THE MARTECH SUMMIT | LONDON

PLENARY

Connected Intelligence

When Evryone Can Create, What's Worth Making?



SEBASTIAN SANCHEZ O'TOOLE
Head of Product Success EMEA
Publicis Production

WHEN EVERYONE CAN CREATE, WHAT'S WORTH MAKING?



SEBASTIAN SANCHEZ O'TOOLE
Head of Product Success, EMEA

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THE MARKETER'S JOURNEY



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AI SOLVED THE BLANK PAGE. NOT THE HARD DECISIONS.



85%

OF MARKETERS USE AI TOOLS FOR CONTENT CREATION.

Everyone has access to unprecedented power to create. The hard part now is linking it to strategic outcomes.

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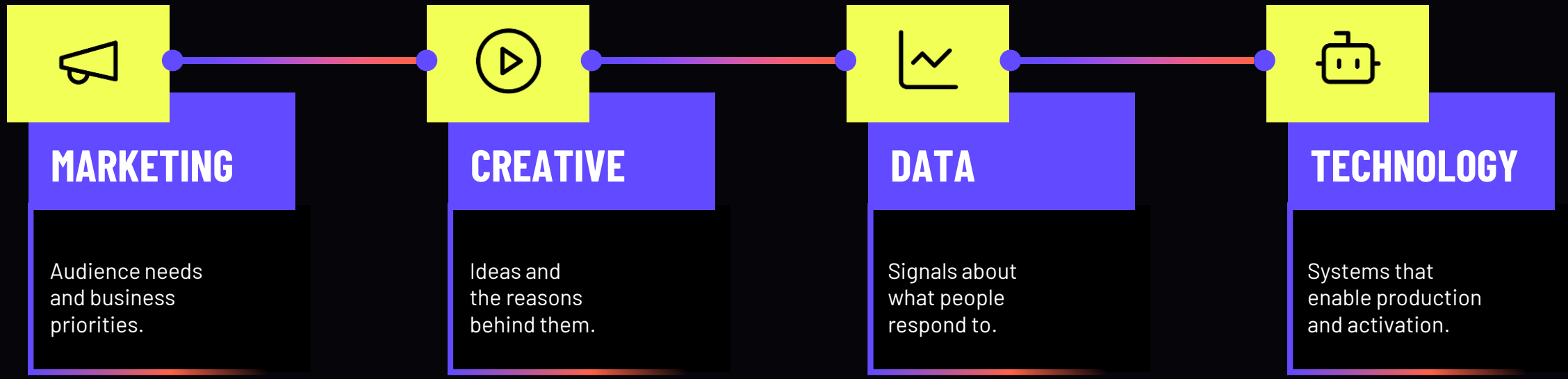
The cost has moved

FROM MAKING TO DECIDING

Every asset has to earn its place.

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WHEN DISCIPLINES WORK IN SILOS, CONTEXT GETS LOST



Each team holds part of the answer. Nobody holds the whole brief.

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DATA ARRIVES TOO LATE

Most teams use data to report on the work, not to decide it.

Today

BRIEF ▶ MAKE ▶ LAUNCH ▶ DATA AS REPORT

Connected

DATA + BRIEF ▶ MAKE ▶ LAUNCH ▶ LEARN

In the connected version, results feed straight back into the next brief.

FROM CONTENT AT SCALE TO EXPERIENCES AT SCALE

Every asset has to earn its place.

Content at scale

ONE IDEA, RESIZED 200 TIMES.

Experiences at scale

THE RIGHT IDEA FOR EACH AUDIENCE AND MOMENT.

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WHO MATTERS. WHAT WORKED.

Two signals shape every brief: who matters, and what worked.

Connected Identity

EVERYTHING ABOUT THE CONSUMER



Connected Performance

EVERYTHING ABOUT THE CONTENT

Ready today with 3B+ IDs LOTAME™ × Epsilon × ITTIME

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WHAT CHANGES WHEN DECISIONS GET BETTER.

20:80

ORIGINATION TO REUSE

30%

LOWER COST PER ASSET

60%

UPLIFT IN CTR



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TECHNOLOGY ACCELERATES THE LOOP. PEOPLE MAKE IT WORK.



Ownership



Adoption



Governance



Judgement

ON MONDAY, DON'T ASK HOW TO MAKE MORE.

ASK HOW TO MAKE THE NEXT DECISION BETTER.



1 CHOOSE ONE BRIEF

2 CONNECT THE PEOPLE

3 CLOSE THE LOOP

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When everyone can create, what's worth making?

WHAT SOMEONE ACTUALLY NEEDS.



DATA SHOWS YOU.

People decide.

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LET'S CONTINUE THE CONVERSATION AT OUR BOOTH.

Sebastian Sanchez O'Toole | *Head of Product Success, EMEA*

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