



Practical applications of Generative AI

Accelerating innovation within responsible use

Updated: September 22nd 2023

Better decisions, faster.



Increasing capability and utility of Gen AI technologies

September Innovations

September is seeing a resurgence of Generative AI announcements. [Innovative new technologies](#) built on ever more powerful models. The challenge for advertisers will be to tell the disruptive or valuable from the merely distracting.

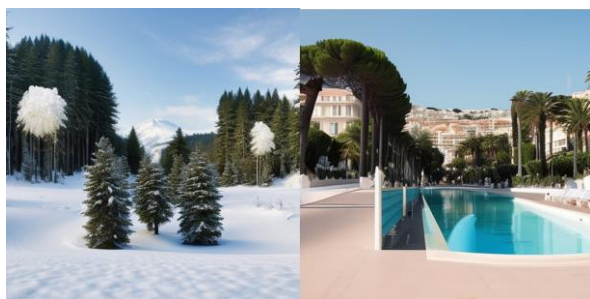
In the past week, we have seen HeyGen Labs [disrupting the translation space](#) with an [AI technology](#) that not just translates video but in the original voice and with lip sync. Any video content can [traverse the world](#) more effectively, and ads can be adapted to the local language more easily.

It won't be long before [TV shows and movies](#) are dubbed this way. AI is, in part, a driver of the ongoing content strikes in the US. This will cause a short-term constriction in the supply of English language shows, further driving content globalization.

This year, we have seen photo-realism being solved as technologies such as Midjourney v5 are now hard to [tell from actual photos](#). AI image generators are currently exploring new areas that have been only possible through expensive manual workflows.

Open AI announced [DALLE-3 this week](#), which will be available to Chat-GPT Plus users. The [integration with GPT](#) models will make prompting much more straightforward and able to create far more semantically dense illustrations.

We [explored](#) how clever images and illusions could be made from QR codes. Services such as [Illusion Diffusion](#) apply the same control net technology to [patterns and logos](#). The algorithm takes an input single-color logo and a prompt to create an original image combining them.

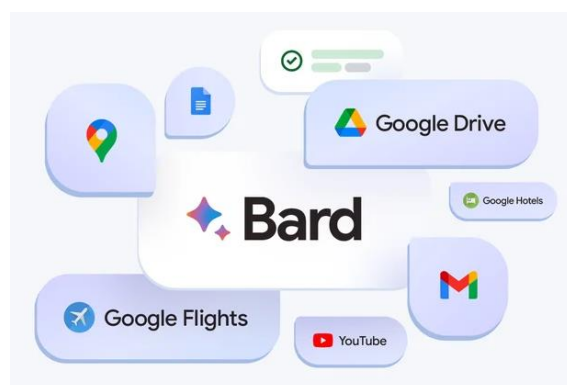


This will open up new possibilities to [subtly brand content](#) and create powerful [associations](#) or multiple executions across numerous topics at far lower costs.

Bard Extensions

This week, amidst speculation of [an imminent launch of Gemini](#), the most sophisticated large language model yet, Google launched [Bard Extensions](#).

These differ from [Chat GPT plugins](#) launched earlier this year by Open AI, which connect GPT-4 to external services, enabling new capabilities within the chat.



Bard extensions allow the AI service to fully [integrate with many Google tools and services](#), including Gmail, Docs, Drive, Google Maps, YouTube, and Google Flights and Hotels.

These extensions will change how [people research](#) - for example, automatically finding available dates for a group excursion from linked Gmail accounts and recommending locations based on past location history from Google Maps or [flights from a photo](#). Potential destinations can also be explored through [connected YouTube videos](#).

This creates new frontiers for what has been thought of as SEO – data will need to be organized and optimized for new use cases that surface brand content and product information around new kinds of queries.

This technology will bring a vast array of [personal data closer to research](#) without the user having to do any work. With greater capability comes greater access to customer and brand data, each needing protection. Therefore, careful deployment and rigorous testing of applications connected within controlled environments is critical.

This has underpinned Omnicom's strategy in the deployment of AI solutions. This is especially important as we move to fine-tune models and develop services around proprietary data managed by brands and consumers.

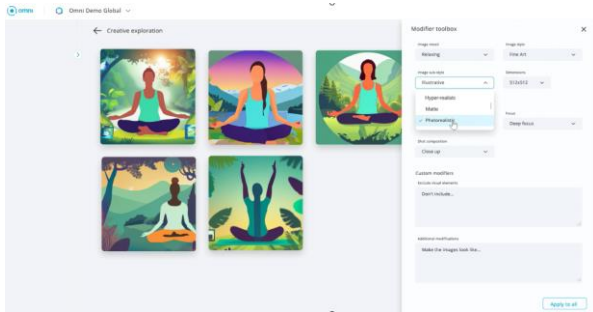
Better decisions, faster.



Omni Assist in Omni 3.0

Over recent months, OMG has announced several platform partnerships that power new capabilities in [Omni 3.0](#) across strategy, content, activation, and measurement.

At the recent Google Cloud event, we discussed how Google Imagen is being deployed within Omni to enable image creation for audience pen portraits or creative concept iteration.



Many other elements are being [deployed to support decisions](#) across planning, activation, and measurement processes, enabling:

- Automated insight to summarise key consumer insights and provide a more natural way for teams to interact and explore rich Omni Audience data.
- Assisted workflow to quickly gather and summarise industry and cultural trends alongside work from all Omni applications.
- Evolved L&D experience to allow Omni users to learn how to use Omni and Omni applications more quickly through a conversational interface that harnesses Omnicom learning and development content.
- Audience Fusion to automate the matching of audiences between Omni and any other data/research and media/commerce activation platform
- Performance reporting summaries and alerts, which build on the strength of Omni data operations and taxonomy governance, to quickly identify critical drivers of performance and optimization opportunities across the entire consumer journey and audience, media, and content

There is an ongoing process to deploy these capabilities responsibly, with multiple stages of reinforcement learning and testing before scaling.

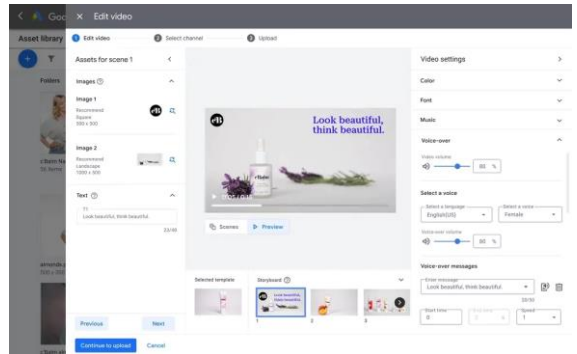
Social Activation

Platform tools are also developing quickly.

The OMG Social team has summarised the [State of AI in Social](#). Illustrating the new tools and technologies open to advertisers on social channels with evidence of efficacy from recent tests.

Campaign automation, in which platform [AIs make a budget and targeting decisions](#) in service of set ROAS goals, has been with us for some time.

Generative AI creative, in which algorithms dynamically create new content and messages, is a recent development but still rudimentary. Meta released its [AI creative sandbox](#) earlier this year.



Last week, YouTube [announced AI-powered creative guidance](#) to optimize video assets and ad campaigns. This week new [AI content tools](#).

[TikTok Script Generator](#) can write scripts for video ads based on more straightforward product descriptions.

LLMs increasingly enable chat-style interactions based on personal and network signals [impacting purchase journeys](#). There is a developing race between search and social platforms for these interactions. Many younger audiences already use platforms such as TikTok and YouTube as search starting points.

The capability of generative AI is expanding at every level, opening up new routes to efficiency and effectiveness. Significant dangers exist, so AI innovation must be deployed responsibly within secure environments, with expert oversight and clarity of application to deliver sustainable growth over the long term.



Jean-Paul Edwards

OMD Worldwide Managing Director,
Product

jean-paul.edwards@omd.com