

Transcript

December 9, 2024, 4:02PM

● **Mariana Peneva | Institute for Real Growth** started transcription

M **Mariana Peneva | Institute for Real Growth** 0:03

Any questions for me before we start or should I start with my questions?

FR **Ferraiolo Pereira, Renata** 0:07

No, no. You can start with your questions and this is this is a study that you guys want to to release when.

M **Mariana Peneva | Institute for Real Growth** 0:15

So the idea is that it's releasing can.

So basically that is in June next year.

Yeah. Yeah, that's the year.

Well, my first question is actually quite broad and it's very much about the marketing function.

But how has marketing been leveraging AI to drive growth in your organization?

FR **Ferraiolo Pereira, Renata** 0:39

So just marketing in general.

M **Mariana Peneva | Institute for Real Growth** 0:44

Yeah, marketing in SA Johnson, yeah.

FR **Ferraiolo Pereira, Renata** 0:46

OK. OK. 'cause, I thought it was more like the the the research was more focused on AI.

Well, marketing is responsible for.

M **Mariana Peneva | Institute for Real Growth** 0:55

How marketing is sorry, how marketing is leveraging AI to drive.

Great. So it is.

FR Ferraiolo Pereira, Renata 1:00
OK.

M Mariana Peneva | Institute for Real Growth 1:00
You're right.

FR Ferraiolo Pereira, Renata 1:02
OK.

So frankly speaking, we're still in the very beginning of the journey. We are doing the bare minimum, I should say, on the use of AI at this point. A lot of the the reasons for that resides behind intellectual property and and and and still navigating the the best.

Way to leverage that in the day-to-day, of course.

The basic ones would be on content generation.

That's definitely, you know, like especially from an adopt.

An adapt perspective, it's not being used on a creative basis, but it's being used to deploy.

M Mariana Peneva | Institute for Real Growth 1:41
Mm hmm.

FR Ferraiolo Pereira, Renata 1:42

When when you wanna do it fast or when you like for example, we have several fragrances of the same type of products, then it's pretty easy to you know develop a a ray of assets after the big idea is completed, right.

So we use that we also use to provide some insights and ideas like you want to start a meeting and you're talking about let's write the briefing for.

Something right for a new product and you can leverage AI as that first start.

You know everyone is looking or staring at each other in the room, and how are we gonna call this?

You know, and then we can ask AI, you know, ChatGPT or any other, just to give you an insight as a trigger to get that sparkle of creativity going.

And then.

We of course use AI to provide some recommendations on on on write ups and taxes

and things like that, and then of it is of course refined, so it is.

I think it sparkles. Creativity.

It gets you that first push when you are stuck in writing something, but it needs a lot of refinement after that.

But for sure if it's used in the right way, gets the team going faster and also can be used for adopt and in some cases even adapt as well.

M **Mariana Peneva | Institute for Real Growth** 2:59

Yeah, yeah.

So you said that you're very much in the beginning of the journey.

FR **Ferraiolo Pereira, Renata** 3:04

Yes.

M **Mariana Peneva | Institute for Real Growth** 3:04

So what is? Why this is the case?

Like what is holding you back in a way, if anything.

FR **Ferraiolo Pereira, Renata** 3:12

I think it's first of all the maturity of our organization at LSB. Our organization is quite new.

And and we we have a lot of things going on.

So AI is part of the priorities, but we have other priorities that are coming ahead of that.

Two is definitely intellectual property. Making sure that you know we are part of this big SC Johnson Enterprise and that we we require.

M **Mariana Peneva | Institute for Real Growth** 3:39

Mm hmm. OK.

FR **Ferraiolo Pereira, Renata** 3:42

All the approvals from an enterprise perspective, so we wait for some of those approvals to come from the headquarter as well.

And I think those are the the, the, the two key things.

But as I said, you know the basic of the things we are using for creativity, for sparkle,

the creativity, as I said, to adopt and adapt of content.

This is this is definitely being used, I think where it hasn't replaced a single human yet, and I don't know if it will, but it does definitely simplify the work and and and help us jump through some milestones maybe or or move a little faster.

We also have some tasks going on with new products and development of new products going on and you know that is a little bit more confidential. But you know we use AI on that as well.

We've been using AI on testing some of insights and testing product with consumers as well, so.

M **Mariana Peneva | Institute for Real Growth** 4:45
Mm hmm mm hmm.

FR **Ferraiolo Pereira, Renata** 4:45
We've been using AI with the agency as well to do focus groups. We've created personas from an AI perspective and then sharing the content.

M **Mariana Peneva | Institute for Real Growth** 4:51
Yeah, yeah.

FR **Ferraiolo Pereira, Renata** 4:56
With those different personas and then get reactions, I think this is very interesting. You know, Ogilvie created those personas for a new briefing that we had and instead of having to do the focus groups, we actually asked those personas the feedback according to their background that they had.

M **Mariana Peneva | Institute for Real Growth** 5:09
Mm hmm.

FR **Ferraiolo Pereira, Renata** 5:12
On the creative idea. So that was quite interesting as well.

M **Mariana Peneva | Institute for Real Growth** 5:15
Yeah, yeah.
Oh, it does sound quite interesting.

Those how they call them.

Digital twins or something like that where you recreate the. Yeah, it sounds really cool.

FR Ferraiolo Pereira, Renata 5:21

Something like that. Yes, yes.

M Mariana Peneva | Institute for Real Growth 5:23

Yeah. OK.

And who do you see for yourself as leading marketing?

Who do you see as your, let's say, most important, important partner from the C-Suite?

So who are you working with on those things?

FR Ferraiolo Pereira, Renata 5:37

So we worked very close to BPT.

So for sure it's the the Chief, the chief technology officer. He is leading the AI contract.

He's leading.

We bring some ideas to him.

We work with the agencies.

The agencies come and present to us, but at the same time he works with Google if Microsoft or you know whoever he's partnering with from an AI perspective.

So definitely with BPT and and and, it's not just about who do we work with, but it's also the technologies that are required to take it.

Of AI as well, and then trainings and all that, right.

M Mariana Peneva | Institute for Real Growth 6:13

Mm hmm. Mm hmm. Mm hmm. Yep.

And do you feel you get enough support from the rest of the organization for the AI initiatives that you want to to drive or is it still at a very early stage?

FR Ferraiolo Pereira, Renata 6:25

We get support.

I mean, I think the most scared group is legal.

Legal is the most scared group for sure, and I think if there is anyone I I I hate the word slowing us down.

But if there is anyone that's slowing us down, it's definitely legal.

Not because they want, but because they they want to make sure that you know we don't get ourselves in trouble as an organization, right? So.

M Mariana Peneva | Institute for Real Growth 6:46

Yeah, of course. Yeah, yeah, yeah.

And what about what about, for example, the CEO?

And let's say the.

FR Ferraiolo Pereira, Renata 6:53

But our our CEO, the the which is the chairman and owner Fisk, he's all over AI.

He uses AI himself, even in meetings.

We've had a meeting where we were trying to work on.

As I said, you know, we were brainstorming some names for some pillars of strategy 2030, and he was the one who pulled his phone and said, hold on. Let me ask ChatGPT.

What ChatGPT would say here, and then sparkle the creativity.

So he's all over it.

He's using AI.

He's using AI on his films he's using.

But again, you know.

I think the we have internal ChatGPT like we created an internal ChatGPT because we're a private company. So we don't use external ChatGPT but we we have an internal one that maintains our privacy.

So he's all over it for sure.

M Mariana Peneva | Institute for Real Growth 7:41

OK. And if we think a little bit about?

The whole organization.

So we spoke about marketing. If we think about the organization, have you been involved in any AI initiatives that are not marketing specific but bit broader? I mean the development of the strategy with AI sounds one of them.

FR

Ferraiolo Pereira, Renata 7:56

No, what?

I what?

Yes. Yeah, I think that was one of them.

But what I will do in January, I my plan was to do now in December, but because of timelines I wasn't able to do that is I am bringing someone from outside.

Who is a professor but also has an AI firm that has been working with companies big companies on leveraging AI on Rdne product, supply finance. And so he's gonna come in and he's going to do a full day of case studies.

Showing us how AI is being used in all those other areas that are not so intuitive to us. And then after that, after doing the the after him presenting the the showcases or the business cases.

We will then have a creative session on how we can use AI beyond marketing and beyond content and beyond creativity. That's going to happen in January.

Hasn't happened yet. As I told you, we are using a product new product development.

So our DNA is using not so involved on that one at this point because it's been done at the core.

But I know we're using that as well.

M

Mariana Peneva | Institute for Real Growth 9:06

Yeah. Yeah. OK. Well, sounds very interesting.

And where?

Where do you like? If we think about the future, let's say five years from now, from your experience. What?

You've seen what you've read the way that you have experienced AI so far.

What do you think will be some of the biggest opportunities for growth for companies?

FR

Ferraiolo Pereira, Renata 9:29

I think one of the possibilities could be, you know, like we we have an abundance amount of data and there's no human possible possible human that can use all the data that is available.

That is for sure, one of the areas that I hope it helps us with output faster outputs

that simplify the work of humans on doing business analysis and and creating.

Some of the potential variables or potential some of the create the the.

The questions that the right questions that we should ask cause business is all about, you know, looking at the data and then asking the right questions. So we can look for the solve right or we can leverage the opportunity. And so hopefully AI helps us with and I.

Some companies that are ahead of us are doing that already, you know, using AI to summarize all those data points and then coming up with the hypothesis that's going to drive more business sales for sure.

M

Mariana Peneva | Institute for Real Growth 10:25

Yeah, it's very interesting.

You and you also mentioned something about product development.

Do you see that? They I will take a bigger role there or.

FR

Ferraiolo Pereira, Renata 10:35

I think AI can definitely summarize the consumer insights, but also I can also predict in my point of view what the product will look like.

The benefits and the claims that this product could have to consumers and I think that it could anticipate some of what's going to happen maybe in the marketplace when this product launches, gathering the data of what's available in the marketplace, maybe maybe that's a a prediction instead of.

Us trying to do me as to figure out how this product is going to solve sell.

Maybe I can do that for us.

M

Mariana Peneva | Institute for Real Growth 11:03

Yeah, yeah, I can help with, OK.

But then, of course, we talk a lot about humanized growth and for us the let's say the the human approach to business is very important.

And when we talk about AI, how do you see that tension or balance I should say, in a way, what are the biggest risks that needs to be managed when it comes to humanized growth in AI?

But also, what are the biggest opportunities that you would see?

FR

Ferraiolo Pereira, Renata 11:28

Yeah. So I I still think that's, you know, like everything that AI does. It still needs humans, you know it.

It's human will still be connected to that.

Still needs to look into that.

It still needs to make sure it's authentic.

I think AI is fantastic, but it's it doesn't make it authentic, so you have to take that approach to make it to humanize the AI information and make it the best way.

I also feel that the world is also moving into a lot of experiential events.

Friends that are growing are tapping into culture and tapping into experiential events, and AI cannot replace that.

Yes, AI can produce a CTV can produce ATV spot, right? But AI cannot replace a face to face human event.

And I think that's going to be the biggest trend that that will continue for me in the in the fiscal year two comes is like people going more into events, collaborations.

M Mariana Peneva | Institute for Real Growth 12:14

Mm hmm.

FR Ferraiolo Pereira, Renata 12:24

101 and and big part opportunities for brands to be part of sports to be part of culture, to be part of, you know like just happen at Art Basel.

M Mariana Peneva | Institute for Real Growth 12:31

Mm hmm. Mm hmm mm hmm.

FR Ferraiolo Pereira, Renata 12:33

You know several brands activating at our bed AI can help the creation of that. The AI won't.

Replace the day of the event won't replace the humanization of the event, right?

We just did one where we asked, we did live Amazon sales and we used AI and to create the content and all that.

But then after that there was a branch and that branch was the. You know where we had a lot of interaction with consumers. We had interaction with the influencers, the customers. I don't think AI is going to replace that.

M

Mariana Peneva | Institute for Real Growth 13:05

Yeah. Yeah, very good. Yeah. OK.

Well.

So you know more or less what we're exploring now based on the questions I asked.

How do you see the role of marketing in this AI transformation?

So what do you think? Is the role that marketers should take, but also what it is that marketing can bring to the table for the AI transformation?

FR

Ferraiolo Pereira, Renata 13:32

I think, well, the role of marketing is I think a we have to continue to focus on the consumer.

We have to ensure that despite all the technology and everything else that the consumers where everything starts in the center right and what we're trying to do is trying to solve a problem to the consumer, right.

So the two most important things in a marketing journey is.

Who is your target audience, right.

I mean, which AI can help you define that when you're buying media but not defining who is the human we're trying to buy, you know?

Talk to and then what the problem that we're trying to solve.

So I think marketing still has a big role in defining that piece and and making sure that it's it's chosen in a very human way.

And.

Again, and I also marketing is all about networking.

Marketing is all about humans making you know, like as we say in our, in our business, brands don't change the world humans do.

So AI doesn't change the world, humans do.

So you can do anything you want with AI, but at the end of the day, this world is this too populated with humans, and if humans don't have the right action and don't do the right thing, the world won't change.

M

Mariana Peneva | Institute for Real Growth 14:55

Yeah. Yeah, very interesting. Yeah.

And this is also marketing in a way helping the rest of the organization in terms of the AI adoption.

And you did give the example for January when you are inviting someone from the outside to talk about what's possible.

FR Ferraiolo Pereira, Renata 15:07

Oh no.

Yeah, but I have a president role route, right?

So I'm I'm.

You know, I have a CMO reporting to me.

So my role here is also to open up for for the whole organization.

M Mariana Peneva | Institute for Real Growth 15:21

Mm hmm mm hmm.

FR Ferraiolo Pereira, Renata 15:23

I don't know if marketing. I think marketing sometimes can be very resistant.

M Mariana Peneva | Institute for Real Growth 15:29

You mean?

FR Ferraiolo Pereira, Renata 15:29

I think they.

I think they, I think marketing could be afraid of losing creativity and losing control with AI.

So I think especially when we have an internal creative agency, I can feel that the creative agency can use to a certain extent.

Marketing can use to a certain extent, but market shares tend to be the ones who wanna do everything and they want to touch everything and they want to.

So they I can see that.

I don't think they will start.

I think other areas can can can be more pragmatic when starting it.

So I think business analytic can be more pragmatic.

Consumer insights can be more pragmatic.

Product supply can be more pragmatic. The market shares can be.

M Mariana Peneva | Institute for Real Growth 16:19

Mm hmm. Mm hmm. Mm hmm. Yeah.

Interesting point. Yeah. Yeah, yeah.

FR Ferraiolo Pereira, Renata 16:24

There's, there's a lot of creativity in marketing, so they're probably going to, in some case, they want even to create over ChatGPT or to create over AI and develop even more on AI.

So I think the other areas are more straight to the point.

M Mariana Peneva | Institute for Real Growth 16:40

Mm hmm. Mm hmm. Mm hmm. Mm hmm. Mm hmm. OK OK.

Well, so now that you know the topic of the study.

So if we are, let's say, if we were presenting in in Junin Khan and we're sharing the learnings, what are some of the things that you hope to get out of it? So some of the things that you hope we touch upon and we're going to talk about.

That are relevant to the to the marketing community.

FR Ferraiolo Pereira, Renata 17:07

I think business examples.

I think everyone is a little tired of AI. The word AI and and more interested in user cases.

How is AI being used and how is it driving business?

How is it simplifying folks?

You know, folks lives. And what's the real benefit of AI on a day-to-day basis?

M Mariana Peneva | Institute for Real Growth 17:25

Mm hmm. Mm hmm mm hmm.

FR Ferraiolo Pereira, Renata 17:26

And then the other thing is like if if companies are which many are ahead of us, have they, how have they structured themselves and who are their partners?

We've we've chosen Microsoft at this point, but who? You know? What is? It would be great to say, OK, this company chose.

Microsoft this one chose Google.

This will chose whatever meta and and then who is who is doing what right? And what are the benefits of each of them?

M **Mariana Peneva | Institute for Real Growth** 17:54

Mm hmm mm hmm. So much more on the how rather than the. Conception thing. Yeah, yeah, yeah.

FR **Ferraiolo Pereira, Renata** 18:01

I think everyone is a little bit exhausted about the conceptual right. Aii OK, great. We got it. We all need to use AI, but help us here, right?

M **Mariana Peneva | Institute for Real Growth** 18:09

Yeah, yeah.

FR **Ferraiolo Pereira, Renata** 18:09

Specially if you're a midsize company.

M **Mariana Peneva | Institute for Real Growth** 18:13

And how do you personally? How do you stay on top of all the developments? Like, how do you keep up with everything happening?

FR **Ferraiolo Pereira, Renata** 18:22

I don't know even if I'm on top of it. Honestly, I try as much as possible to. Be in conferences and read and and talk to friends about it and understand you know. But I don't think I'm on top of it. I'm sure there are other folks way ahead of me and I'm I've maybe I'm just trying to stay informed. It's probably and do the best I can to to bring more information to my company and try to to. Try to do what's feasible. What's possible within the budget? Within the limitations of systems that we have, you know we've been a private company and all that, so.

M Mariana Peneva | Institute for Real Growth 19:02

Mm hmm. Mm hmm. Mm hmm. OK, good. Is there anything else that you think it's important for us to consider in that study?

But I didn't ask you about yet.

Any other opportunity challenge, yeah.

FR Ferraiolo Pereira, Renata 19:11

I think it's make sure that when you guys do the study, you think about small, mid and large size corporations, right?

What PNG does in AI? Only PNG can do.

They are the only ones who have the budgets that they have.

M Mariana Peneva | Institute for Real Growth 19:29

Mm hmm, that's interesting one. Yeah. Yeah, yeah.

Yeah, definitely.

Yeah. OK.

Good. Anything else?

FR Ferraiolo Pereira, Renata 19:41

That's pretty much it.

You know I don't.

I.

I don't think I'm farther enough on the journey to help you. More than that.

Everything else that I would say, I would just be repeating myself.

M Mariana Peneva | Institute for Real Growth 19:49

Thank you.

Yeah. No, that was very helpful actually to get your perspective.

I think that was really very helpful.

And yeah, well, thanks a lot, Renata. And we'll be in touch, that's for sure and.

FR Ferraiolo Pereira, Renata 20:01

Looking forward to seeing the the report to help us for sure.

M **Mariana Peneva | Institute for Real Growth** 20:03

Yeah, yeah.

Great. Well, have a lovely day and thanks again for your time.

FR **Ferraiolo Pereira, Renata** 20:10

Thank you very much, Mariana.

FR **Ferraiolo Pereira, Renata** 20:11

Nice to meet you. Bye.

M **Mariana Peneva | Institute for Real Growth** 20:12

Hi.

● **Mariana Peneva | Institute for Real Growth** stopped transcription