AI in Brand Management

Opportunities, limitations and successful implementation

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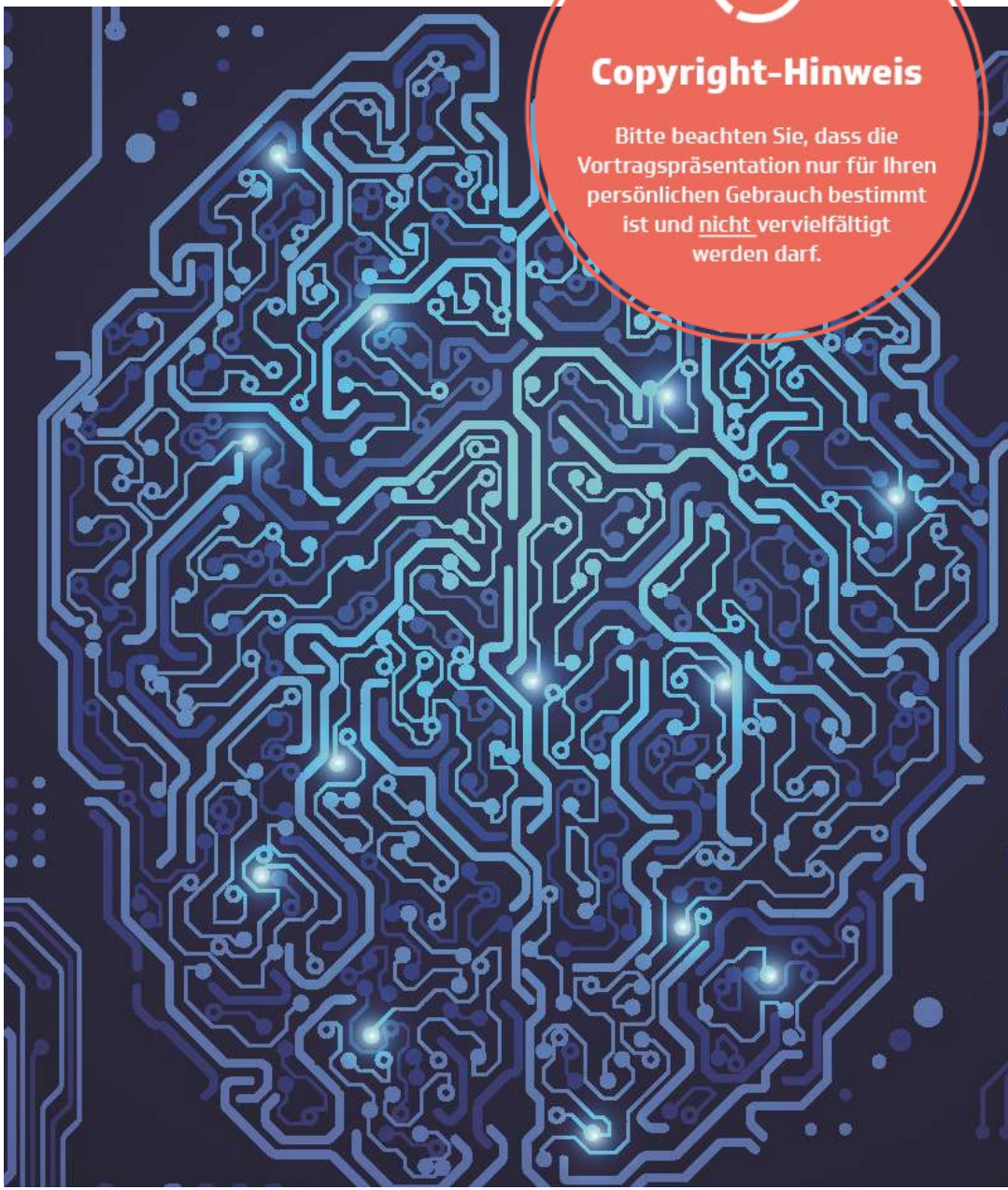

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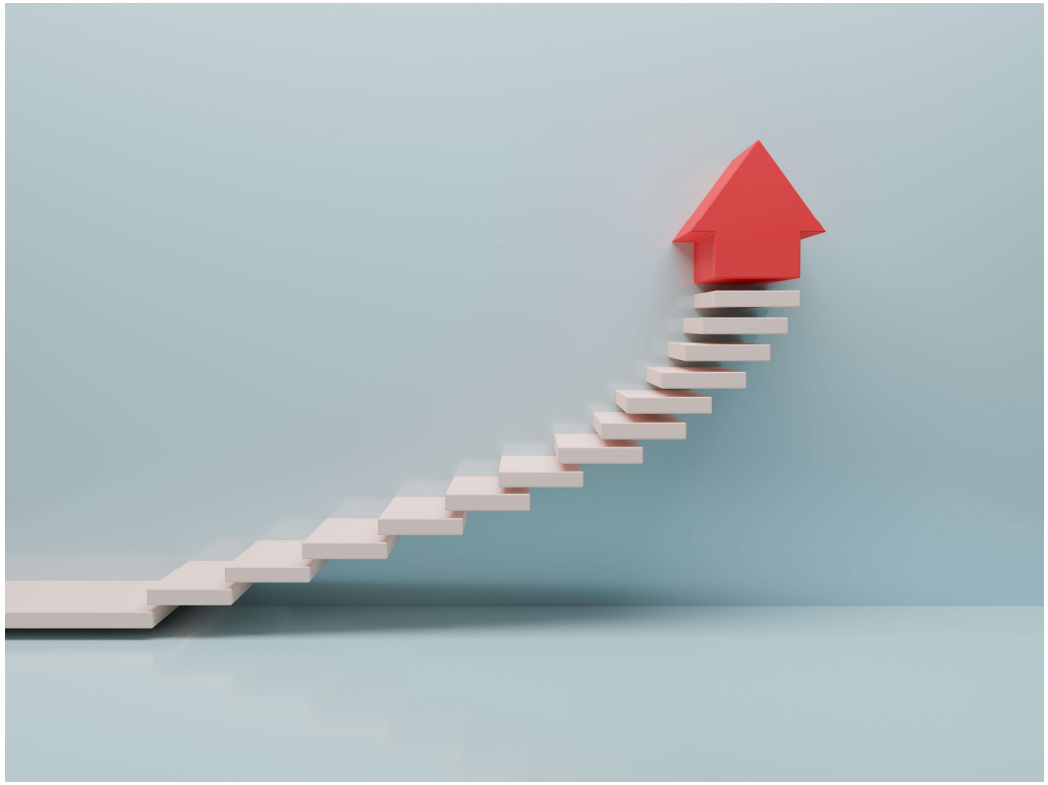
Share Learnings and insights about how to start a successful AI journey to improve effectiveness & efficiency along the brand management process.



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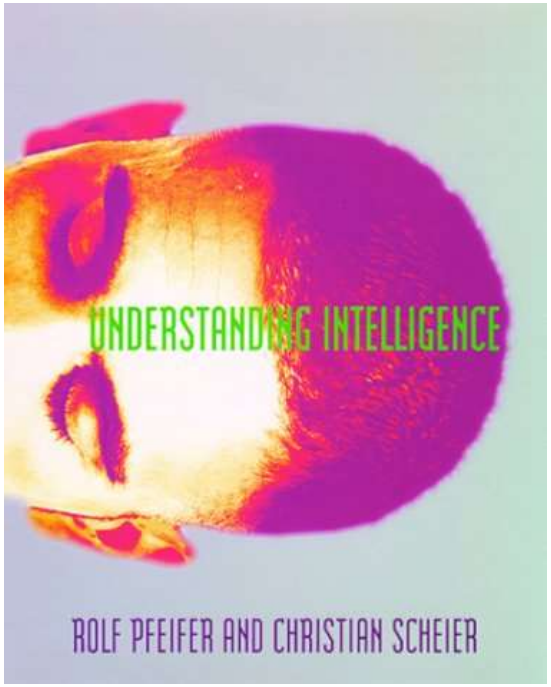

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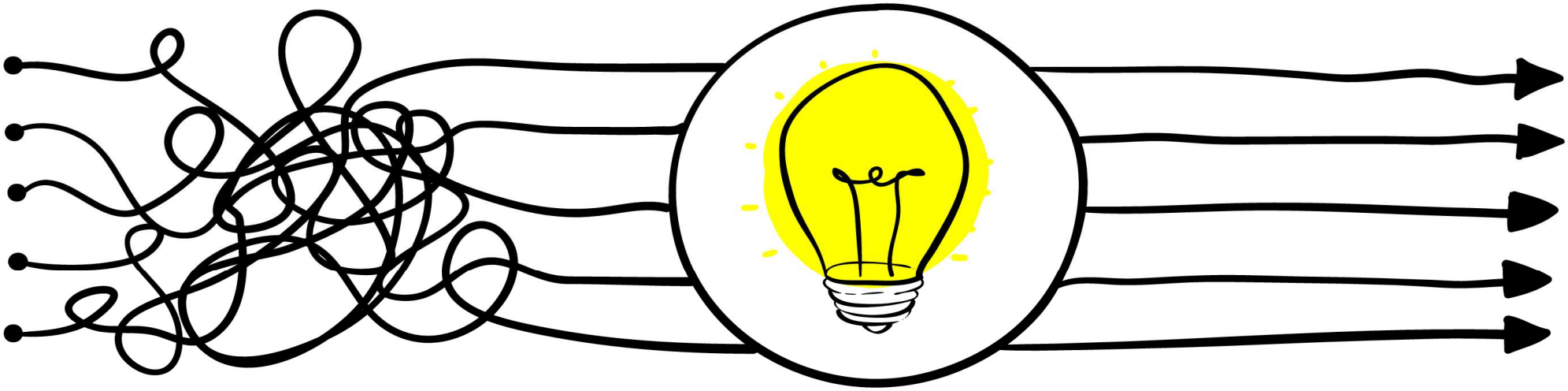
1-stop-shop for AI Apps to enable brands teams use the transformative power of AI in brand management easy, fast & at scale

“We need to use AI!”

AI summarizes a diverse set of methods and technologies. To leverage the opportunities, we need to get a bit more precise.



Watch-Out

AI is only a technology – without a use case it is useless.

The opportunities are endless. The first step in creating an AI capability is to be clear about the use cases.

Cassie Kozyrkov (2018), Chief Decision Scientist Google:
"Don't waste time on AI for AI's sake. Be motivated by what it will do for you, not by how sci-fi it sounds."

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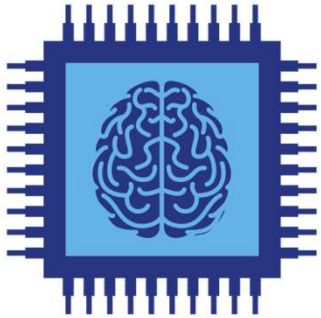
Use Case Canvas: How to define a use case

WHY What is the problem we want solve? What is the job-to-be-done?
better, faster, reduce effort, save money, close white spots, consistency, quality, upskilling, capability building

DATA INPUT

WHAT
WHO
WHERE
WHEN
HOW



Which data are needed to train the AI*? Which data are needed to calibrate the AI?

AI solution combining input, pre-processing, AI model, data output

DATA OUTPUT

WHAT
WHO
WHERE
WHEN
HOW

*Are there *good enough* ready-to-use solutions available to use/to start with?

Watch-Out

AI's scope is determined by training data. AI models do not contain data.

AI can only do what it was trained to do. The scope might be broad or narrow. AI models do not contain the data.

An AI model is only a file. The AI solution is needed to provide business value.

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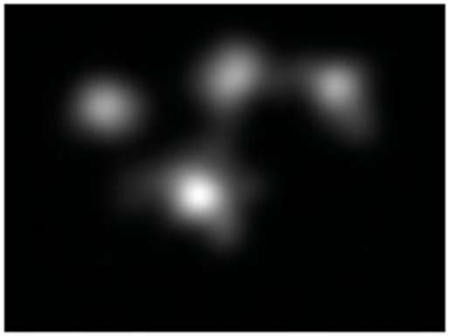
Watch-Out

Ai-washing & pop-AI.

Representativeness of training data? Accuracy?

Human



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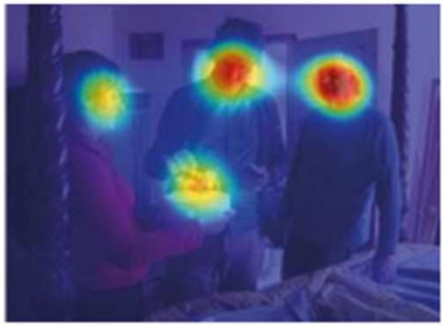
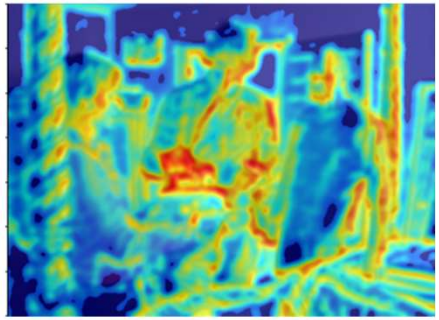


Claimed AI – but rule-based in fact



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Some Basics

Basic Types of AI

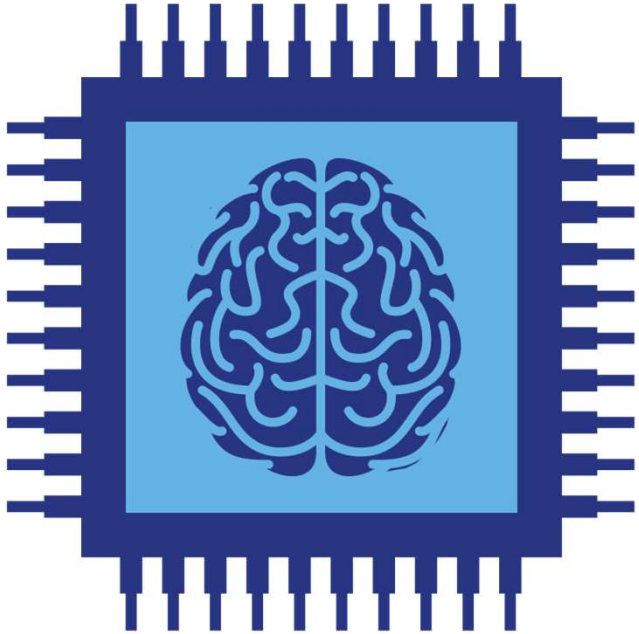
- Predictive AI
- Generative AI
- *Multi-modal*

Methodology

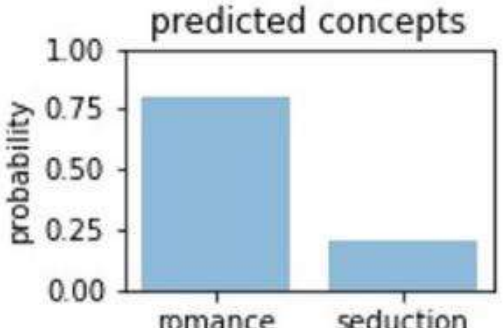
- Deep Learning
- Machine Learning

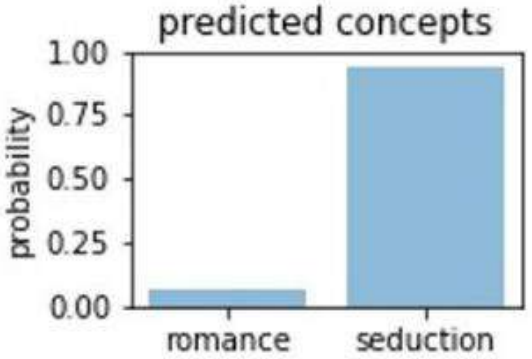
Jobs

- Pattern Recognition
- Classification
- Prediction
- Evaluation
- Generation
- Gen-Eval-Loop



Multi-modal models





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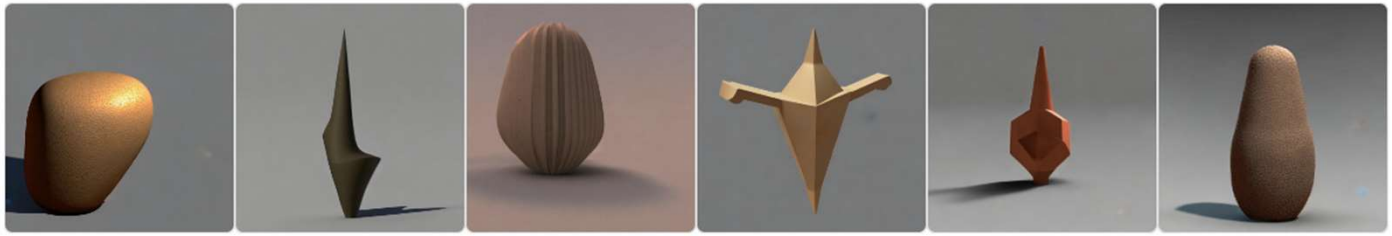
Kiki or Bouba?
Sound Symbolism in Vision-and-Language Models

Morris Alper **Hadar Averbuch-Elor**
Tel Aviv University

NeurIPS 2023 ✨SPOTLIGHT✨

arXiv | Code | Gallery



Text-to-image generations from prompts with "kiki" or "bouba".
Which images were generated with "kiki" and which with "bouba"?
(Hover to see the answers.)

TL;DR: Psychological experiments have shown that humans tend to associate certain speech sounds with certain visual shapes. We ask: What about AI models for tasks like text-to-image generation? By generating images using prompts containing pseudowords (nonsense words) and analyzing their shapes, we show that **AI image generation models also show sound-shape associations.**

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Problem

There is no such thing as *the* AI!

AI is a label to summarize a diverse and plentiful set of methods, technology and solutions.

Start with the use cases and find the right AI solution – not the other way around!

	Marketing Process				
Type of AI	Insight	Concept	Creation	Evaluation	Monitoring
Generative	Search field for use cases				
Analytical					

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Validation is part of the training process.

Accuracy and representativeness of training data is key.

This is an empirical question.

Do we need specific models for each country and target-group?

- **Attention**:
  - Feature-based: universal
  - Motivation-based: dynamic; can be trained – is it worth it?!
- **Perception**: rather universal
- **Object recognition**: universal
- **Semantics**: there are differences, but overlap > differences
- **Relevance**: dynamic; target-group-specific; fit to needs of execution can be predicted if needs are know.

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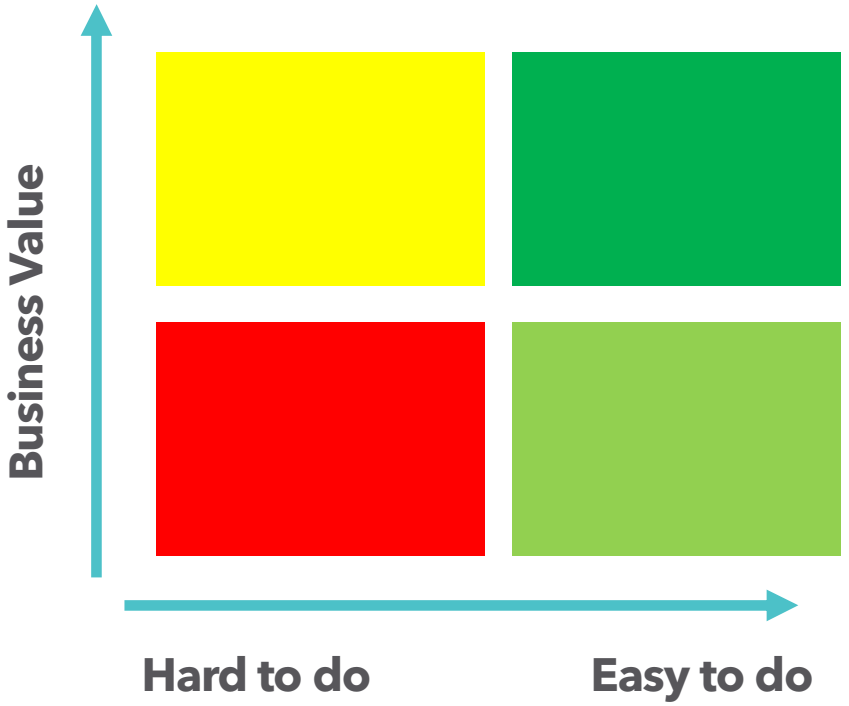
Is the model updated? Well, does it need to be?! Does it change anything?

Model update vs. benchmarks & norm update.

AI Roadmap Grid

BUSINESS VALUE	EASY TO DO
Better Faster Reduce effort Save money Close white spots Consistency issues Quality issues Capability building	Ready-to-use solution available Data available Fit to process Skills available

Filter: frequency; significance



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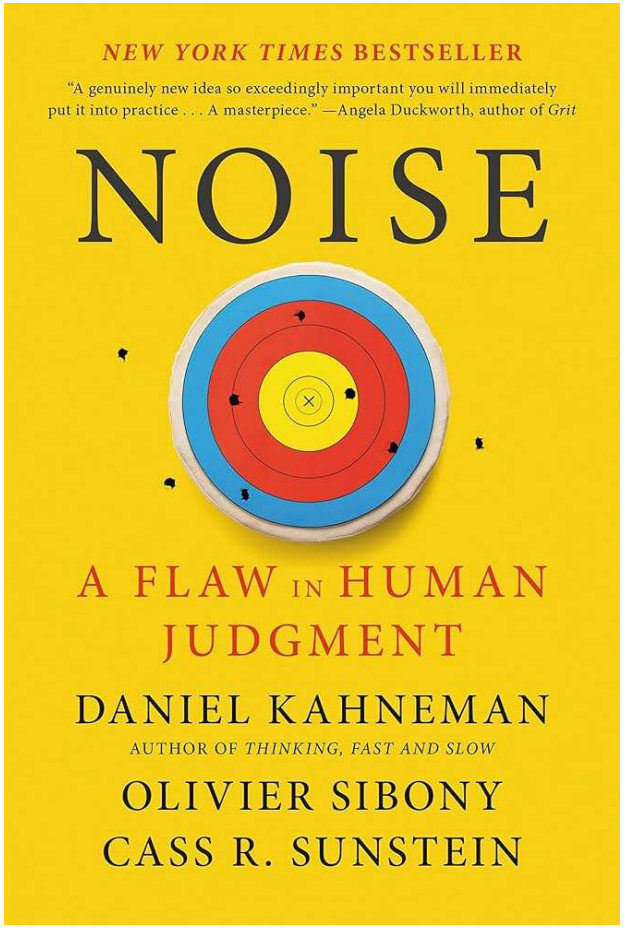
”[even] simple mechanical rules were generally superior to human judgment.”

— **Daniel Kahneman, Noise**



Use Case Examples in Brand Management

Analytical AI

Capability building: Implement (e)POS best practice globally

Better: Ensure effectiveness pre-flight (branding; ad recall)

Faster: one-question-approach to allow time & cost-effective iterations / quantitative analysis of big data

Cheaper: substitute costly pre-test; synthetic respondent/data

White Spot: quality control of digital ads

Consistency: ensure fit to strategy across all assets

Generative AI

Creation of (parts of) creative asset
- language, image, video, sound
- early and late phases

Qualitative analysis of big data themes & topics

Qualitative insights

Evaluation Criteria

Enable an easy and fast start

Enable a transparent & data-driven approach of accuracy

Future proof - easy to incorporate new developments

Easy to adjust to internal needs (norms, benchmarks, finetune models…)

Ensure fit into your processes, procedures and frameworks to ensure usage

Think platform: 1-stop-shop vs. fragmented eco-system of isolated AI tools

Legal & data security

Successful Implementation

Cross-functional collaboration required

Start with small use case

Pilot with small, but representative team

Onboarding, training and supervision

LET'S
DISCUSS