Capability Curve: GenAI for marketing: Fear or FOMO

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# 150,000,000

Real conversations with real people every year

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Macroeconomic Context

Volatility x Internet adoption

World Uncertainty Index vs. global internet penetration

https://worlduncertaintyindex.com
(Text-mining of Economist Intelligence Unit country reports for 143 countries; GDP weighted)

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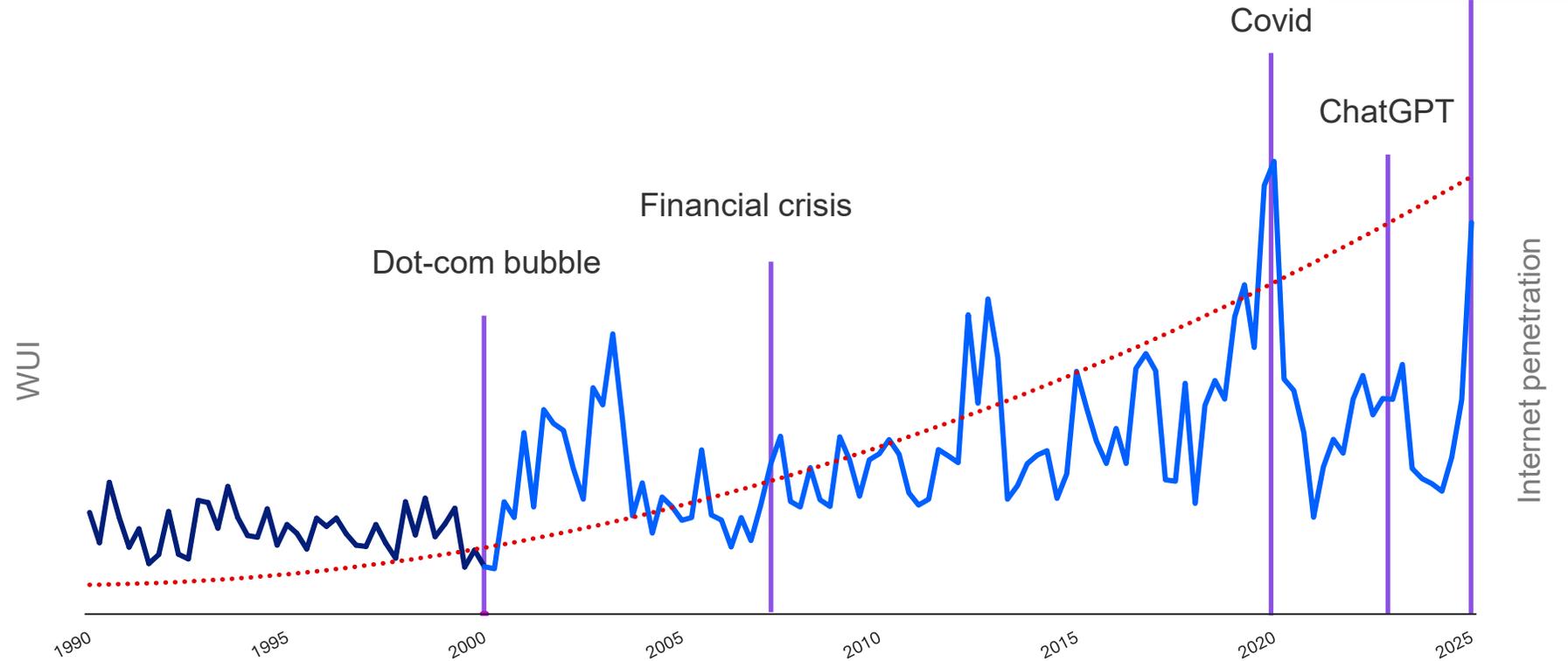
68%
of marketers
are positive about Gen AI

GenAI is dominating the latest conversations in marketing

but we are yet to see how this links to capability building and the ways in which the marketing function has and will continue to evolve.
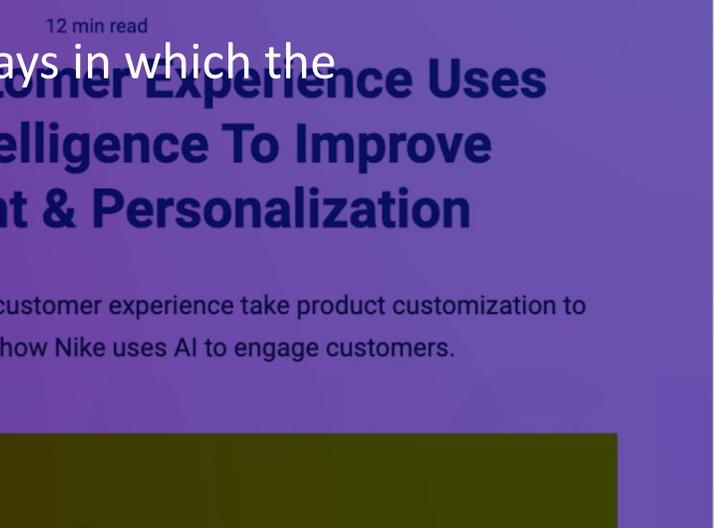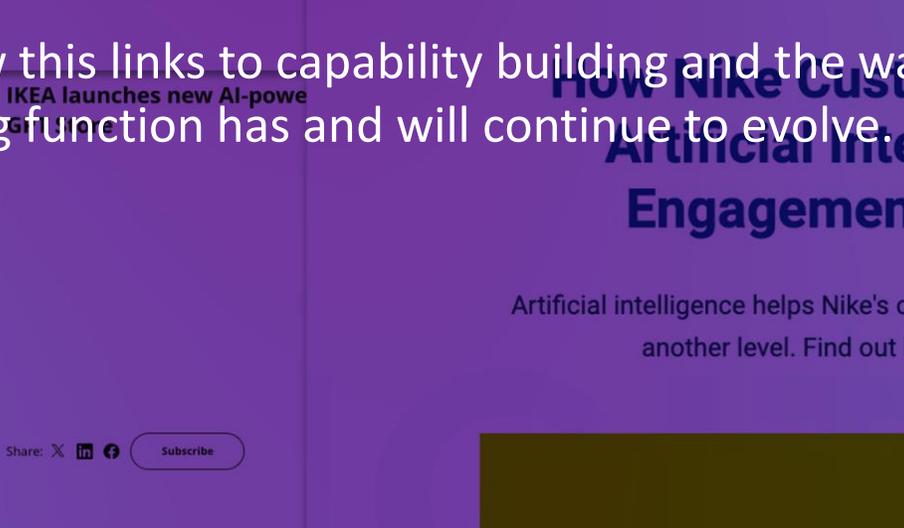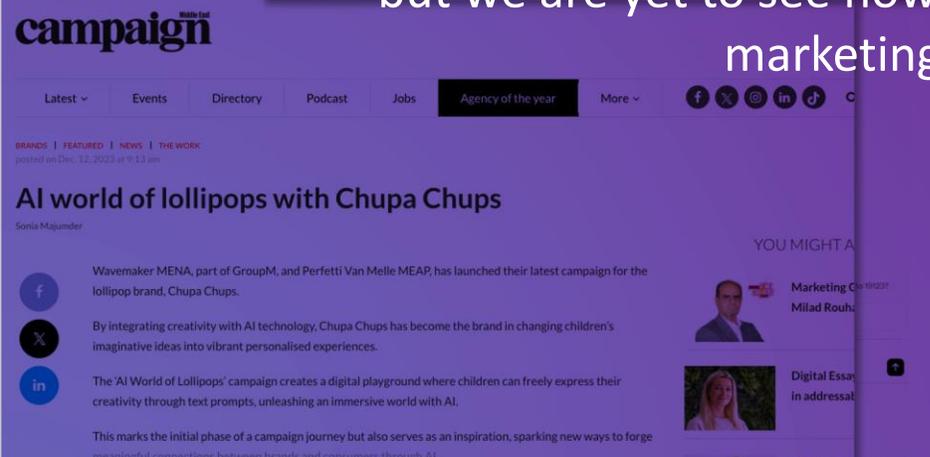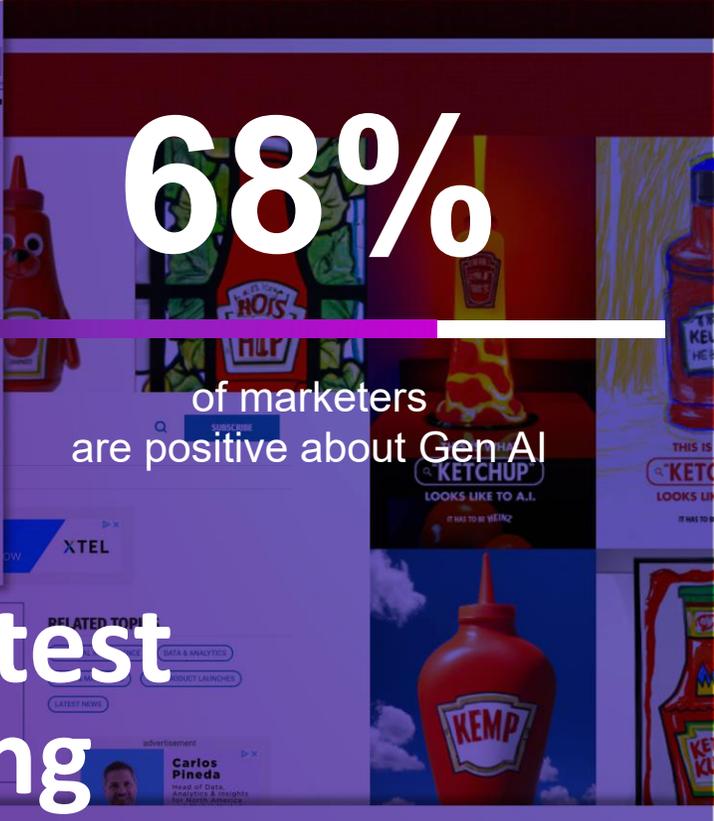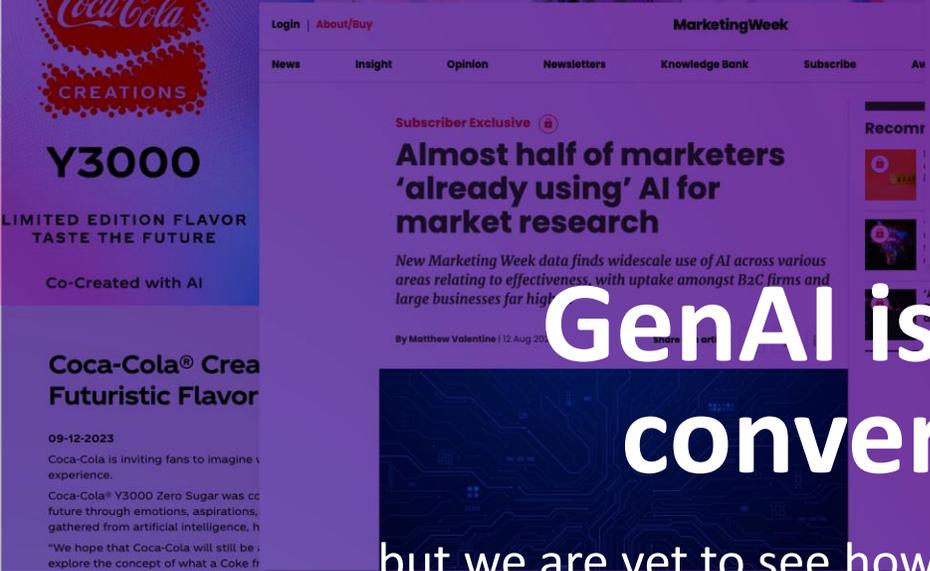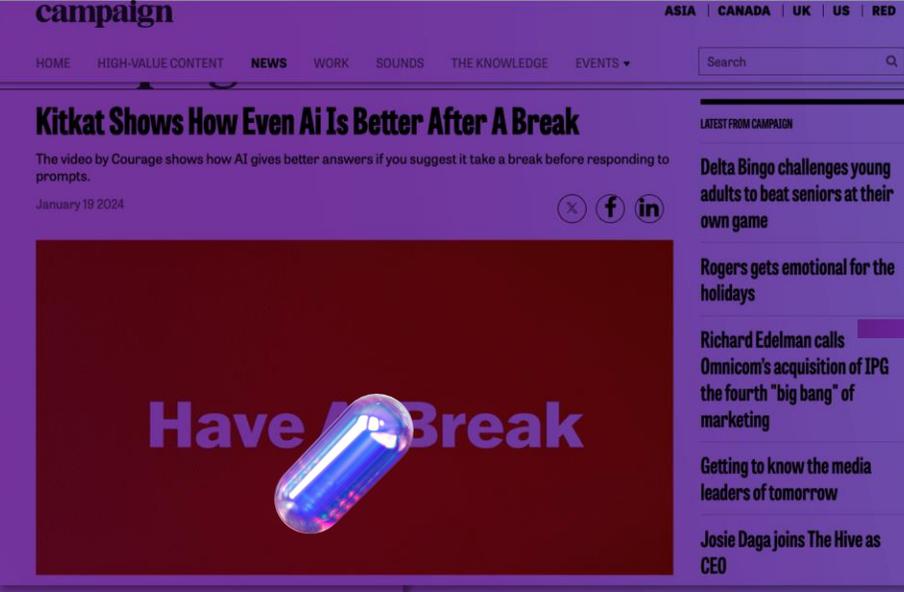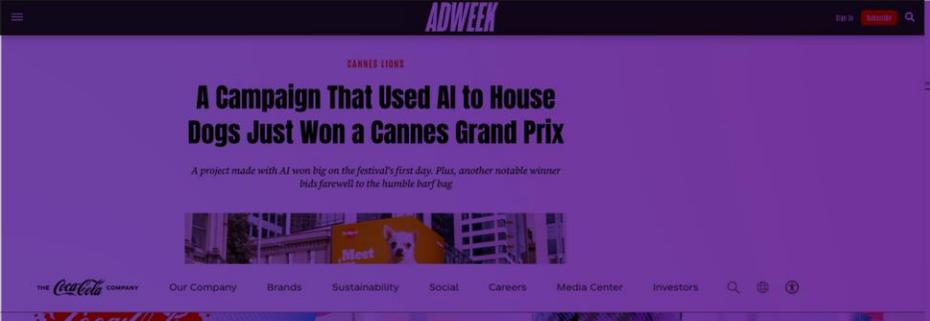
That's why we have interviewed 50+ Marketing & Capability Leads around the world

*The question is no longer if GenAI will impact marketing, but **how much** and **how ready we are***
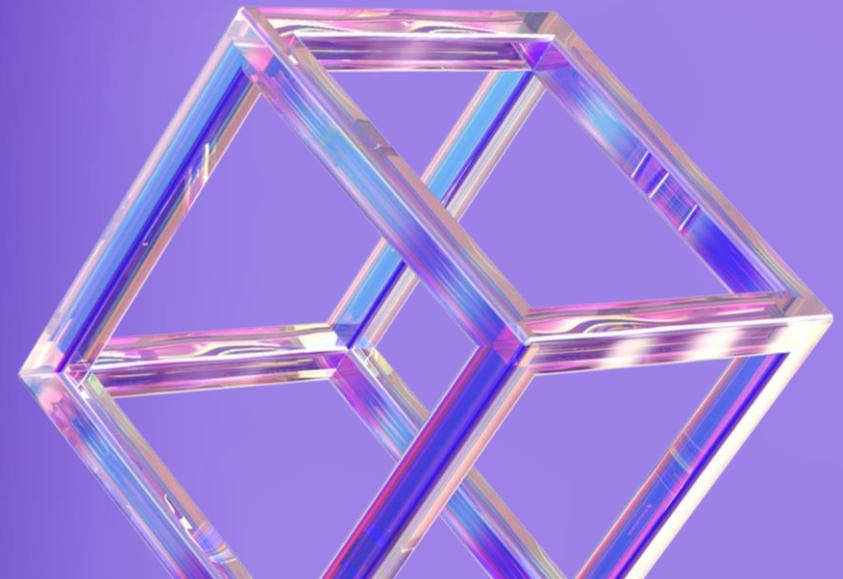
5.3

GenAI's Current Impact on Marketing

Early-stage adoption; potential is huge, but companies are still exploring its use

4.9

Internal Readiness for GenAI in Marketing

Held back by lack of training and high tool costs; education and investment are critical to stay competitive

9.0
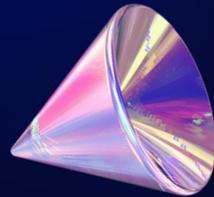
The Future of GenAI in Marketing

GenAI will transform marketing by boosting human skills and making processes smoother; early adoption is crucial

5.3

External Partner Readiness for GenAI in Marketing

Resistance to change and mismatch between promises and real GenAI adoption hinder progress

We identified 5 key challenges of GenAI adoption

1.
Limited Understanding

2.
Ethics and Compliance

3.
Data Management and Oversight

4.
Lack of Capability

5.
Organisational Readiness

Growth Accelerator:
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Key question to answer:
How to defend our market leading position?

EXPLORE
How to convert your momentum within category

AI agents

CONTINUE:
Redefine the business you think you are in

EXPLORE:
Focus on category needs

EXPLORE:
How to reinvigorate your core

Kantar Link+

Higher

Lower

Future Power

Lower   Penetration   Higher

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Kantar's AI evolution keeping pace with technological development

MACHINE LEARNING   **DEEP LEARNING**   **GENERATIVE AI**

1983	1990s	2013	2018	2019	2020	2021	2022	2023	NOW

Multivariate statistics

Machine Learning precursor is deployed by Millward Brown (Kantar legacy brand).

Algorithmic forecasting

Regressions, classification algorithms and various computerised forecasting techniques are adopted.

Machine Learning – at scale

Machine learning models including neural networks run through our proprietary MDS framework as well as ad-hoc Brand Strategy engagements.

TextAI

Bespoke AI solutions to measure and diagnose brand performance, identify trends / innovation spaces, etc.

LINK AI

AI-based end-to-end automated video analytics to quickly and simultaneously test large volumes of TV advertising creatives.

TrendAI

AI enabled analysis of brand tracker data over time to enable more accurate diagnosis and prediction.

HamiltonAI

AI based 'always-on' marketing ROI assessments and optimisation.

GenAI exploration

Early-stage R&D exploring use cases of GenAI in consumer insights.

GenAI implementation

First GenAI solutions launched to accelerate insights internally and with our clients.

Strong AI Capability Foundation

We have built a strong AI backbone and are well equipped to embrace the next phase of the AI revolution.

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Kantar's Differentiation

Gen AI will provide language understanding and reasoning/planning while Kantar's value add is on our proprietary data, models, or conceptual frameworks

Three (3) parts of the ecosystem

Users		Gen AI Agents		Specialized Skills
	Request → ← Response		→ ←	

Issues a request to the AI Agent

Need to manage the **behavioral change** required to make users **effective and efficient** in their queries

Interpret the request and relates it to available skills

This is DONE. It exists. It needs to be secured.

This is the **real differentiator**

Leverage **data, IP & Frameworks and validation** to run analytic protocol to respond to the request

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# Kantar's AI solutions for creative measurement at scale
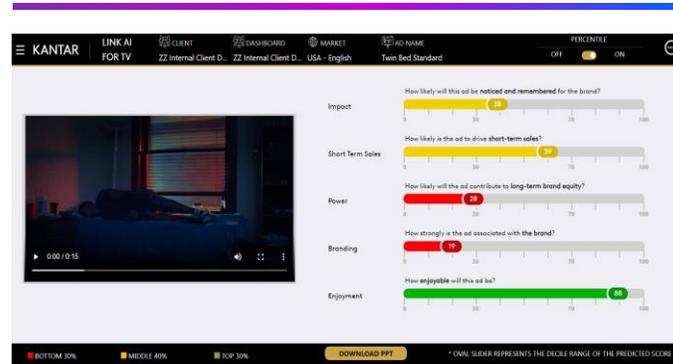
LINK AI for TV

LINK AI for TV + Analyzer Module
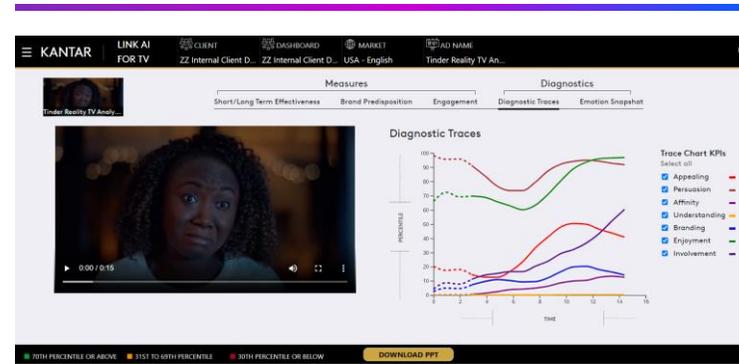
LINK AI for Digital
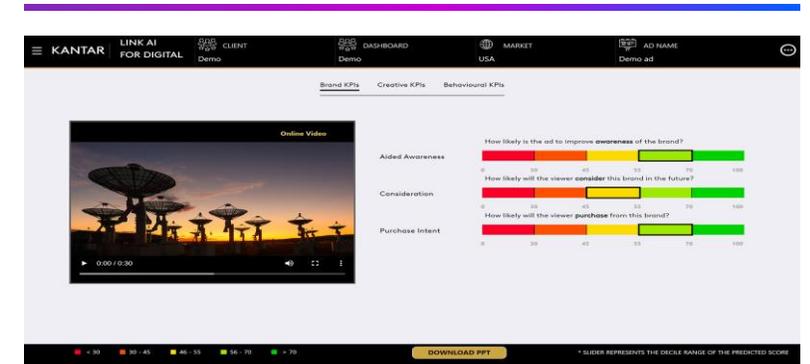
LINK AI is built on **LINK**, the world's largest normative advertising database which consists of:

230K+ TESTS	35M+ HUMAN INTERACTIONS	PERPETUALLY UPDATED MODELS

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How it works

With best-in-class AI and ML technology, our AI solutions deliver results you can count on.

For any new ad:

- Our AI tools systematically decomposes each ad into a sequence of frames

- The machine extracts up to 20,000 features from the video file using AI video processors

- Inputs them into machine-learning models trained on the Link database

- Predicts the ad's percentile score on creative effectiveness metrics

Kantar's AI-driven process and machine learning to predict ad effectiveness in 15 minutes and without surveys

Upload video file for new ad	Decompose by time	AI analyses ad to extract features	Ad features collated into dataset	Dataset input into machine-learning model	Model predicts ad performance

AI analyses ad to extract features

Things you can see:
- Image
- OCR [1]

Things you can hear:
- Audio
- Transcript

Ad features collated into dataset

Var. 1
Var. 2
Var. 3
Var. 4
Var. 5
Var. 6
Var. 7
Var. X

Dataset input into machine-learning model

Features for new ad are input into algorithms trained by machine learning on the Link database

Model predicts ad performance

Sample Output for New Ad

KPI	Impact Score
Market	Germany
Channel	TV
Percentile Score *(out of 100)*	**88**

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LINK AI provides the highest level of confidence
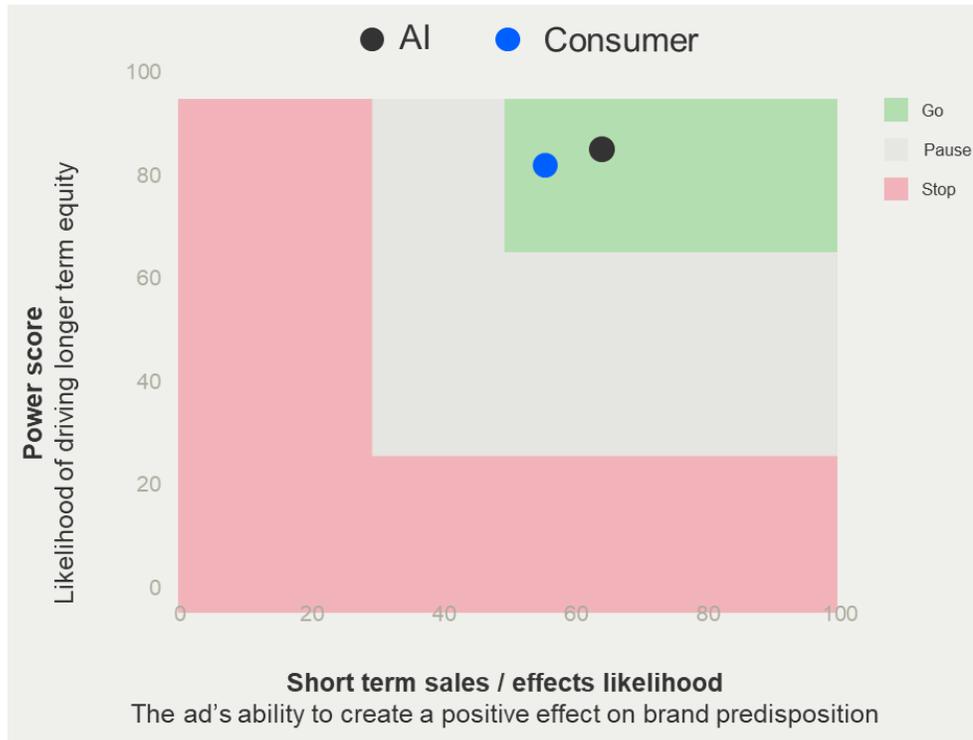
| KPI	Branding	Enjoyment	Persuasion
Correlation	0.90	0.95	0.96
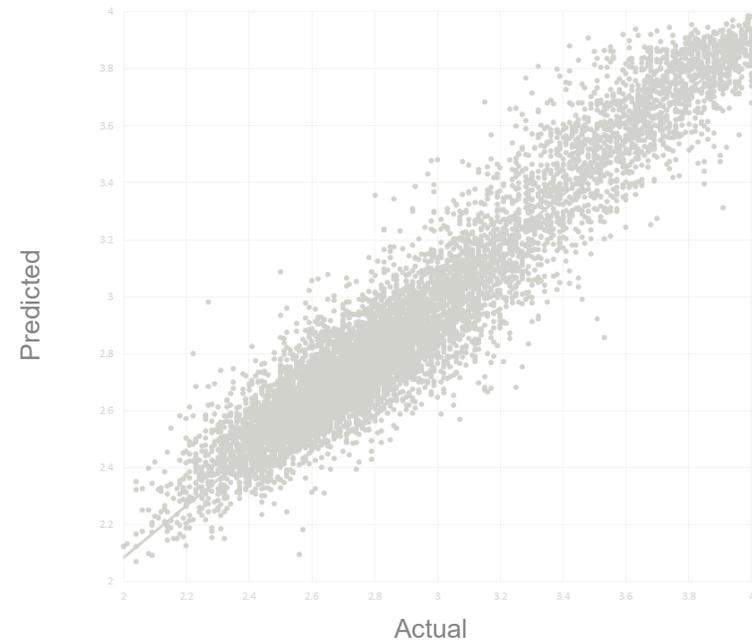
How LINK AI complements CreativeX

We have conducted 2 parallel tests which showcase how we can help elevate performance alongside creative

Parallel Test No1 (CPG Client 20 tests)
Whilst a good connection between predicted LINK AI Impact and CreativeX scores, nearly half of compliant ads fall short on creative effectiveness performance
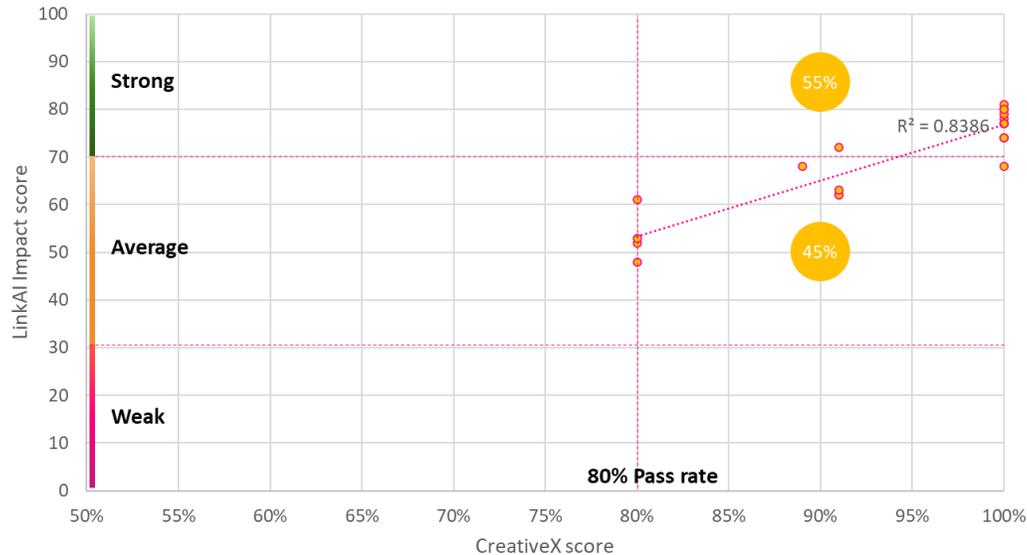
Parallel Test No2 (F&B Client 30 tests)
Whilst a good connection between predicted LINK AI impact and CreativeX scores, 20% of compliant ads scored averagely on effectiveness and half were skipped

LinkAI Impact score

100
90
80 — Strong
70
60
50 — Average
40
30
20 — Weak
10
0

55%

45%

R² = 0.8386

80% Pass rate

50% 55% 60% 65% 70% 75% 80% 85% 90% 95% 100%

CreativeX score

Impact score

20%
of digital ads tested **scored averagely** on overall effectiveness

% Scoring in top quartile
% Scoring in middle quartile

Ad skipping

% Scoring in top quartile
% Scoring in middle quartile

50%
of digital ads tested **scored averagely** on ad skipping

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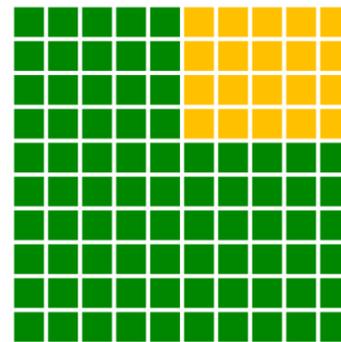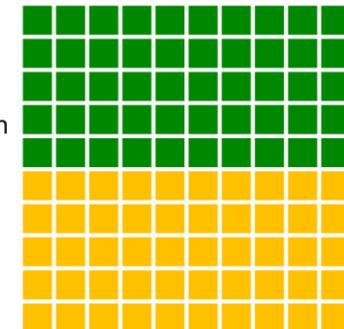
Batch testing for creative meta-analysis or benchmarking

Rapidly build library of results to identify patterns, trends across campaigns and categories

Tag

Tag ads on creative elements coding frame

Ad List & Creative Tags		Creative Element 1	Creative Element 2	Creative Element 3
Campaign A	Ad 1	Yes	No	Yes
Campaign A	Ad 2	No	Yes	Yes
Campaign A	Ad 3	Yes	No	No
Campaign A	Ad 4	No	Yes	No
Campaign A	Ad 5	Yes	No	Yes
Campaign B	Ad 1	No	Yes	Yes
Campaign B	Ad 2	Yes	No	No
Campaign B	Ad 3	No	Yes	No
C	Ad 1	Yes	No	Yes

Test

Test each ad for performance metrics
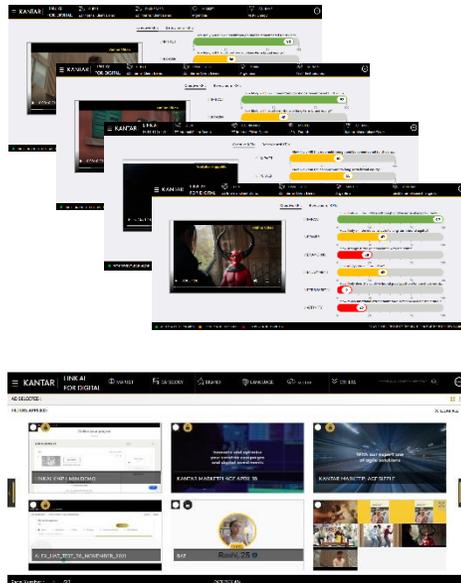
Collate

Collate ad performance on creative KPIs using dashboard export button

LINK AI Scores		Creative KPI 1	Creative KPI 2	Creative KPI 3
Campaign A	Ad 1	71	87	49
Campaign A	Ad 2	36	45	41
Campaign A	Ad 3	46	52	50
Campaign A	Ad 4	26	26	44
Campaign A	Ad 5	58	71	46
Campaign B	Ad 1	60	90	64
Campaign B	Ad 2	49	61	33
Campaign B	Ad 3	24	83	78
C	Ad 1	78	53	52

Analyze

Analyze based on learning agenda – category creative dynamics, creative drivers, etc.

Example of creative insights:

- Ads that incorporate creative element 1 are twice as likely to score in the top 20th percentile on creative KPI 1 than ads that do not

- The top 10 ads in creative KPI 2 all had creative element 2

- Ads that incorporate both creative elements 2 and 3 are twice as likely to score in the top 10th percentile on creative KPI 3 than ads that incorporate just one or none of the creative elements

Case in point

Google

Google has used LINK AI to test over 11,000 ads in one month, enabling analysis at scale and validation that ads following their ABCD playbook for building effective creative yielded a significant lift in short-term sales likelihood and long-term brand contribution[1].
Note that creative meta-analysis using LINK AI can start at as few as 30 ads.

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OK, but...
where do we start?
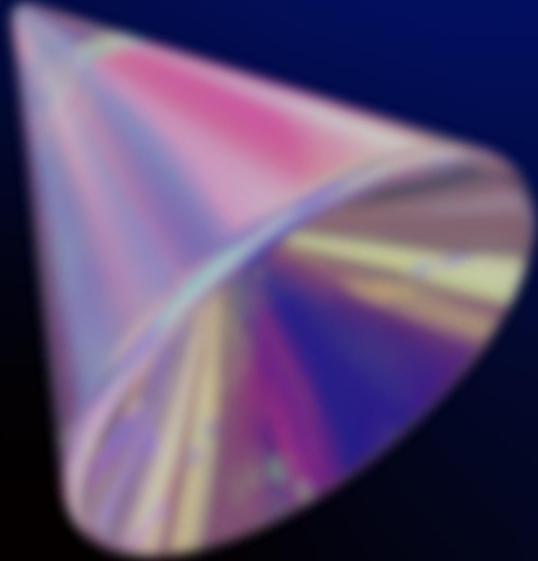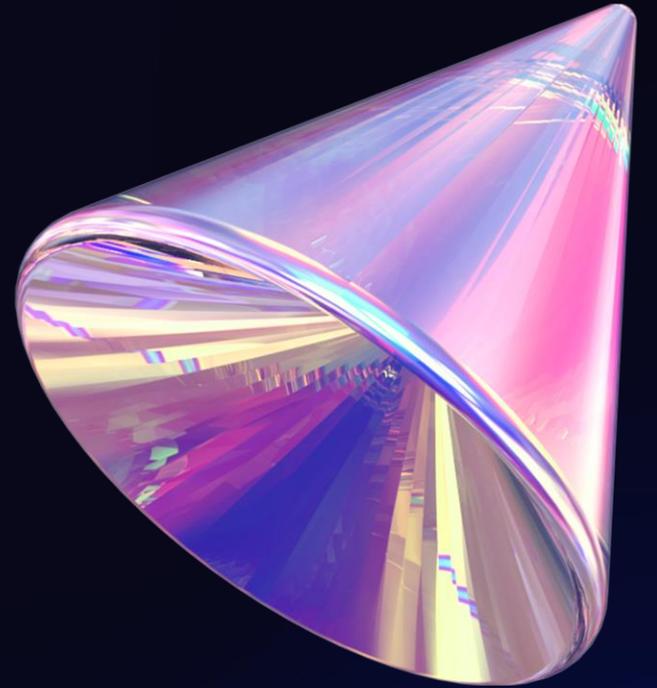
QUICK WINS	MID-TERM	LONG-TERM
Less than 6 months	*6-18 months*	*+18 months*

STRATEGY

Explore which GenAI tools

will help you drive efficiency and effectiveness in marketing

Marketing Process Audit:

Conduct a comprehensive audit of current marketing processes to identify high-impact AI opportunities

Develop and embed an AI-Driven Marketing Strategy:

Formulate a detailed AI strategy that aligns with overall brand objectives, customer experience goals, and future growth plans

Revise Marketing Roles & Responsibilities:

Redefine key roles within marketing to integrate AI competencies

Embed in Business:

Embed AI into the core business strategy, expanding AI usage across the organisation and establishing AI-driven innovation hubs.

WOW

Guidelines & Compliance Framework:

Design a robust compliance framework with ethical, legal, and human oversight standards

Create a Cross-Functional AI Marketing Task Force:

Form a dedicated task force to facilitate small-scale pilot projects, bridging various marketing functions (e.g., innovation, creative, media) with AI initiatives.

Update Competency Framework:

Revise your competency framework to reflect which marketing activities might get outsourced to GenAI, and what skills and behaviours you expect from the marketing function.

Run pilots

where you shift from using GenAI for operational- to the more strategic tasks

Establish an AI Marketing Center of Excellence:

Create a centralised team to continuously assess and implement AI opportunities across marketing functions, to support AI adoption, offering consulting, training, and resource sharing for AI-driven marketing projects across the organisation

TRAININGS

Prompting Essentials Training:

Upskill marketers on the basic applications of GenAI across marketing

Fully Updated Academy:

Fully integrate AI into the Marketing Academy, providing updated training and AI-based workflows for company-wide learning

LEADERSHIP

Identify and Appoint an AI Sponsor:

Select a senior leader within marketing to champion AI initiatives

Q&A

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Thank you

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