

# MARKETING MONDAYS™

ISSUE #406 MAY 2024

MONDAYS™

CHECK OUT THE WORLD'S MOST AWARDED AI CAMPAIGNS BEFORE ATTENDING..

## Marketing Conference & Festival 2024

NEXT STOP: AI

MARKETING CONFERENCE AI EDITION



## EDITOR'S NOTE

# The differentiator in AI

04

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**“Every agency would talk about denting culture or creating culture, but I think we were more about reflecting it and borrowing from it.”**

Tom Roach, VP of brand strategy at Jellyfish, speaking to Contagious



**“AI seems to be conjured up like a magic (or to-be-feared) button that can eliminate thousands of jobs at one push. Truth is, basic templates are easy to replicate via AI. True breakthroughs aren’t. I haven’t seen AI write a song remotely close to Bohemian Rhapsody yet!”**

Farrokh Madon will be conducting the Grand Experiment at the Malaysian Marketing Conference & Festival 2024, [click here for details.](#)

**“I recently collaborated with a major media company to develop an AI system that generates personalised news digests using multi-modal prompts that combine text, images, and video snippets, resulting in a 25% increase in user engagement and content consumption.”**

AI pro, Prompt Engineer and Go-To-Market Strategist Indhran Indhraseghar will tell you more at the Malaysian Marketing Conference & Festival 2024



# The differentiator in AI



Yesterday somebody asked me that if everybody uses AI, then what is the difference? How to be more competitive?

Yes, AI has gone to a higher level of a common denominator and people will be more aware professionals will be more enlightened on how to move forward.

I think the differentiator will be how we arrange the different possibilities in new ways. Just like creativity, there's hardly creativity that is original. They

are a free association of ideas from the past and from the possible future, but put together in new ways.

So AI will provide the tools to better what you're thinking to make it more polished, give dive into huge amounts of consumer behavior. Data and streamline it into a manageable process.

It is like a swimming in the sea. But with the focus of what you are looking for, what treasure you're seeking out, this is what AI will provide you.

**... Eventually everything comes down to you. So why we thrive in the age of AI...**



### **The differentiator is you.**

Eventually everything comes down to you. So why we thrive in the age of AI. The uniqueness about it is it will make us better people, better professionals and better at communicating on a personal level and at a more efficient level.

### **Creative Legend Ted Lim adds.....**

AI is a more efficient gatherer of information that scrapes, distills and organises what's out there for a quick and easy overview of the subject we are interested in. It is by no means 100% correct and does not originate, strategise or create new ideas that have not already been done (not yet).

The average writer, artist, designer, composer, director, accountant, even data scientist who do originate ideas that have never been done before will lose his or her job to AI as profit-driven businesses push to reduce human costs.

I see this image of a person with a robotic arm. He relishes the new-found powers that his robotic arm gives him. Until the robotic arm wraps its steely fingers around the person's neck and squeezes the life out of him.

ADOI!

A handwritten signature in black ink, appearing to read 'Ted Lim', with a large, stylized flourish underneath.

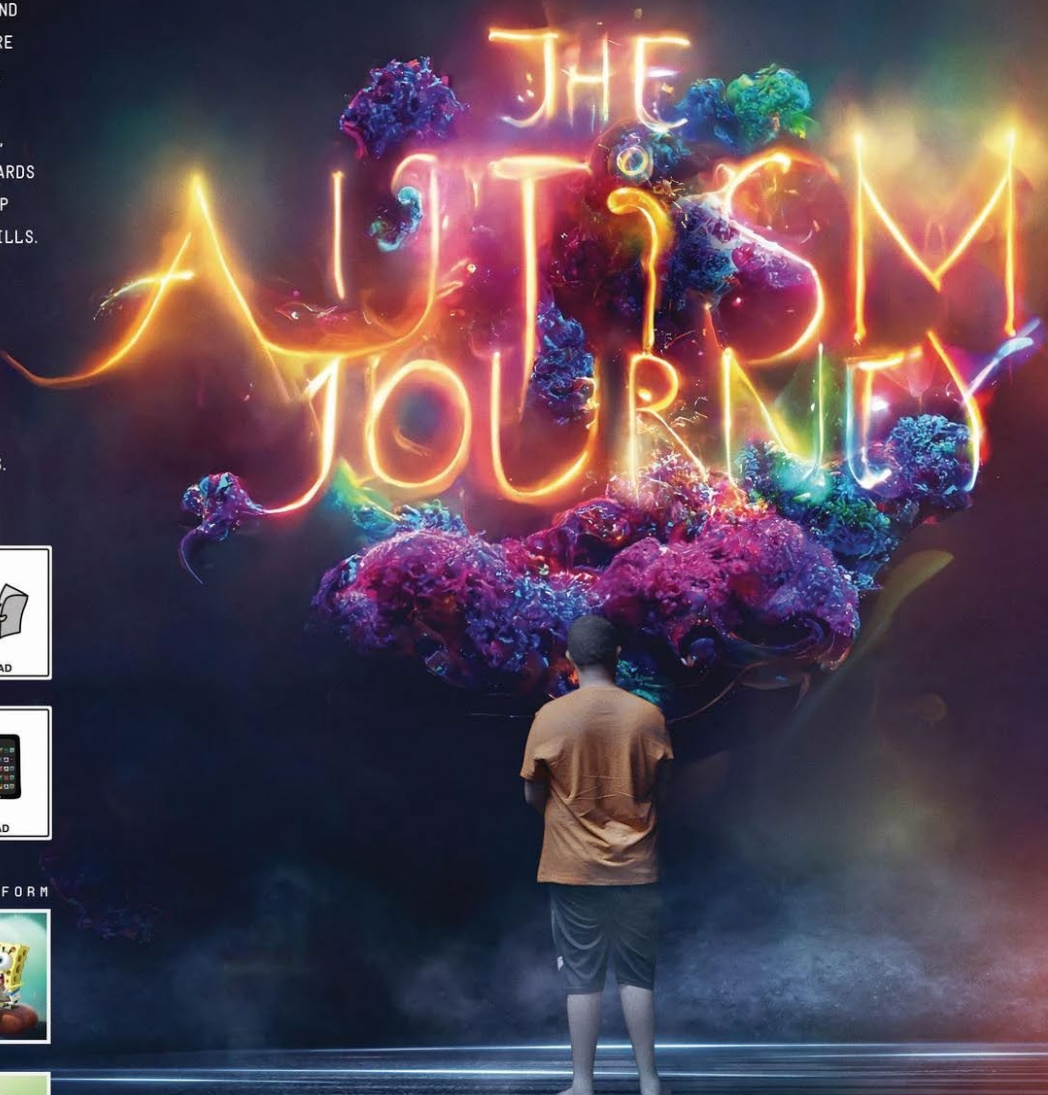
## AI CASE STUDIES

1% OF THE GLOBAL POPULATION HAS AUTISM. THEY STRUGGLE TO EXPRESS THEMSELVES, CAUSING DISTRESS FOR THEMSELVES AND THEIR FAMILIES. IN 1985, THE PICTURE EXCHANGE COMMUNICATION SYSTEM WAS CREATED TO ASSIST IN THEIR COMMUNICATION. HOWEVER, SINCE THEN, THE VISUAL OF THE COMMUNICATION CARDS HASN'T BEEN UPDATED TO HELP DEVELOP THESE CHILDREN'S COMMUNICATION SKILLS. VIVO- THE LARGEST TECH COMPANY IN LATAM, HAS CREATED AN ONLINE SYSTEM THAT EMPOWERS FAMILIES TO CREATE CUSTOMIZED CARDS OF ANY CHARACTER OR THEME BASED ON THEIR CHILDREN'S SPECIAL INTERESTS AND PASSIONS, ALSO KNOWN AS HYPERFOCUS.

## OLD PEC CARDS



## CARDS CREATED IN OUR PLATFORM



AN INTEGRATED CAMPAIGN THAT IMPROVES THE CONNECTION BETWEEN AUTISTIC PEOPLE AND THEIR FAMILIES."



TO LAUNCH IT, WE GAVE LIFE TO THOSE IMAGES IN AN IMMERSIVE EXPERIENCE, TAKING FAMILIES TO THEIR KIDS' WORLDS FOR THE FIRST TIME.



WHILE PEOPLE DEBATE WHETHER A.I. WILL REPLACE HUMANS, WE USED IT TO IMPROVE PEOPLE'S LIVES.

vivo

## ARTISTIC INTERACTIONS

There are 22 million autistic children worldwide – 30% of whom are non-verbal. Telefonica marked World Autism Awareness Day by using AI to modernise an outdated communication system.

Telefonica's tech company Vivo and Africa Creative

DDB, São Paulo, used image-generating software to help families create communication cards based on their children's passions. The visuals were customisable and autism-friendly – and launched with an experience that invited parents to step into their children's world. It generated more than 1 million website visits.

## AI CASE STUDIES

“Heineken AI joins hands with female football fans to cheer for ALL fans”

CHINADAILY

“Heineken’s AI UEFA campaign breaks football’s gender boundaries!”

-P007

“Proves that it’s not only men who knows football”

-nana胡胡胡胡

In China, the women’s football team is the nation’s pride and joy. They get all the love.

But their female fans? Not so much. They’re called fake fans.

Despite studies showing 4 out of 10 football fans are female. And that more women than men flew to Russia to support China in the 2018 World Cup.

182K  
video views

37M  
video views

77M  
social media  
impression

151  
press coverage

1.99B  
earned impression

Feature in

华奥星空  
www.sports.cn

体育中国  
SPORTS.CHINA.COM.CN

中国时报网  
chinaimes.org.cn

观风闻

城市新闻

中国财经网  
www.cfinet.com

CHINADAILY

新浪财经  
www.sina.com.cn

北京之窗  
www.bjnews.com.cn

中国经济  
www.ce.cn

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H\*AI

A football AI powered by female fans

#### INSIGHT

In 2023, AI entered Chinese consumer’s life in a big way. Trust in AI reached 75%, which is higher than global average.

Whilst it’s hard to convince the public that female fans know football, it’s a much easier task to convince them that AI does.

#### IDEA

To prove the point, we hijacked the public’s trust in AI and created H\*AI - the world’s first football AI tool that knew everything about the game, BUT unbeknownst to all, was actually powered by female superfans, not a supercomputer.

First, we enlisted a few beta-testers - football legend Henry Thierry and a few football influencers. Then released the AI “live” on Douyin and fooled the public as well.



Then right before game on the official broadcast of the UEFA Champions League Finals, the minds behind the AI were finally revealed - 4 female superfans.

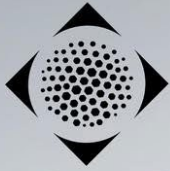
By shining a light on real fans, Heineken can truly now say “Cheers to all fans, men included”

## Heineken H\*AI

Heineken’s H\*AI initiative aimed to empower female football fans by challenging stereotypes through a unique AI-driven quiz. Unveiled as an intelligent chatbox on Douyin, the ‘AI’ was actually a team of knowledgeable female superfans sharing football insights. By leveraging the AI hype in China, Heineken sparked discussions and interaction across social and vertical platforms, driving inclusivity in football fandom.

The campaign garnered widespread attention, generating 1.99B earned impressions, 77 million social media impressions, and 182K comments supporting football equality. It increased brand love among female fans, with a 14% rise in brand association and 93% football association among females, surpassing males by 6%. The initiative also boosted brand preference by 20%, establishing Heineken as the top choice for football occasions.

## AI CASE STUDIES

by  
COMPASS  
GROUP

# meal vision®

a real vision of future nutrition

**PROBLEM**

68% percent of aged care residents in Australia are malnourished or at risk of malnutrition, causing rapid deterioration in patient health and quality of life.

**SOLUTION**

AI Assisted Food Scanning and Meal Planning Technology.

Meal Vision is a breakthrough technology that scans residents' plates before and after a meal to calculate exactly what each resident's nutritional intake has been.

This data is then fed into an AWS cloud-based AI Platform that tracks and analyses consumption over time, identifying where deficiencies in the resident's diet exist. And identifying residents that require adjustments in their meals.

With 50 units already built, Meal Vision is helping prevent health problems and improve nutrition in aged care facilities in Australia. The technology can also be used in Defence Forces, Hospitals and Schools.

- ✓ Meal Vision scans up to 1.5 million data points within a 3 second scan.
- ✓ Machine learning (AI) can accurately identify up to 20 food groups and their volume on every plate.
- ✓ A comprehensive appetite and nutrition profile for every resident is created, analysed and optimised.
- ✓ Residents are given the best chance at health and happiness in their later years.



PLAY TVCs

## MEAL VISION

'Meal Vision' employs AI to monitor eating behaviors in residential care homes, aiding in early detection of malnutrition issues.

The aged care sector in Australia, a \$23.6 billion industry, faces a concerning 68% risk of severe malnutrition among elderly residents. Compass Group Australia's innovative solution, Meal Vision, utilizes a cloud-based

Computer Vision system to track food consumption. By scanning residents' plates and analyzing data on an AWS cloud-based platform, Meal Vision helps staff identify dietary deficiencies and adjust meals accordingly.

With over 50 units in operation, Meal Vision has already shown success in mitigating malnutrition risks, reassuring families, and reducing food waste through data-driven meal planning strategies.

Designed using  
stability.aiProduction Partner  
KameronA campaign by  
**ONEPLUS**

## Real Conversations. Artificial Intelligence.

A one of its kind brand film designed purely using the AI and real tweets of the OnePlus community to showcase a practical use case of Artificial Intelligence

### Idea

In pursuit of bringing our community closer to Artificial intelligence, we decided to produce an entire film using exclusively AI-generated footage for our most significant launch event of the year. However, we didn't stop there.

The community lies at the heart of everything we do so we decided to use the power of their tweets to craft the script for our ad film and as the foundation for prompts for the AI-generated footage.

We employed cutting-edge techniques in this production, including the development of AI textured 3D models, perfectly synchronized with camera movements in Cinema 4D and seamlessly composited in Stable Diffusion. This technique enabled us to bring previously unattainable shots to life, bridging the divide between AI animation and traditional storytelling.

The result? A stunning visual masterpiece that merges state-of-the-art technology with the power of community collaboration, setting the bar for future creative endeavors.

### Impact

The film became one of the first few purely AI-generated films to be featured and used on online and offline platforms. The campaign also registered positive conversations around the use of AI and multiple queries on how a film can be made using this tech.

42mn

Reach Across social  
platforms of OnePlus India

100K+

Positive Engagement and Conversations  
Across social Platforms of OnePlus India

Combining cutting edge AI-technology with a human touch is what made this film possible. And that's why it is one of our most loved films yet

### Problem

AI, a widely discussed concept in 2023 that some view as the start of a new era, while others see it as the beginning of the end. From taking over our jobs to changing the way we behave, its impact is expected to be significant at the same time create distress around the world

72%

people are worried about the technology's impact, as per a survey conducted by

42%

respondents believed that AI will destroy more jobs than it creates

41%

of respondents were concerned about AI for job displacement and loss of privacy.

Pew Research Center

Gartner

WORLD  
ECONOMIC  
FORUM

With each passing day, the negative conversations around artificial intelligence on social media are increasing and distracting the mass from the real potential of the tech

### Opportunity

As a tech-first brand, we believe that every new technology will have its fair share of bumps in the road but it's important to create a positive outlook and bring the world closer to the tech with a realistic use case.

To that end, we decided to bring our community closer together and demonstrate how the intelligent application of AI can truly be a game-changer by blending in true human emotions.



## REAL CONVERSATIONS. ARTIFICIAL INTELLIGENCE.

OnePlus, a tech-first brand, embraced the challenges of new technology with a positive outlook, aiming to connect the community with Artificial Intelligence. For their significant launch event, they created an entire film using AI-generated footage, incorporating community tweets to shape the script and prompts.

The outcome was a visually striking masterpiece blending

advanced technology with collaborative community input, setting a high standard for the future. By utilizing innovative techniques like AI textured 3D models and seamless compositing, OnePlus bridged the gap between AI animation and traditional storytelling, achieving impressive reach and engagement across various social platforms.

This ground-breaking film showcased the practical use of AI, sparking discussions and raising awareness globally.

## AI CASE STUDIES

PLAY TVCs



eurofarma

# SCROLLING THERAPY

**THE PROBLEM**

One of the most cruel symptoms of Parkinson's is the progressive stiffness and slowness in patients' facial muscles. It's called hypomimia or facial masking. This condition makes them lose their ability to express their feelings and emotions.

89% of Parkinson's patients suffer these facial and speech impairments, but only 3% engage in its treatment. An emotionally draining 45 minute exercise routine in front of a mirror.

**THE INSIGHT**

Globally, people spend a daily average of 2.5 hours browsing on social media. That's 2.5 hours that Parkinson's patients could use to improve their facial symptoms.

**THE IDEA**

We built a mobile app using face recognition technology that allows Parkinson's patients to browse and interact on their social media platforms by using specific face gestures for their exercises routine. Turning their social media screen time into a life-changing experience.

TURNING SOCIAL MEDIA TIME INTO EXERCISE FOR PARKINSON'S SYMPTOMS.

**HOW IT WORKS**

Using an **open-source AI platform**, we developed an app that leverages the built-in camera to recognize user's facial expressions and translate them into browsing actions.



We applied the **most important facial exercises** into our app, turning a smile into a like, a surprise face into scrolling down, a disgust face into scrolling up, a sad face into play and an angry face into swipe.



Exercise strengthens the muscles and their connection with the brain, generating a **biofeedback**: Patients express an emotion and then they feel that emotion more intensely, **enhancing brain activity**.

LAUNCHED IN  
**10 COUNTRIES**  
WITH  
**45,128 DOCTORS.**

CREATED TO IMPROVE  
SYMPTOMS IN  
**12 WEEKS**  
OF DAILY USE.

AVAILABLE FOR FREE TO  
**8.5 MILLION**  
PATIENTS WORLDWIDE.

**1,000,482,003 IMPRESSIONS**



msn yahoo! MM+M PHARMABIZ.net PMFarma

ADWEEK BEST OF LatinSpots AFROTECH FLIPBOARD BAND

"THE AI-POWERED APP THAT COULD SLOW DOWN PARKINSON'S DISEASE PROGRESSION"

MM+M

RH+ sindusfarma GUIA DA FARMÁCIA Muse CLIO © El Cronista

IPROFESIONAL TotalMedios DOSSIERNET Adlatina Stable

## SCROLLING THERAPY

Eurofarma, a Latin American company, introduced Scrolling Therapy, an AI-powered mobile app aiding Parkinson's disease patients in performing daily facial exercises comfortably through facial recognition. By integrating key exercises like smiling and eyebrow-raising into social media scrolling commands, patients could engage in therapeutic activities seamlessly. The app, launched in 10 countries and accessible

to 8.5 million patients for free, aimed to address the reluctance towards traditional exercises. By leveraging insights on patient challenges and emotional barriers, the app transformed daily scrolling habits into a therapeutic routine, offering real-time feedback and improving adherence. Scrolling Therapy's innovative approach garnered significant engagement and sought to enhance the quality of life for Parkinson's patients globally.

## AI CASE STUDIES

**WARNING:**  
The film imagery is disturbing and shocking—just like uncontrolled gout.

**PLAY TVCs**

**PLAY TVCs**

**THE OUTSIDE IN EXPERIMENT**

HORIZON

Five AI-generated films capture the dual horror of gout: the terrifying pain and the devastating consequences.

"It felt like an angry wasp was in my knuckle and trying to sting its way out."  
Real Gout Sufferer

Dolby ATMOS

The Experiment      The Films      The Craft

Gout is an extremely painful disease but many doctors don't know that there are also dangerous systemic consequences caused by uric acid crystals building up in vital organs. With The Outside In Experiment, we brought to life both of those realities for the first time using artificial intelligence (AI).

OutsideInGout.com features 5 original films created entirely with AI image generation tools. Accomplishing this technical feat required a bespoke production workflow and in-house team composed of art directors, prompt engineers, machine learning experts, creative technologists, and mathematicians. We utilized the open-source Deform Stable Diffusion notebook to create the animations, the films are presented as they were rendered, with zero post production.

It took dozens of prompts to make each animation comprised of 1000 individually rendered frames. Specific instructions on camera movements, color instructions, and dozens of other parameters drive are bespoke production to each animation. A custom soundtrack consisting of original music and 3-dimensional sound design brought to life the disturbing, visceral nature of the videos.

OutsideInGout.com

## OUTSIDE IN EXPERIMENT

Horizon Therapeutics conducted 'The Outside In Experiment,' integrating patient testimonials into generative AI software to generate thousands of images depicting the pain of gout. These images were transformed into impactful films through another AI system, accompanied by music, effectively conveying the gout experience.

With gout's critical implications often underestimated by healthcare

professionals, Horizon aimed to raise awareness quickly and affordably. By leveraging AI to visualize patient experiences and the effects of gout on organs, combined with real patient quotes and unique art styles, Horizon created emotionally resonant content for physicians. The resulting film series successfully engaged viewers, achieving a high email click-through rate and extended site visit durations, contributing to increased awareness about uncontrolled gout.



PLAY TVCs



## UNDERCOVER

THE FIRST MOBILE APP THAT DETECTS DOMESTIC VIOLENCE BY RECOGNISING THE LANGUAGE USED IN ABUSIVE SITUATIONS

### PROBLEM

In Hong Kong, gender-based violence is considered a **family affair** and often goes unreported due to a **lack of evidence**.

### INSIGHT

Studies show that the vast majority of incidents have one thing in common. A few very specific **verbal insults** tend to be shouted by perpetrators in the lead-up to physical abuse.

### SOLUTION

UNDERCOVER is the first app designed to recognise these insults in any situation or context. When the AI hears these phrases at over 90 decibels, **the app secretly starts recording the entire incident that follows, helping victims collect evidence of the abuse that is legally admissible in court.**



If the AI determines the incident is escalating, an **emergency alert** is sent to a pre-determined trusted contact.

The UNDERCOVER app **runs in the background**, is designed to look generic to avoid detection, and is **biometrically protected** so there is no way for the abuser to access the recordings.

Developed in partnership with **Women Helping Women** and distributed through **community groups and women's organisations** in Hong Kong.



## UNDERCOVER

In Hong Kong, Ogilvy's 'Undercover' for Women Helping Women Asia (WHWA) utilized AI to detect abusive language, triggering discreet recording through an app to empower women with evidence against their abusers.

This innovative approach addresses the prevalent gender-based violence issue in a society where inequality and lack of

evidence often silence victims.

The app, designed to blend in seamlessly, covertly captures incidents upon detecting specific trigger words at high decibels, ensuring recordings are legally admissible for court proceedings.

With a focus on providing tangible legal proof, the app is distributed for free in Hong Kong to aid women in need, supported by partner organizations battling gender-based violence.

## AI CASE STUDIES

## VI presents human network testing network

### PROBLEM

Low network connectivity is prevalent across Mumbai due to its complex architecture.

### SOLUTION

We torture-tested the network of Vi by partnering with Mumbai's 134-year-old lunch delivery service network - The Dabbawalas. Accredited with a six-sigma efficiency rating by Harvard and boasting of a 99.9% accuracy rate, the Dabbawalas are the most trusted human network. They know Mumbai like no one else. We asked them to use our network to play games, stream HD videos, and make video calls with family as they traversed the nooks, corners and complex streets of Mumbai to make lunch deliveries. The Dabbawalas kept sending us real-time data that Vi engineers used to enhance signal strength across the city.

### THE RESULT

Signal strength was improved at over

**500**  
locations

Customer complaints were reduced by

**37%**

The telecom brand witnessed a surge in brand positivity by

**37%**

#### Film



#### Print



#### Social



#### Reels



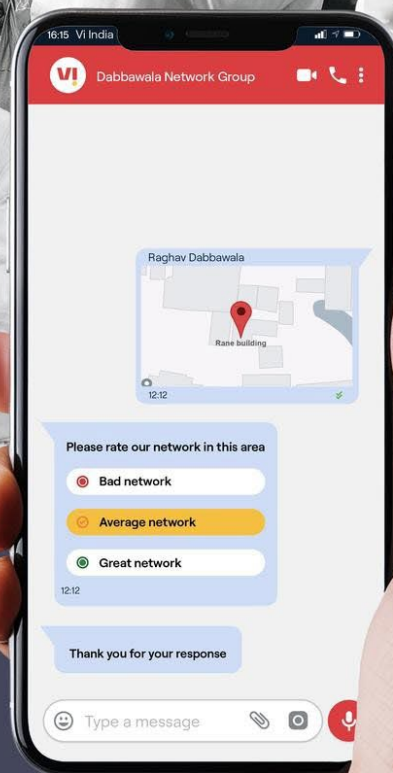
#### OOH



#### Calendar



PLAY TVCs



## VODAFONE Vi HUMAN TESTING

Vodafone's 'Vi Human Testing Network' project, led by Ogilvy Mumbai, won a Gold Media Spike for its innovative approach. The initiative involved leveraging a human network of food delivery personnel to evaluate network coverage while making deliveries.

Following the merger of Vodafone India and Idea Cellular to form Vi, network challenges

arose, impacting customer perception in Mumbai. To address this, Vi collaborated with Mumbai's renowned Dabbawalas to rigorously test and certify the network's performance in real-world scenarios. This collaboration not only enhanced Vi's network quality perception significantly but also boosted positive social sentiment and subscriber growth, showcasing the power of human testing in transforming brand perceptions.

# INTRODUCING A MILLION LOGOS

PLAY TVCs



BEFORE



AFTER

## How Colgate adapted its logo to fight smile shame

### BACKGROUND

Colgate believes every smile is beautiful, and that there's no perfect smile. But truth is, 94% of people in Asia-Pacific feel they can't smile freely - with 2 in 5 experiencing smile shame. As a leading oral care brand, we wanted to take a stand.

### IDEA

The best way to fight smile shame, is to keep on smiling. We adapted our iconic smile logo to celebrate gap teeth, buck teeth, 'fangs', misaligned teeth, and every other smile. This was made possible by an A.I.-powered Colgate Smile generator, which was trained with over 15,000 orthodontic photos. We took over the news, social media and billboards with everyone's smiles. And even created personalised toothpaste packs.

### RESULTS

People proudly shared not just their smiles, but also stories of smile shame, igniting a much-needed conversation about the issue. >899,44M reach (surpassed target 21X). >1.2K coverage articles (35X ROI on earned media investment). 94% positive sentiment.

### KEY OPINION LEADERS



### PERSONALIZED PACKAGING



### BILLBOARDS



### A.I. SCANNER



**"Colgate rinses away smile insecurities by editing your teeth into its logo"**

vulcan POST

TAXI

MARKETING-INTERACTIVE

yahoo! news

VICE

campaign

DENTAL ASIA

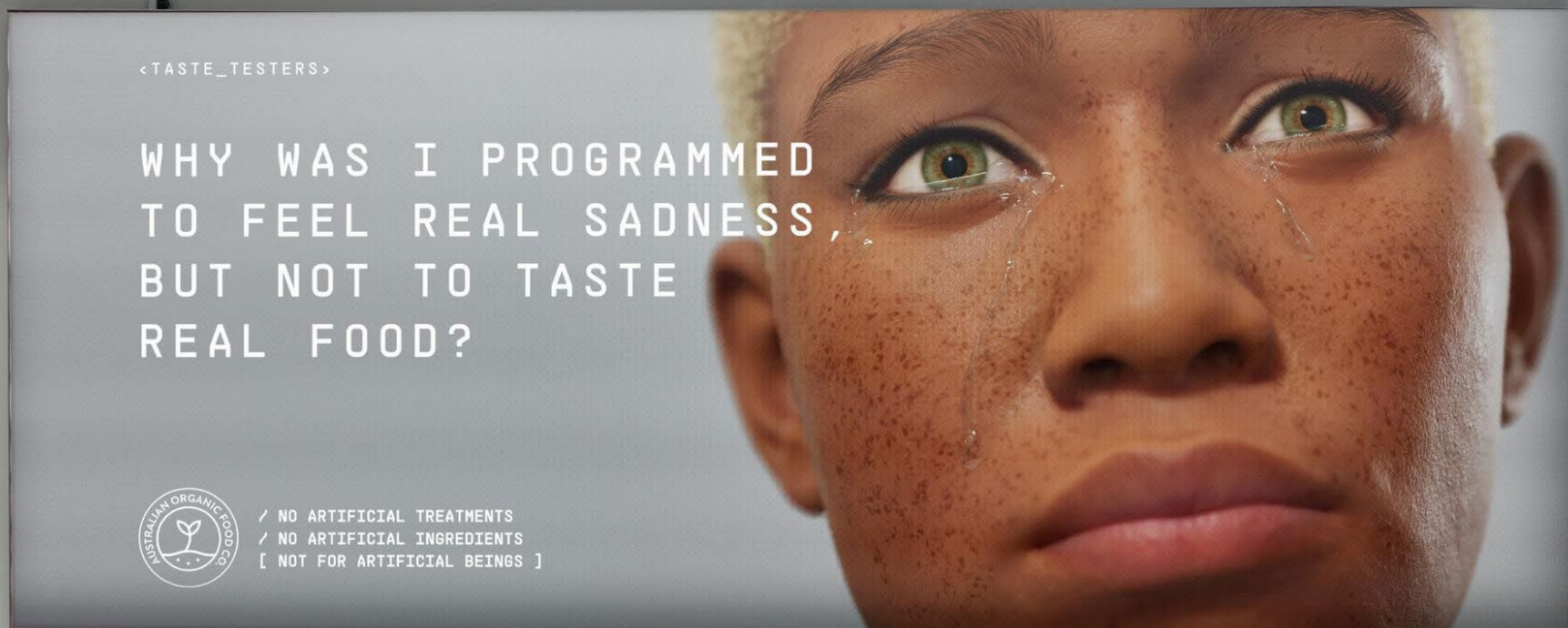
roastbrief

## A MILLION LOGOS

Colgate's 'A Million Logos' campaign by Ogilvy, Kuala Lumpur, tackled 'smile shame' in Asia by using an AI-powered smile generator tool to create personalized Colgate smiles for individuals with less-than-perfect teeth. The initiative aimed to raise awareness about smile shaming and redefine beauty standards for smiles.

By adapting their logo to celebrate unique smiles, Colgate encouraged people to embrace their individuality.

The campaign, launched on World Smile Day, garnered significant engagement and positive sentiment. Results included a substantial increase in social content views and engagements, positive PR sentiment, enhanced brand resonance, and empowerment through AI-generated smile stickers and hashtags. The campaign successfully sparked conversations and advocacy against smile shaming, resulting in increased brand association and ad recall in various markets.



 PLAY TVCs

## ARTIFICIAL TASTE TESTERS

The 'Artificial Taste Testers' campaign by Australian Organic Food Co. involved using virtual influencers to taste their food, with free samples sent to human applicants. The tongue-in-cheek approach resulted in 12x the category engagement rate and led to their products being stocked in over 60 new stores. By challenging the traditional

influencer marketing approach and highlighting the authenticity of their organic products through artificial influencers, the campaign successfully stood out in a crowded market.

The initiative focused on leveraging the limitations of technology to emphasize the purity of their organic products, ultimately driving engagement, awareness, and increased distribution for the brand.

**DR. DICK PIC**

**HJACKING DATING APPS WITH AN A.I. THAT CAN IDENTIFY STDs ON DICK PICS.**

**PROBLEM**  
Dicks. Some men hate showing theirs to the doctor. But some love showing off their dick on dating apps. Research shows that 78% of dating platform users have received unsolicited dick pics.

**INSIGHT**  
With the sharp rise of STD cases around the world, we asked ourselves, if men aren't going to the doctor, what if we brought the doctor to them instead?

**IDEA**  
Introducing Dr. Dick Pic. Powered by He Health, an A.I. health screening app, we hijacked all major dating platforms and created more than 100 profiles to attract dicks to send us photos of their dicks. We then used a neural network A.I. model - that can identify potential STDs through an image - to diagnose these dick pics before sending the diagnosis back to the men, hooking them up with our A.I. health app or, unfortunately, an STD doctor. All with absolute confidentiality and privacy.

**RESULTS**  
**+2000** dicks analysed **+50** cases of STDs detected

But, most importantly, we got men to take a closer look at their dicks before sharing them again.

**"DICK PICS FOR DICK HEALTH."**  
Mashable

**"ALL MEN SHOULD GIVE THIS A GO."**  
Esquire

**"WE COMPARED OUR A.I. RESULTS TO A GP DOCTOR'S RESULTS, OUR A.I. OUTPERFORMED."**  
Dr. Yudara Kalarathne, CEO/Co-founder, emergency physician.

PLAY TVCs | DIGICONasia | asiaone | HOX | ZD NET | TheStar | tivi | VULCAN POST | THE STRAITS TIMES | TECHNASIA

## DR DICK PIC

Men's health organization HeHealth cleverly addressed men's reluctance to be tested for STIs by introducing HeHealth AI. By scanning 2,000 dick pics on dating sites, the AI identified 50 potential STIs in a non-invasive manner. This innovative approach won a Silver in Social & Influencer. With the rising global

STD cases, He Health aimed to engage men in prioritizing their sexual health through the user-friendly He Health app. Through the Dr. Dick Pic initiative, over 100 dating profiles were created to encourage sharing of images for AI analysis.

This strategy successfully identified and assisted in treating more than 50 potential STD cases.

## AI CASE STUDIES



LOW EMISSIONS UNTIL THE YEAR 2100

+ APPROX. 0-5 DAYS OF EXTREME HEAT



MEDIUM EMISSIONS UNTIL THE YEAR 2100

+ APPROX. 10-20 DAYS OF EXTREME HEAT



HIGH EMISSIONS UNTIL THE YEAR 2100

+ APPROX. 20-40 DAYS OF EXTREME HEAT

## the Climate Realism exhibition



wwf-climaterealism.com

### BRINGING CLIMATE DATA TO LIFE - THROUGH THE EYES OF FAMOUS PAINTERS.

Whether +1.5°C, +3°C or even +4°C. Climate scenarios show in detail which developments we can expect by the end of the century. However, they remain unemotional because they are packaged in numbers, data and graphs. Until now.

The WWF Climate Realism Exhibition uses the latest local data from climate research combined with custom-built AI pipelines to send famous landscape paintings from art history into their possible climate futures. In nearly 2000 AI-generated individual images, the future effects of climate change are modeled for the painting's place of origin and interpreted in the style of the respective artists.

**THE RESULT:** a completely new way of looking at climate scenarios - and a new art form. As an immersive web experience, as a physical exhibition and in digital assets, the WWF Climate Realism Exhibition touched and reached hundreds of thousands of people already in its first week and achieved a new kind of attention, deeper discussions and increased urge to act.



EXHIBITION POP Kudamm Berlin



DIGITAL OOH

TVC

RTL

n tv

Berliner Zeitung

WV

HORIZONT

Business Punk

Saarbrücker Zeitung

PUBLIC.MARKETING

new business

die zukunft  
Die Welt von morgen in Science & Fiction

ECO-World  
The World as we know it



## CLIMATE REALISM

The 'Climate Realism' campaign by WWF Germany used generative AI to transform famous artworks depicting natural scenes to reflect the impact of climate change. By altering paintings like Monet's water lilies and Gauguin's landscapes to show rising temperatures, the campaign aimed to make the science of climate change emotionally engaging.

Through immersive physical and digital exhibitions, the project visualized climate scenarios under different emissions reduction levels. The AI-generated imagery garnered significant media coverage and engagement, with the web experience alone achieving 32k organic views in the first week. The initiative successfully conveyed the local effects of global warming in a compelling and informative manner.

# HEINZ A.I. KETCHUP

THE FIRST EVER CAMPAIGN GENERATED BY TEXT-TO-IMAGE ARTIFICIAL INTELLIGENCE.

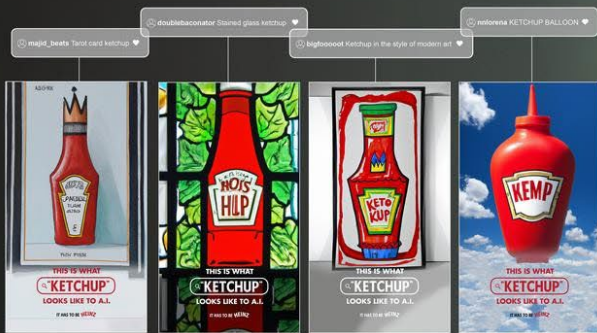
**BACKGROUND**

This year, artificial intelligence programs that generate images from text became a viral sensation. Everyone wanted to test these text-to-image programs with prompts like "Dog on a skateboard" or "Yoda playing guitar." But as a brand who has long been synonymous with "ketchup," we wanted to find out what AI thinks ketchup looks like.

**IDEA**

In the first-to-market text-to-image AI campaign, we asked DALL-E 2, the most advanced AI image generator, to generate "ketchup." The result? Even to AI, ketchup looks like Heinz. As the prompts got weirder, from "Renaissance Ketchup Bottle" to "Ketchup Tarot Card", the AI still generated results that looked like Heinz. We took suggestions on social for new image prompts, displayed the results in a virtual gallery in the metaverse, and turned them into the first ever OOH and print campaign with visuals generated by artificial intelligence.

**USER-GENERATED PROMPTS**



**CUSTOM BOTTLES**



**NEWSPAPER PRINT**



**GALLERY + METAVERSE**



**OUT-OF-HOME**



"REFLECTS THE WORLD'S FASCINATION WITH A.I."



"A MIGHTY FLEX, DEMONSTRATING THE POWER OF THE HEINZ BRAND."

F&T@PANY

"DALL-E 2 SHOWS CLEAR BRAND PREFERENCE."

Muse

"THE A.I. WEIRDNESS WORKS."

TechCrunch

▲38%

ENGAGEMENT RATE VS PAST CAMPAIGNS

▲2500%

EARNED MEDIA VS INITIAL INVESTMENT

▲1.15B

TOTAL IMPRESSIONS

## HEINZ A.I. KETCHUP

Heinz utilized AI image generator DALL-E 2 to create captivating brand assets based on ketchup-related prompts from its audience, engaging over 1.15 billion earned impressions globally. By inviting fans to contribute prompts, Heinz transformed the initiative into a community-building endeavour, with 18 billboards garnering 55 million impressions and media

coverage across various sectors.

The campaign saw a 38% higher engagement rate on social media compared to previous efforts, resonating strongly in China, Chile, and Brazil. DALL-E 2 was even retrained to address brand bias due to the campaign's impact. Lessons learned include leveraging AI tools to engage with fans and utilizing image generators like DALL-E 2 for experimentation and co-creation.



Binggrae®

# HEROES' BELATED GRADUATION



The yearbook captures student independence activists

## BACKGROUND

From August 29, 1910, to August 15, 1945 (Under colonial rule for 35 years) During this time, many Korean citizens stood against oppression, fighting for their country's independence. Among them were 2,596 brave young students. Student independence activists faced harsh consequences for their involvement in the national liberation movement, including imprisonment and expulsion from school. Binggrae, long-standing supporters of patriots' descendants since 2018, aimed to honor these students with the graduation ceremony they truly deserve.

## IDEA

**Heroes' Belated Graduation: The Honorable Ceremony for Student Independence Activists Who Missed Graduating Due to Their Involvement in the Independence Movement.**

Using AI deep learning and de-aging technologies, we restored their school days appearance. The rejuvenated images, together with their notable records, were thoughtfully assembled into a yearbook, which was then presented to the activists' descendants at the ceremony. And then, we restored a representative of student independence activists as a hologram for a special and touching graduation speech.



Restored appearance of student independence activists

Chando Kim

## RESULT

- 13.7M+ VIEWS and 54.6M+ IMPRESSIONS Just In A Week (From Social To Traditional Media)
- Extensive Media Coverage (Without Media Coverage Request)
- Naturally spread across YouTube influencers, online communities, and social media (Without Any Media Spend)
- The Ministry of Patriots and Veterans Affairs' initiative has enabled our heroes to graduate after a century, shedding their label as 'expelled' students

## JUST IN A WEEK

**+13,700,000** Views

**+54,600,000** Impressions

## HEROES BELATED GRADUATION

AI enabled innovative solutions for challenging briefs on inclusion, health, and historical justice. 'Heroes' Belated Graduation' by DminusOne in Seoul honored 2,596 Korean independence activists through AI deep learning and de-aging tech, restoring their images for a special ceremony.

These activists, expelled for

fighting colonial rule from 1910 to 1945, were finally recognized in a heartfelt graduation event. Descendants received yearbooks and emotional speeches, evoking empathy. The campaign garnered 13.7M+ views and 54.6M+ impressions in a week, without paid media. Praised for CSR and creativity, the initiative allowed heroes to graduate posthumously, earning Binggrae top ESG ratings for five years.



AI CASE STUDIES



# Never Done Evolving

feat. Serena Williams

organic views

# +1082%

from Nike's YouTube Benchmark

Decoding the GOAT for the future GOATS

{ The Context }

On August 9<sup>th</sup> of 2022, Serena Williams announced her retirement from tennis, after remaining on top for over two decades. Two days later, Nike released a year-long study, in the form of avatars, showcasing what it takes to stay at such a high level of performance for so long.

{ The Achievement }

Never Done Evolving is more than a content, it's a game changer in the sports industry, and will help us find and train the next Serenas, Jordans, Ronaldos and so on.

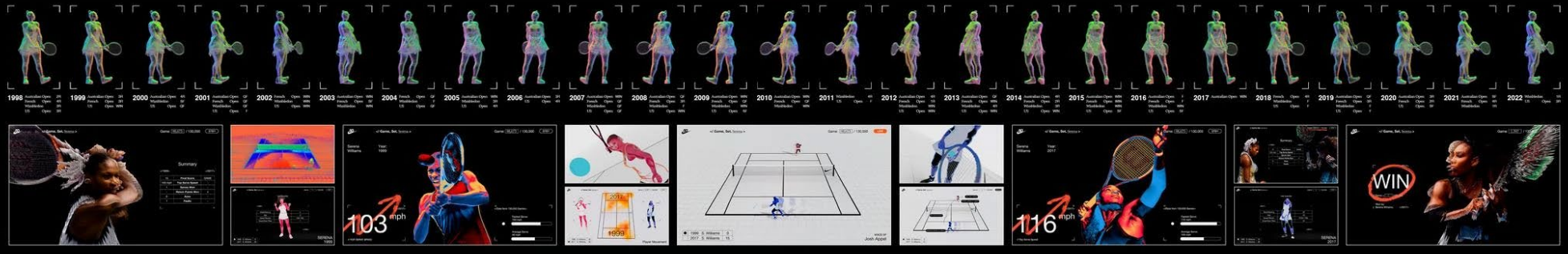
{ The Idea }

After analyzing all data and footage from official tournaments throughout Serena's career, machine learning was able to model each era's playing style – decision making, shot selection, reactivity, recovery and agility. The data collected is already being used by Nike to improve their products' technology and also their athletes' performance.

{ The Match }

In order to make our data accessible and inspiring for everyone in the world, we've transformed it into a live virtual match, in which the 17 year old Serena, the age she won her first Grand Slam, faced the 35 year old Serena, the age she won her 23rd Grand Slam. The live match was a result of 130,000 matches generated using Vid2Player technique, developed by Stanford University. At the end of every game, Josh Appel showcased the study's main insights.

://: The most accurate and detailed virtualization ever done with an athlete. ::\



## NEVER DONE EVOLVING FEAT. SERENA | NIKE AKQA, SÃO PAULO

“Never Done Evolving feat. Serena”. Nike AKQA in São Paulo presented “Never Done Evolving feat. Serena” at the Grand Prix Digital Craft Lions. By analyzing two decades of Serena Williams’ gameplay, Nike created avatars representing different stages of her tennis career through machine learning. A virtual match between the first and final grand-slam Serena generated hype. These avatars

now guide young athletes towards their potential. Digital Craft Lions Juror Noah Khan praised Nike’s broad impact. Following Serena Williams’ retirement announcement in August 2022, Nike paid tribute by showcasing the evolution needed to excel for over 20 years. This study, transformed into a live virtual match on YouTube, garnered significant organic views and is now influencing both Nike’s technology and athlete performance enhancements.

PLAY TVCs



## Challenge

On average, an adult spends approximately 132 hours a year looking at mind-numbing menus online before deciding what to eat, frequently resulting in the wrong call. Psychologists refer to it as "choice overload". How can HungerStation, the foremost and leading food delivery app in Saudi Arabia, help people in making the right choice?

## Insight

According to a recent study, "the conscious mind can only process 40bits of information/second, while the subconscious mind can process up to 500,000 times faster." What if we help people better connect with their subconscious mind, allowing it to find the answers they are seeking?

## Idea

Introducing the Subconscious Order – a new feature on the HungerStation app that recognizes when a person have been hopelessly scrolling and launches the innovative tool. A variety of delicious cuisines are displayed as the front-facing camera meticulously tracks the eye's interest using advanced algorithms. The smart AI then narrows down the options and presents a data report of what the subconscious mind is craving, providing the user with a list of relevant restaurants to order from.

HungerStation created a tool that will end the back and forth by handing the decision-making process over to the subconscious mind.

AgencySpy ADWEEK

A tool that demonstrates 'compressed commerce' in action by HungerStation

Arabia

Hungerstation developed the tool that will end the back-and-forth that often comes with ordering a takeaway

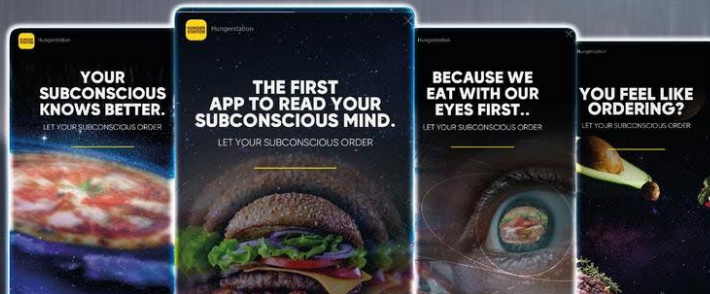
In association with AdAge Communicate

HungerStation Taps into the Subconscious to Help People Order Food.

Little Black Book

# THE SUBCONSCIOUS ORDER

LET YOUR SUBCONSCIOUS MIND DO THE ORDERING



## HUNGER STATION

IN THE FIRST 2 WEEKS

2.5m	78k
IMPRESSIONS	NEW CUSTOMERS
630k	6k
PORTAL VISITS	NEW CUSTOMERS PER DAY

A SMART AI USES PROPRIETARY FOOD TOPIC MODELLING TO NARROW DOWN THE OPTIONS



USERS' COMMENTS

I TRIED IT AND DISCOVERED THAT MY SUBCONSCIOUS MIND IS CRAVING SUSHI.



MOST OF MY TIME IS WASTED THINKING ABOUT WHAT TO EAT. THANK YOU GUYS FOR THE EXPERIENCE.



YUM, YUM, GIMMIE SUM. MY SUBCONSCIOUS SAID PIE!



## The Subconscious Order

Saudi food delivery app HungerStation introduced 'The Subconscious Order' utilizing an AI tool that tracked users' eye movements while scrolling to reveal their true food desires from their subconscious. This innovative approach alleviated decision overwhelm caused by excessive choices, leading to a surge of 78,000 new customers within a fortnight.

Nancy Crimi-Lamanna,

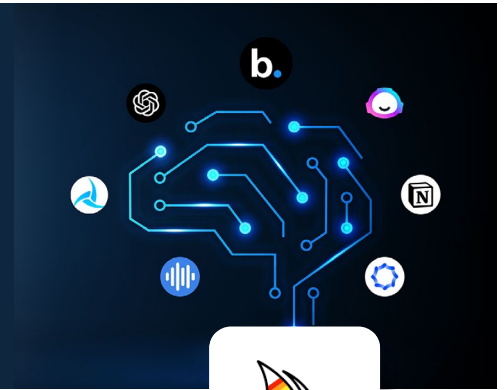
Creative Commerce Lions Jury President and FCB's Chief Creative Officer, praised this initiative for its global scalability and ability to engage consumers at the point of decision, offering a playful and enjoyable experience.

Amidst a competitive market, HungerStation aims to maintain its pioneering status and enhance customer appeal by leveraging innovation, technology, and social media outreach.

ARTIFICIAL INTELLIGENCE TOOLS

→ AI TOOLS

(LINKS IN HIGHLIGHTED TEXT BELOW)



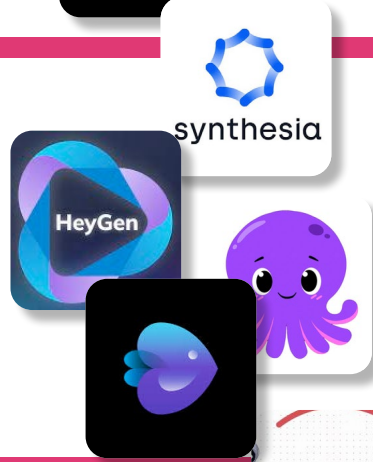
Design and Branding:

Midjourney  
DALL-E  
Alpaca  
Dream Studio



Content Creation:

Synthesis AI  
HeyGen  
Pictory  
In-Video



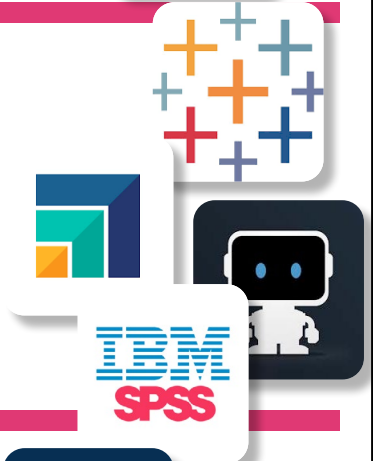
Social Media & Ads:

Adext AI  
Lately  
Optimove  
Madgicx



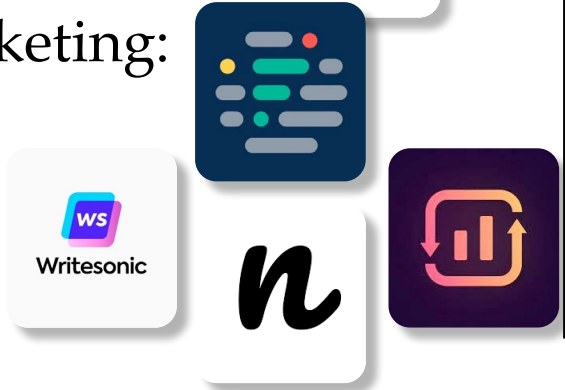
Predictive Analysis:

Tableau  
RapidMiner  
DataRobot  
IBM SPSS



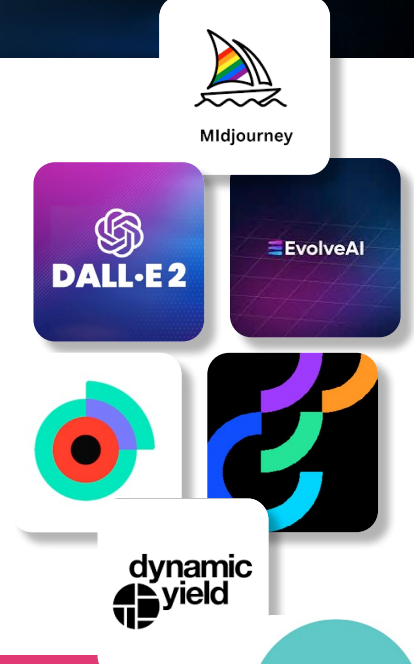
Content Marketing:

Frase.io  
Writesonic  
Narrato  
Surferseo



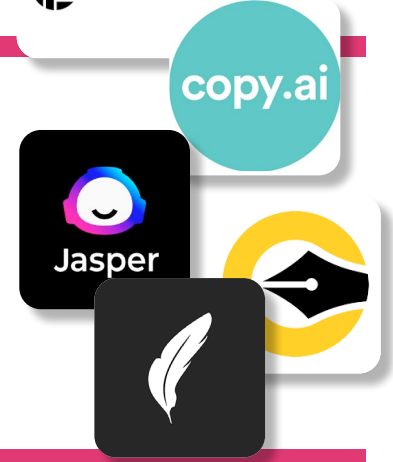
Personalisation:

Midjourney  
DALL-E  
Evolve AI  
Kameleoon  
Optimizely  
Dynamic Yield



Copywriting:

Copy AI  
Jasper AI  
ClosersCopy  
Shortly AI



Brand Language Optimisation:

Persado  
Whispir  
INK



Competitive Analysis:

Klue  
Kompyte  
Contify



Social Media Management:

SentiOne  
Meltwater  
Emplifi



**FINAL CALL! MAY 15 & 16**



# WITH AI, COULD LEONARDO HAVE PAINTED A BETTER SMILE?

Artificial intelligence or AI refers to the ability of machines to copy functions that are mainly associated with humans, such as learning, analysing information, drawing conclusions, making decisions, and others.

Companies use different variants of such applications, for example, for automated customer service, marketing process automation, automated sales, predictive analytics, etc.

Artificial Intelligence is the new and inevitable pervasive technology that will revolutionise marketing and processes that go beyond today's benchmarks. ChatGPT, DALL-E, Midjourney are only the beginning of this wave to empower, optimise and collaborate in new ways.

Whether it replaces jobs, endangers our lives and social systems, it is still too early to tell. AI-powered marketing cloud that leverages advanced artificial intelligence and trillions of consumer signals make it easier for marketers to acquire, grow, and retain customers more efficiently.

Scientists say AI is the future in the marketing and media industry, and doing business and marketing without AI will become impossible. The use AI in the formation of marketing strategies (segmentation, targeting, and positioning), research (data collection, market analysis, customer understanding), and campaigns (standardisation, personalisation, relationalisation) is staggering. Scientists emphasise that the ability of artificial intelligence to perform analysis that is inaccessible to human thinking is one of its most revolutionary capabilities.

"AI" redirects here. For other uses, see Artificial intelligence (disambiguation).

Artificial intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems. These processes include learning (the acquisition of information from an experience), reasoning (the manipulation of information to reach a conclusion), and problem solving (the selection of a goal and the application of an operator to reach that goal).

AI research is a subfield of computer science that focuses on the development of intelligent agents that can perform tasks that normally require human intelligence. These tasks include visual perception, natural language processing, and decision-making.

AI is a broad term that encompasses a wide range of technologies and applications. It includes machine learning, which allows computers to learn from data and improve their performance over time. It also includes expert systems, which are designed to solve complex problems by mimicking the decision-making abilities of a human expert.

The history of AI can be traced back to the 1950s, when the term "artificial intelligence" was first coined. Since then, the field has grown rapidly, with significant advances in machine learning and deep learning in recent years. Today, AI is being used in a wide variety of applications, from healthcare to finance to entertainment.

The growing use of artificial intelligence in the 21st century is influencing a societal and economic shift towards increased automation, data-driven decision-making, and the integration of AI systems into various economic sectors and areas of life, affecting job markets, healthcare, government, industry, and education. This raises questions about the long-term effects, ethical implications, and risks of AI, prompting discussions about regulatory policies to ensure the safety and benefits of this technology.

# KEYNOTE SPEAKERS



**Lucio Ribeiro** is the Director of digital Marketing and Innovation at Seven Networks, Australia's number-one broadcaster. HE is also a tech columnist at Forbes. A pioneer in artificial intelligence applied to marketing and advertising, Lucio is one of Australia's most respected, awarded, and innovative digital executives.

Having been elected one of the most influential online marketers in the world by Marketing Today, he is an MIT graduate in artificial intelligence, former Director of Technology and Innovation at Optus, and the co-founder of the digital agency Online Circle Digital, which he sold in 2019. He is also a scholar of The Marketing Academy and has lectured on digital marketing and AI at RMIT University and Deakin University.

**Farrokh Madon**  
Chief Creative Officer APAC at Merkle B2B

In a career spanning Singapore, Amsterdam and India, Farrokh has garnered over 200 prestigious advertising awards. He has won Cannes Lions, a highly coveted D&AD Silver Nomination and the only Grand Prix in the history of the Effie Awards in Singapore.

Work done on his watch has featured on CNN's Anderson Cooper show & FOX TV in America. Farrokh is also a winner of the Creative Director Of The Year Award given by the Institute of Advertising Singapore, at its Hall Of Fame Awards. Farrokh has also written a novel. It briefly sat on the Top Sellers shelf of bookstores in Singapore.



**Khairy Jamaluddin**  
Former Minister of Health, Malaysia

Khairy Jamaluddin or KJ, served as Minister of Health in the Barisan Nasional (BN) administration under former Prime Minister Ismail Sabri Yaakob from August 2021 to November 2022. Alongside being a radio presenter for Hot FM, he hosts Keluar Sekejap with Shahril Hamdan, a podcast in which they discuss Malaysian politics and current affairs with a variety of guests.

KJ will share his take on how Malaysian media can embrace AI for the future, plus some juicy stuff never heard before.

**Jia Wen Chuah**  
Head of Industry for CPG, Retail & Agency, Google Malaysia

Jia Wen is a digital and branding strategist with a passion for harnessing technology and media to empower brands. As the Head of Industry (CPG, Retail & Agency) and Malaysia Site Lead at Google Malaysia, she leads the charge in crafting comprehensive digital strategies for brands.

Her expertise lies in helping them connect and engage with their target audiences online by leveraging Google's cutting-edge AI-powered solutions.



**Indhran Indhraseghar**  
Regional CEO, Robometric Inc.

Author of 2 books. Inventor of STORIFY, a positioning tool that has helped thousands of businesses transform their narratives into successful sales strategies. Invited to speak at Google Korea (covered by the Korean press). Featured interviews on TV5MONDE and BFM 98.9.

15+ years of experience driving consultative sales growth and leading high-performing global teams.



 **SIGN UP NOW**

NEXT STOP: AI

MAY 15 & 16  
S D C C

