

**AI & ML**

**Voltaren Global Creative Optimization with Visual Asset Analysis (VAA)**

**Roundtable Summary**

As a Data Creativity Awards finalist, we are proud to have the opportunity to host a roundtable of peers to discuss how we and other brands can use data and technology to maximize creative effectiveness, grounded in the example of VAA for Voltaren, our award submission this year. The use of AI and ML is becoming commonplace in marketing, with a range of applications and use cases available, however we believe that unlocking the value that such technologies can provide should always start with a human benefit, business challenge and marketer need versus the capabilities of the technology. Through the lens of this Voltaren case study, we're keen to explore this space further with industry peers whilst also providing insights based on the success we've had to date.

In this session we will discuss and share perspectives around the following questions;

- Why are AI case studies not scaling & what barriers need to be overcome?
- What role can AI & ML play in the end-to-end creative process?
- Where does the balance sit between the 'Art and Science' of Creativity?
- Why & How should brands be prioritizing across both Analytical and Generative AI?

**Background Context**

Creative has long been regarded as one, if not the most, important driver of marketing effectiveness, however the ability of marketers to maximize the impact of their creative continues to be ever more complex, as a result of the following dynamics:

- Tension between the prioritization of creative pre-testing and in-flight measurement and optimization to deliver competitive advantage through go-to-market agility.
- The rise of data-driven personalized marketing, where instead of 'one to many', there is a demand for 'many to many' creative assets.
- Continued fragmentation of media environments, platforms, placements, formats, etc, challenging both production capabilities and budgets.
- Finding the appropriate balance of long- and short-term communications and success metrics, with an undoubtable skew towards the latter in recent years.
- A continued inability for the marketing function & partners to translate activities, metrics and capability investment into business impact.

So, how do you isolate both the impact of creative on marketing effectiveness and the individual creative drivers to be able to learn and optimize? **Using AI & ML of course!**

**Roundtable Chairs**



**Ben Silcox**  
Chief Data & Product Officer  
Publicis Groupe, UK



**Thaer Namruti**  
EVP Global Data and Technology  
Publicis Groupe, UK  
<https://tinyurl.com/ya2yuy5p>

Ben has led product design, customer & business transformation work in multiple sectors in industry, consulting and entrepreneurial organisations. Combining human centered design, strategy and product management and operational delivery has brought tangible competitive advantage and profit impact for UK & Global businesses.

Thaer is a proven data and technology leader with over 30 years experience in marketing analysis and martech. Last 15 years spent building strong teams and developing capability in media and communications agencies. Leadership in data and analytics, marketing science, martech, adtech and data science. Key strength in the ability to simplify the complex helping c-suite build data-led strategies to drive marketing transformation.