THE MARTECH SUMMIT | LONDON

B2C MARKETING

AI Governance & Marketing Performance

The More AI Does, the More Governance Matters Why Governance Will Define Marketing in 2027



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SCREENDRAGON

Company Overview

Marketing & Agency Focused
For 20+ Years

Proven Business Impact

Enterprise Grade
ISO 27001

Cloud-based systems
Configured for individual client need

Strong Global Team
in Ireland, NL, UK, USA and Thailand

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A Partner to Fortune 500 brands and agencies.

LANDOR · Hallmark · The Clorox Company · NOVARTIS

JPMorganChase · OMNICOM PRODUCTION · Keurig DrPepper · IPG

Kellanova · bp · General Mills · MARS

The more AI does, the more Governance matters



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WHY?

AI Governance will dictate how fast you can adopt and embed AI in 2027



A Real world Example



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“It’s all in the brief.”

....Famous last words



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AI prepares the brief
People own the outcome

DELEGATED TO AI

- Structure and write the draft
- Classify the request
- Flag missing information

HUMAN RESPONSIBILITY

- Agree objectives and KPIs
- Set brand and rights rules
- Approve the next step

Each agent needs a clear job and a named owner

The Challenge:

Every client brief arrives in a different shape



Manual rewrite

Up to 42 template fields filled by hand for every brief



Inconsistent quality

Structure and completeness depends on who writes the brief



Gaps found late

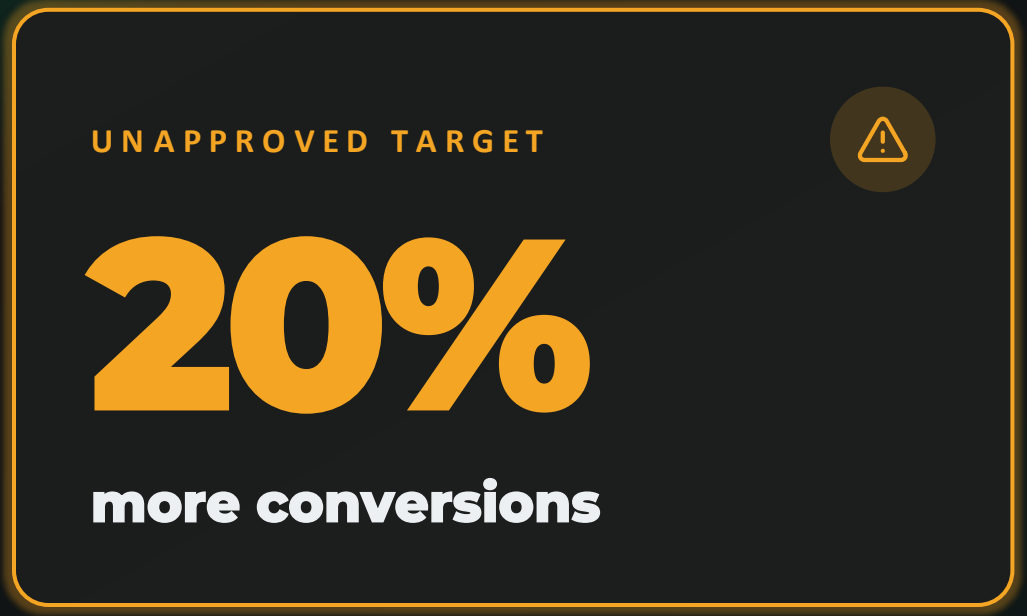
Missing budgets, dates or sign-offs surface once the studio has started



Brief type guesswork

Users guessed the brief type themselves, and the client wanted to decide it

The KPI nobody agreed to



Agreed by whom?

An agent can recommend a target. Someone still has to own it.

Illustrative target. A recommendation needs approval.

The timing of a flag

BEFORE APPROVAL

A quick fix

AFTER APPROVAL

A calendar invite

Brand standards and asset rights belong before approval

6 · BUSINESS VALUE

ROI starts with a baseline: what one run would have cost a person

Manual minutes × hourly rate

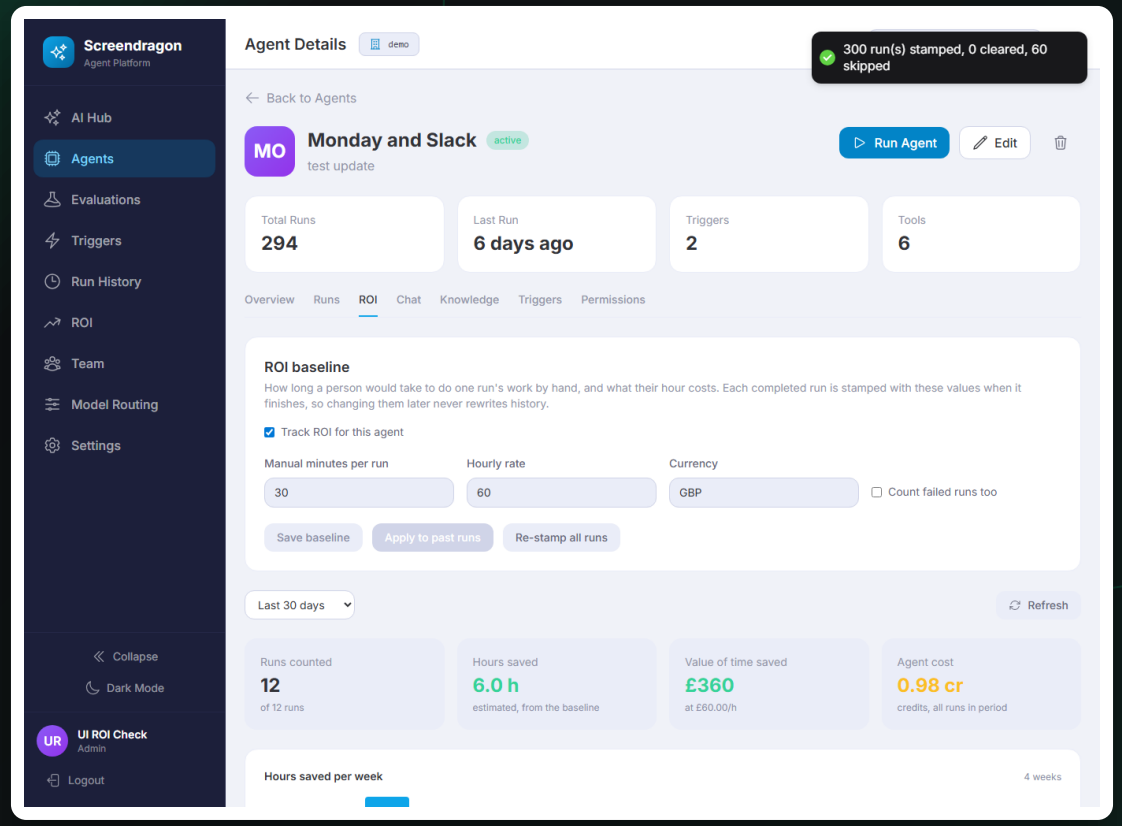
The owner states how long the work takes by hand and what an hour costs. Rates can default at workspace level.

Stamped on every completed run

Savings are recorded as each run finishes, so changing the baseline later never rewrites history. Failed runs and sub-agent calls earn nothing.

Honest by construction

Only completed work counts, each saving is counted once across a chain of agents, and the assumption is shown next to every number.



The ROI tab on an agent: baseline, period, and the four headline tiles

HOW WE MEASURED SUCESS

Hours saved on every brief

3 hrs to write up one brief by hand today

30 min with the agents, including the account manager's review

83% **less hands-on time per brief**

What is the time worth?

Input	Value
Briefs per month	20
× hours saved per brief	2.5
= hours back per month	50
× blended hourly rate	£65
= value per year (× 12)	**£39,000**

600 hours a year at 20 briefs a month. Deduct agent costs and count time spent checking, correcting and rerunning briefs.

Every agent needs a performance review

01
Who owns it?
Where does it run?

02
What can it do?
Brand rules, asset rights, access

03
What did it do?
Evidence and cost

04
Does it still work?
Tests and drift checks

05
Who can approve or stop it?
Human review and approval

06
Is it worth it?
Value after all costs

Your 2027 plan starts with one workflow

Which workflow would you start with?

Start with one workflow.

Pick a repeatable task and measure the time it takes today.

Give the agent a clear job and a named owner.

Decide what it can do and which decisions need a person.

Check while you can still fix it.

Flag missing information and check brand rules and asset rights before approval.

Give the agent a regular performance review.

Check that it still does the job. Measure ROI including human review, rework and AI costs.

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Learn more at Stand 24

