



AI Technologies in Media and Advertising

Harnessing rapid acceleration in capability

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Better decisions, faster.



New use cases across media and advertising

A global debate

Interest and debate about AI's impact continue to grow worldwide. Headlines abound with [technology announcements](#), [existential risks](#), [utopian ideals](#), and rapidly shifting government [policy and planning](#).

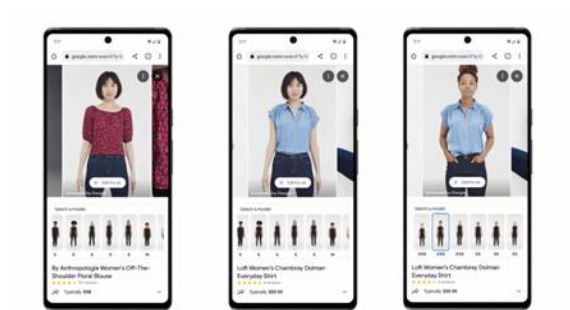
The UN calls for a [global oversight agency](#) for AI, similar to that seen with nuclear technology. The UK government is making a [play to host](#) the global body, and it has already agreed with various AI labs to receive [priority access](#) to their models for safety oversight purposes.

Open AI management has been on a [world tour](#) to [steer the debate](#), meeting leaders and discussing topics such as [religion](#), [evolution](#), and [governance](#).

All the while, consumer adoption continues to accelerate. It is widely reported that Chat GPT reached 100m users by Jan 2023. Several independent sources say [users](#) and [site visits](#) tripled by the start of Q2.

Many of the leading players in AI development are primarily funded by advertising investments. The highest profiles are Google and Meta. Therefore [promoting use cases](#) is at the leading edge of AI development.

Google announced numerous AI features to connect brands with their customers better this week. One example is ['Try-on'](#), where enabled apparel brands' products can be featured across numerous models, with all the images [created by an AI](#).

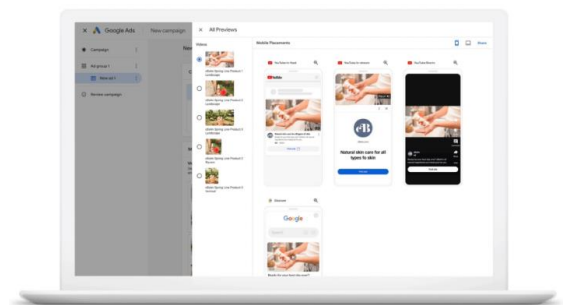


Google also released a wide range of features and use cases in [generative search](#) and their lens visual search product across [health, food, and travel](#) that brands can advertise with and around.

Impact on programmatic and performance

AI has long been part of complex media marketplaces driving the specific placement and pricing decisions to hit various objectives. There have been [worries about the black-box](#) nature of these solutions with little control except the definition of success parameters. There are many ways in which the [buy side sees potential](#) for improvement.

Google Marketing Live [debuted several innovations](#) to provide more transparency in this approach. [Google AI](#) enables a more interactive process, improving image quality, generating ads from ideas across formats, and working co-operatively to build ad copy.



[Demand Gen and Video View](#) are new Google AI-powered mid-funnel demand drivers that maximize reach and views of brand assets across entertainment environments.

While this Google [AI Essentials checklist](#) breaks down the necessary steps alongside [evidence](#) of efficacy.

Looking at the open web space, The Trade Desk [launched Kokai](#), an AI-powered programmatic buying platform that collates various signals to drive outcomes.

Large Language Models also drive contextual advertising beyond prominent and highly competitive spaces. Through analysis of clickstream URLs, AIs can filter out noise to find contexts that align with niche need states or audience segments while protecting consumer [privacy and publisher IP](#).

We have recently worked with companies such as [EntityX](#) and [Illuma](#) in pioneering approaches to scale high-performance contextual environments through semantic relationships and expansion with LLMs.

Better decisions, faster.



Expanding capabilities

The utility of AI in automation and information retrieval is clear, but new, less obvious use cases are constantly being considered.

One very clever example concerns QR codes, which have long helped connect offline assets to digital content.

Now generative AI art tools can [convert a QR code](#) into an attractive image yet still readable by a QR app, providing plenty of opportunity for creativity in a previously commoditized space.



It is now hard to distinguish text and image model output from human-created content. Video [isn't there yet](#), but the field is making rapid progress.

[Runway V2](#) is a significant step forward. It will profoundly impact the cost-benefit equation of multiple video execution strategies.

Plugins for large language models have been a recent innovation whereby brands can connect their APIs, and data sets to large language models.

Open AI this week made this approach far simpler with a new feature called [function calling](#), which enables any online service to act like a Chat-GPT plugin.

Brands with large and complex product sets can interact with natural language queries or unstructured data. For example;

- A grocery brand could develop [recipe ideas](#) based on a user's take-out history or restaurant reviews.
- A streaming brand might recommend educational content based on a child's school curriculum.

It is a vast [new space for brands](#) to create experiences and value.

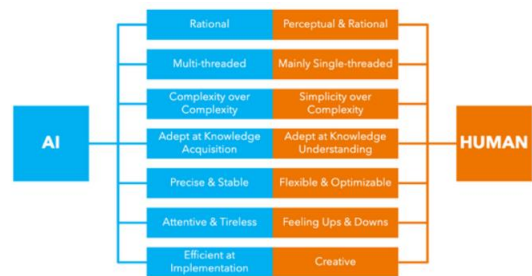
Strategic innovation

Capability is [increasing all of the time](#), but only in specific ways. We clearly know what these technologies can and cannot do well.

They are instrumental in [collating and analyzing](#) large amounts of information and providing a first pass at connecting concepts.

As yet, these technologies cannot make intellectual leaps. They can only predict within the [data they have been trained on](#). They cannot replace the [genius of great creative](#) thinking.

Instead, we must build AI strategies around how they can best [empower people](#) to do the things that are made uniquely human skills.



More sophisticated and specific data environments, partnerships, and skills will be required.

Across numerous sectors, utilization quickly shifts from small-scale experiments in web-based tools to strategic innovation in private data environments. Multiple models can be utilized and tuned around specific private performance, brand, or product data sets within this. Private environments like Microsoft Azure provide [significant security](#) and [performance advantages](#) over public access.

OMG is [leading innovation](#) in these approaches and the skills needed to utilize richer, more concentrated, AI-derived stimulus for human creativity. Adapting and expanding existing creative ideas in new contexts or formats to deliver a competitive advantage to clients.



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