

Keynote Presentation | **[AI in Digital Marketing]** What is the Intersection of AI in Marketing & the Ad Creative Process?



| Celtra

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Intersection of AI and Human Input in Marketing & Ad Creative Process

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London, November 2023

Celtra





Evolution of advertising

Printed leaflets

Direct mail

Print

Radio

TV

Web

APPs

VR

Repetitive work era and the rise of [workflow] tools



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A man stands in the center of a long, straight asphalt road that stretches into the distance. He is wearing a light-colored t-shirt with a white Nike swoosh logo on the chest. The background features a vast, flat landscape under a sky with soft, colorful clouds, suggesting a sunset or sunrise. The overall mood is serene and motivational.

FIND YOUR GREATNESS.



How likely is it that A.I. can generate a creative idea at the level of Apple's 1984 tv ad?



Creating a groundbreaking ad like Apple's 1984 requires a blend of creativity and cultural insight, areas where AI currently falls short. While AI can assist in elements of creative production, its ability to conceptualize groundbreaking ideas remains limited. The 1984 ad's impact stemmed from a deep understanding of cultural dynamics and a bold narrative, aspects that rely heavily on human intuition and emotional intelligence. As of now, AI is a valuable tool but hasn't reached the point of replicating the intuition and creativity seen in iconic ads.



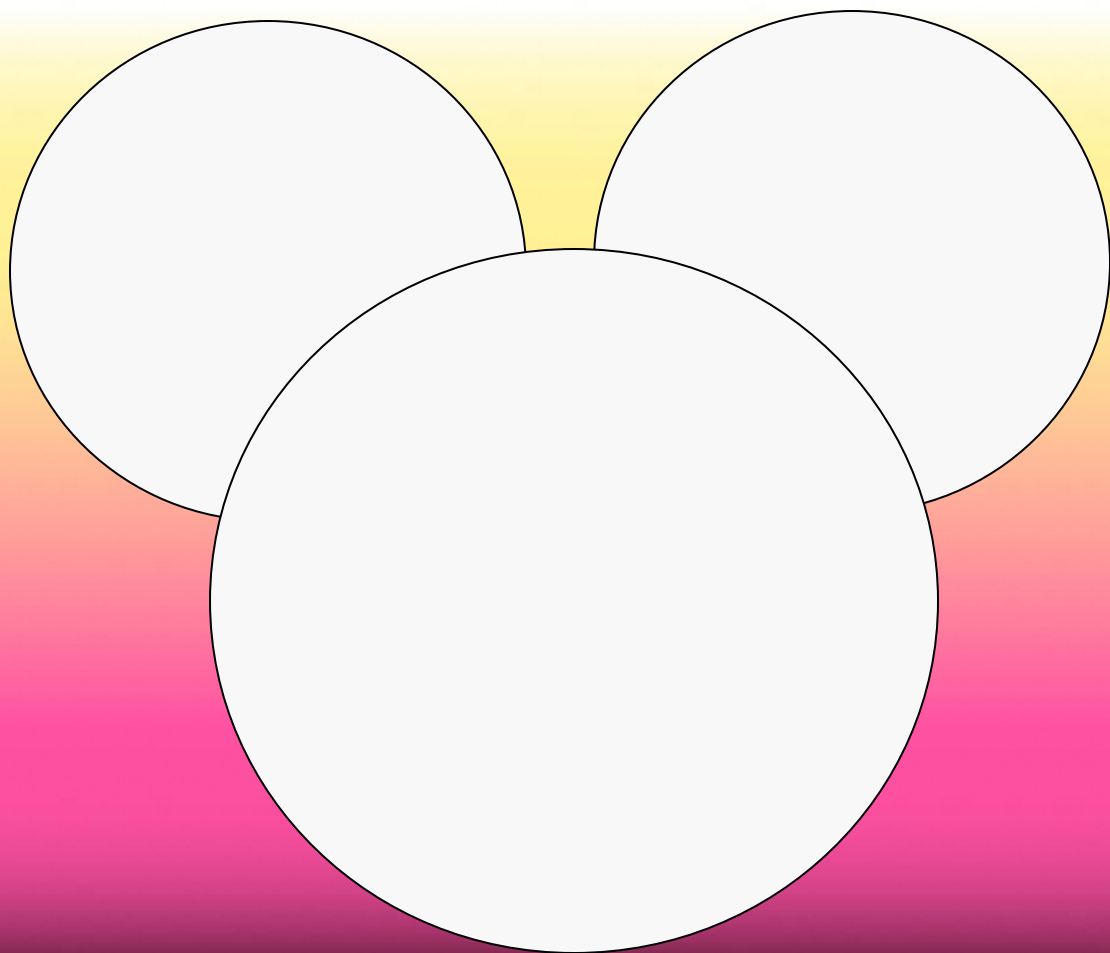
Creative ideation, strategy

In-market

Planning, production, review

Analysis, optimization

Testing, versioning



Can A.I. bring some mindfulness into our professional lives?

Embracing the Circular Process

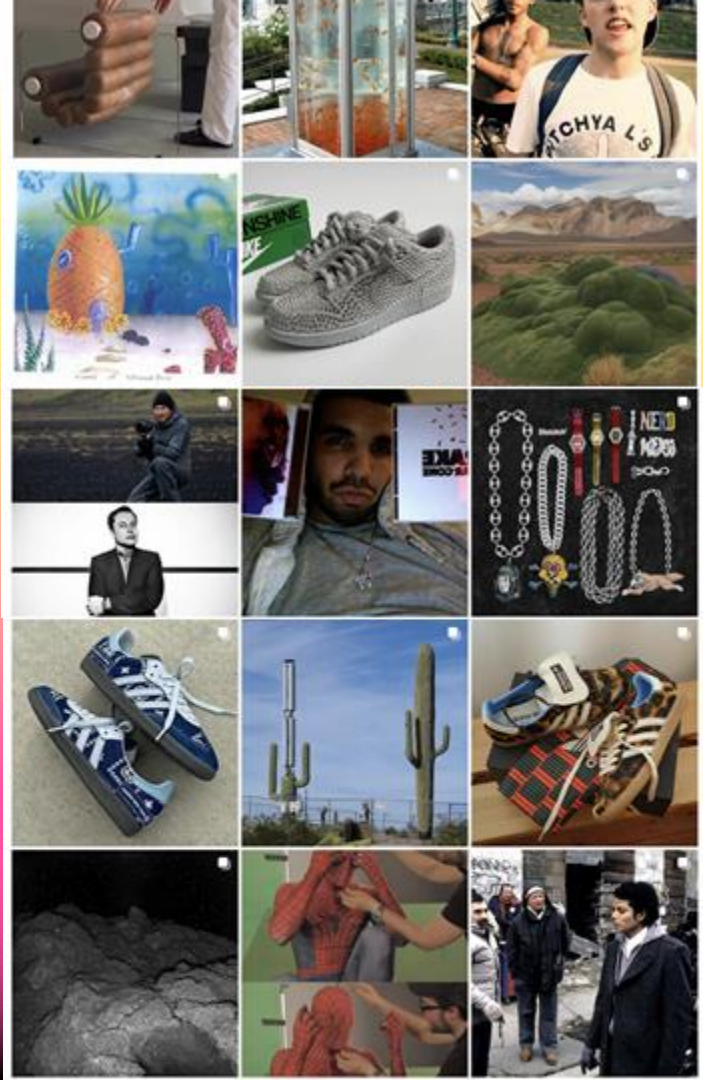
Brand Core

Brand Identity

Visual representation of brand identity core
elements and principles

Reclaiming the marketer role

The Guardian Curator



Efficiency + Insights + Strategy

Example of first AI-powered campaigns

The Creative Automation x A.I. Advantage

Next Generation Creative Automation

A platform built for a new way of efficient, collaborative production

Purpose-built to scale up content

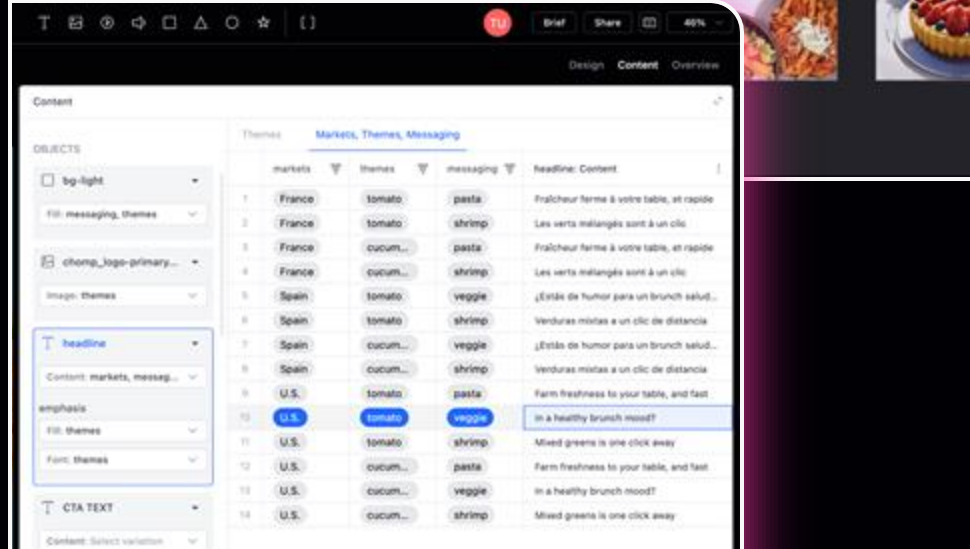
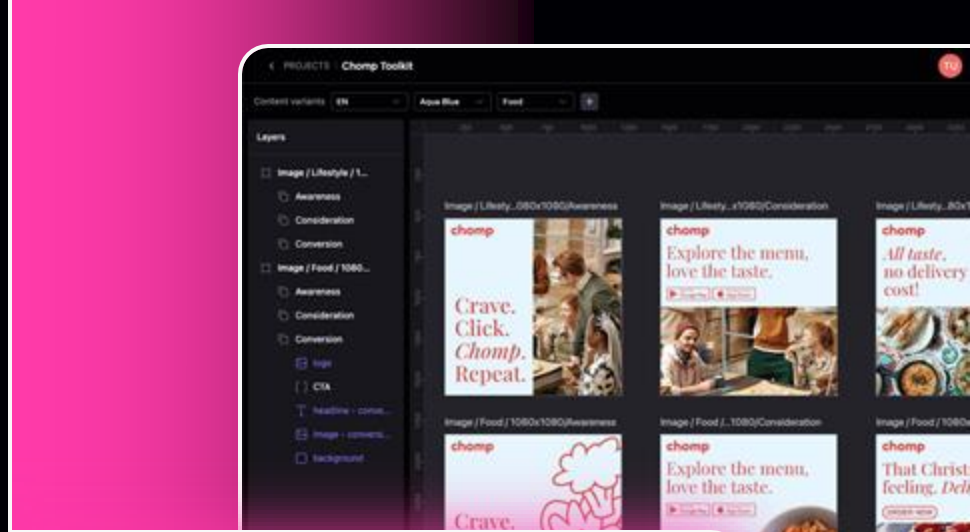
- Easily scale creative, from omnichannel to messaging

Designed for modern production processes

- Spaces for the creative and content workflows
- Real-time collaboration with multiplayer

Easier learning and on-boarding

- Made for multiple teams involved along the production life cycle
- Centralized workspaces for full transparency and brand control



Celtra Production x AI

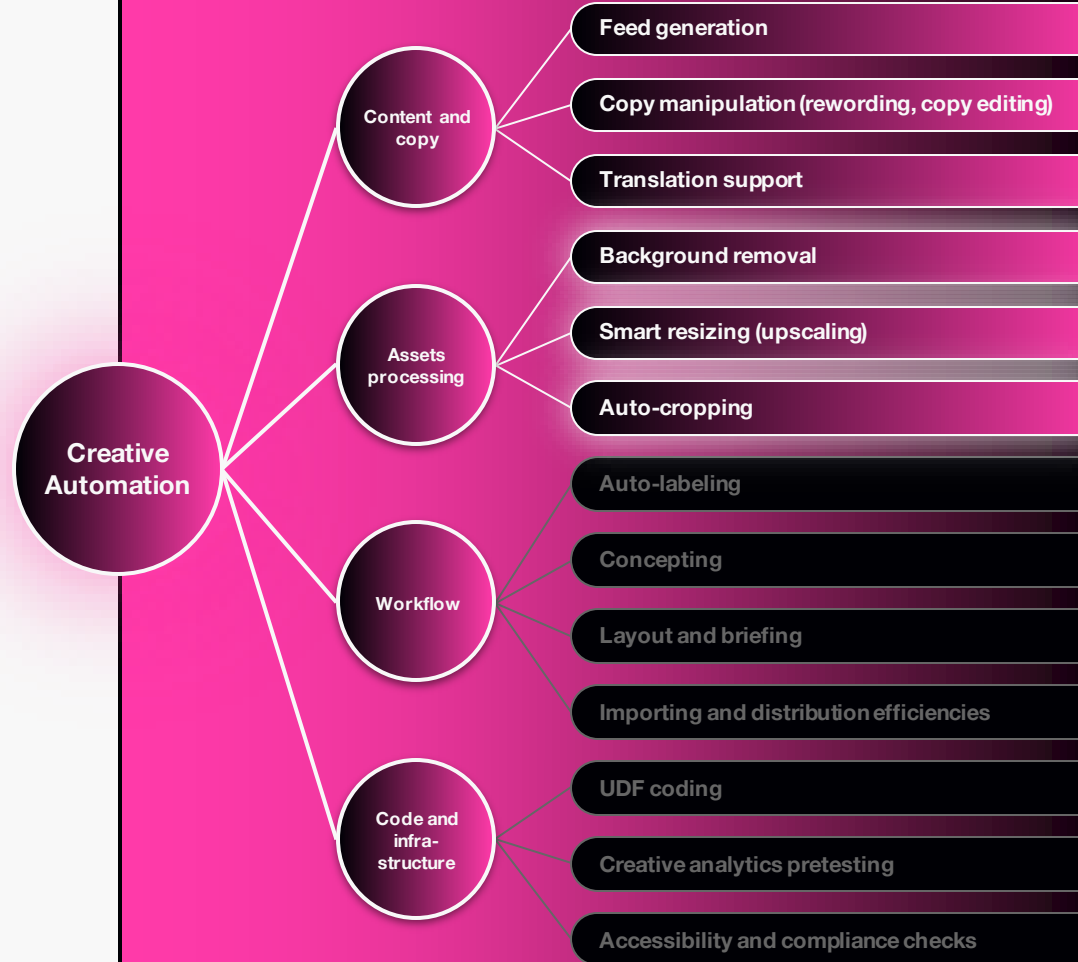
In 2024, build on the existing AI capabilities and integrate it to power areas of production, spanning creative flows to delivery

For production and asset processing

1. Background removal
2. Image upscaling
3. Auto cropping

For distribution and metadata management

1. Auto asset tagging/metadata generation






Creative Performance x AI

At the intersection of creative and performance

- Empower design and marketing teams with production tooling and insights bridging creative and performance
- Multi-factorial impact analysis identifies creative characteristics that most influence results
- Action on insights
- Optimize creatives based on performance feedback loop with a spectrum of manual and automatic controls

Most impactful factor: Nr. of talents featured

Attribute value	Impact	Relative lift	CTR	Creative
More	7.3	269.86%	7.03%	
2	1.2	43.71%	2.73%	
1	0.0	1.14%	1.92%	

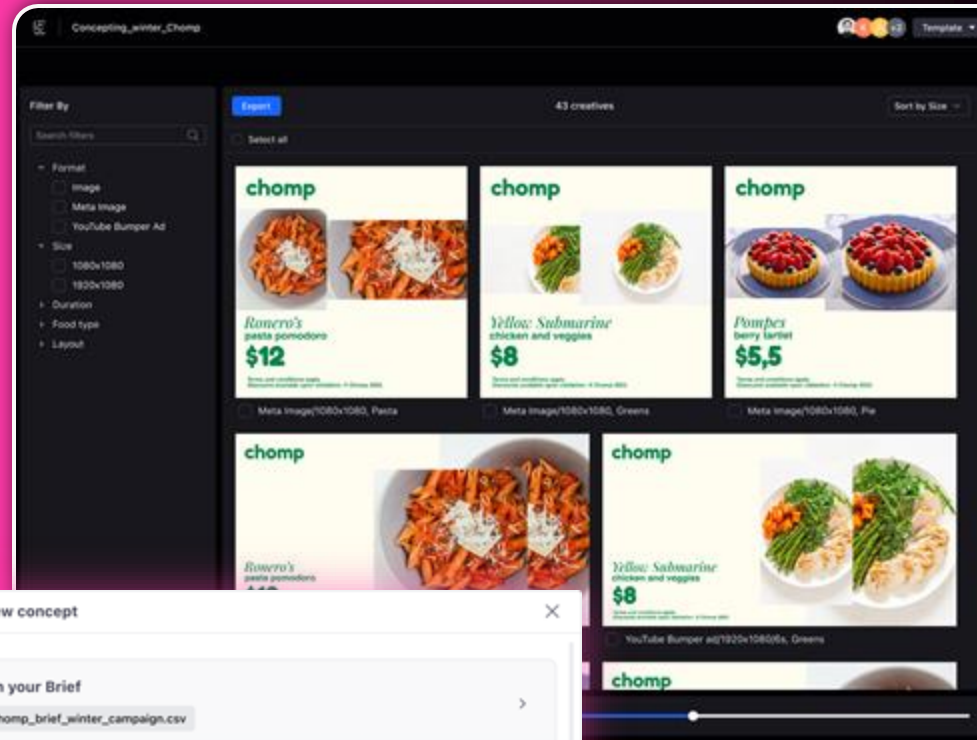
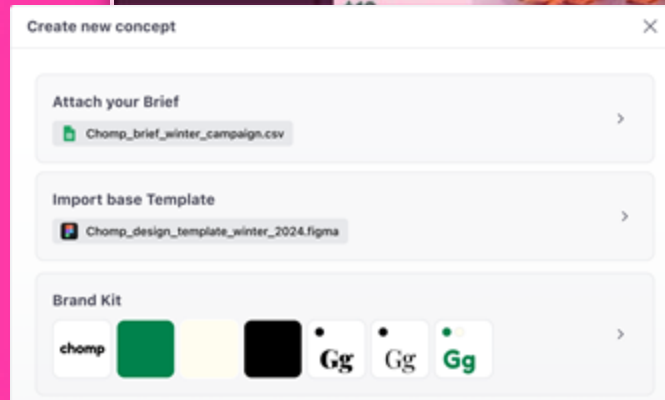
Second most impactful factor: Creative copy length

Attribute value	Impact	Relative lift	CTR	Creative
No copy	7.2	418.05%	6.22%	
Short	1.2	68.57%	2.03%	
Long	0.0	0.0%	1.20%	

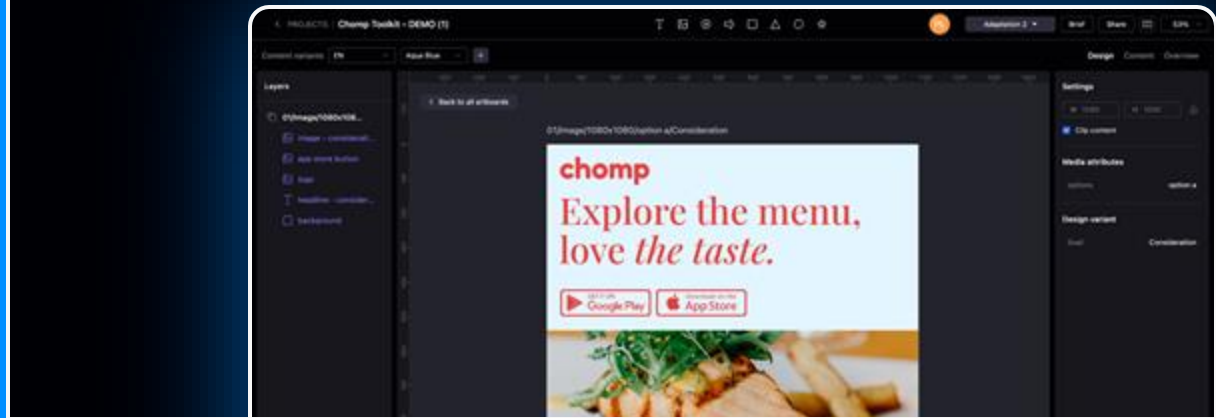
Concepting x AI

Rapidly progress from blank canvas to high-quality concepts

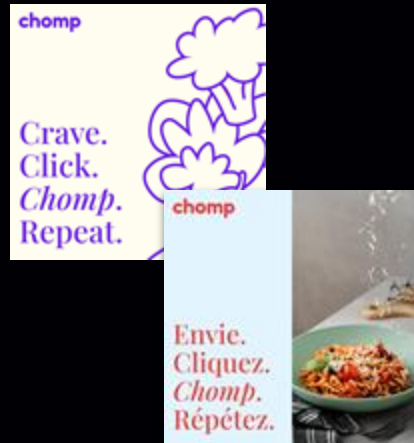
- Import your brief & original creative assets to accelerate production
- Ingest historical campaign data, if available, to apply to generative model
- Define and apply brand consistency guardrails
- Rapidly generate AI-crafted designs, copy & modular creative set-up



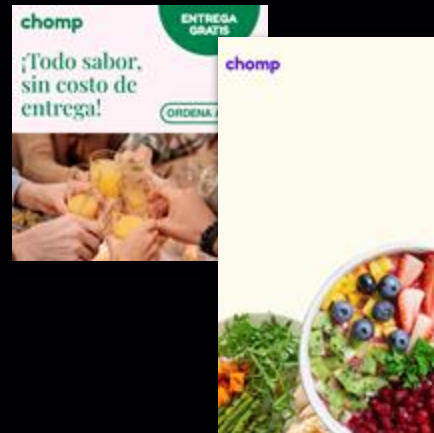
From a few modular templates to hundreds of variations



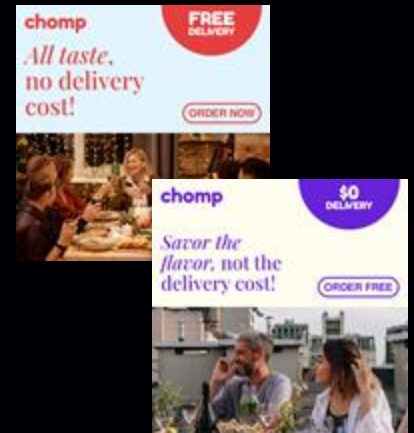
DESIGN AND CONCEPTS



SIZES AND FORMATS



CONTENT OFFERS, CTAs, AUDIENCE, ETC



Produce required
creative versions
for every concept,
audience, and
message


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Repeat.



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