



Transformation, AI, & Human Intelligence

Tech as a change agent.

Updated: September 1st, 2023

Better decisions, faster.



Predicting, Optimizing, and Creating Brand Value in the Face of Change

Transformation Preparedness for AI

Transformation is as much about the *use* of digital as it is about becoming digital. Deploying tech at scale is the cornerstone of digital transformation. As clients and brands seek partners with a transformation plan, decisioning frameworks must account for the role of digital.

Readiness assessments have become [action-oriented](#), focusing on measuring business results, connection to offline impact, prioritizing collaboration and feedback, and ensuring high worker satisfaction.

Those who future-proof for digital are outpacing the competition as well. Signaling that [leading rather than following](#) is the safer bet, a theme often contradicting the risk-averse marketplace of blue-chip brands.

Transformation is not just for the buy-side, though, as publishers want to [create better addressability](#) at scale for customized, dynamic experiences.

Publishers are not without their headwinds and disruption caused by AI. Many see the tech as an impediment to their sales and a violation of their I.P. rights – notably, the New York Times’s recent consideration to bring litigation against OpenAI. AI-generated content could account for as much as 90% of online information by 2026, per a study by [Europol](#). While the data and content are leveraged to train the algorithms, AI is not off the hook yet from weary readers, with the vast majority seeing AI-generated news content in a negative light.

Do US Adults Think that News Articles Written by Generative AI Would Be a Good Thing or a Bad Thing?

% of respondents, by demographic, Jan 2023

	Good thing	Bad thing	Depends	Don't know
Gender				
Female	14%	77%	7%	2%
Male	12%	78%	6%	3%
Age				
18-34	19%	71%	9%	0%
35-54	15%	78%	5%	2%
55+	7%	82%	6%	5%
Income				
<\$50,000	16%	74%	7%	3%
\$50,000-\$100,000	10%	80%	8%	2%
>\$100,000	15%	78%	5%	2%
Total	13%	78%	7%	3%

Note: numbers may not add up to 100% due to rounding

Source: Monmouth University, "Artificial Intelligence Use Prompts Concerns," Feb 15, 2023

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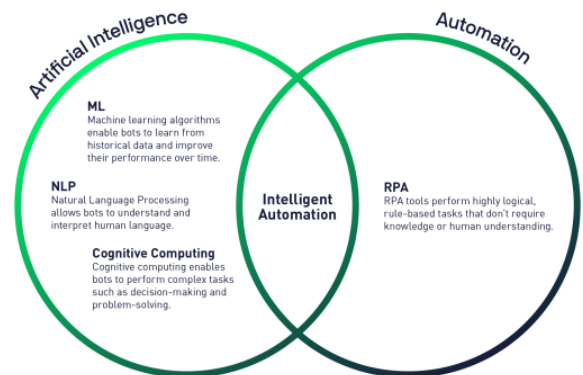
InsiderIntelligence.com

Automation vs. AI vs. Machine Learning

Automation and artificial intelligence are related concepts, but they have distinct differences in the context of paid media.

Automation in media involves using technology and tools to streamline and execute repetitive tasks without human intervention. It aims to improve efficiency, reduce manual effort, and ensure consistent execution of tasks like bid management, creative rotation, and expansion beyond keywords - the primary [automation observed in Google’s pmax](#).

Artificial intelligence goes beyond automation by enabling systems to learn, reason, and make decisions based on data analysis and pattern recognition. AI systems can adapt and improve their performance over time without explicit programming. Omnicom’s [Adylic](#) product and process is an excellent example of AI in action, creating customized ad creatives and content based on user profiles and preferences, enhancing relevance and engagement.



Omnicom can bring both to life in an Intelligent Automation scenario. [A recent announcement](#) touts the capability impact and the improvement on our process and Omni platform.

Transformation 2.0

The content trend of the year is “AI,” replacing last year’s digital darling, “the metaverse,” and its adjacent products, “Web3” and “NFTs.” A quick search for “marketing A.I.” retrieved 1.28B results and hundreds more within marketing trade publications in the last 60 days. The impact of AI seems endless. From [artificial/virtual](#) influencers to retailers better connecting to consumers via [in-store digital experiences](#). Even newsrooms are seeing the influence of AI on how they bring content and stories to life while [expediting revenue generation](#).

The pandemic accelerated many trends, notably the move to more commerce-forward marketing approaches, the collapsing consumer journey and marketing funnel, and the digitization of the entire landscape. AI will have a role in each, [and re-skilling](#) will be a core barometer of success in the workplace.

Inventory & Experience Impact

Sports experiences will change this year with an influx of AI capabilities to “change the game.”

- **Performance Analysis and In-Game Strategy:** AI-driven analytics provide detailed insights into athletes' performance. Wearable sensors track movements, heart rate, and other physiological data, offering coaches and athletes information for training and injury prevention.
- **Fan Engagement:** AI-powered solutions enhance the fan experience by providing [real-time statistics, predictive analysis](#), and interactive content during games, keeping fans engaged and informed.

Our QSR clients can expect opportunities to arise around operations and consumer experience – on and off-premise.

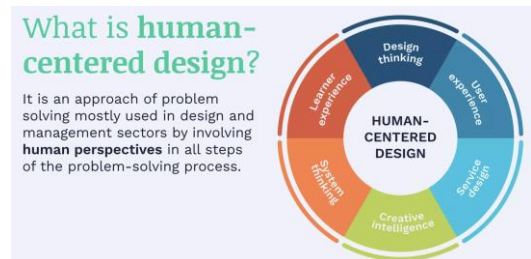
- **Route Optimization:** AI can optimize delivery routes in real time, [reducing delivery times](#) and fuel costs for third-party delivery services.
- **Customer Engagement and Loyalty:** “By incorporating AI into loyalty programs, companies can offer customers personalized recommendations, discounts, and rewards, improving the customer experience and increasing customer satisfaction.” Well paired with audience-first media and dynamic creative optimization.

Human Intelligence

As application scales, our goal is to create a harmonious relationship between human and artificial intelligence, where each complements the strengths of the other. This requires careful planning, ethical considerations, ongoing education, and a commitment to ensuring that AI benefits far outweigh any perceived limitations.

Striking the balance between man and machine requires:

- **Ethical Frameworks:** Establish clear ethical guidelines ensuring that AI systems are designed to respect human rights, privacy, and dignity. Ethical considerations should be integrated into every stage of AI development, from design to deployment. Particularly when [mitigating undesired biases](#).
- **Human-Centered Design:** AI should be designed to augment and enhance human productivity, creativity, and decision-making.



- **Transparency and Explainability:** Users should be able to understand [how AI arrives at its decisions](#), which promotes accountability and trust in AI systems.

Balancing human intelligence with artificial intelligence is a complex and evolving challenge that requires careful consideration from ethical, societal, and technological perspectives. Omnicom is dedicated to producing AI products that advance and expedite access to insights, remove brand safety bias, create supply chain transparency, educate our hands-on users, and create agile optimization cadences.



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