

Creativity meets A.I.

6 ways to use Artificial Intelligence in Marketing



June 2020

Artificial Intelligence

noun, /ɑ:trɪ'fiʃ(ə)l/ /ɪn'telɪdʒ(ə)ns/

Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions.

Can machines think?

AI in general is split in two main categories

Artificial General Intelligence (AGI)

Strong AI

Using intelligence in creative and unrestricted ways in order to solve a problem.

Narrow AI

Weak AI

Simulation of a human intelligence but operating in a strong set of rules and limitations in order to solve a problem.

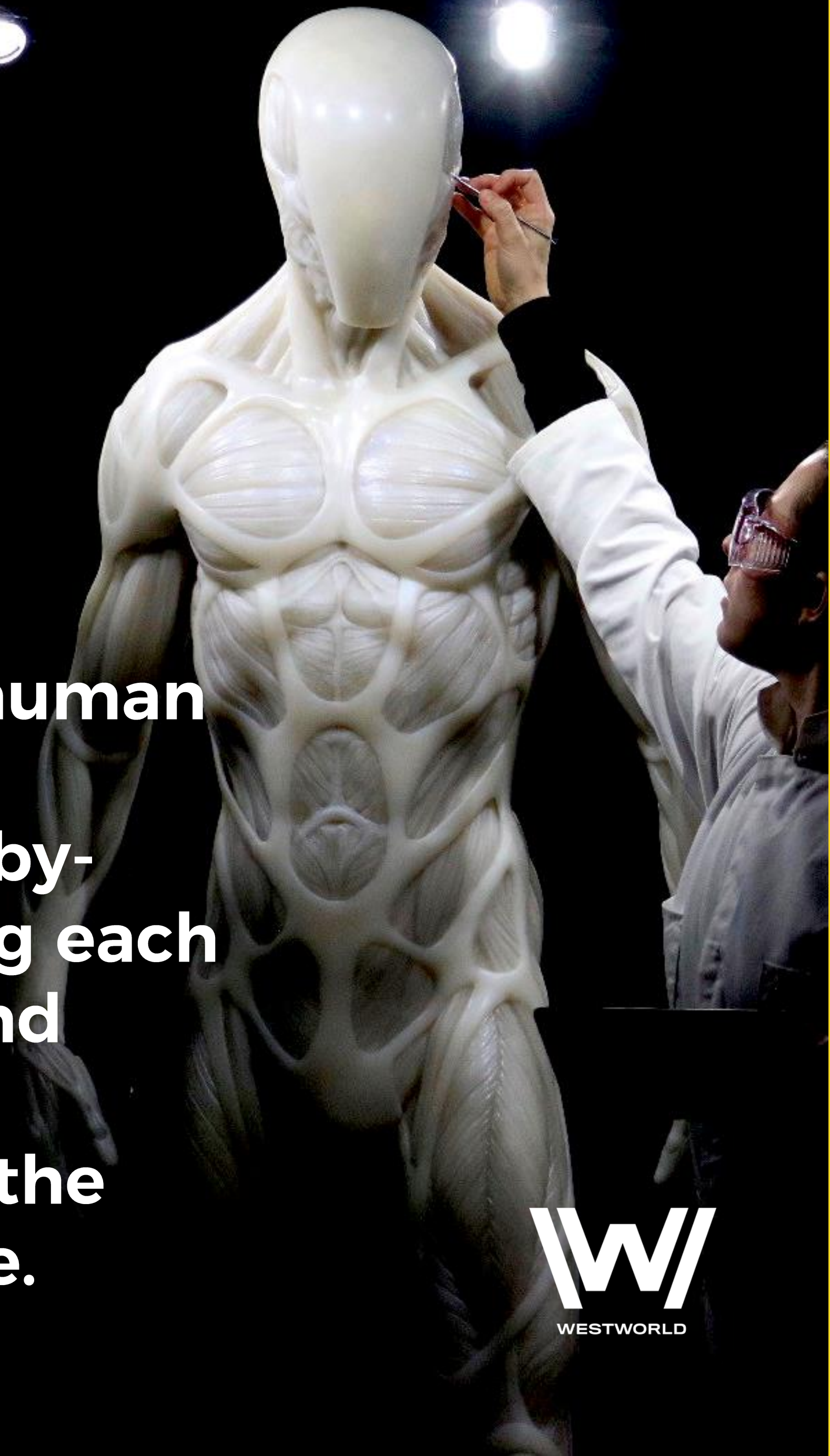
Strong AI

Using intelligence in creative and unrestricted ways in order to solve a problem.

A machine that has the capacity to understand or learn any intellectual task that a human can understand.

The Turing Test

A machine and a human both having a conversation side-by-side without seeing each other, with a second human who must evaluate which of the two is the machine.



Narrow AI

Simulation of a human intelligence but operating in a strong set of rules and limitations in order to solve a problem.

AI Technique

Machine Learning

Learn and improve from experience without being explicitly programmed.

Machine learning technique

Deep Learning

Teaches computers to do what comes naturally to humans: learn by example.

Deep learning systems are made of layers of virtual neurons called neural networks.



Can machines really think?

Turing Test

If you can't tell the difference does it make a difference?

Chinese Room

It's not enough to fool humans, it's about intentionality.

Machine Learning

Supervised

Classify

Unsupervised

Sort

Anomalies

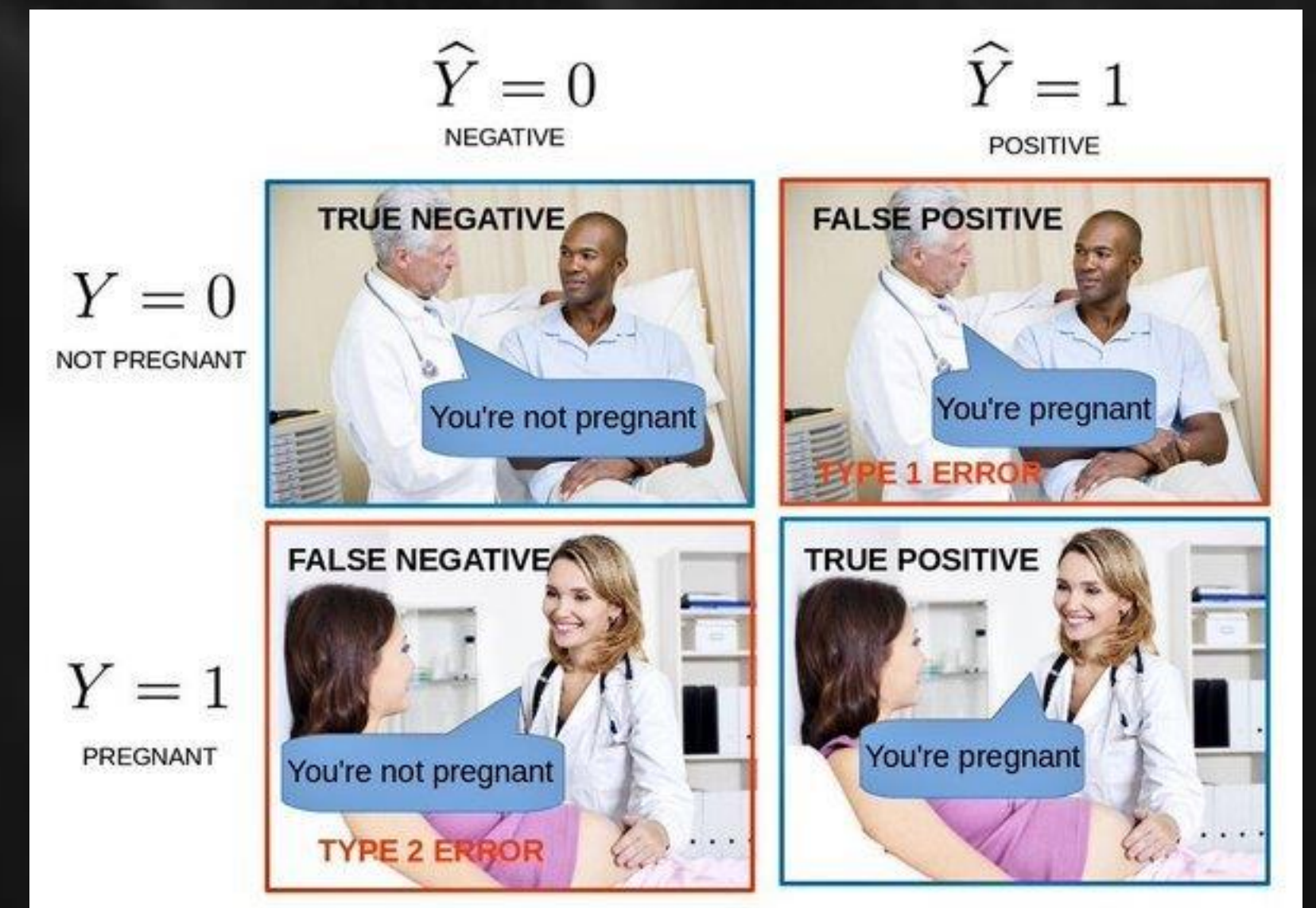
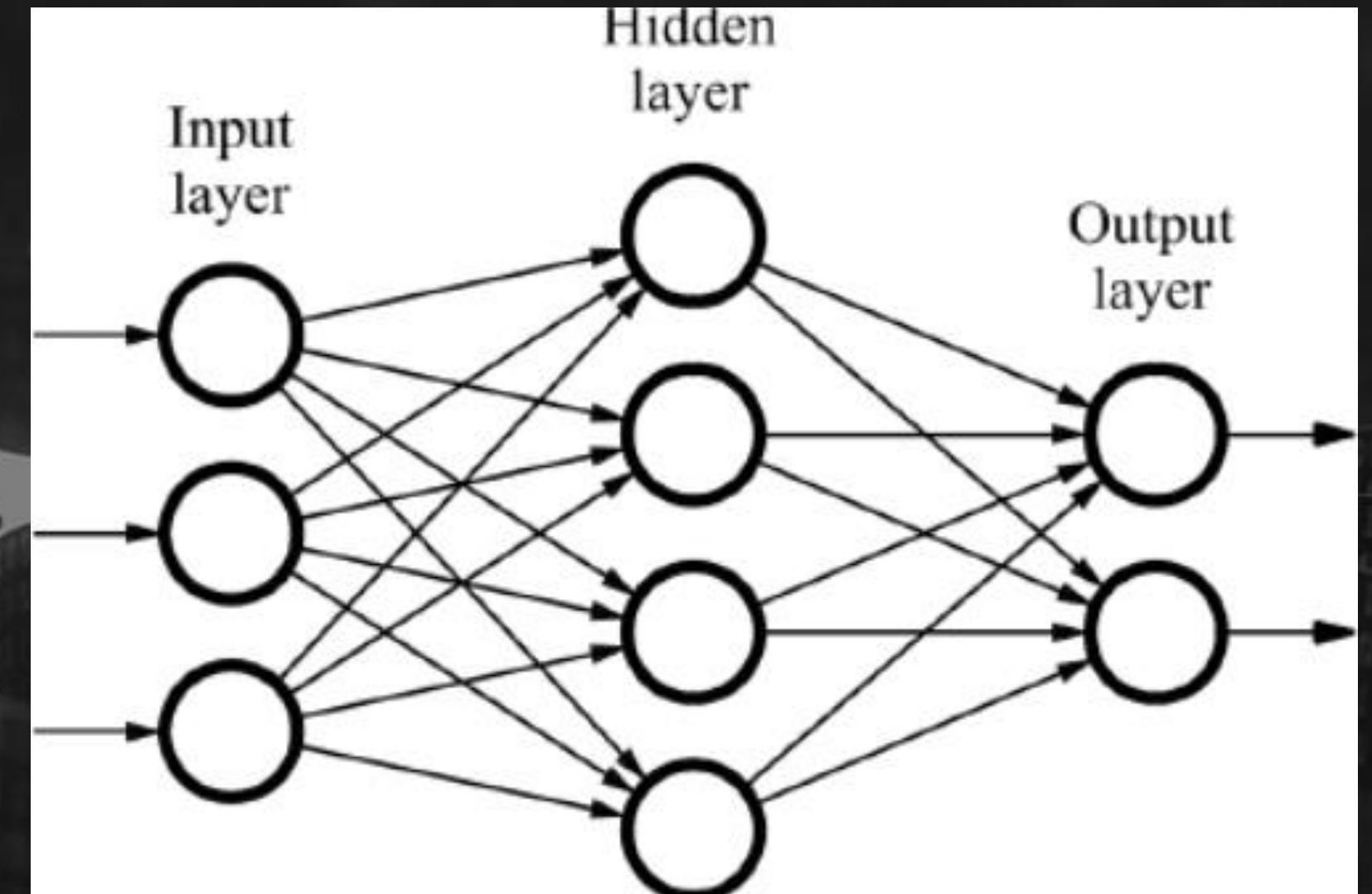
Associations

Reinforced

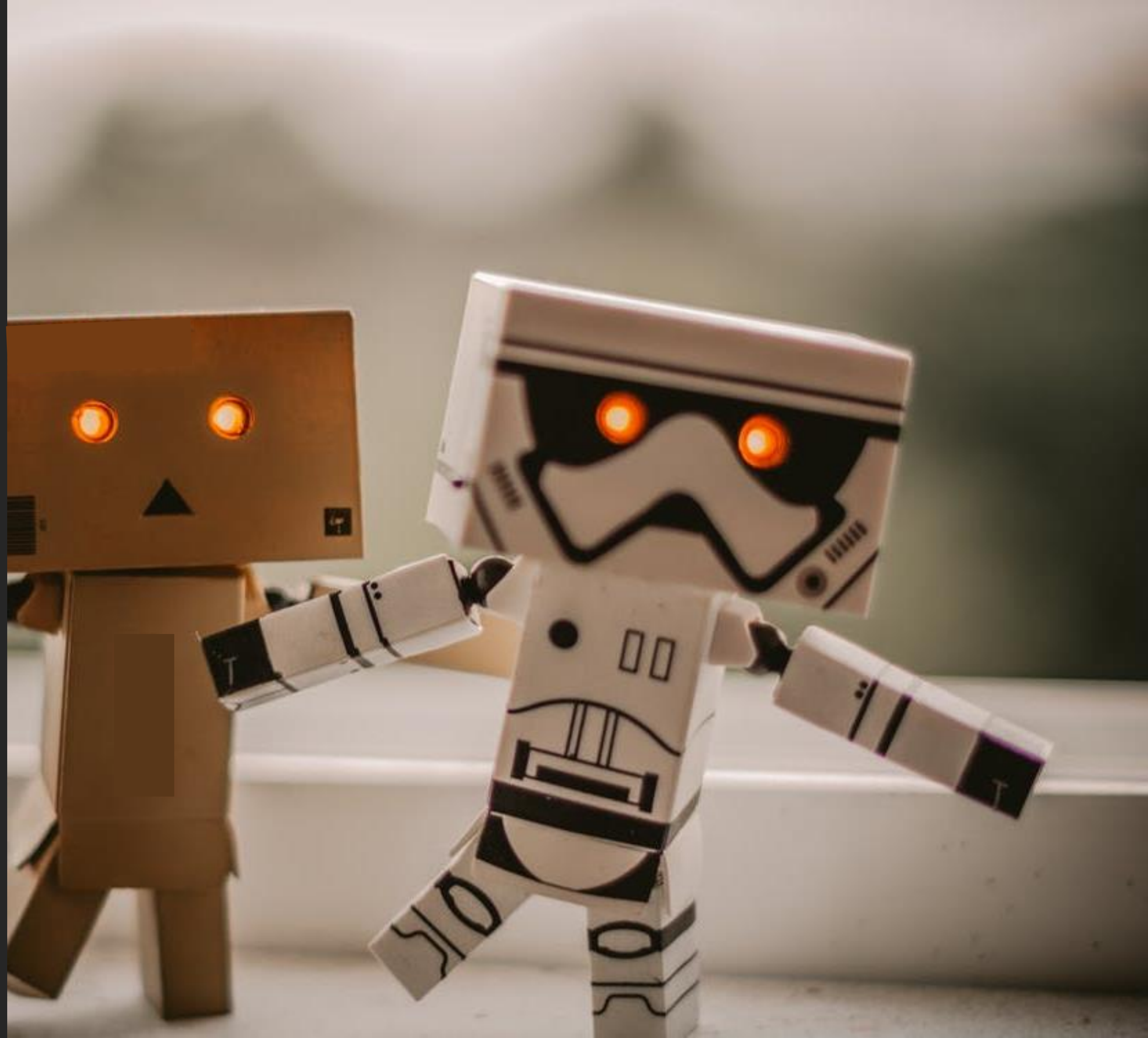
Neural Network

noun, /'njʊər(ə)/ /'netwə:k/

Software systems inspired by the biological neural networks that constitute animal brains.



What consumers really think about AI?



iSense Solutions
THE MODERN CONSUMER COMPANY

What we did

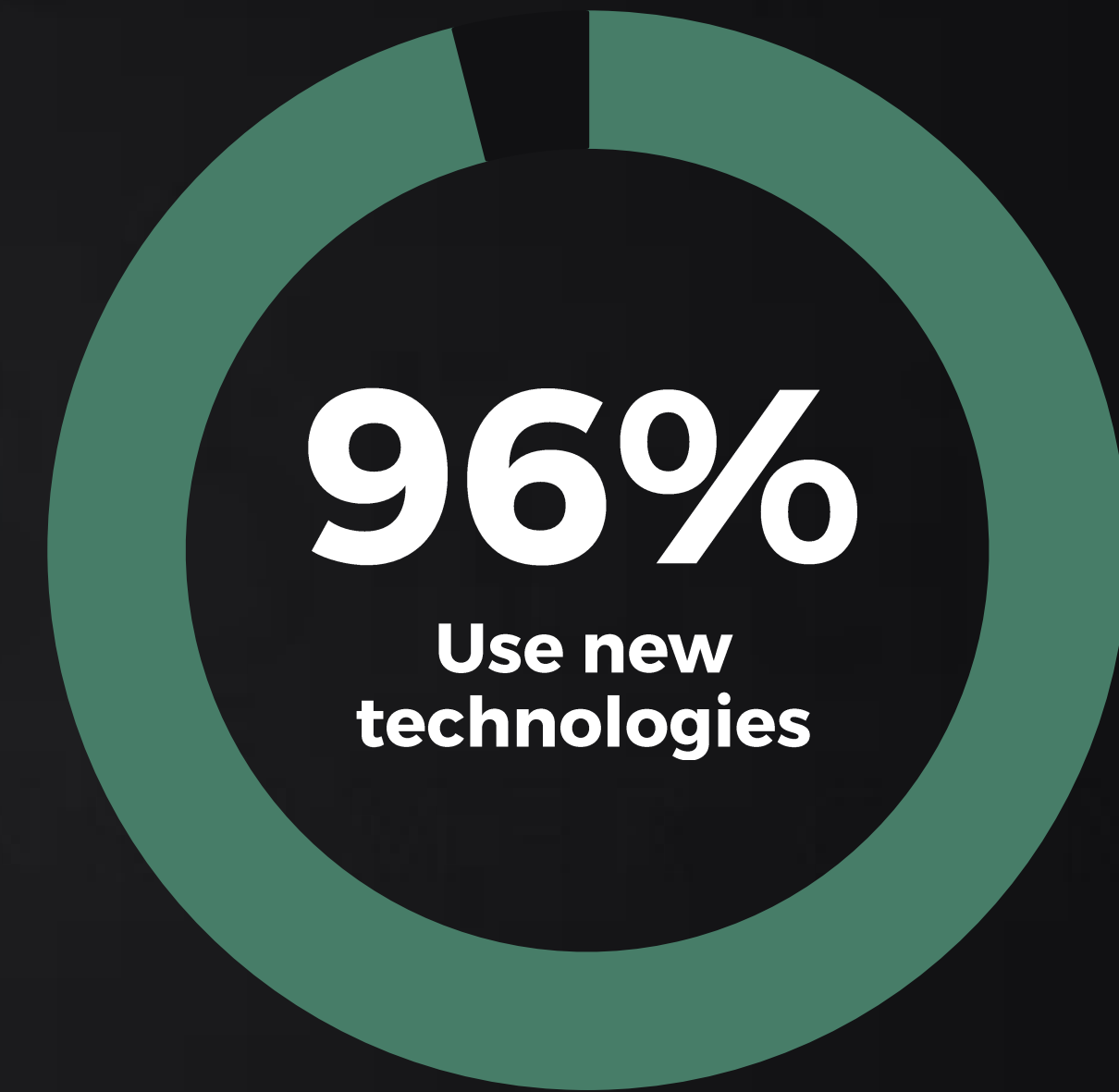
512

Online Interviews

- Target: 18 – 50 y.o., internet users
- Urban representative
- Data collection: March 2020



Adopting new technologies



49%

Expect to be used by others first, to make sure it works

Artificial Intelligence in Romania

96%

Have heard about
artificial
intelligence

40%

Declared they have
Interacted with
AI

But the
reality is
that....

96%

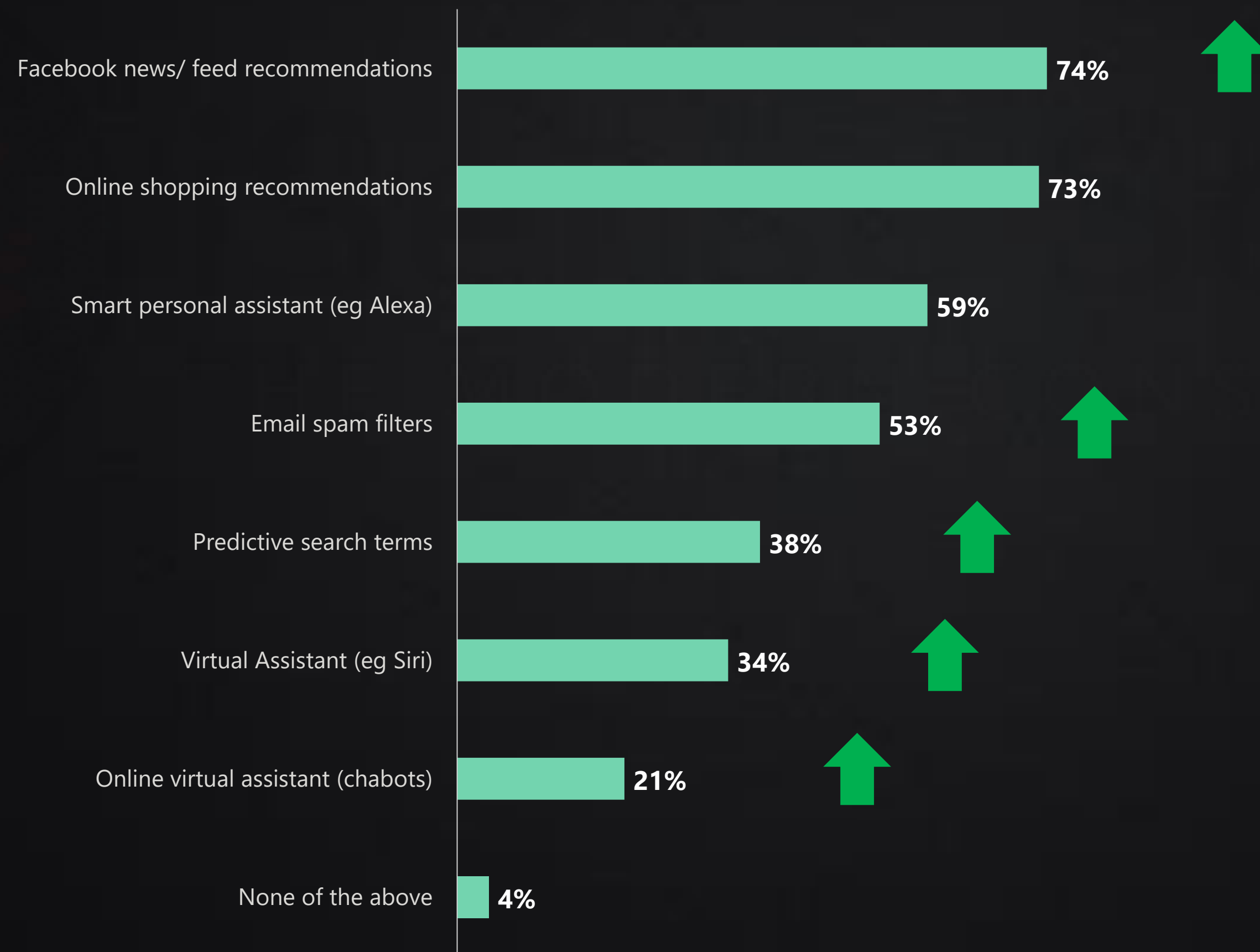
Used AI based on
the devices/
services they said
they actually use


Q2. How familiar are you with the following technologies? N=512

Q3. Have you ever interacted directly with one of the next technologies? N=512

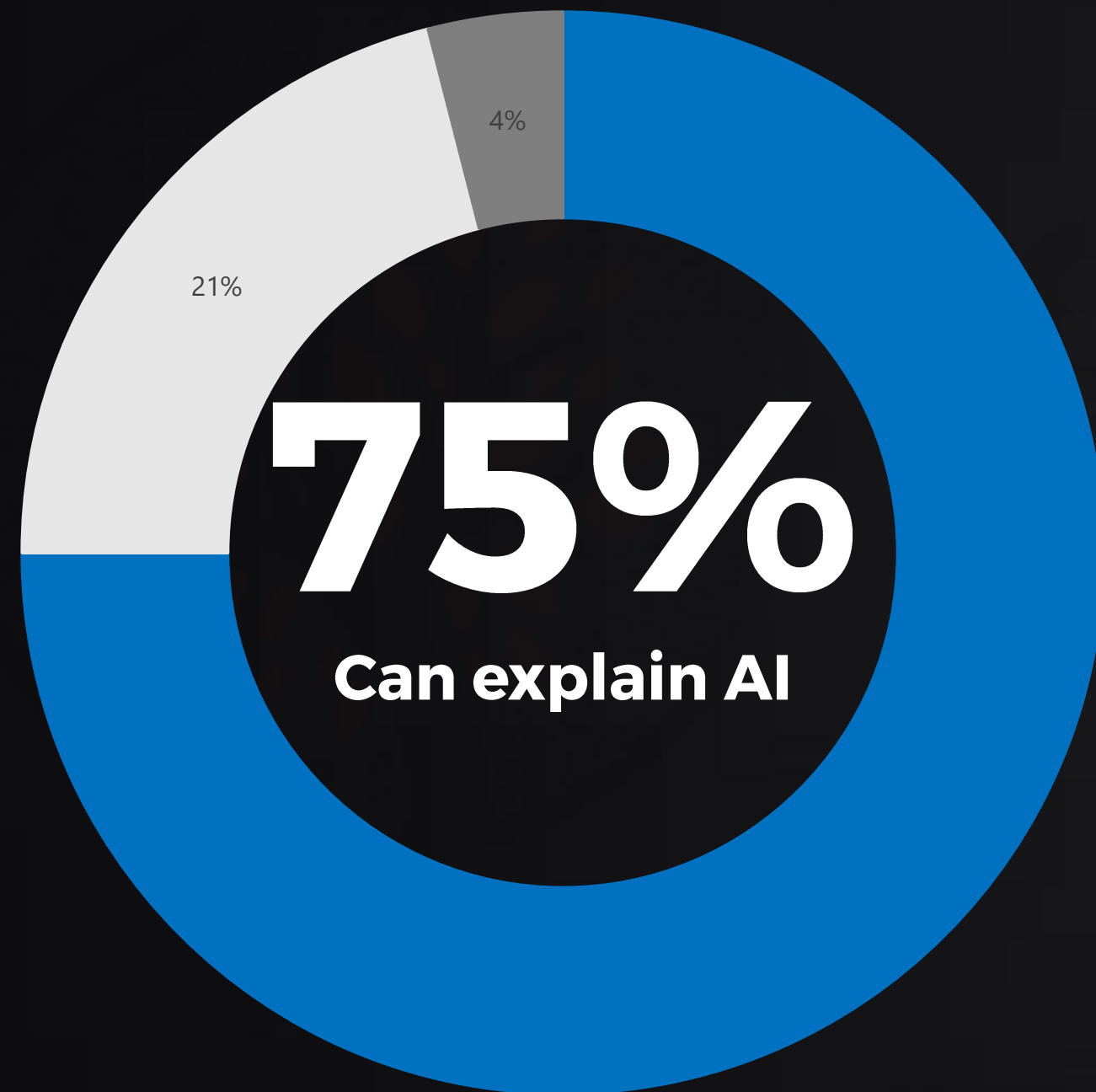
Q4. Which of the next technologies you have used or noticed in the past year? N=512

Technologies they use or encountered in the last year



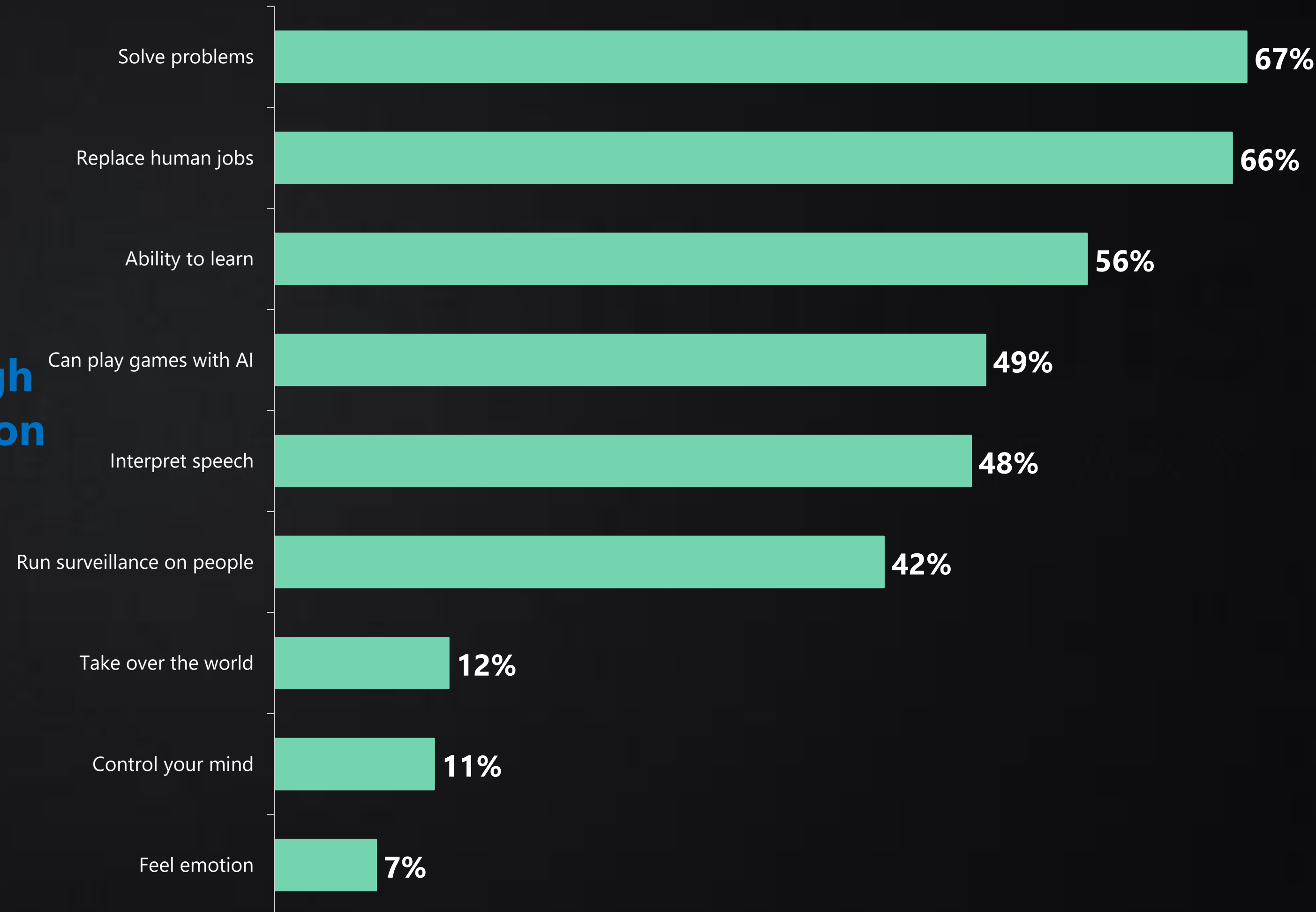
 Significantly higher for those who are familiar and can explain AI

What can AI do?



■ Yes ■ Not sure ■ No

↑ 81% high education

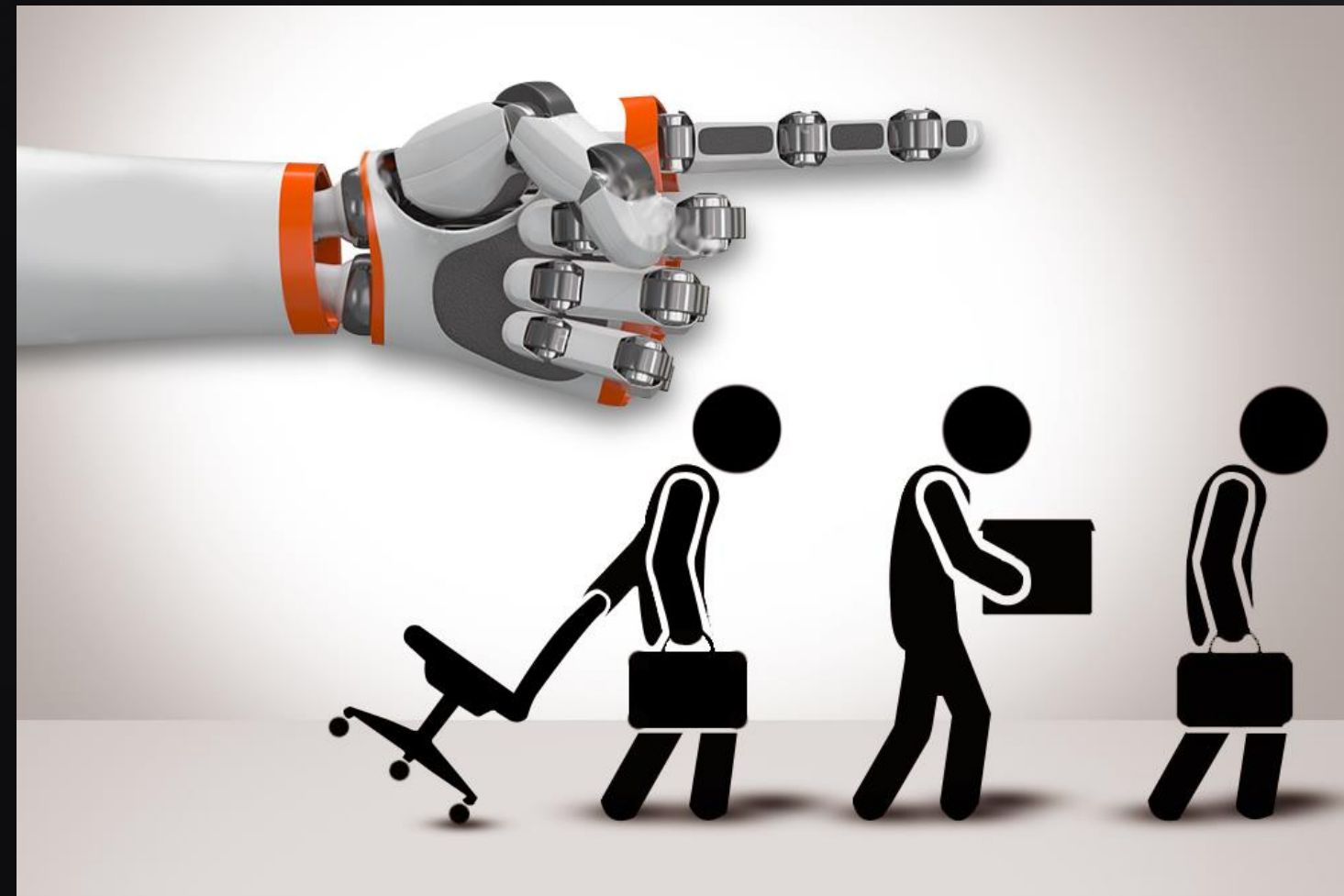


What scares people **when it comes to AI?**

#1 Concern:

“The rise of the robots and enslavement of humanity”

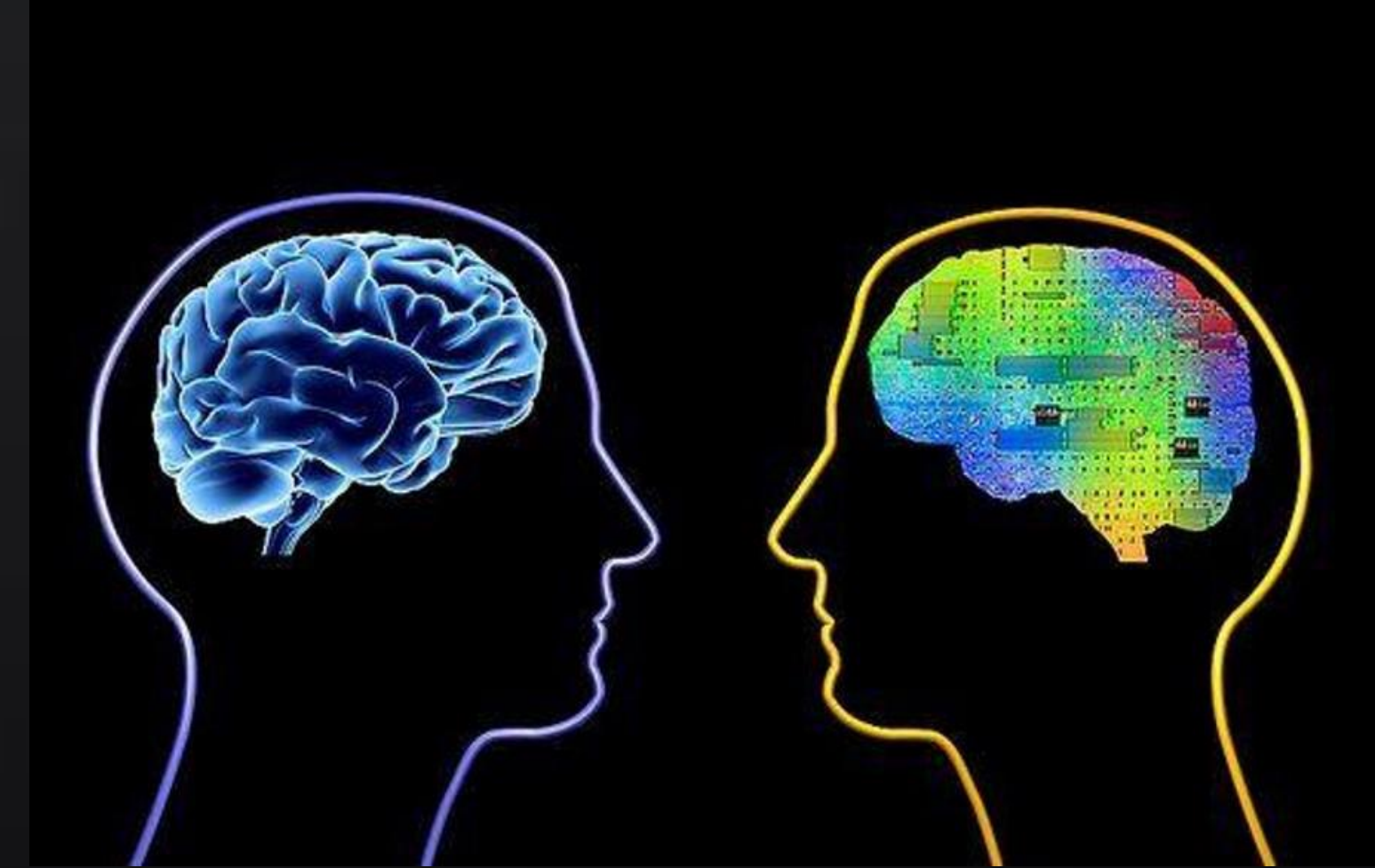
64%



#2 Concern:

“It will not know me, or my preferences as a real person”

25%



AI makes me feel...



61%

Curious



43%

Optimistic



40%

Confident



16%

Concerned



14%

Fearful



6%

Indifferent



24% not familiar with AI

Future looks bright

The present: Artificial intelligence can provide the same or a better level of customer service compared to humans

35%

The future: Artificial intelligence has the potential to improve the level of customer service

52%

What AI can do for me?

I would be more open to use AI if it would help in everyday life (eg: saving money, time etc.)

54%

I am confident that AI can make good decisions in my place

14%



Demystifying AI and making it real

I feel comfortable for a company to use artificial intelligence to communicate with me

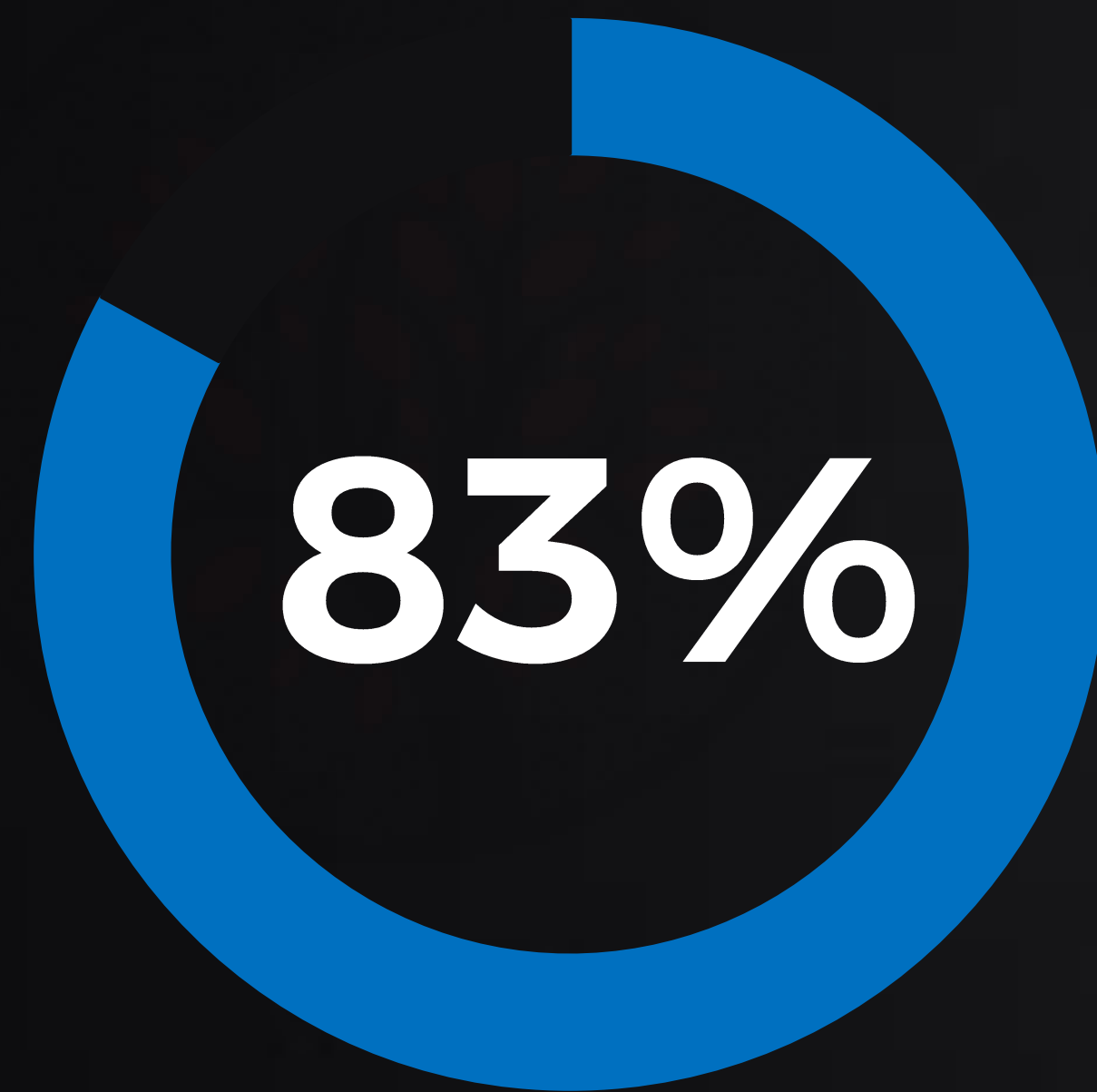
54%

I trust that artificial intelligence protects my personal data

43%



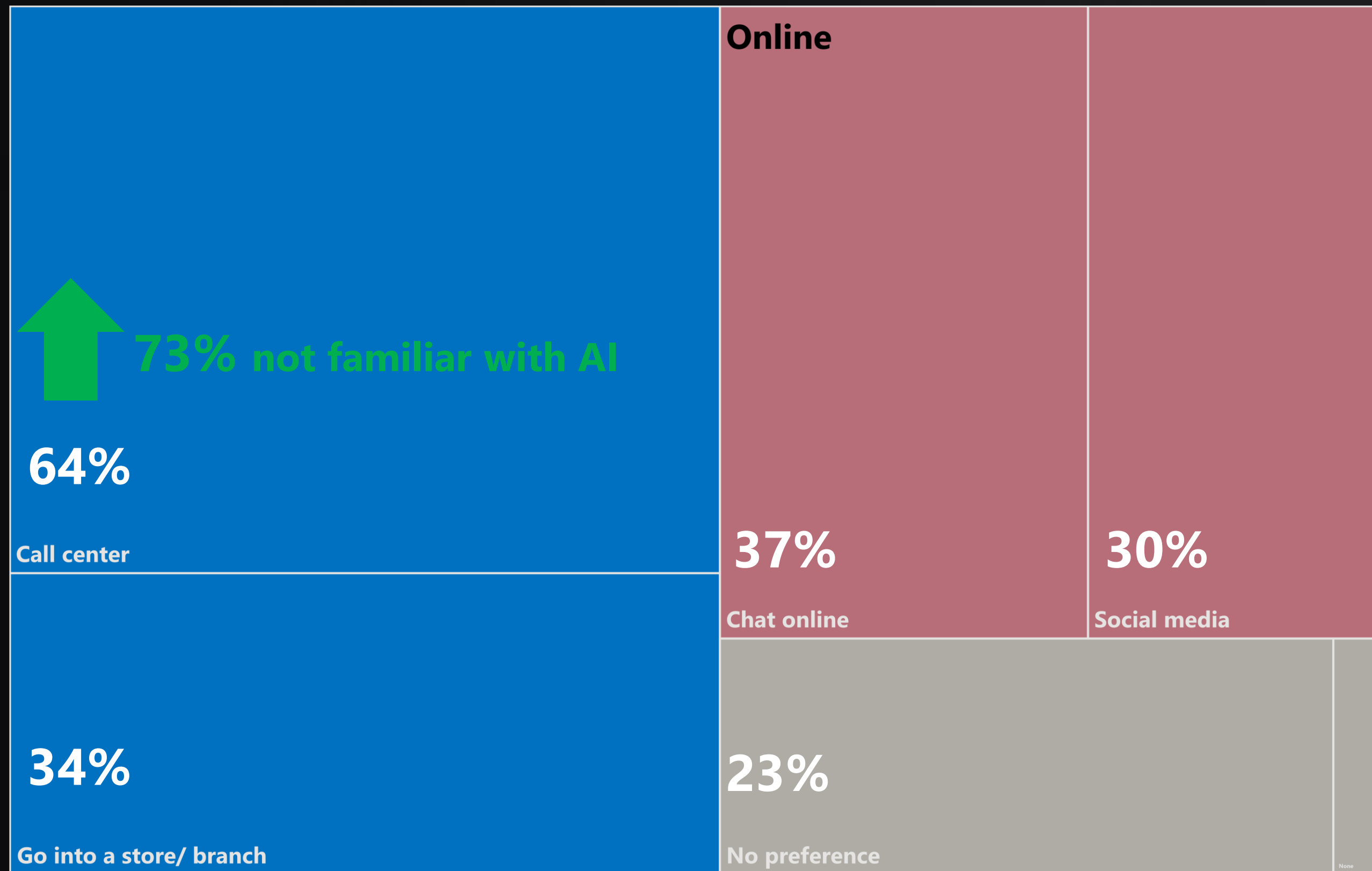
Safe information to be sent



Are comfortable to send personal information to a robot



Used channels for Customer Service



Online chat/ call center preference

70%




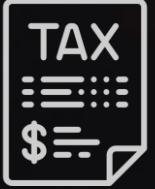



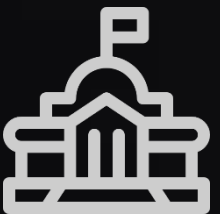


11%



Q10. When you need assistance from a company, what channel do you usually use? N=512
 Q11. When you use online chat (chatbots) or call the company for customer service, who do you prefer to talk to? N=363

How comfortable are with companies using AI?

	Retail <i>Online shopping stores (receive product recommendations that you may want to buy)</i>	65%
	Telecommunications <i>a telecom provider that can make a better offer using AI</i>	59%
	Auto <i>car advisor who can provide personalization advice on which car is the best to buy using AI</i>	58%
	Financial system <i>a financial advisor who uses AI to help you make better investment choices</i>	54%
	Banking <i>a bank that uses AI to offer you the best products when you want to open an account</i>	53%
	Healthcare <i>a doctor who can use AI to help him make a better diagnosis and recommend effective treatment</i>	49%
	Insurance <i>an insurance company that uses AI to monitor and analyze your daily activities in exchange for a lower insurance</i>	47%
	Government <i>who can use AI to receive better and personalized public services according to needs</i>	43%

AI Skills

Understand
The real world

You
Get us

Generate
Fake worlds

Act
Like a human

Predictions

A grade
Student

Understand
The real world

Generate
Fake worlds

Predictions

A grade
Student

You
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Act
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human



Understand The real world

Definition: Helped by the sensors (Camera, microphone, temperature etc.) machines can understand the world, by recognizing objects, gestures, people and sounds.

What brands should do: Create experiences that can provide a real time feedback on customer actions.

Understand
The real world

Generate
Fake worlds

Predictions

A grade
Student

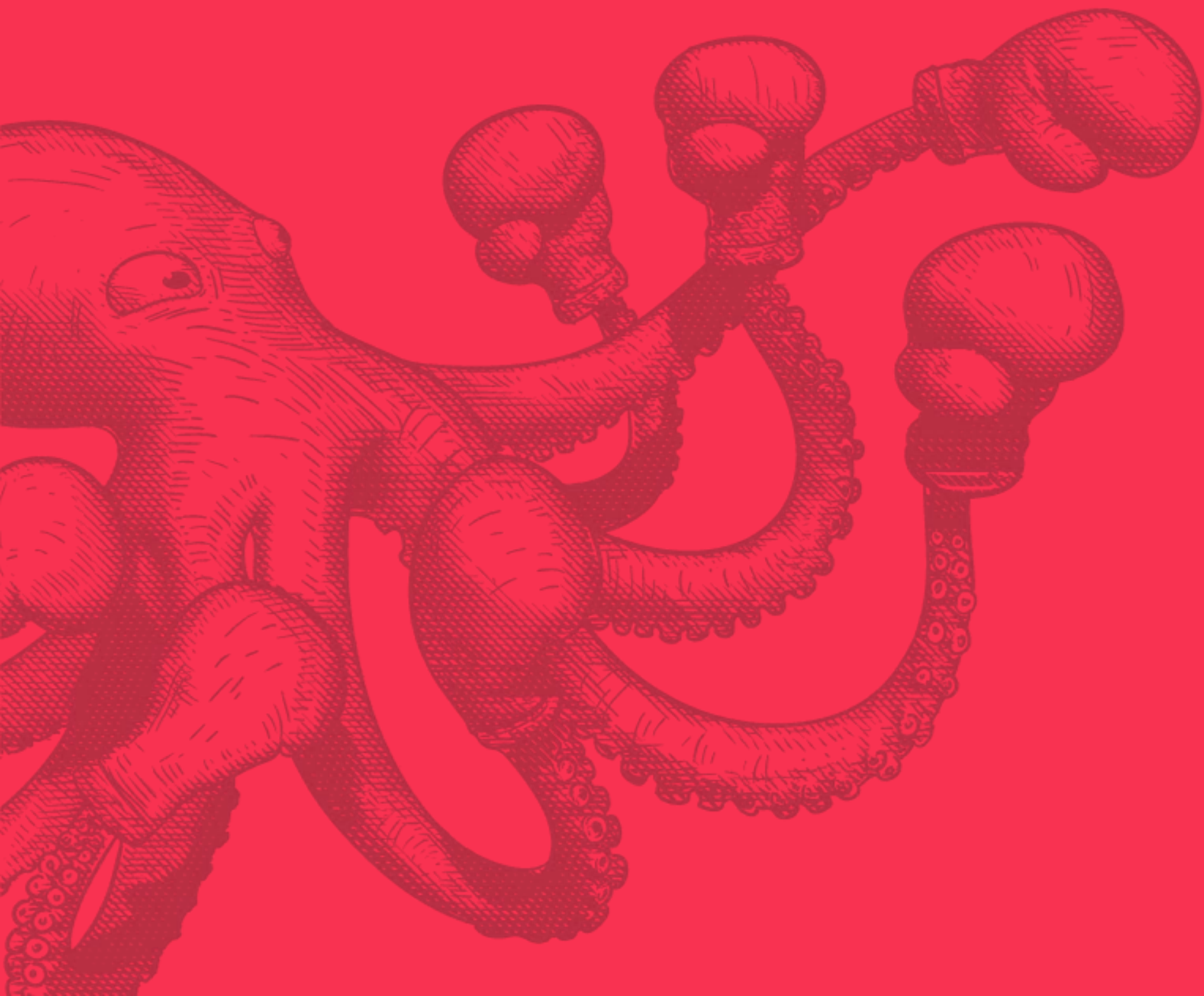
You
Get us

Act
Like a
human

Generate Fake worlds

Definition: Advances in deep-learning allowed the machines to generate text, images, video and audio that never existed.

What brands should do: Generate ultra-personalised content.



Understand
The real world

Generate
Fake worlds

Predictions

A grade
Student

You
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Act
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Predictions

Definition: Based on past data machines can predict future models

What brands should do: Take a deep look into the future



Understand
The real world

Generate
Fake worlds

Predictions

A grade
Student

You
Get us

Act
Like a
human

A Grade student

Definition: A machine can learn to perform a task *scary* quick from an enormous amount of data.

What brands should do: Make use of your unique data.



Understand
The real world

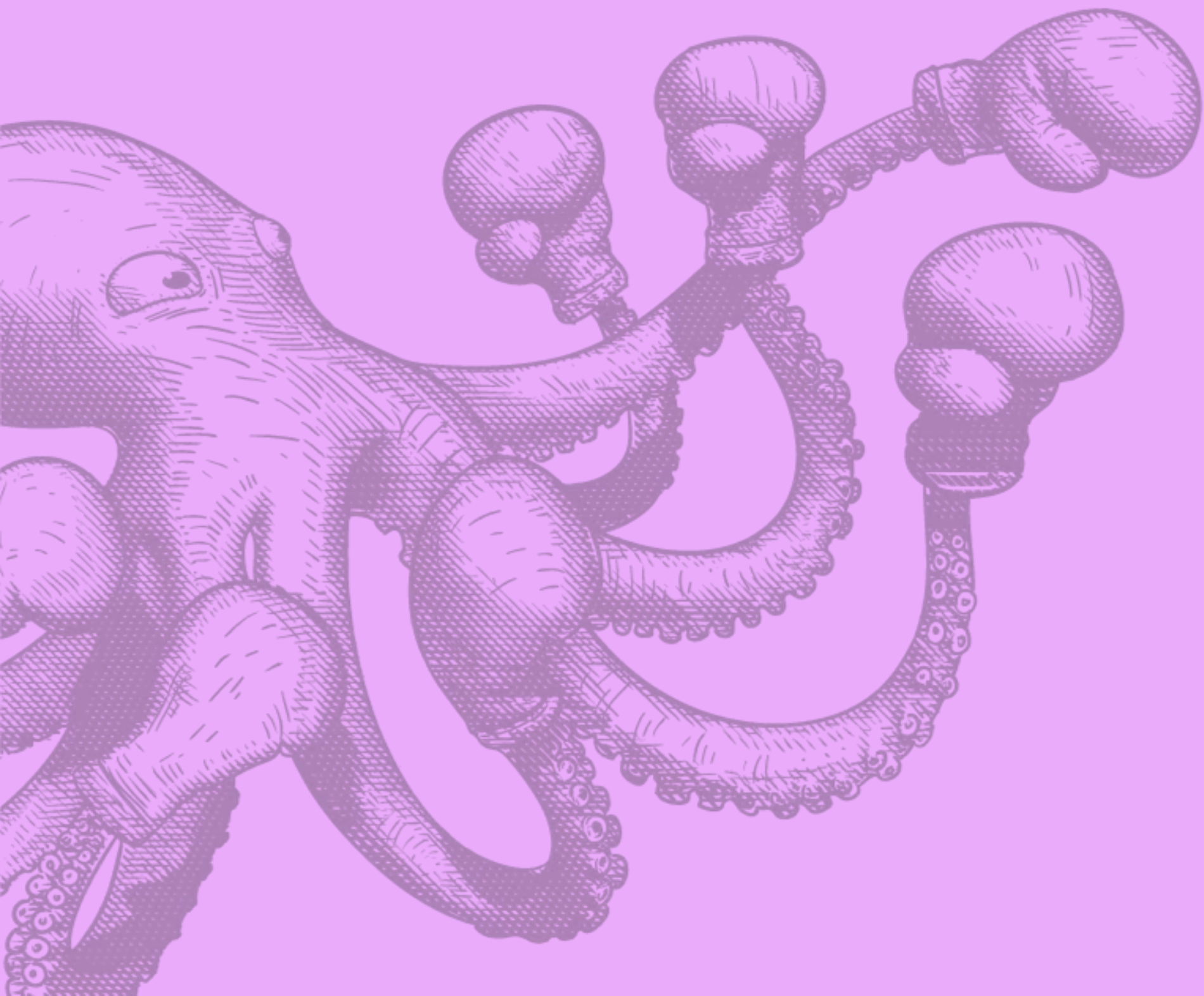
Generate
Fake worlds

Predictions

A grade
Student

You
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Act
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human



You Get us

Definition: Through wearables machines can get real-time biometrical data about us.

What brands should do: Make decisions based on user *biometrical-data*.

Understand
The real world

Generate
Fake worlds

Predictions

A grade
Student

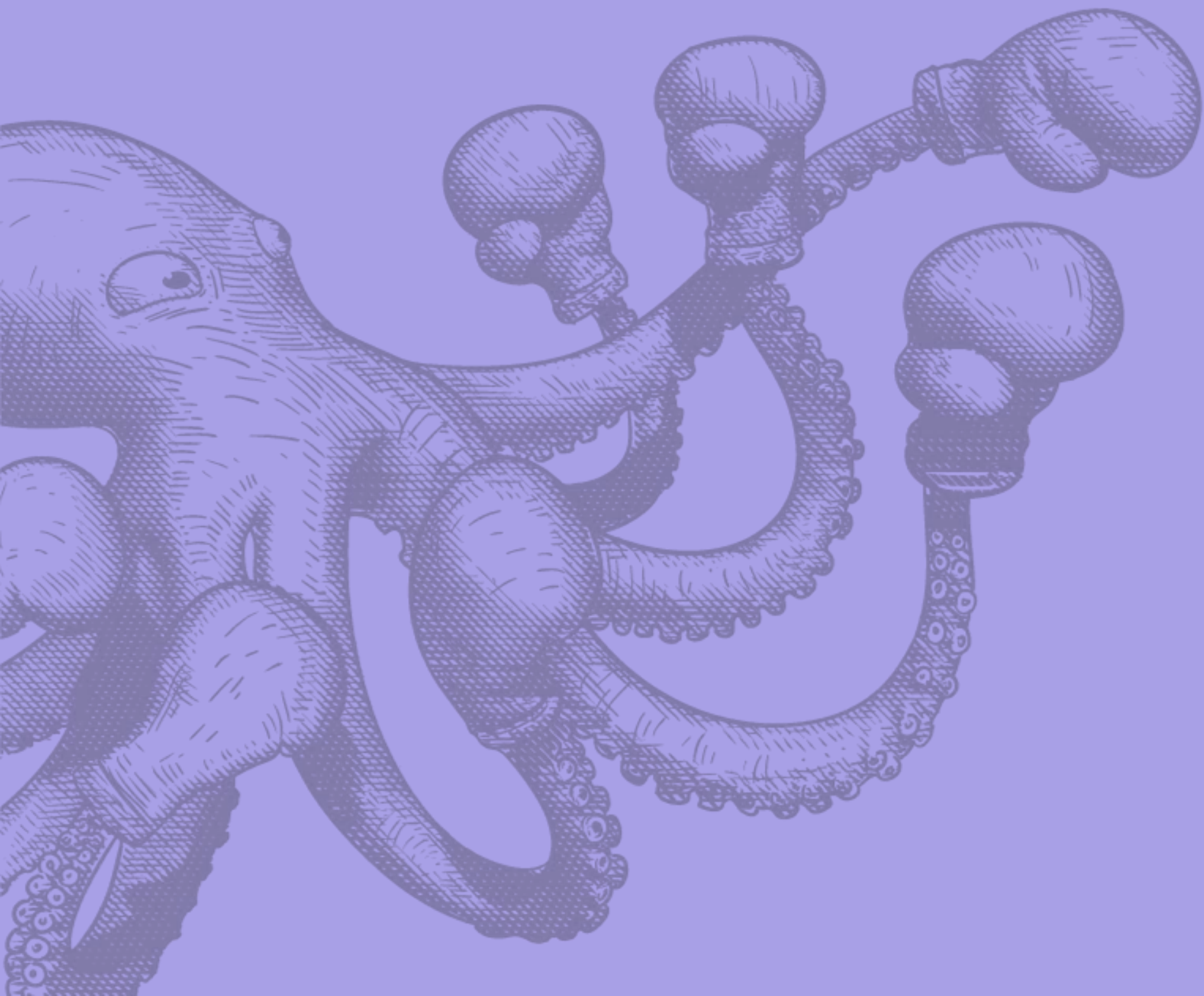
You
Get us

Act
Like a
human

Act Like a human

Definition: Aside native thinking, a machine can be easily mistaken for a real human.

What brands should do: Create a unique *loud* brand voice.



Qualitative survey results

The Modern Consumers Community

Online community conducted on iSense Solutions proprietary platform Sense Communities

- 50 participants
- Duration: 1 year
- Weekly questions, challenges and co-creative exercises
- **Target:**
 - Mix of women & men, 18-55 years old
 - National spread
 - Psychographics: people opened to novelties, curious, creative, socializing, looking for self-expression

The screenshot displays the user interface of the iSense Solutions Modern Consumers Community. At the top, the iSense Solutions logo (a tree with red leaves) and the text "iSense Solutions THE MODERN CONSUMER COMPANY" are visible. To the right of the logo are navigation links for "Dashboard" and "Add Project". Below the header is a dark sidebar with several icons: a person, a folder, a wrench, a puzzle piece, a monitor, a group of people (highlighted in red), a person, a gear, and a bookmark. The main content area is titled "Modern Consumers" and features three navigation buttons: "Home" (highlighted in blue), "Activities", and "Forum" (with a notification badge showing "8"). Below these buttons is a large image of a diverse group of people cheering. Underneath the image, the text reads "Modern Consumer Powered by:" followed by the iSense Solutions logo and name. On the far right, there are partial views of text snippets, including "Bun v...", "Ne bu...", "ultime...", "Noi su...", "Speră...", "Care e...", "Trăim...", "dynam...", "Princi...", "voastr...", "Ce ne...", "Să vă...", "Să fiți...", "comu...", and "Să t...".

Technology importance during Covid-19

The relationship between humans and technology is defined as a relationship based on dependence - *without technology humans would feel a huge void in their everyday lives.*

Technology is appreciated for improving people`s life and lifestyle through its devices and apps.

Considering the current context, the lack of using technology would make people feel sad, lonely, bored, anxious, stressed or depressed, because they would not be able to connect with the surrounding world.

Even though the technology is appreciated for the countless advantages, Romanians mentioned some negative effects regarding the health or their social life (especially before Covid-19).

Technology benefits & risks during Coronavirus period



Benefits of using technology:

- ***Far by distance but close by tech:*** maintained the relationship between people active;
- ***Strong and informed:*** helped the people connected to the reality;
- ***Safe and comfy:*** online shopping, paying bills without going out and exposing to risk factors
- ***Home transformed into office, school and hospital:*** the technology made the Work from home possible, minimizing the economic impact; the students continued their studies via online schooling and some patients were consulted and treated online by their doctors
- ***Keeping a positive state of mind*** – online movies, music, playing video games.

Risks of using technology:

- **Viral fake news, creating a wrong view of reality;**
- **People can develop different health problems** (vision or back problems)
- ***It`s addictive!***

„Tehnologia m-a ajutat în perioada asta să mă dezvolt mai mult făcând cursuri online. Totodată m-a ajutat să mă văd cu familia mea și prietenii. Ceea ce a adus bun în viața mea în perioada asta este învățarea anumitor lucruri în diferite domenii. Dezavantajul utilizării tehnologiei ar fi site-urile cu știri false, care îți dau o viziune greșită asupra a ce se întâmplă acum.”

„Tehnologia a menținut relațiile, atât cu munca, cât și cu școala și prietenii/ cunoștințele. Dezavantajul major ar fi statul în fața monitorului, și implicit restricțiile de poziție corporală.”

„Tehnologia este esențială în zilele noastre, dacă nu era ea, pierdeam contactul cu tot ce este în jur. Cu ajutorul tehnologiei am reușit să ținem legătura cu cei dragi, am reușit să depășim depresia.”



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Preferred platforms & devices during Covid-19

During Covid-19 crisis the Romanians tried to maintain a positive state of mind and the technology was a helpful tool in this process

Relaxation & fun

- **Social media platforms were the main sources of fun and relaxation for the Romanians** who were looking for funny content.
- Also for relaxing time, they use **entertainment platforms/apps** such as Netflix, HBO GO, YouTube or Apple TV.

Networking & human touch

- **Social Media platforms were the main link between people**, making the distance and the lack of face to face interactions easier to accept and overcome
- **Video conferences are the new trend in the social area**. As well, **video conferencing is used in workplaces or online school meetings**. For these, they usually use Zoom, Hangouts, Microsoft Teams or WhatsApp.

Tasks & utilities

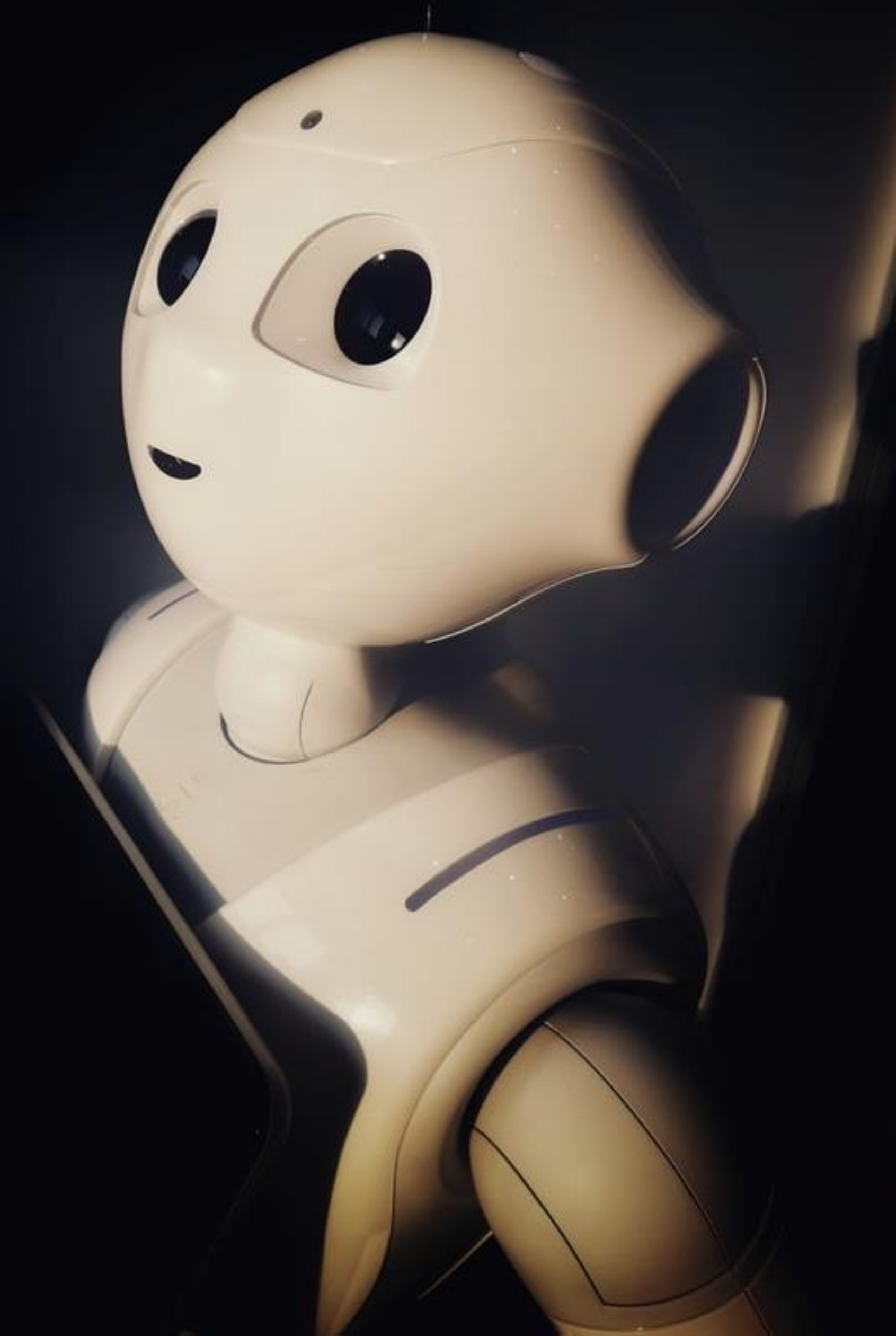
- Dedicated websites and platforms for online shopping

Most used devices

- Romanians connect on the apps and platforms mentioned before from devices like Smartphones, Laptops, Tablets, Smart TVs, Smart bracelets or Computers.
- **The smartphone is the device they love the most due to its small size, which makes it more practical.**

Artificial Intelligence

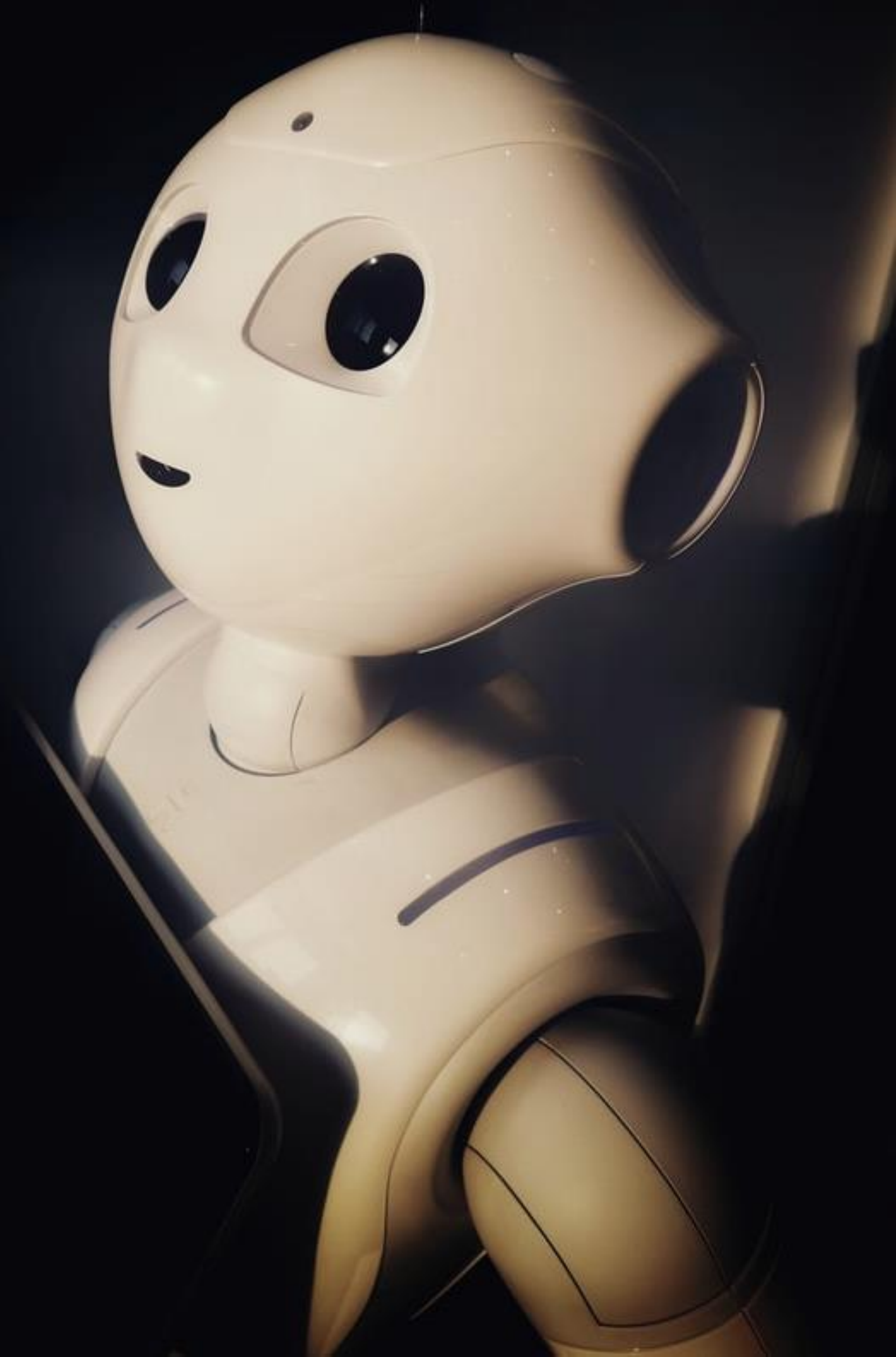
- Artificial intelligence is perceived as **the latest form of technology**, improving people's life by solving different daily activities and tasks easier.
- Also, AI is perceived as an extension of humans since the AI devices and apps can take over important activities that could be conducted only by humans.
- **Most mentioned devices based on Artificial Intelligence used:** last generation of smartphones, food processors (robot that cooks the entire recipe), smart washing machines or robot vacuum cleaners.
- People appreciate AI devices because **can be controlled from distance** by smartphones
- **Most used apps:** Amazon virtual Assistant known as Alexa, Voice Assistant, Bixby and SIRI
- Also, the users appreciate AI apps for being time saving

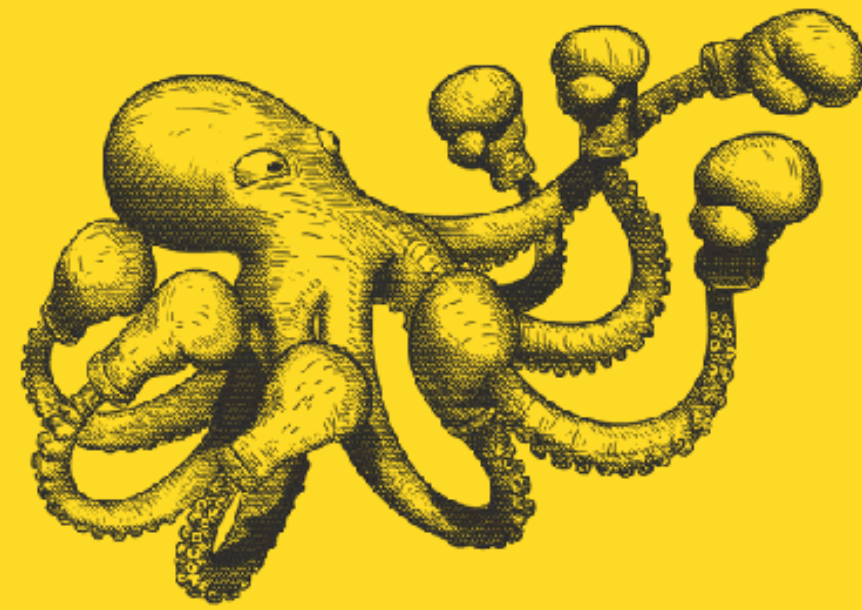


Artificial Intelligence

„Inteligența artificială este forma modernă de tehnologie care preia sarcinile unui om și le planifică în mod inteligent. Ca și exemplu în viața mea de zi cu zi este iPhone 11 Pro Max (...) la acest telefon este inclus asistentul virtual SIRI care la comandă vocală poate iniția apeluri sau alte sarcini pe care i le trasezi. Un alt exemplu folosit de mine este aspiratorul robot DUORO XCONTROL PROFI care presupune o monitorizare prin mobil de la distanță”

”Inteligența artificială ajută foarte mult la treburile de zi cu zi. Am folosit în trecut SIRI și Bixby și ușurează activitățile zilnice. Ajută la organizarea activităților, îți amintesc de întâlnirile din ziua respectivă și te pot îndruma dându-ți sugestii.”





M U L L E N L O W E
P R O F E R O

Thank you!