ANA | Marketing Futures

INNOVATE. ACCELERATE. GROW.

2019 Edition

CMO Trend Brief

Artificial Intelligence

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Artificial Intelligence?

AI is the ability of machines to demonstrate human intelligence, performing tasks that normally require human involvement. Having been around for decades, AI already has a strong presence that is growing thanks to faster computing processors and an abundance of inexpensive cloud storage.

Brands are using AI to facilitate customer interaction through chatbots and predictive typing, while aiming for more advanced applications such as connected smart homes and autonomous vehicles. The capabilities of AI continue to expand into facial recognition, predictive analytics, and machine learning.

Why Should Marketers Care?

AI is influencing the world of marketing in numerous ways. Marketers are leveraging AI to drive greater consumer engagement, as well as aggregating and analyzing customer data.

The more tedious and time-consuming work of marketing is increasingly being done by AI systems, freeing marketers to spend their time on strategy and tasks that require higher order thinking.

Lead Stat

AI is predicted to contribute up to $15.7 trillion to the global economy by 2030, according to a PwC Global Artificial Intelligence Study.
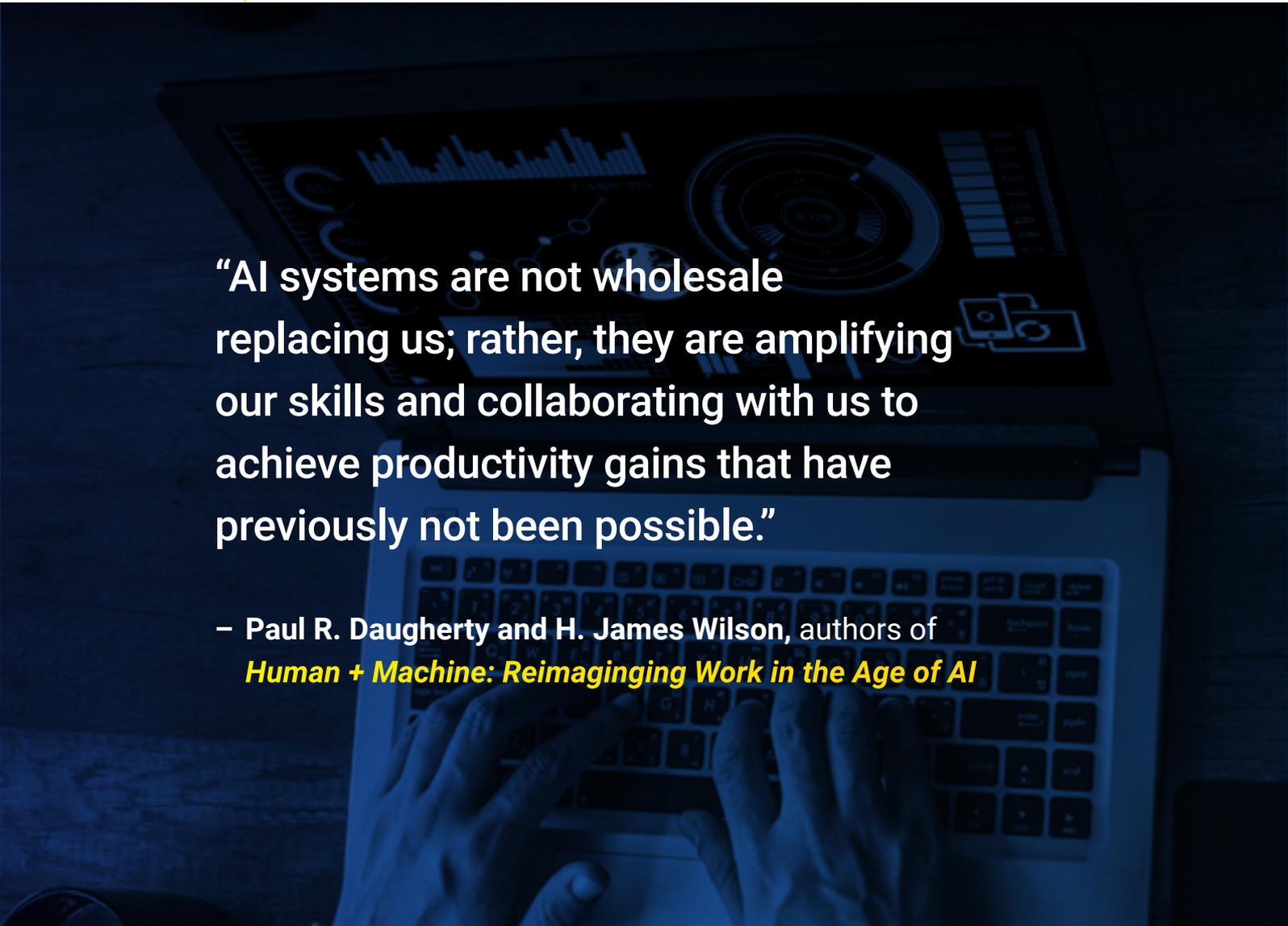
"AI systems are not wholesale replacing us; rather, they are amplifying our skills and collaborating with us to achieve productivity gains that have previously not been possible."

– **Paul R. Daugherty and H. James Wilson,** authors of *Human + Machine: Reimaginging Work in the Age of AI*

CASE STUDY

Under Armour

Running is one of the most popular and accessible sports worldwide. Just in the U.S., almost 60 million people participate in some form of the sport.

Runners often share their passion for the sport through social media. **Under Armour is leveraging photos that athletes post to their personal social media accounts to deliver ads to running enthusiasts.**

The brand is using Cluep, a mobile ad platform that targets consumers based on images they share publicly on social media. The platform uses an AI-recognition engine to process these images, detecting activity, brands, products, scenarios, logos, and other categories.

This enables the brand to serve highly relevant ads to consumers. Cluep allows Under Armour to target users who post running-related photos, such as shoes or racing bibs, for its "Run Camp" campaign.

Using AI to analyze photos will ultimately lead to doing the same for video. The growth and popularity of social video, and the corresponding growth of mobile video ads, are expected to drive an increasingly larger share of the U.S. digital ad spend.

The back-end technology Cluep has developed has application to video because it can be broken down into still frames. **The challenge for video is determining the right frame to focus on.** Cluep has plans to extend its solution into the realm of video, allowing brands to target not only by product or logo, but by live action as well.

Want to learn more?

ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact **ASK@ANA.NET** for more information.

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