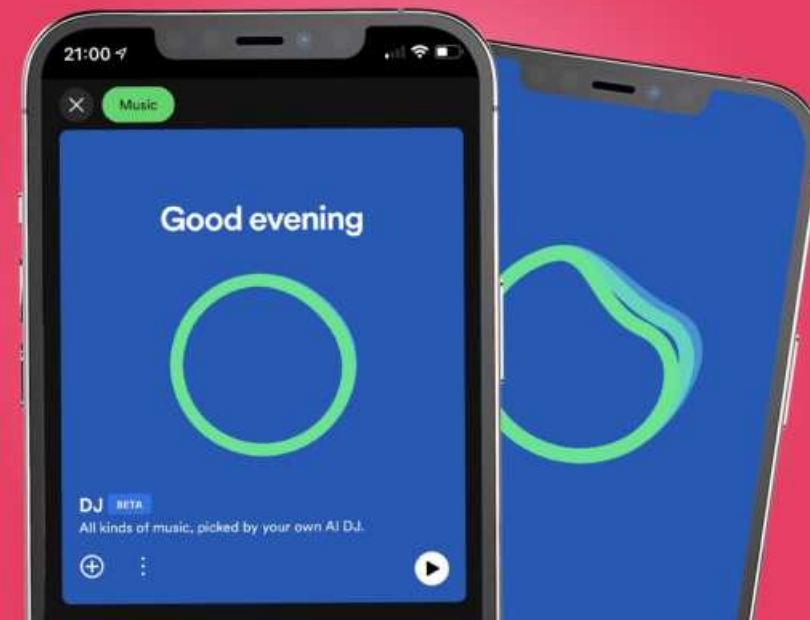
Create



The world's first smart diaper sizing tool



duolingo



AI Value Creation for Colleagues

100

122

Colleagues Value



AI Value Creation for the Community



SUNCORP



100

118

Community Value

AI Value Creation for the Capital Markets

100

105

Capital Markets
Value



Stakeholders

Customers

Community

Capital Markets

Mondelez
International
SNACKING MADE RIGHT

Mondelez
International
SNACKING MADE RIGHT

**SPECIAL
PROMO**



CMOs as
change agents

We can buy this visual if
that's what they mean

Empowering Team, Unlocking Collaboration

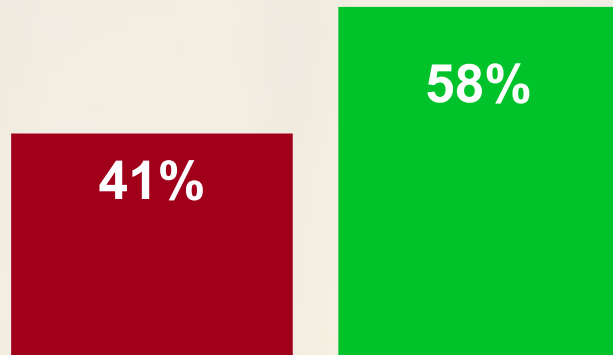
66%

78%

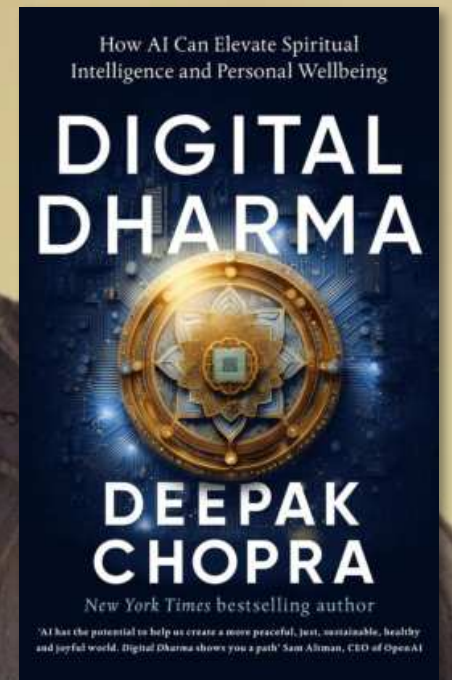
Partner with HR

To drive effective AI adoption, Marketings will
need to partner with...

CMOs Must Embrace AI *Personally*



**I use AI to increase
my personal wellbeing**



Your Mandate in the era of AI

1. Focus on **Business Growth**
2. Build **AI Capability**
3. Personally **Lead by Example**

Humanized Growth

Your Mandate in the era of AI

Focus on
Business Growth

Build
AI Capability

Personally
Lead by Example



Join the Movement



AI powered Brand Growth

Identifying White Spaces



Driving new Brand Consumption

MEET ELLI

Our Virtual AI Concierge "Elli" is our in-house master mixologist and your go-to guide for all things Seedlip, cocktails, and gift ideas.

Start chatting with Elli now to unlock a world of non-alcoholic possibilities.

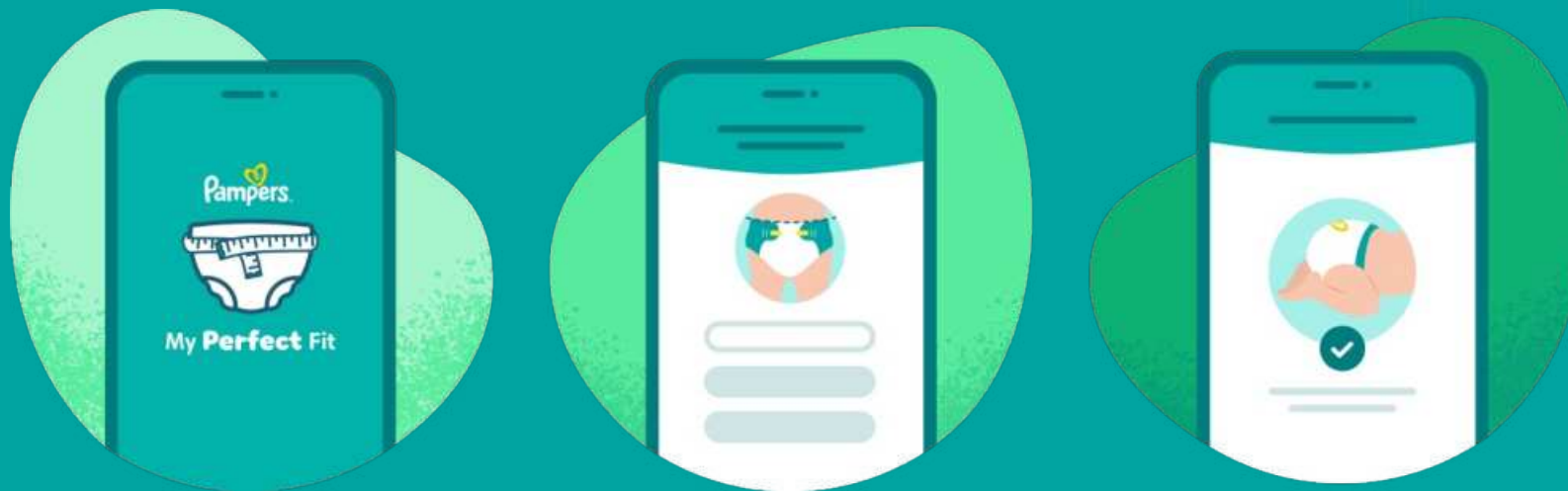
SAY HELLO



I'M HERE TO HELP WITH

Improving Brand Experience

The world's first smart diaper sizing tool



Expanding Brand Solutions

**H&R
BLOCK®**

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." prompt with the text "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", followed by "Date of birth" (MM/DD/YYYY) and "Marital status" (Choose). There are also checkboxes for "This return is for a taxpayer who passed away." and "I'm legally blind or disabled." A green "Next >" button is at the bottom right.

The right sidebar is titled "AI Tax Assist" and features a "Meet AI Tax Assist" section with three bullet points: "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 "Pick an example or ask a question" section with two icons (a graduation cap and a question mark) and a text input field labeled "Ask a question".

Driving Brand Innovation



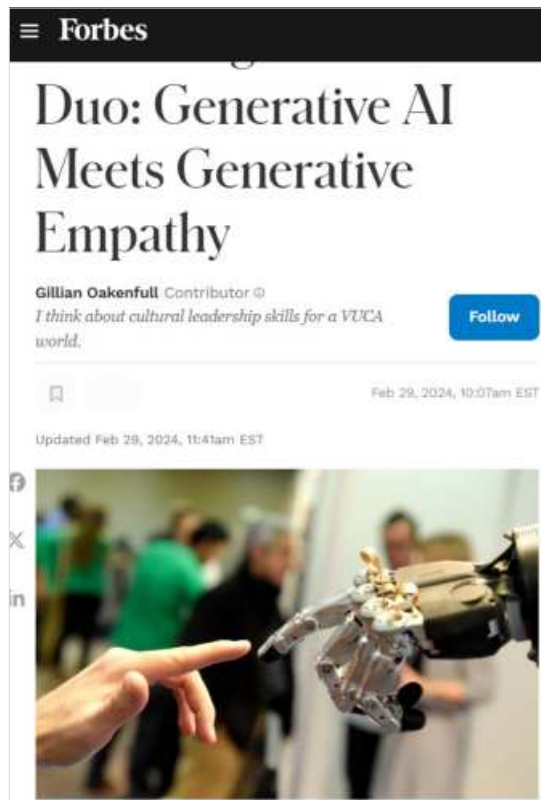
Y3000

LIMITED EDITION FLAVOR
TASTE THE FUTURE

Co-Created with AI



Empathy at scale

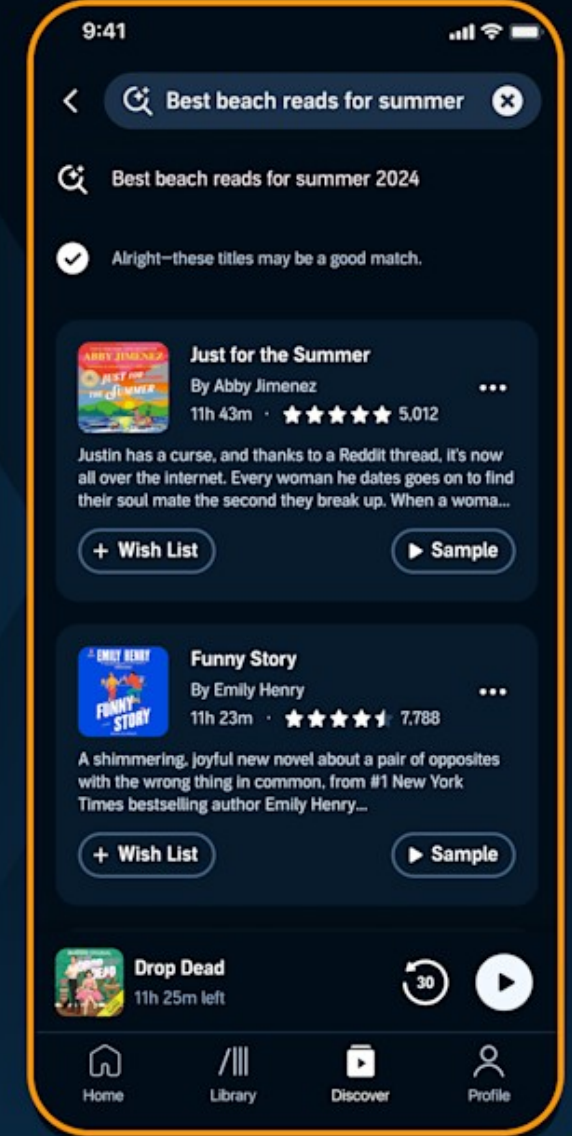
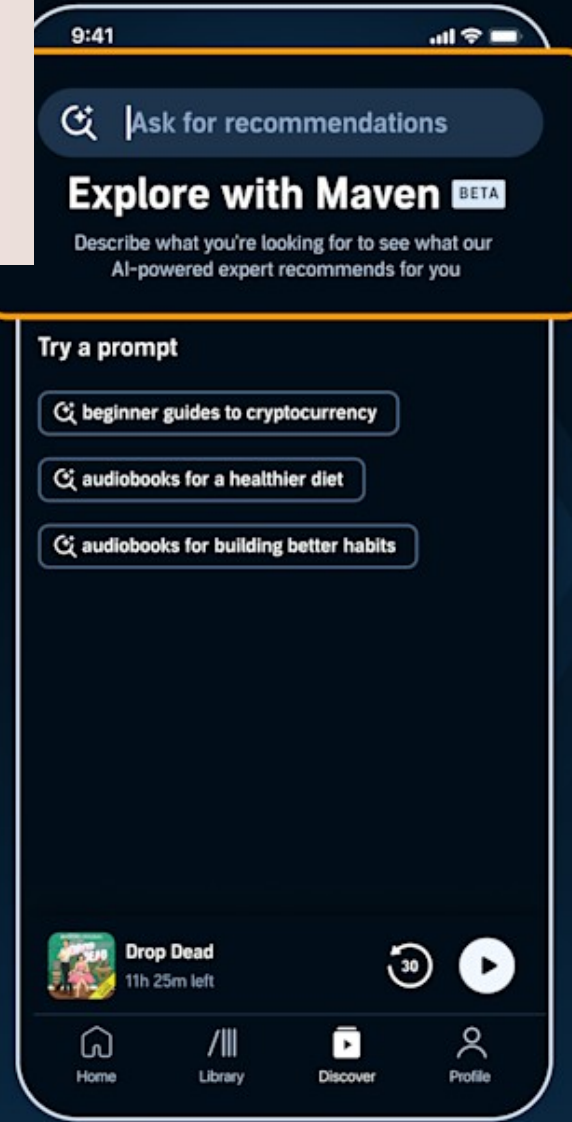


MAC
VIRTUAL TRY-ON

Creative development



Content Recommendation



Interviewee	Case study
Marissa Jarrat, 7-Eleven	GenAI built into their insights platform to analyze responses from their customer research panel at mass scale to quickly understand problems customers are trying to solve with on-the-go snacking
Antonio Lucio, HP	Programmatic media buying for over a decade, leading to more efficient allocation of their advertising budget and better targeting of their desired audiences, ultimately driving a higher return on investment and business growth
Chris Brandt, Chipotle	AI with cameras in their restaurants to monitor staffing levels at peak times. This allows them to ensure adequate staffing to handle customer demand, potentially improving customer satisfaction and reducing wait times, which can positively impact sales and growth.
Johan Halli, Lindex	An internal AI tool that employees in stores can ask questions about various topics, from visual merchandising to customer policies. By providing quick access to information, this tool can empower employees to better serve customers, potentially leading to increased sales and customer loyalty, thus driving growth.
Brad Audet, Mazda	AI-powered "brains" for brand and audience data. This allows them to create synthetic audiences, evaluate hypotheses, and conduct simple research quickly, helping them understand market gaps and react effectively.
Sean Summers, MercadoLibre	For the optimization of text advertising, such as Google Adwords, SMS, and push notifications. This has led to significant improvements, like a 10% increase in open rates for emails and push notifications, and similar gains in conversion rates.
Jon Halverson, Mondelez	For creative concepting. By using AI in the early stages of campaign development, they can generate a wider range of ideas and potentially identify more impactful and engaging concepts that resonate with consumers and drive growth.
Taide Guajardo, P&G	Interest in the potential of Gen AI to automate the creation of accessible advertising, such as automatic subtitles and audio descriptions. By making their advertising more inclusive, they can reach a broader audience, enhance brand perception, and potentially drive growth
Renata Ferraio, SC Johnson	Using AI with their agency to create personas. Instead of traditional focus groups, they could ask these AI personas for feedback on creative ideas based on their defined backgrounds, potentially speeding up the creative development process and leading to more targeted and effective campaigns for growth.
Jiunn Shih, Zespri	AI generation for their mascots (Kiwi brothers) for social media content. This resulted in faster turnaround times and lower costs for creating visuals for their brand, allowing for more frequent and engaging social media content, which can enhance brand awareness and potentially drive sales growth.
Bolong Li, Audible	leverage AI for content recommendation and personalization, which helps customers find relevant content. This increased engagement and satisfaction can lead to higher usage, longer retention, and potentially drive subscriptions and overall growth