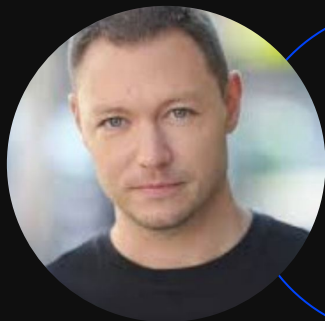


How to Use AI To Your Marketing Advantage

Hello, we are...



**Jeremiah
Zinger**

Sr Partner Manager,
VidMob



**Anthony
Lamy**

VP EMEA, VidMob



**Andrew
Rajanathan**

Media & ROI Lead for EMEA
Kenvue



**Jennifer
Haie**

Sr Client Partner,
VidMob

Agenda

- Introductions
- AI, The Time is Now
- How to Use AI to your Marketing Advantage
- Fireside Chat
- Q&A



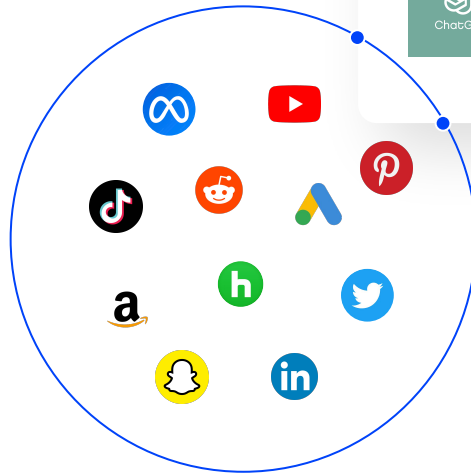
CANNES COVERAGE

AI steals the spotlight at Cannes Lions 2023

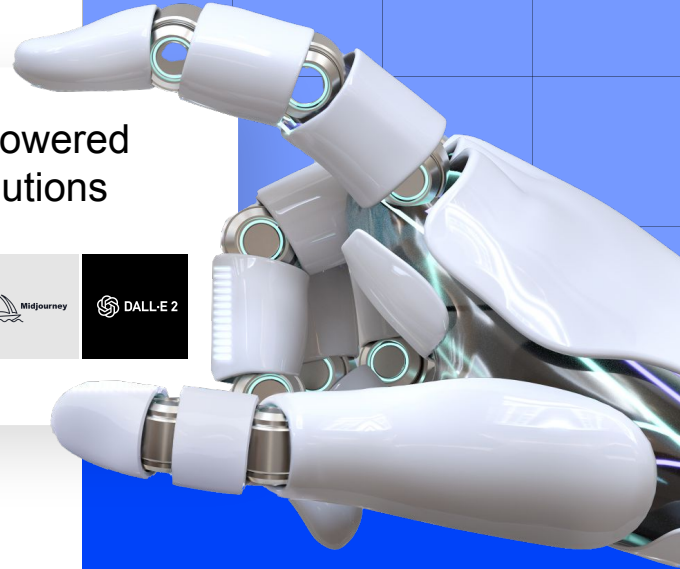
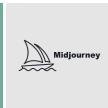
**THE ART OF THE
CREATIVE PROMPT:
HOW TO GET THE
BEST OUT OF
GENERATIVE AI**



AI is changing
the game for
marketers



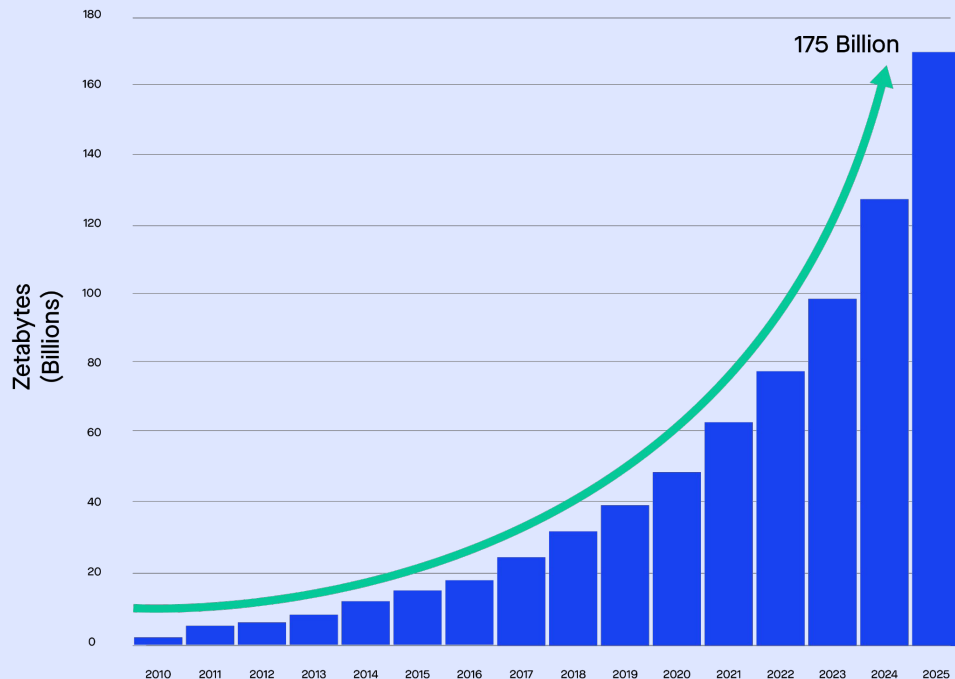
AI-Powered Solutions



The Time is Now

- Data explosion & availability
- Digital connection
- Compute power
- Research and advancements

Data Explosion

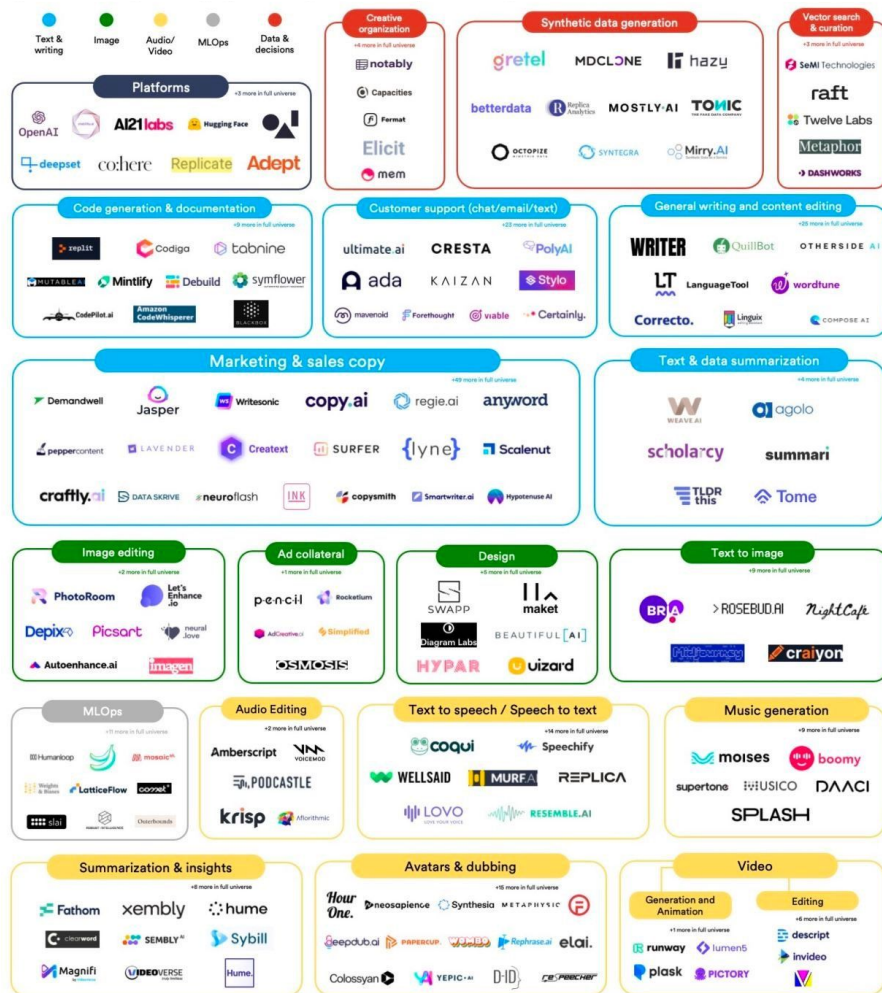


The commoditization is already happening.

Remember DALL-E?

Image: Base10 | *If You're Not First, You're Last: How AI Becomes Mission Critical*

vidmob

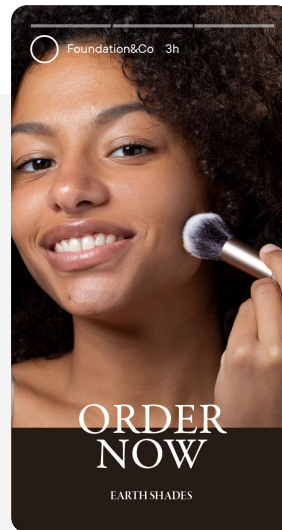
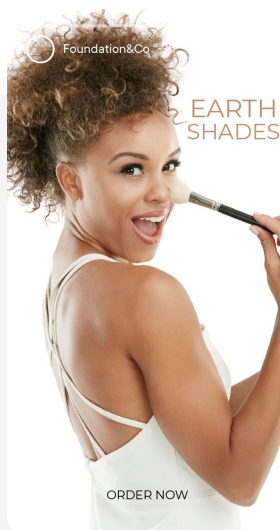
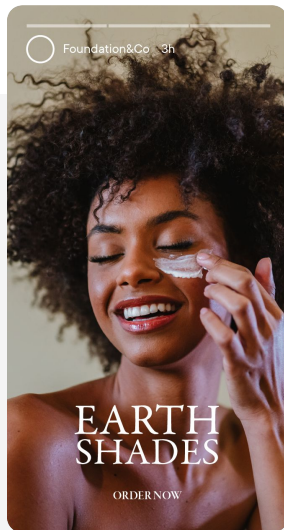


Example:

AI-Generated Ads

prompt: Create an ad with product in hand and model facing camera.

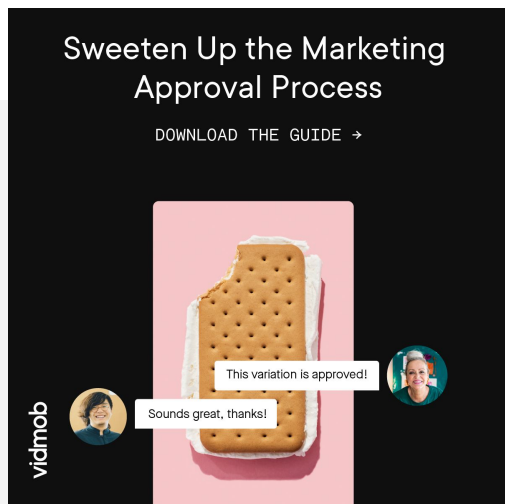
AI-Generated Ads



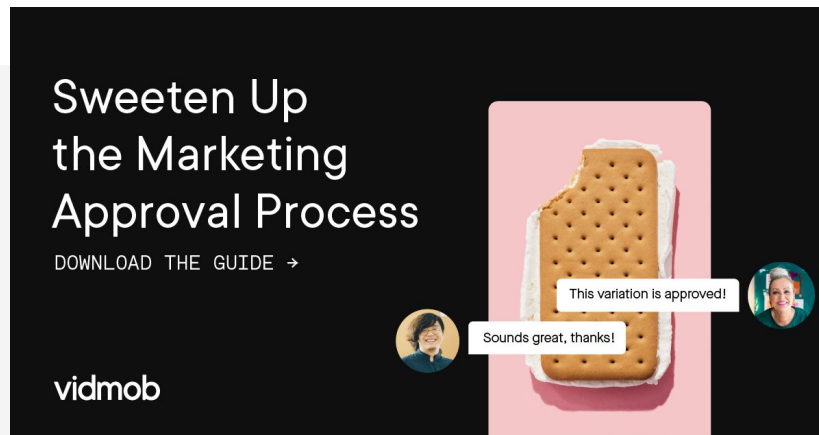
Example:

AI-Generated Ads

prompt: Update the video format to support additional placements.

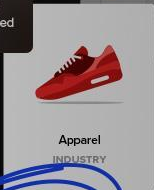


1:1

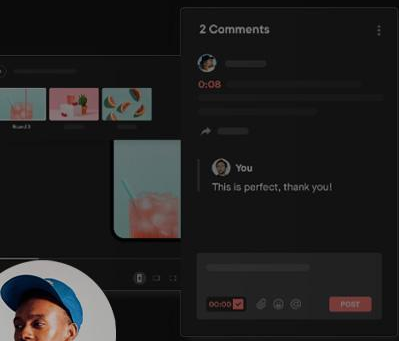


16:9

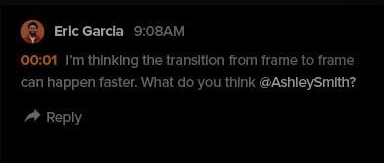
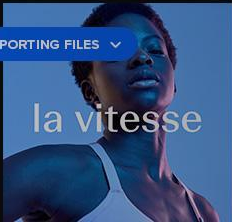
vidmob



✓ Yes



SUPPORTING FILES ▾



It's hard to be a marketer right now.

0 2 4 6 8 10

75%

Video Duration Is Between 6 and 12 Seconds

75%

CAMPAIGN REACH

TEXT DENSITY

HUMAN EMOTION

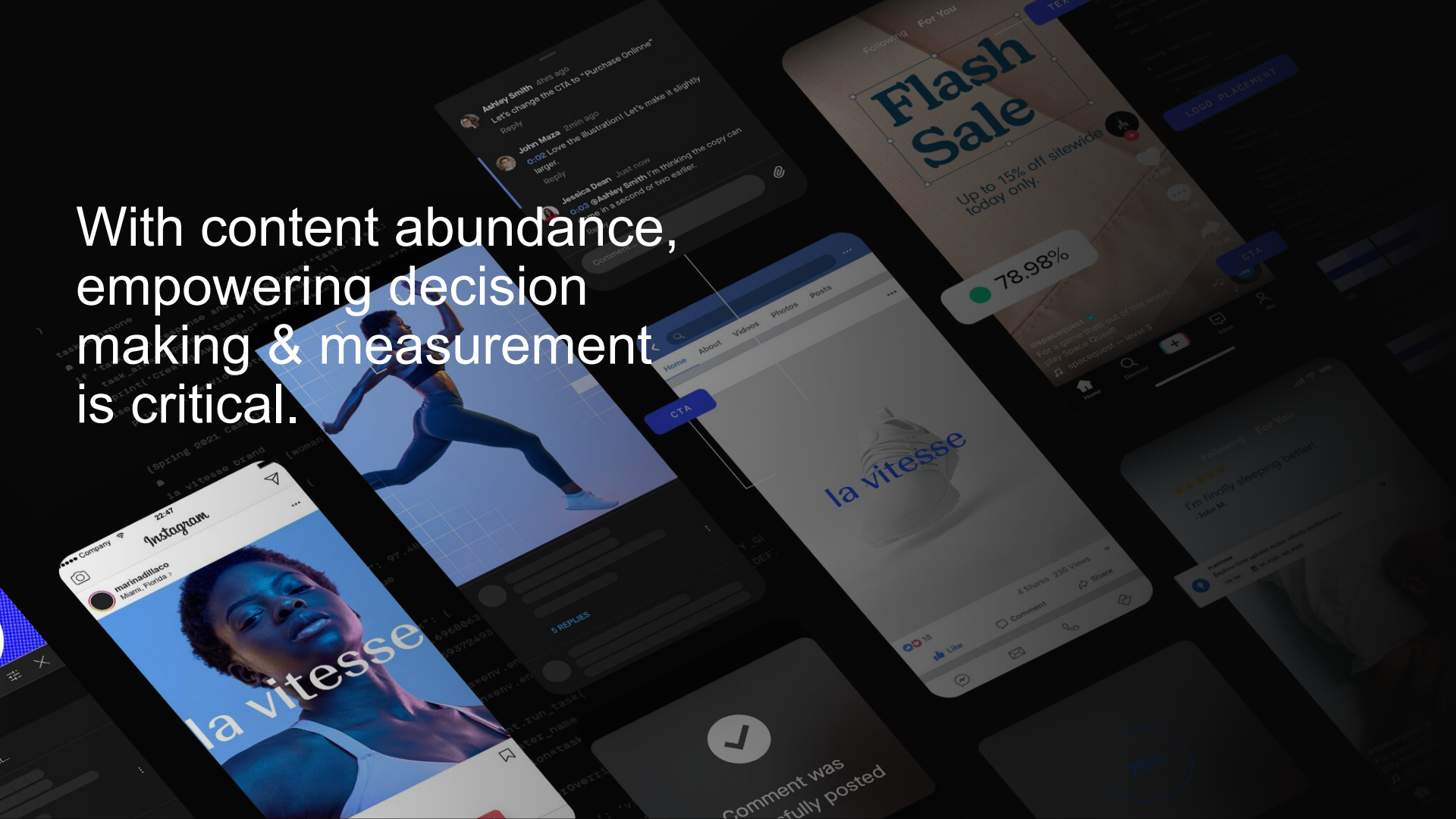
SCENE CHANGE



SCENE CHANGE

vidmob

With content abundance,
empowering decision
making & measurement
is critical.



Beyond A/B Testing

Variation A

☰ Low contrast

Smoothie is similar color to background

▼ -10% CTR

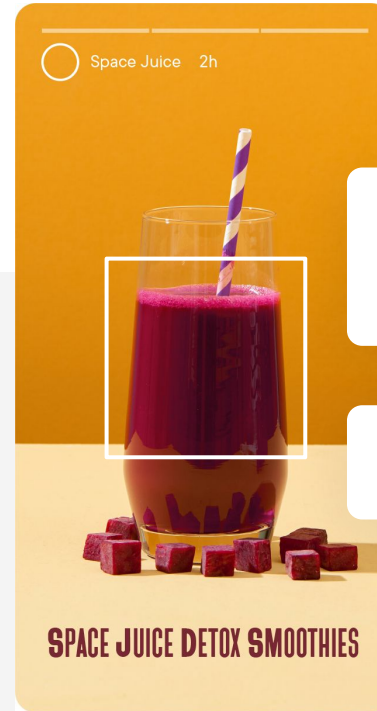


Variation B

☰ High contrast

Smoothie is different color than background

▲ +20% CTR



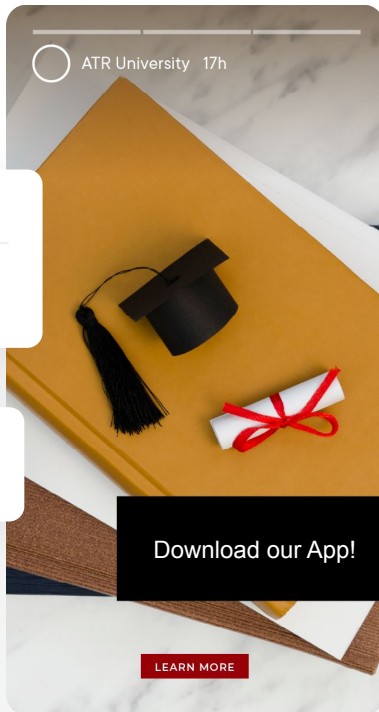
Understanding the *Why*

Variation A

≡ Functional

Benefit related to functional reasons

▼ -6% CTR



Variation B

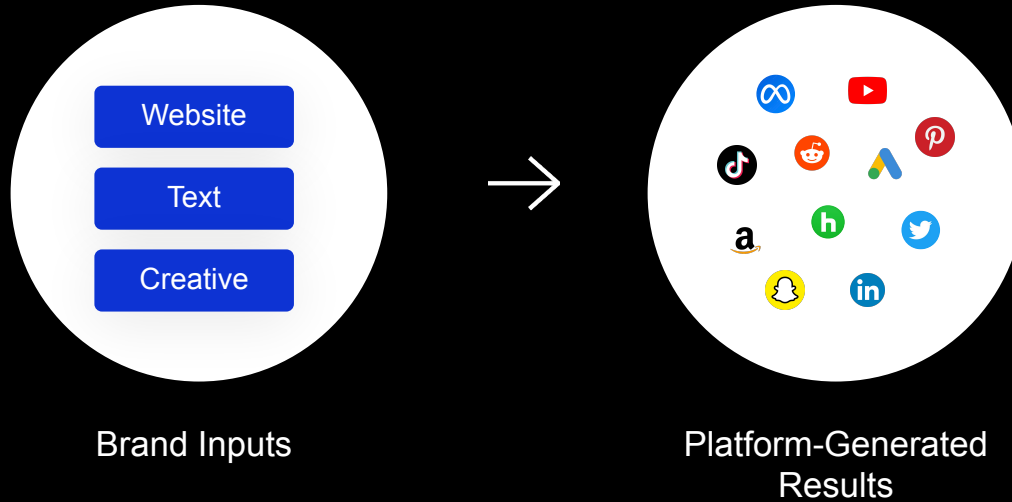
≡ Positive Emotion

Benefit related to a positive emotion

▲ +10% CTR



Role of AI in Media



“...Creative is the single most important factor in delivery optimization...

Nothing else is as important as getting the creative right.”

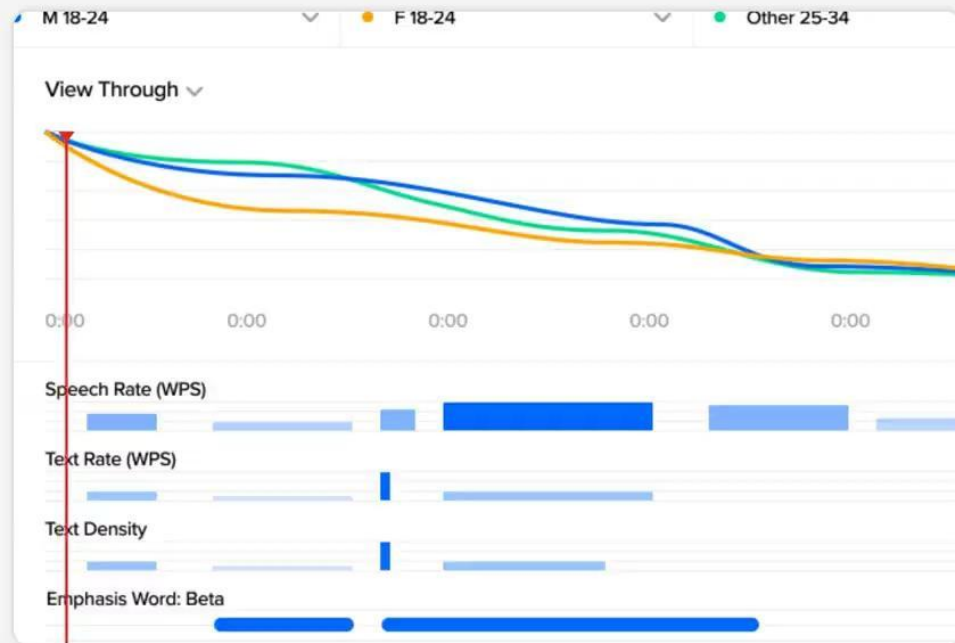


Source: “Optimize Creative Strategies to Drive Business Results” Webinar, May ‘23.

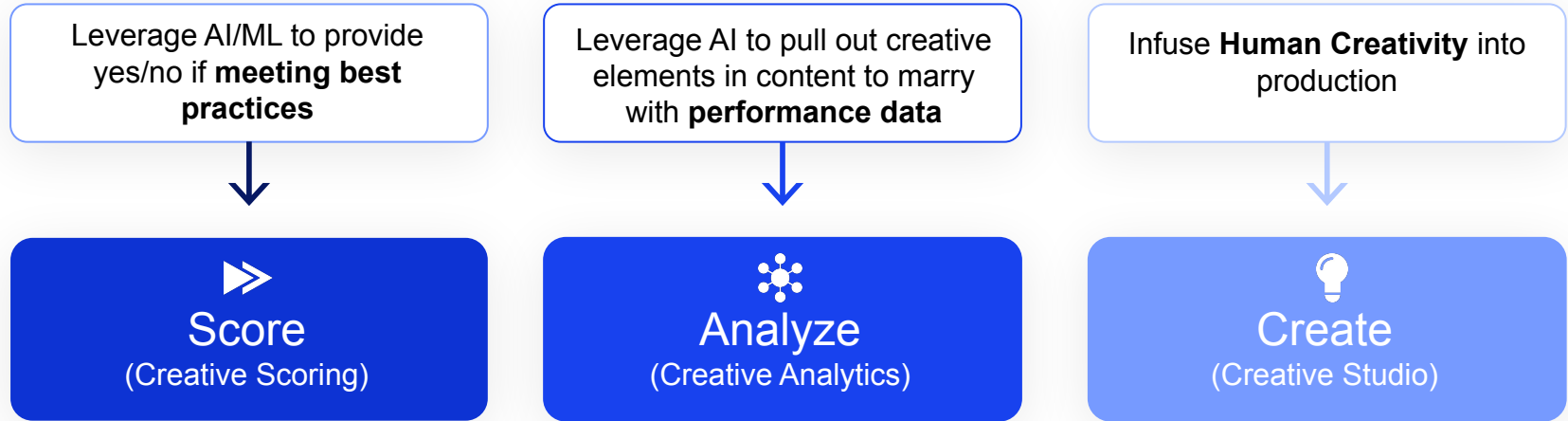
Example:

Video Performance Data

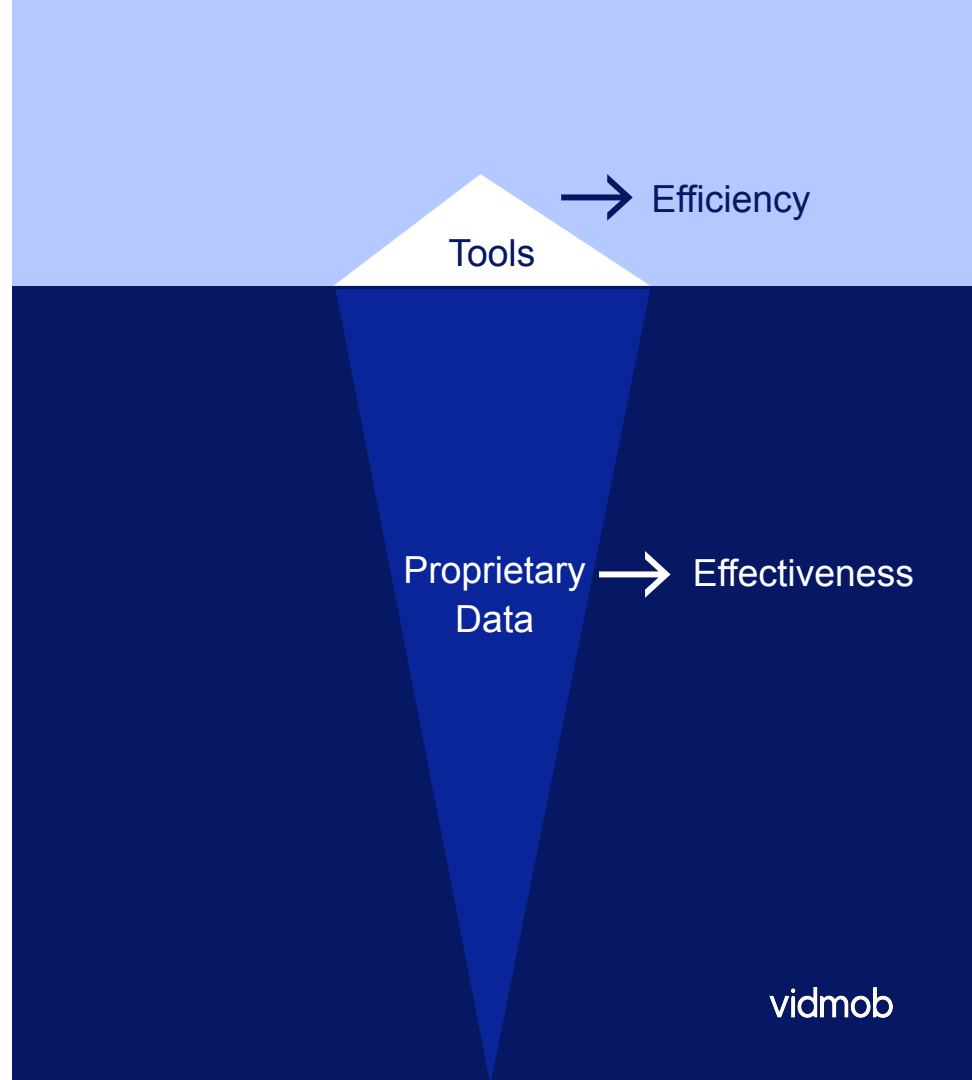
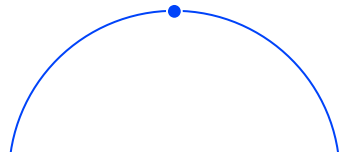
Want to know what elements drive creative performance specifically for your brand?



AI & ML in the Creative Process



AI tools heavily rely
on underlying data for
their effectiveness
and accuracy

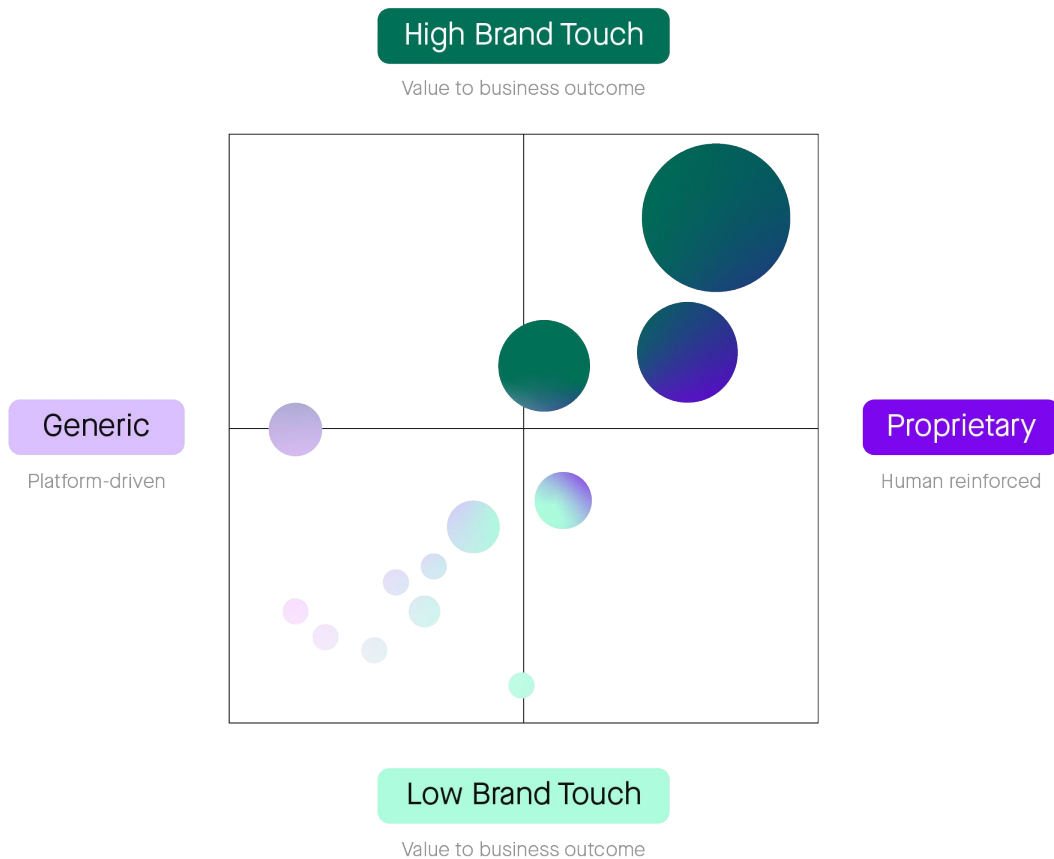


Get more out of AI with
Human-Reinforced
feedback loops

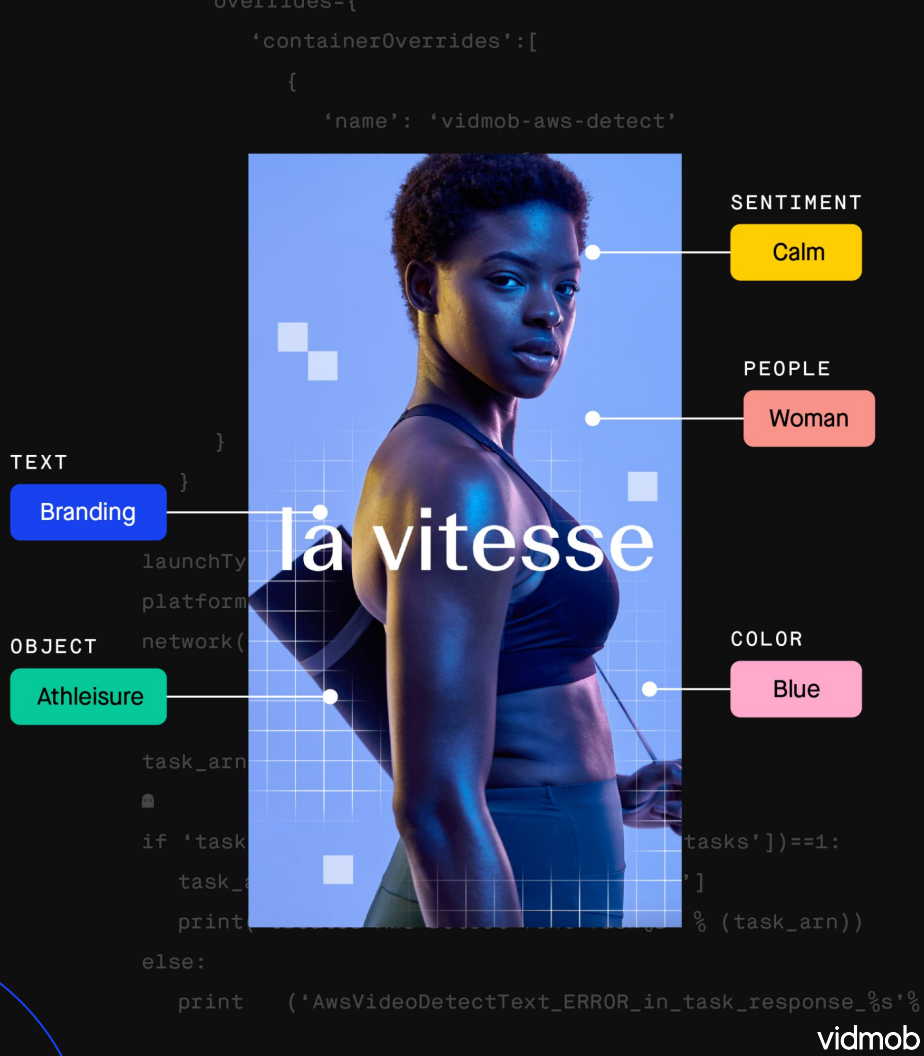
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Differentiation
will require
different solutions
for different brands

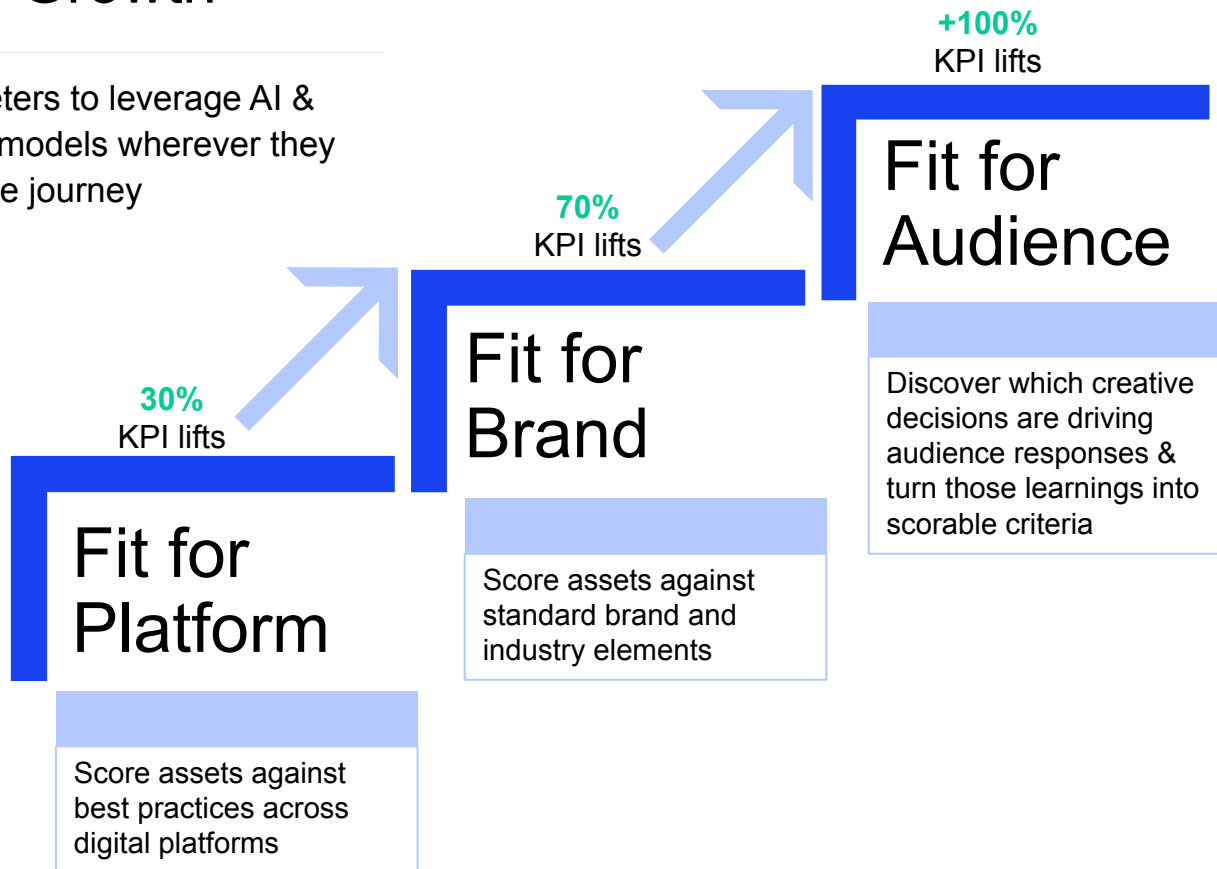


VidMob uses AI to fuel Creative Effectiveness



Unlocking Growth

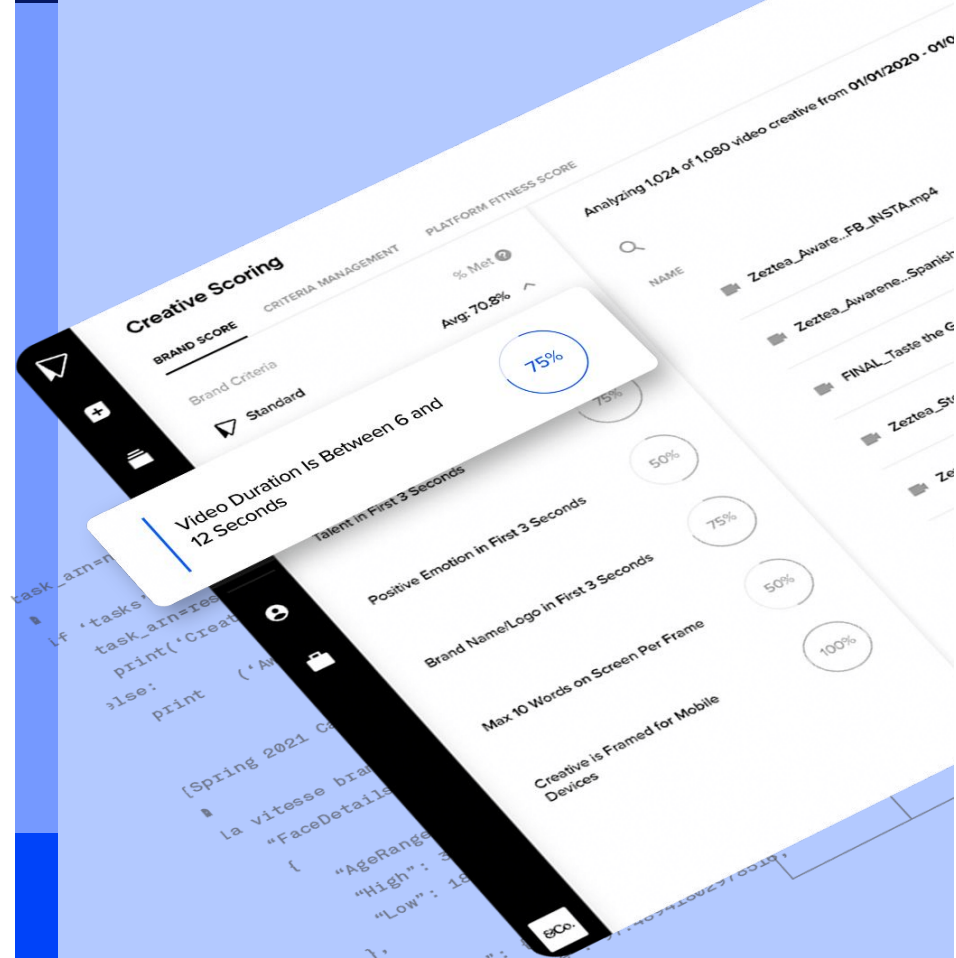
We enable marketers to leverage AI & ML creative data models wherever they are on the creative journey



Improve creative quality and drive up to **30% KPI lifts** ▲

Use **Creative Scoring** to score your brand's assets with industry-leading AI & ML technology, and know exactly what to fix to maximize your ad spend.

vidmob



VidMob helped a global leading Food Company adhere to best platform practices and drove

+ 47% lift in MTA
Effectiveness using
Creative Scoring



Includes background music or voice over



Yes



Voice over presence in video



Yes



Video duration is between 5 and 6 seconds



Yes



Pin aspect ratio is 2:3



Yes

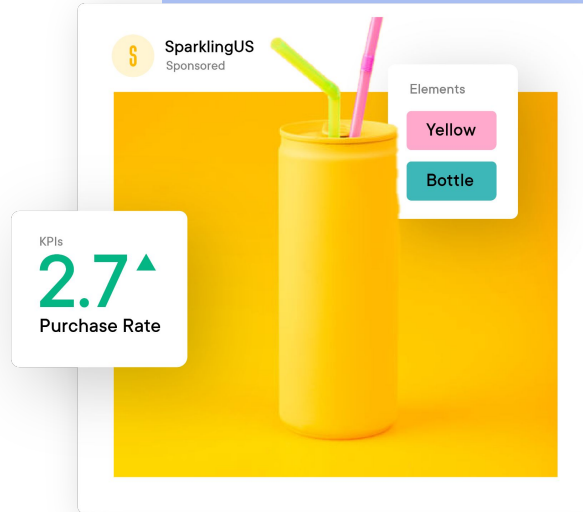


Food Co.



Data-driven creative decision-making that drives **60-100% lifts** in KPIs

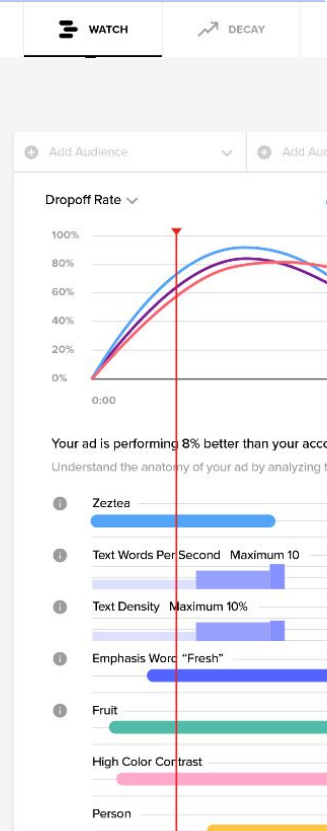
Creative Analytics uses industry-leading AI & ML technology to identify which creative decisions impact performance, driving up to 100% KPI lifts by allowing marketers to get their desired results while spending significantly less in media due to better performing assets.



Configure Tags

<input checked="" type="checkbox"/> Custom	<input checked="" type="checkbox"/> Text	<input checked="" type="checkbox"/> People
<input checked="" type="checkbox"/> Emotions	<input checked="" type="checkbox"/> Objects	<input checked="" type="checkbox"/> Color

Powered by Agile Creative Studio™



VidMob helped a leading CPG Healthcare Company build creative with platform and industry-specific insights and drove

+118% lift
in measured
Return on Ad Spend



Includes background music or voice over



Yes



Voice over presence in video



Yes



Video duration is between 5 and 6 seconds



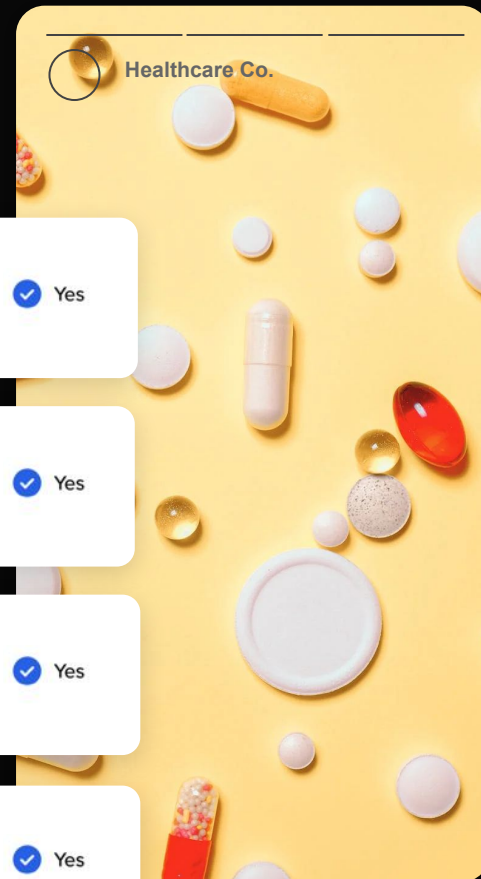
Yes



Pin aspect ratio is 2:3



Yes



Fireside chat with Kenvue (J&J)



**Anthony
Lamy**

VP EMEA, VidMob



**Andrew
Rajanathan**

Media & ROI Lead for EMEA
Kenvue

5 AI-driven considerations for CMOs

Look beyond Generative AI

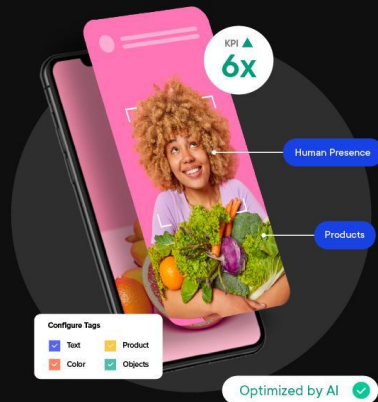
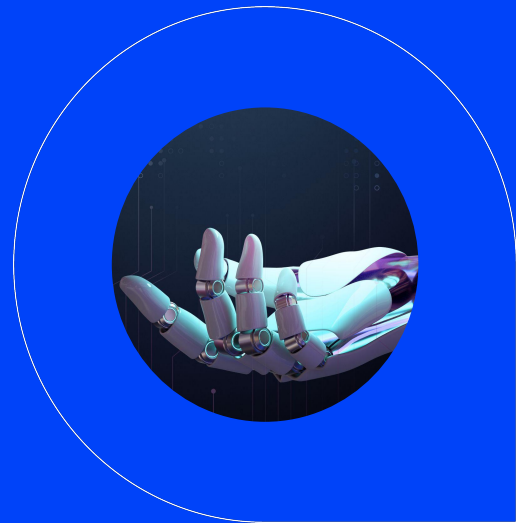
Incorporate data into the creative process

Understand the Why

Bring data & humans together

Move carefully but quickly

Thank you.



Use AI to Improve
Creative Effectiveness

New
Guide



Anthony Lamy - anthony@vidmob.com

Jennifer Haie - jennifer.haie@vidmob.com

Jeremiah Zinger - jeremiah@vidmob.com