

# Can Picasso Live in the Machine?

AI GET SMART - WHAT TO KNOW, WHAT TO WATCH, AND WHAT TO PLAY WITH

Picasso famously said: “Good artists steal, great artists copy.” He had no idea ChatGPT was coming. Before you go all-in on AI, study up on the next big marketing frontier.

Generative AI hit the marketing industry hard at the end of 2022, and its momentum isn't stopping. This fancy term refers to AI that creates personalized and engaging content at scale. It's like having a team of super creative and efficient marketers at your fingertips -- if you know how to use it.

On the other side of the coin is predictive and analytical AI, which helps marketers make sense of billions of data touchpoints to better understand consumer preferences. This is where things get really interesting. Using AI to predict consumer behavior, brands can create targeted campaigns that get the right message to the right audience at precisely the right time. But it's not all about the data. Brands also need to consider the potential biases in their algorithms and be transparent about how they use AI.



Images generated using DREAM. Prompt: Can Picasso Live in the Machine.

## Get Smart

**1.** AI is a just-starting-to-be-tapped tool for creative effectiveness that will help marketers drive brand performance via personalization at scale.

**ON THE RISE:** Exciting new approaches to digital creativity, from iterative ideation to making cross-medium creativity accessible to all that will change the nature of our industry's work.

**2.** Brands should adopt a two-pronged approach: creative experimentation with generative AI and enterprise transformation with analytical AI.

**BUT WATCH OUT:** if brands lead on the adoption of AI, they need to lead, too, on the underlying ethics, and proactively set standards for the use of generative AI.

**3.** While AI has sharpened considerably and can understand your routine, predict your behavior, and get you to a C+ paper, it can only get you 85% of the way there. The last 15% is the near-impossible to duplicate human element.

**SO FOCUS ON:** Using AI as an enabler of better of marketing and creativity, not a replacement for human insight.

# Debates to Watch

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**Privacy:** AI collects and analyzes personal data, which raises concerns about privacy protections. For example, have you ever had the feeling that your phone is listening to your conversations? With AI, it's not just a feeling – it's a possibility.

**Trust:** Some consumers may be hesitant to trust the recommendations or decisions made by AI, particularly if they don't understand how the algorithms work. Imagine receiving a targeted ad for a product you just talked about with a friend, even though you never searched for it online. Creepy, right?

**Ethical concerns:** AI can be used to manipulate or deceive consumers in marketing. This raises questions about the use of AI in creative endeavors, such as whether a movie created entirely by AI should be eligible for the same awards as one created by a human filmmaker. Can a computer really understand and replicate the human experience?

**Bias:** AI algorithms used in marketing may perpetuate or amplify biases if they are trained on biased data. For example, if an AI system is trained on a biased dataset, it may continue to perpetuate harmful stereotypes in its recommendations or decisions.

**Job displacement:** For a creator-centric industry like marketing, the potential for job displacement due to AI is a valid concern. As AI continues to become more advanced, will human marketers become obsolete?

**Creative credits:** AI relies on existing content as a model, which may mean that original artists don't receive the recognition they deserve. For example, if an AI system creates a new piece of music by sampling from existing tracks, who gets credited for the final product?

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# Tools to Experiment With

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**OptinMonster:** personalize website opt-in forms/improve conversion rates.



**NetBase Quid:** analyze social media data and provide insights into customer sentiment, brand perception, and market trends.



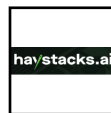
**PRophet:** predict the likelihood your PR pitch will be covered by journalists and get AI feedback on media training.



**Inbenta:** power chatbots and other customer service tools. Respond to customer inquiries more efficiently.



**Adext AI:** optimize/automate Google and Facebook ad campaigns.



**Haystack:** analyze large volumes of unstructured data (e.g. social media posts). Extract insights that can be used to inform marketing strategies.



**Phrasee:** generate language for subject lines and email body copy designed to improve open/click-through rates.



**Albert:** optimize ad campaigns across multiple channels (Google, Facebook, Insta, etc) and improve ROI.



**Talkwalker:** analyze social media conversations and identify key trends and insights to inform marketing campaigns.



**Crayon:** track and analyze competitors' marketing activities, providing insights providing insights to improve our own marketing strategies.

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