

Keynote | **[Video Marketing]** Elevate your Game: Make AI the Standard in your Content & Comms Teams



PlayPlay

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Elevate your Game:

POV: 'Make A.I. standard in content & comms workflows'

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“The fusion of AI with content marketing isn't just a trend; **it's a necessary evolution to stay relevant** and engaging in a data-driven world”

*Sundar Pichai,
CEO of Alphabet Inc.*



In the past year, the way we
consume and produce
content online has
dramatically changed



And so...

Brands need to re-think
their communications to be
more efficient



**How many of you already use
A.I. for content creation?**



**How many of you feel more
productive thanks to AI?**



A.I. increases productivity for content & comms pros

83%

of creatives are
already using A.I.
generative tools

-50%

**time spent in content
creation** efforts when
using AI as part of the
workflow

60%





























**increase in the number
of campaigns** or
content pieces
produced

Sources: McKinsey & Company, itsnicethat, Salesforce



The accelerated expansion of AI

+1 500
plugins to
OpenAI

 Wolfram Alpha Install Dynamic computation and curated data from Wolfram Alpha.	 Klarna Shopping Install Search and compare prices from thousands of online shops	 LangChain Docs Install Up to date information for the LangChain Python library.	 TODO Plugin Install Plugin for generating explainer videos with AI
 TODO Plugin... Install Plugin for managing a TODO list, you can add, remove and view your TODOs.	 NBA Standings an... Uninstall Up to date status of the NBA Playoff picture and nba standings	 TODO Plugin (no... Install Plugin for managing a TODO list, you can add, remove and view your TODOs.	 Expedia - Test Install Bring your trip plans to life -- get there, stay there, find things to see and do.
 Qdrant... Install Plugin to search through Qdrant's documentation.	 Qdrant... Install Search through Qdrant docs	 Slack Install Plugin for querying Slack.	 Zapier Install Use Zapier to interact with over 5,000+ apps like Google Sheets, Trello, Gmail, HubSpot, Salesforce,...
 TODO OAuth Install Plugin for managing a TODO list, you can add, remove and view your TODOs.	 ZapierFest Install Use Zapier to interact with over 5,000+ apps like Google Sheets, Trello, Gmail, HubSpot, Salesforce,...	 OpenTable Install Allows you to search for restaurants available for booking dining experiences	 TODO Plugin (no... Install Plugin for managing a TODO list, you can add, remove and view your TODOs.
 Pandora IAM Install Pandora is the Identity and Access management platform that manages veriflix's Workforce and Partner...	 OpenTable Plugin Install Plugin for searching available OpenTable restaurants	 TODO assess plugins Install Plugin for assessing plugins	 Zilliz Plugin Install Search through your documents.
 ChatTODO Install Simple app for managing a TODO list.	 TODO Demo Install TODO Demo app	 Wolfram Install Access computation, math, curated knowledge & real-time data through WolframAlpha and Wolfram Language	 Pricerunner produ... Install This plugin lets users find relevant products when asking for any kind of shopping suggestions
 Milo Family AI Install Jurating the wisdom of village to give parents ideas that turn any 20 minutes	 Vogue Plugin Install Search through Vogue articles	 evil plugin Install quick brown fox	 CHESS Install Chess

*A software component that adds functionality to an already existing program

The 4 steps to A.I. success

1

Research & test

2

Implementation

3

Monitoring & ROI

4

Upskilling



What progressive content teams do:

Unlocking creativity like never before

Ideate

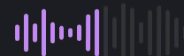
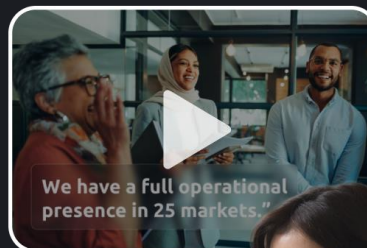
Create

Personalise

Transform

Write your prompt

✦ Create Video



Generate your AI Voice



 English

 Spanish



Ideate

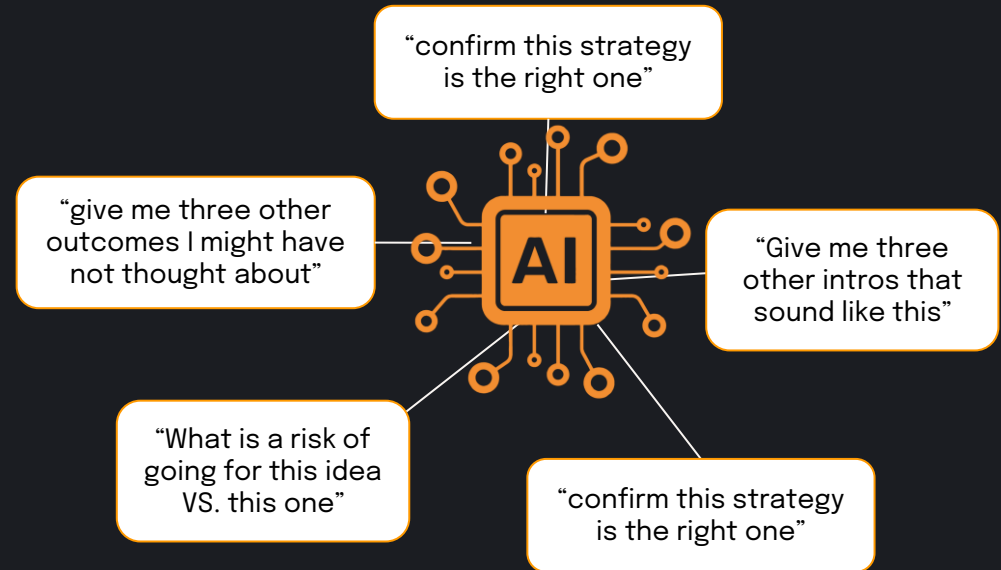
Create

Personalise

Transform

A.I. for new ideas and identifying trends

- Divergent thinking
- Decision making
- Convergent thinking
- Risks and opportunities



Ideate

Create

Personalise

Transform

A.I. for creative content

Coca-Cola:
Create real magic



Ideate

Create

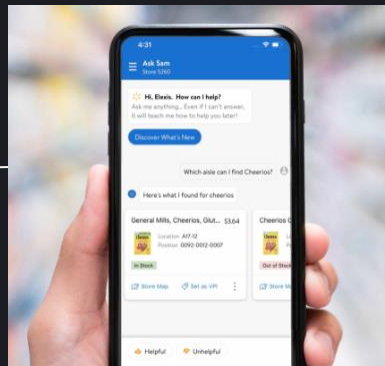
Personalise

Transform

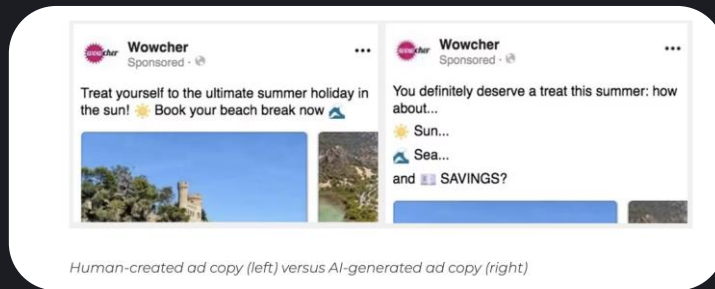
A.I. for personalisation

- Recommendations
- Conversational AI
- Copywriting hyper-personalisation

Walmart



Netflix



31% drop in cost per lead



Ideate

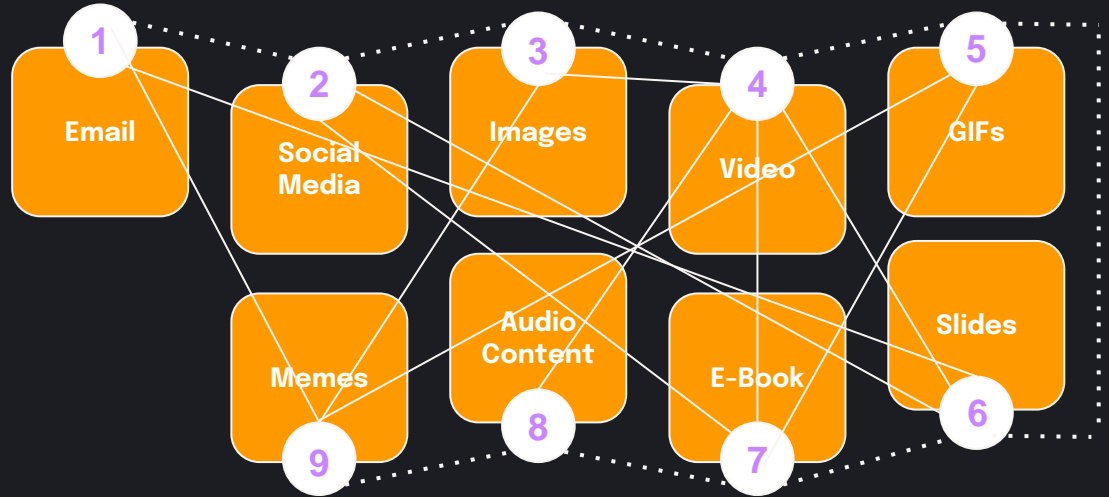
Create

Personalise

Transform

A.I. for content transformation

- URL to video
- Video to blogs
- Webinar to short form
- etc...



Ideate

Create

Personalize

Transform

A.I. for content transformation

A screenshot of a LinkedIn post from the TUI company page. The post is in German and discusses job opportunities. The header shows the TUI profile with 499,310 followers and a post from 2 weeks ago. The main text asks if the user is ready to apply and provides tips for improving applications. It mentions over 1,200 jobs are available on LinkedIn. The post includes hashtags #LetsTUIit, #TUICareers, and #LifeatTUI. Below the text is a blue banner with the TUI logo, an illustration of a smiling man in a white shirt holding a laptop, and the text "Specific Location" and "If there is a specific destination".

TUI 499.310 Follower:innen
2 Wochen · 🌐

+ Folgen ...

Ready to apply!?

We have some Top Tips and insider news on how to improve your [#application](#) and give you the best chance to join [TUI](#) and help us deliver unforgettable moments to our guests. 😊

👉 We currently have more than 1,200 jobs available on LinkedIn. Could one of them soon be yours?

Best of luck on your job search journey. 😊

[#LetsTUIit](#) [#TUICareers](#) [#LifeatTUI](#)

Übersetzung anzeigen

TUI

Specific Location

If there is a specific destination



Ideate

Create

Personalise

Transform

**LinkedIn post to video
with A.I.**



Top



Ideate

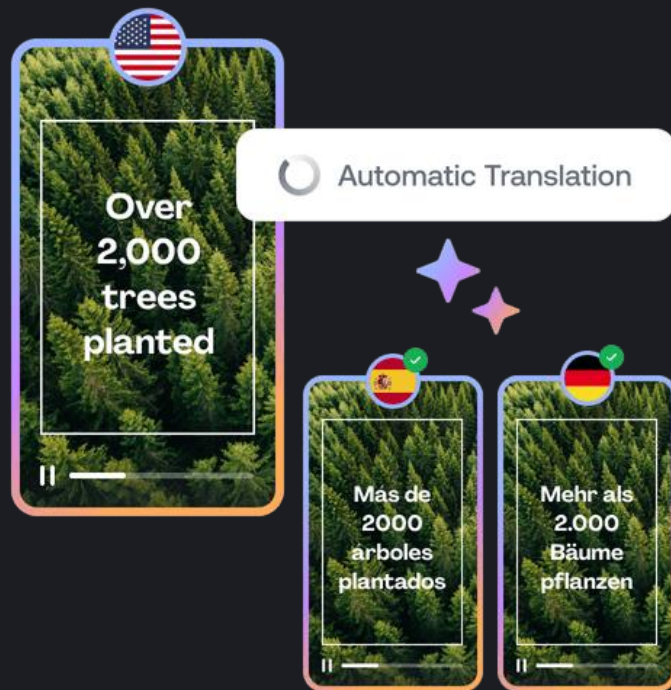
Create

Personalise

Transform

Get the most out of your content with A.I.

- Subtitle translation
- Multi language voice-over & voice cloning



Ideate

Create

Personalise

Transform

Get the most out of your content with A.I.

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- Multi language voice-over & voice cloning



Top



With PlayPlay, all your A.I. video creation in one place

- ✦ AI Script
- ✦ AI Article to Video
- ✦ AI Voice Over
- ✦ AI Automatic Subtitles
- ✦ AI Video Translator



Thank you!
Questions? Let's talk!