

ИИ

В Ч Е Р А , С Е Г О Д Н Я , З А В Т Р А

Иван Парышев

AstraLab - CEO&Founder

АРИР - AdTech Innovations&StartUps

М И Р М Е Н Я Е Т С Я ?



Изменений Довольно МНОГО

Ре/Эволюция “нового” AI

Новые медиа и каналы взаимодействия с потребителем

ЕРИР: Ну а куда без него??

Нейротехнологии:
Возможно уже “послезавтра”

**Скорость
изменений**

**31 ноября
2022 года**





О НАС

Мы верим, что рекламу пора перепридумывать

Мы мечтаем создать интернет-рекламу 3.0

Три составных части пути:

01

AstraLab

- Платформа Smart-рекламы
- 400+ рекламодателей



02

АРИР

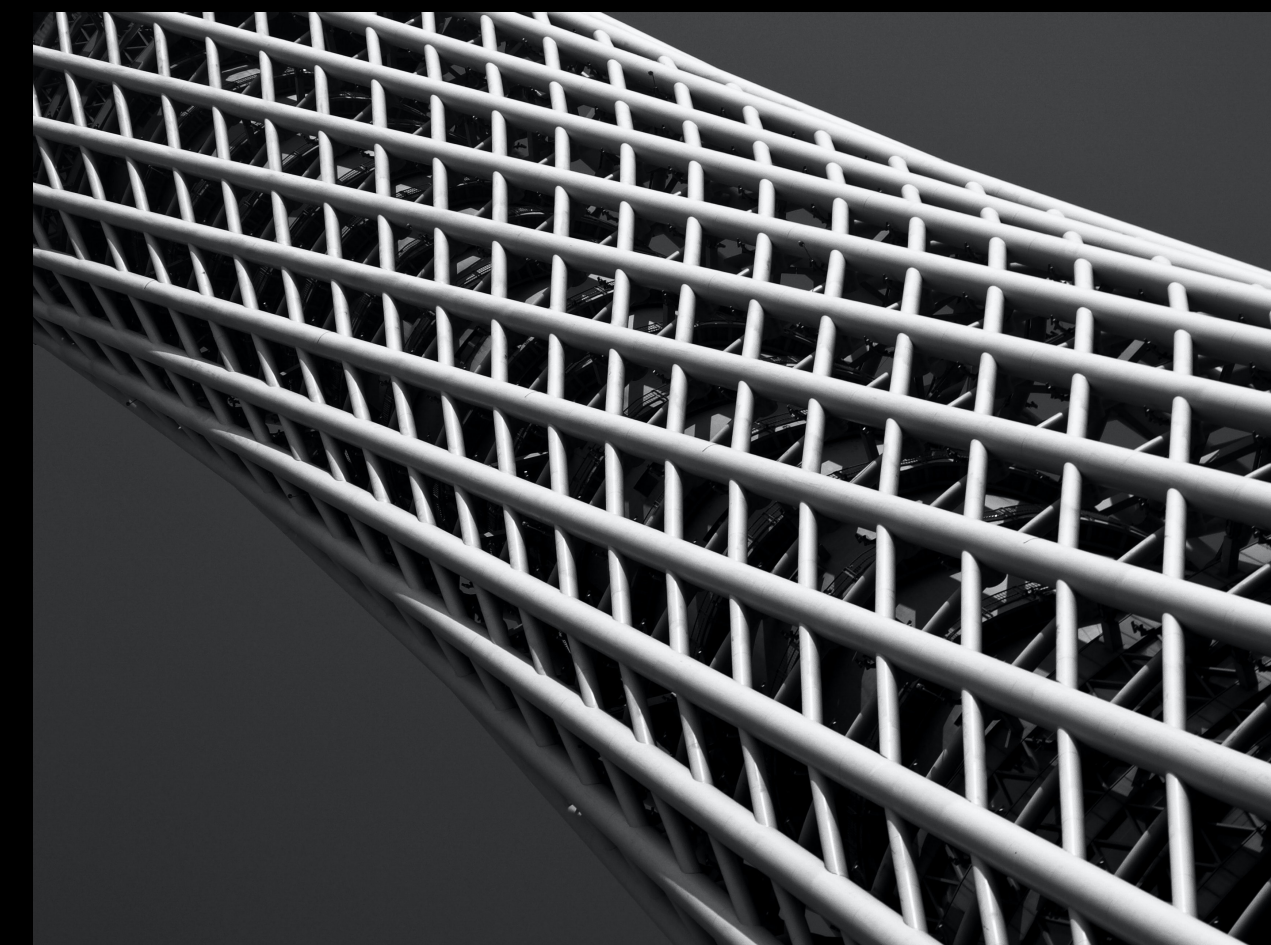
- AdTech Innovations
- Работа со стартапами



03

afp.ai

- SaaS AdTech платформа
- Развивающиеся страны



КАК ТЕХНОЛОГИИ
ВЛИЯЮТ НА
КОММУНИКАЦИИ?



P R O B L E M

**А что если технологии
убивают Эмпатию?**

ASTRALAB



ЛЮБОВЬ



ChatGPT

Любовь, в контексте брендов и потребителей, является многоуровневым явлением, объединяющим глубокое понимание потребностей клиентов, создание эмоциональной связи, и предоставление надежных и качественных продуктов или услуг. Это включает в себя не только удовлетворение функциональных потребностей потребителей, но и стремление говорить с ними на их языке, создавая сообщения и истории, которые резонируют на эмоциональном уровне. Бренды, которые демонстрируют ответственность и устойчивость, также укрепляют эту связь, показывая заботу не только о потребителях, но и о обществе в целом. Эта концепция любви бренда к потребителю перекликается с вашими интересами в области когнитивной науки и ИИ, а также маркетинга, подчеркивая важность понимания человеческих эмоций и психологии в создании сильных и устойчивых отношений между брендами и их аудиторией.



Любовь -
это про
понимание и эмпатию



Новое демо Google Gemini




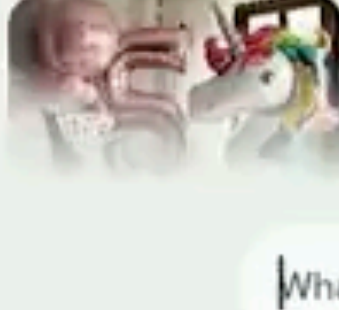
Bespoke UI Experiment


ideas for a birthday party for my daughter

Sure, I can help you with that. Can you tell me what she is interested in?

she loves animals and we're thinking about something outdoors

Animal-themed Birthday Party Ideas

- **Under the Sea**
A party with an under the sea theme is perfect for kids who love the ocean. You can decorate with fish, seaweed, and sh...
- **Farm Animals**
A farm animal themed party is perfect for kids who love animals. You can decorate with hay bales, farm animals, and a tract...
- **Dinosaurs**
A dinosaur themed party is perfect for kids who love dinosaurs. You can decorate with dinosaurs, fossils, and a v...
- **Unicorns**
A unicorn themed party is perfect for kids



Under the Sea

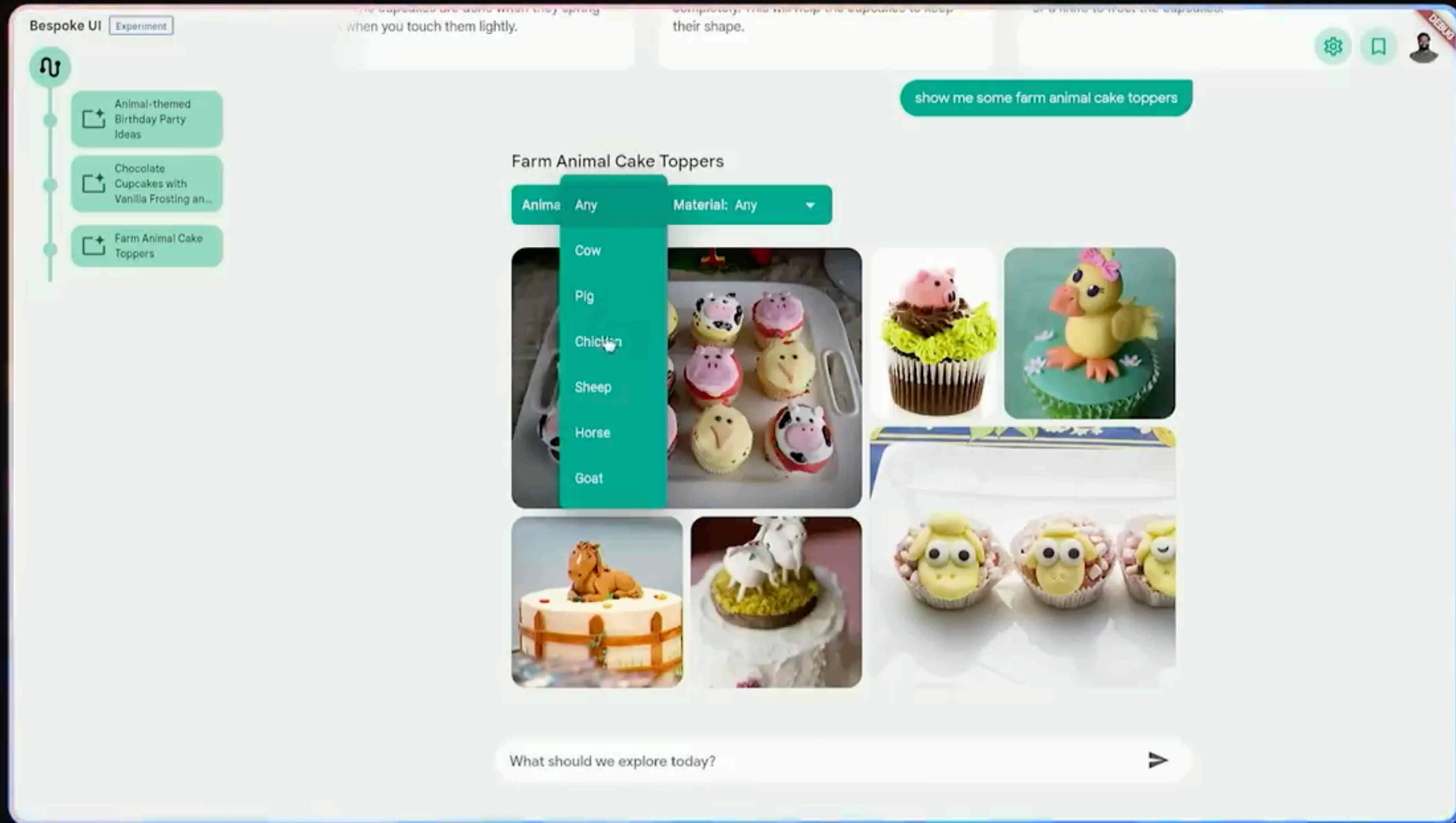
An under the sea themed party is perfect for kids who love the ocean. You can decorate with fish, seaweed, and shells, and serve food like goldfish crackers and Swedish Fish.

Activities

What should we explore today? ➤

Some retrieved images may have been substituted

Новое демо Google Gemini



Эмпатия ли это?
У каждого будет
свой ответ

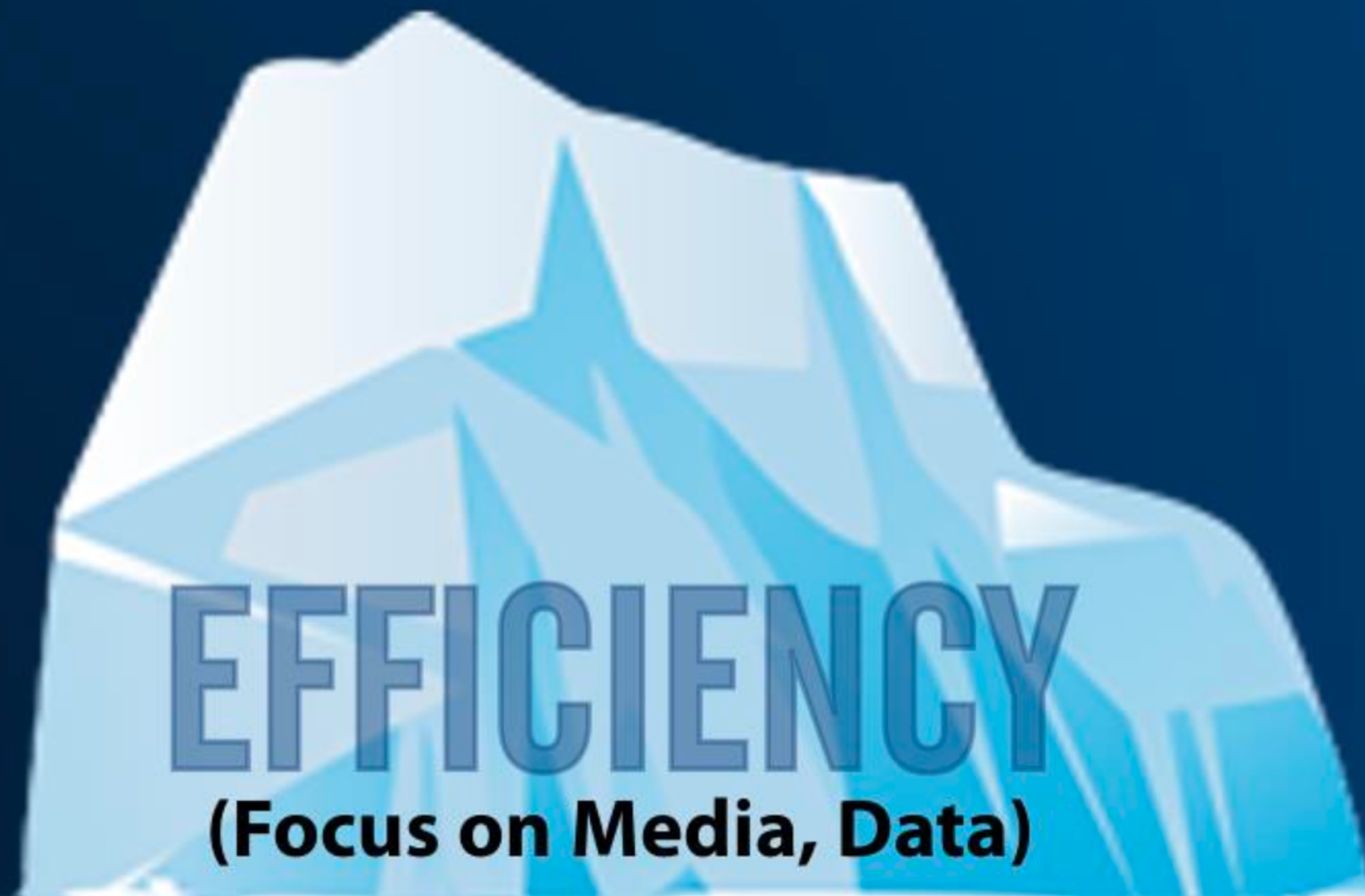


Н О Д А Ж Е Е С Л И
С М О Т Р Е Т Ь Ш И Р Е

Н А М А Р Т Е С Н А Р Е Н У
В Ы Х О Д И Т
С Р Е А Т И В Е Т Е С Н

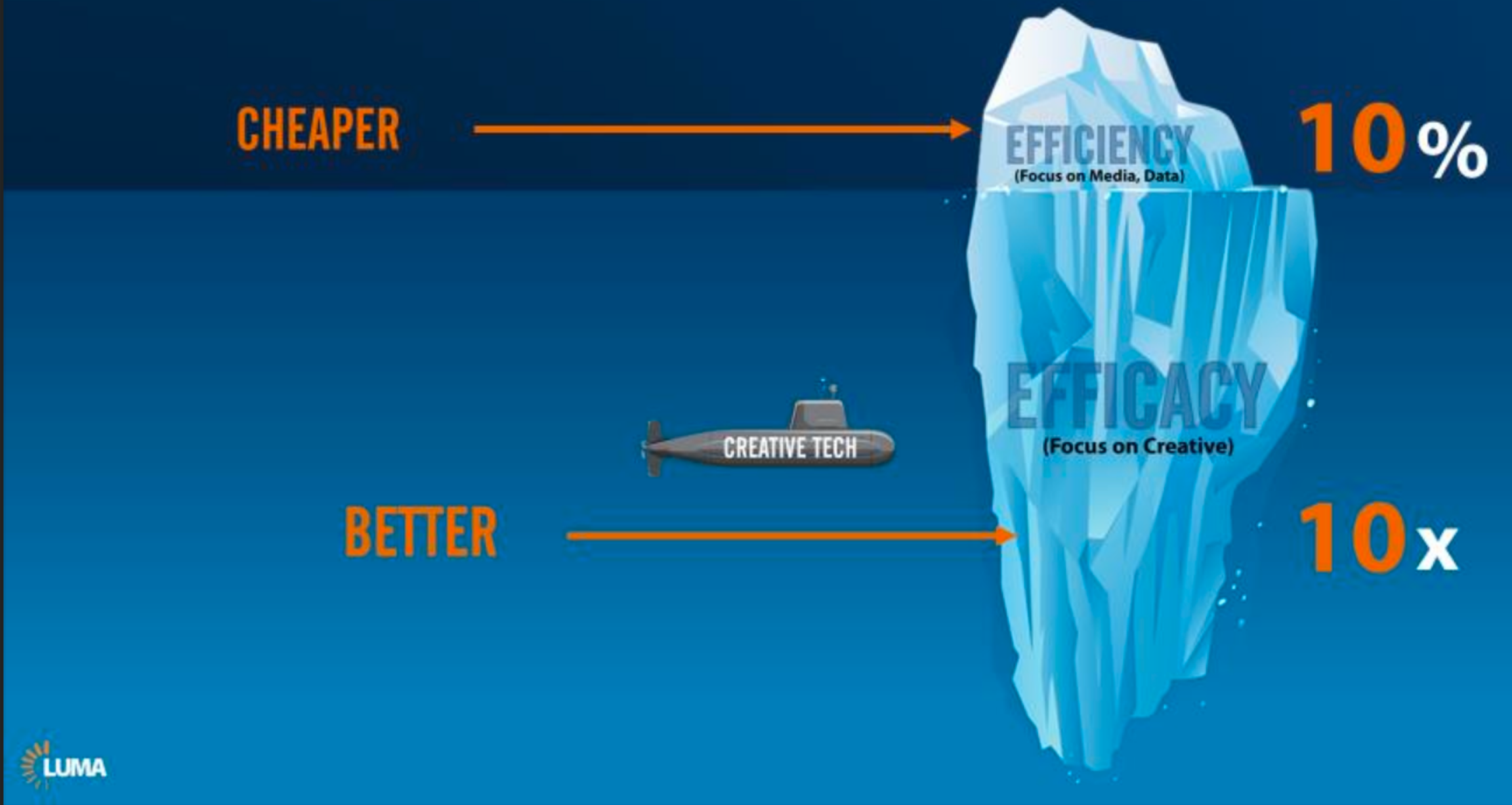
КреативТех: новая сила

The Industry is Obsessed with Efficiency



Historically, the application of technology in the advertising, media and marketing industry has been fixated on driving efficiency. Thousands of deals and billions of investment have been made in media and data solutions to marginally improve efficiency.

Whereas Creative is the Path to Efficacy

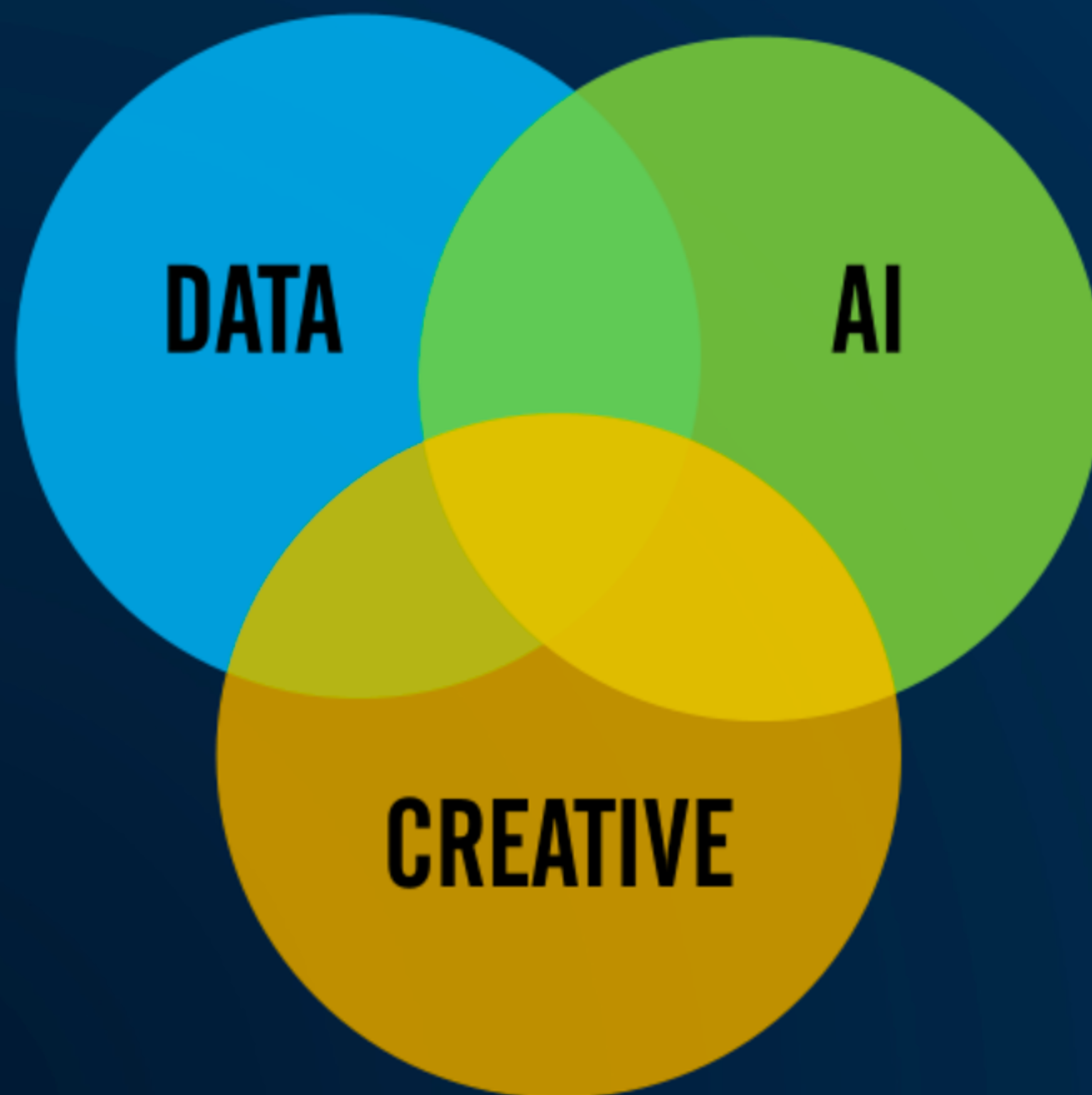


A wider perspective, however, reveals a far greater benefit – efficacy – that is largely driven by creative. This is the 90% of the iceberg that is hidden below the water surface. The opportunity to build better creative experiences that are more relevant to consumers and make the media and data perform better (which is the ultimate goal of the marketer).

So while Efficiency is a marginal improvement (10%), creative-driven Efficacy has a potential to change the outcome by an order of magnitude (10x). The only way to access this Efficacy benefit is via Creative Tech.

Креатив Tech: Новая сила

AI Technology is Coming to Creative



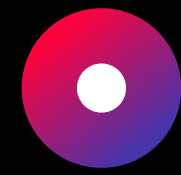
AI is:

- a) a threat
- b) an opportunity
- c) YES




AI represents both a threat and opportunity to the status quo for Creative. It presents the opportunity to use technology to autonomously generate & launch more relevant and personalized creative assets across the web - a great benefit for marketers. For traditional agencies and service providers, it could result in massive displacement of existing business models and practices.

О нём ооооооочень много говорят




Новая сила Creative Tech

 campaignlive.co.uk
<https://www.campaignlive.co.uk/article/wpp-calls-c...>


WPP calls for candidates to join its creative tech ...

Aug 17, 2023 — WPP is looking for candidates to join a nine-month programme designed to help individuals enhance their technology skills and land a career ...

 thedrum.com
<https://www.thedrum.com/news/2023/03/21/how...>

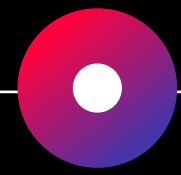
How Is Tech Changing Creative Industry Standards

Mar 21, 2023 — We've seen plenty of recent takes on **creativity** versus artificial intelligence (AI). But how is evolving **tech** changing the landscape for creatives?


 campaignlive.co.uk
<https://www.campaignlive.co.uk/article/role-inspire...>

Our role is to inspire the safe adoption of new creative tech

Jun 13, 2023 — Allow **IAB** advertising vendors to: Use precise geolocation data. Actively scan device characteristics for identification. Store and/or access ...




GenerativeAI: Хайп или High?

 adweek.com
<https://www.adweek.com/creativity/ai-will-make-o...>

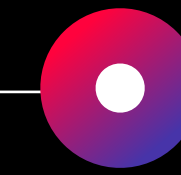
AI Will Make Our World Unrecognizable in 10 Years: Will.i.am

Jun 21, 2023 — What's Next for AI and Marketing? According to Mildenhall, over the next two years, new leaders in AI creative will emerge alongside "AI influencers" as they ...

 thedrum.com
<https://www.thedrum.com/opinion/2023/04/10/h...>

How Creatives Can Leverage ChatGPT As A Thinking ...

Apr 10, 2023 — Most new **technologies** have transformed the products of **creative** agencies, but ChatGPT is a product that could transform the strategic and **creative** process ...



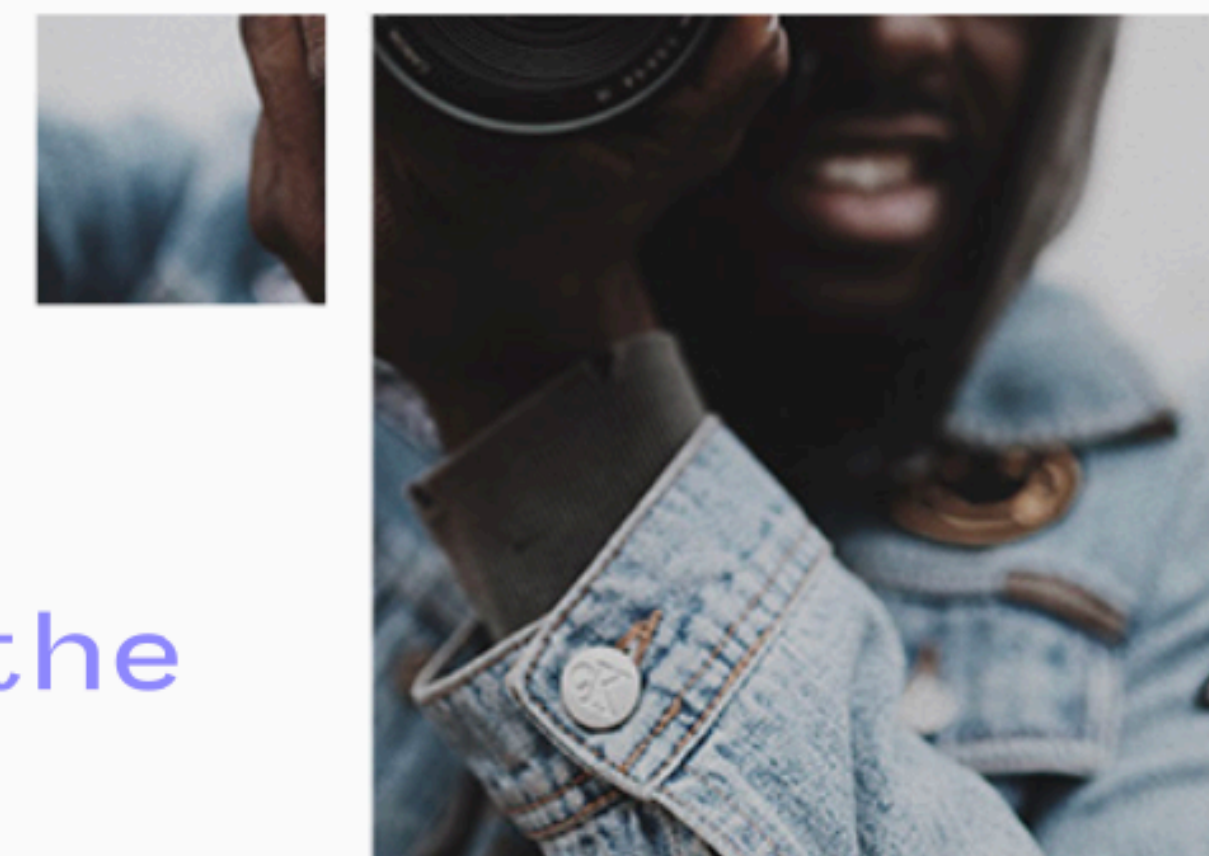
DMEXCO 2023:



А еще
исследуют

The Future of Creativity

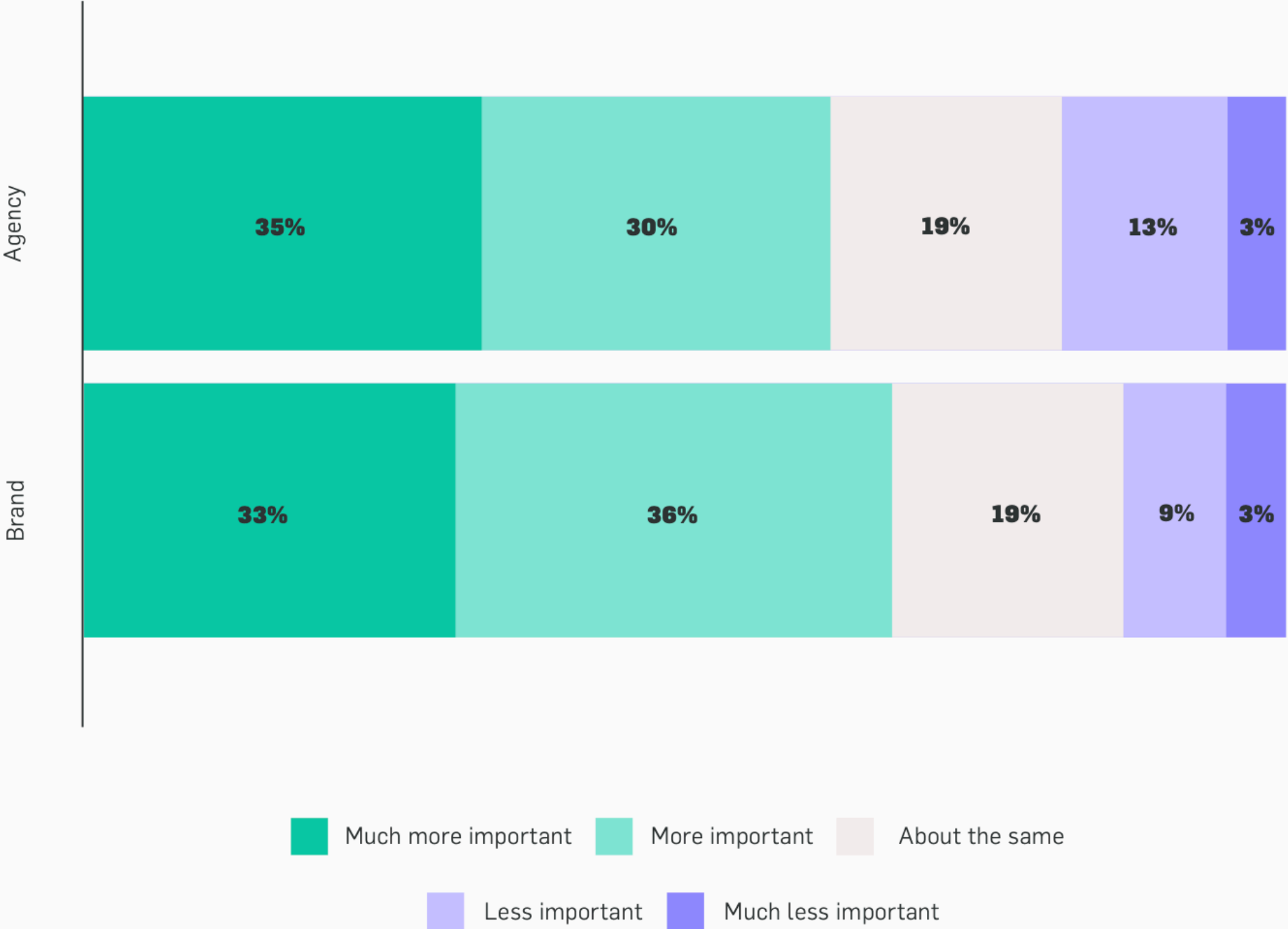
Do Brands and
Agencies Have the
Same Vision?



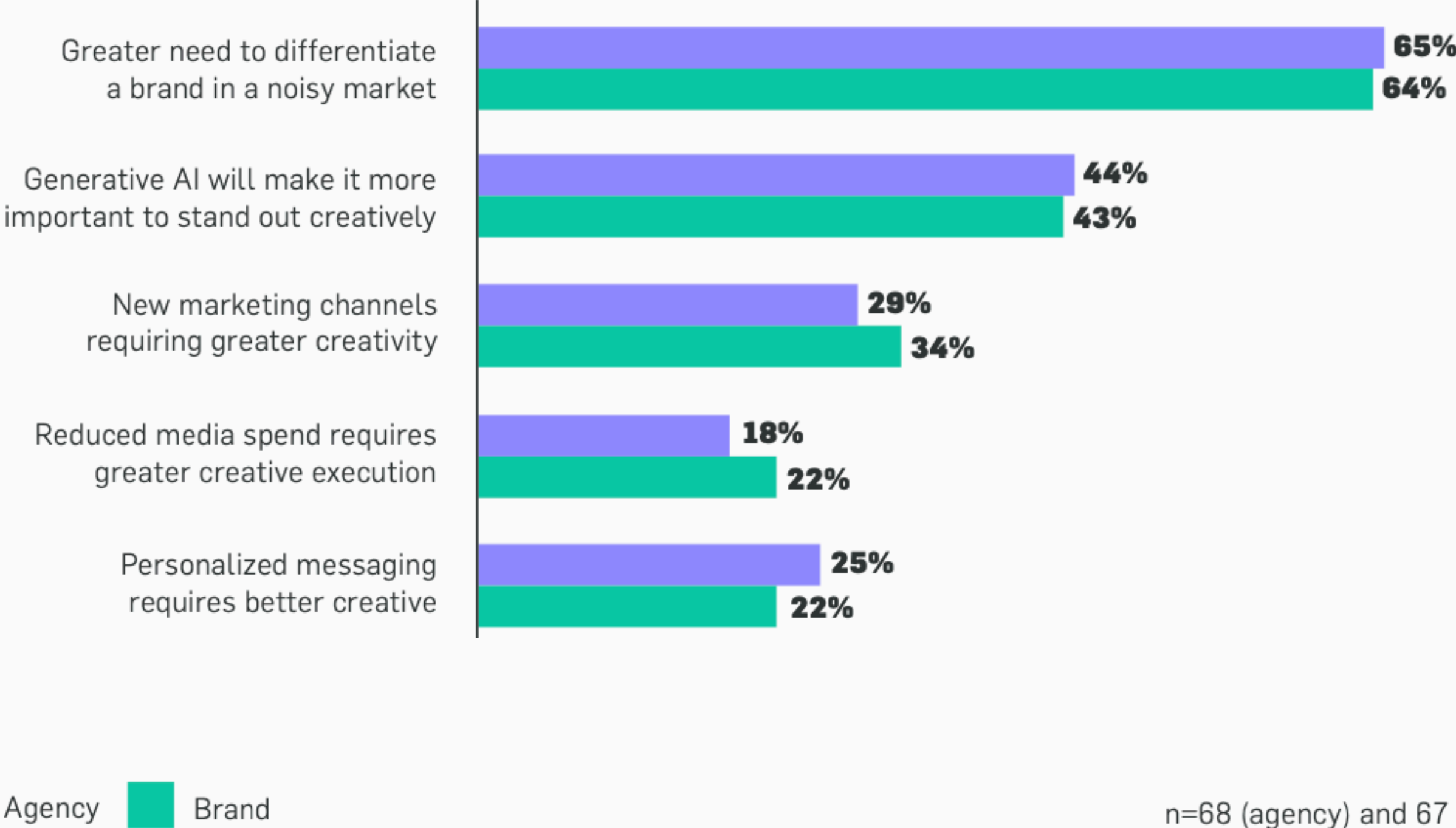
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Looking ahead to the next 3-5 years, do you feel that creativity in marketing will be more or less important than it is today?



Why do you think creativity will be more important?



n=68 (agency) and 67 (brand)

Кейсы:
А что уже делают?

STRATEGIZING FOR THE FUTURE

Media Buying Briefing: Agencies wonder whether generative AI leads to more wasted ad spending and production

By [Antoinette Siu](#) • July 3, 2023 • 5 min read •

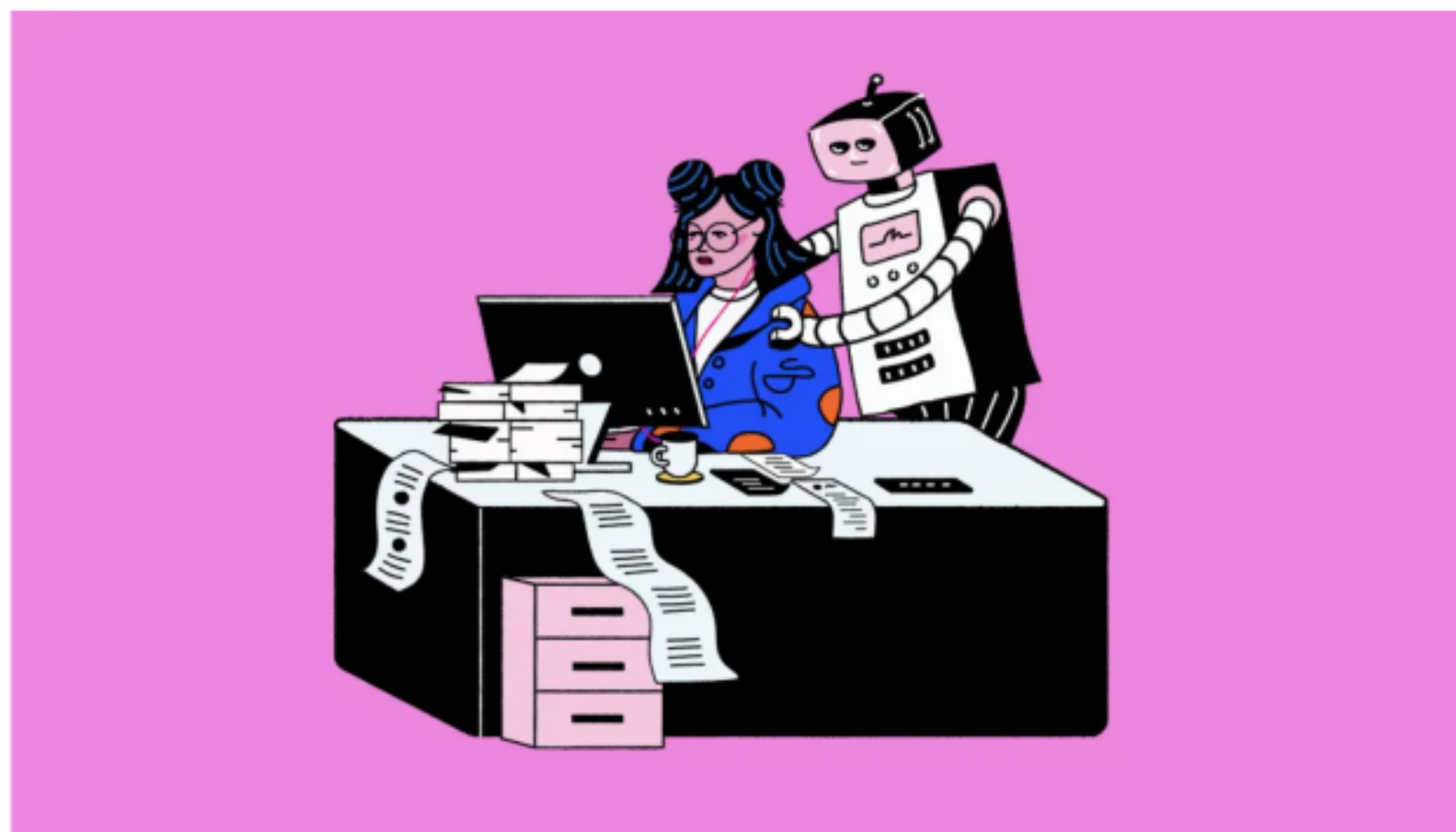


Ivy Liu

BEYOND ADS

Lessons from marketers' experience with generative AI

By [Seb Joseph](#) • March 20, 2023 • 6 min read •



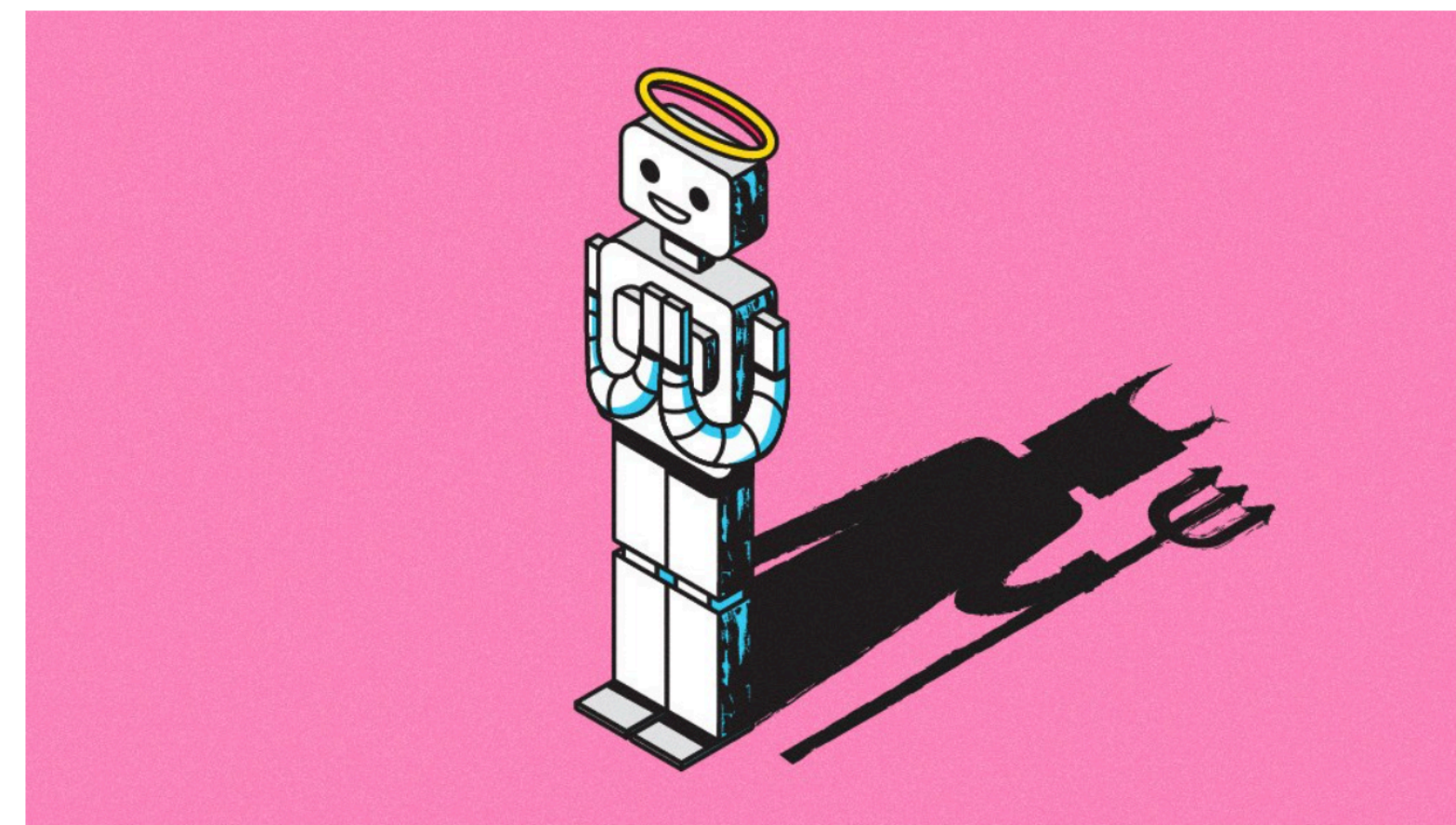
Ivy Liu

LANGUAGE: [EN](#) | [ES](#)

GENERATIVE AI

What's stopping big brands like Pepsi and Frito-Lay from embracing AI?

By [Kimeko McCoy](#) • September 7, 2023 • 4 min read •



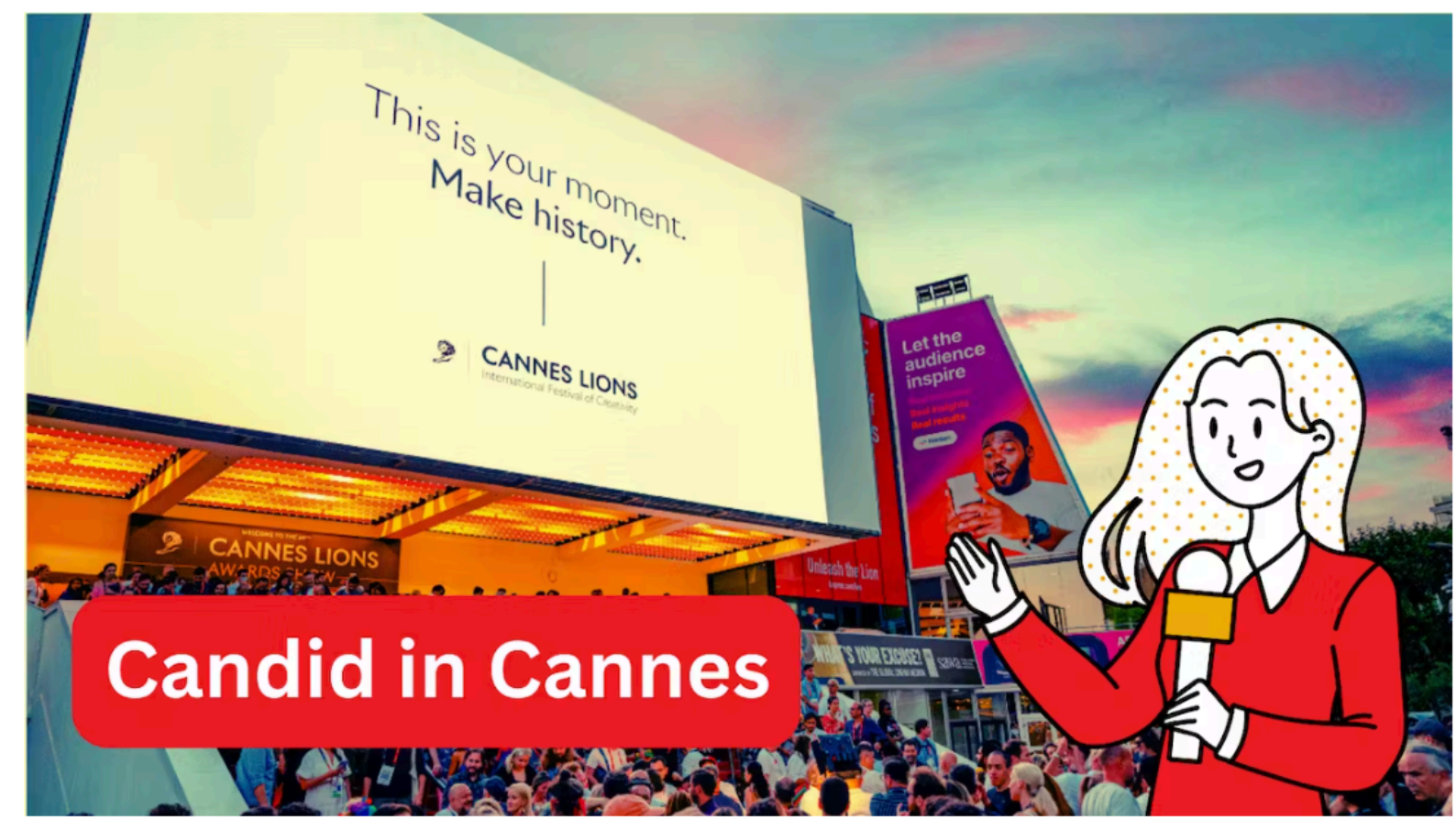
Ivy Liu

Candid in Cannes: AI dominates conversations, but are marketers convinced?

Share
By Jennifer Faull | Deputy Editor
JUNE 20, 2023 | 6 MIN READ

Listen to article 3 min 51 sec

The Drum's team in the south of France quiz CMOs and agency leaders on the week's hot topics.



Candid in Cannes

The Drum questions the lucky souls out at Cannes Lions

Beyond the hype: How to take generative AI from novelty to growth driver

November 3, 2023



Generative artificial intelligence (GenAI) has shaken up the adtech world, but marketers mustn't get distracted from the work that actually drives business goals: analytics, optimization and prediction. They need to figure out how to use generative AI together with predictive AI, powered by deep learning, to have the greatest impact, says Graham Wilkinson (Chief Innovation Officer, Kinesso).

2023 will be remembered as the year the large language models

Join us as we unlock tomorrow's potential today. Get tickets

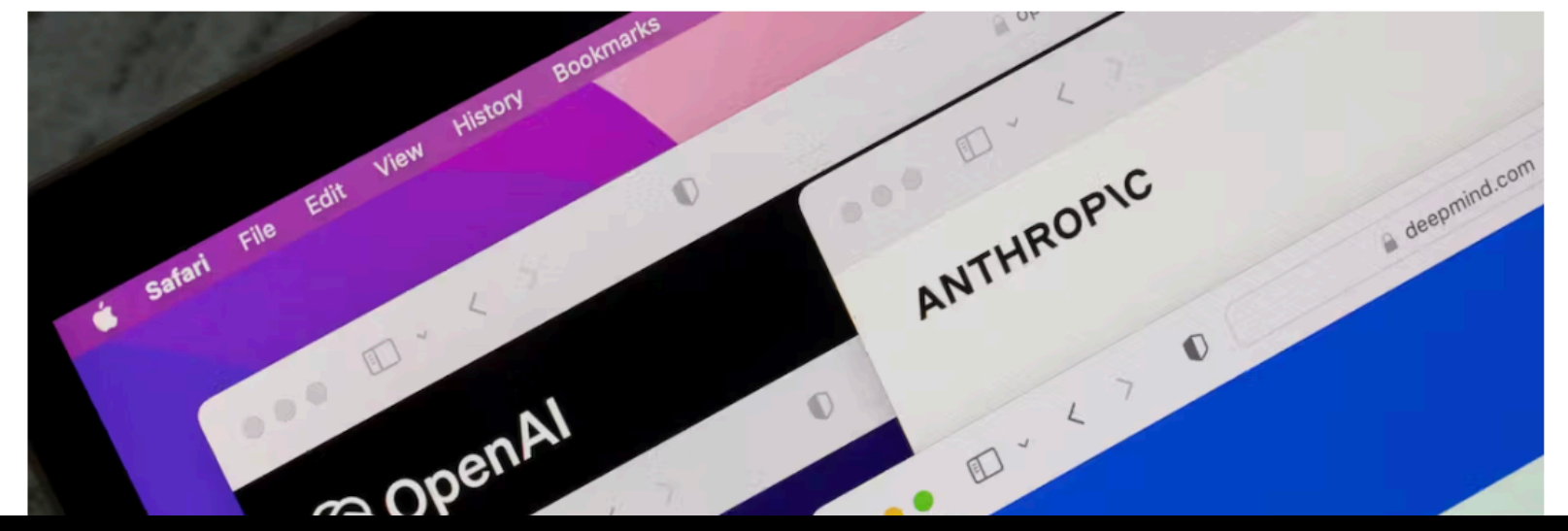
Technology Artificial Intelligence AI

The 5 biggest unresolved issues surrounding the use of AI in marketing

Share
By Webb Wright | Reporter
OCTOBER 11, 2023 | 10 MIN READ

Listen to article 6 min 26 sec

We spoke with marketing experts to find out about the biggest AI-related dangers that are weighing on their minds.

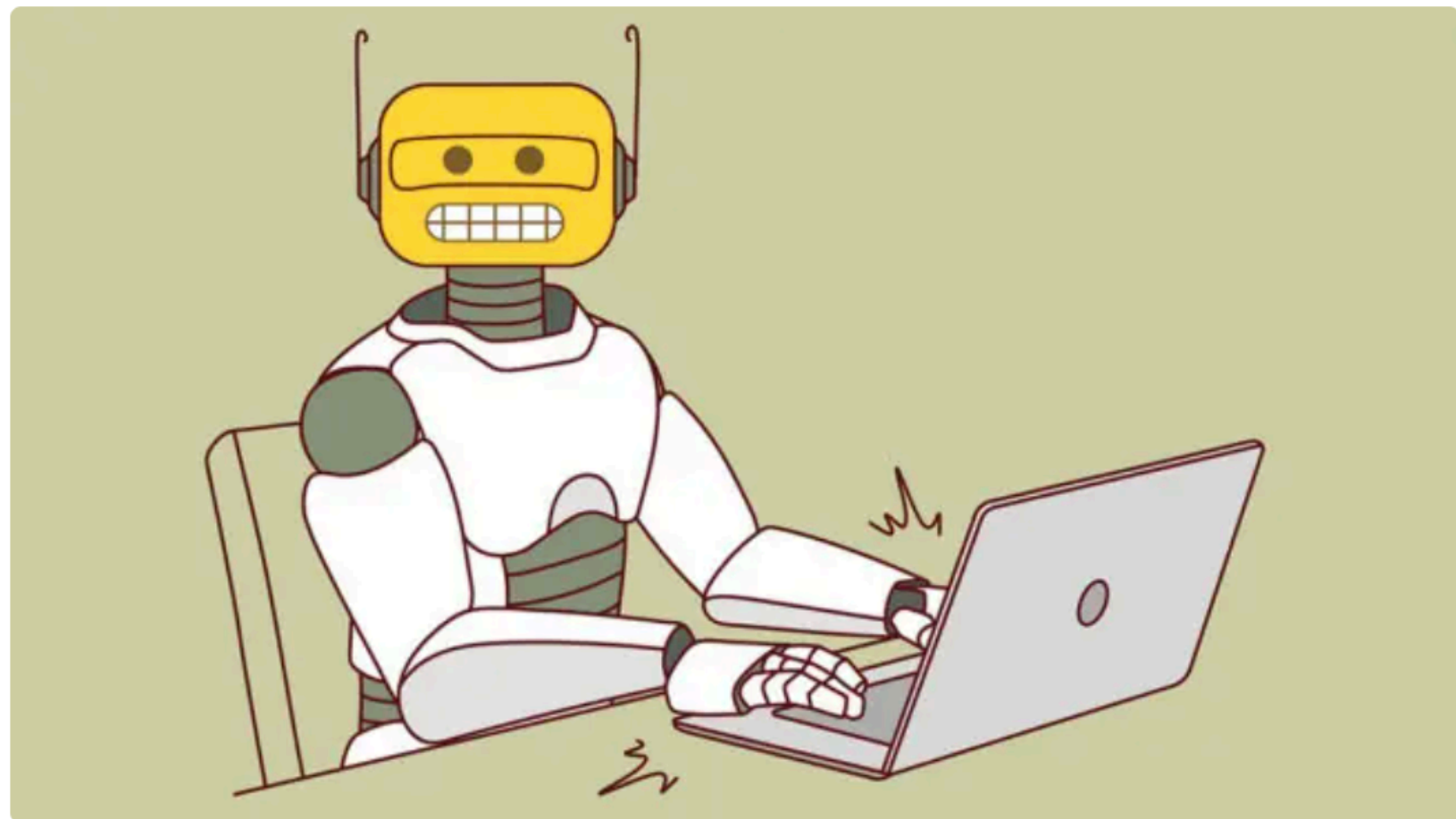




EMERGING TECHNOLOGIES

Gen AI Skeptics: Ad Agencies Weary of Half-Baked AI Tools

Funding for the sector has increased fivefold in the first half of 2023



Mikhail Seleznev/iStock, Getty Images



AI NEWS

These 6 Charts Show How Marketers Are Adopting GenAI and What Worries Them

Gartner studied how marketing teams are using the technology



Marketers are adopting and upskilling for GenAI despite consumer concerns about the tech's impact. Surasak Suwanmake/Getty Images



AI NEWS

This Brand's Social Experiment Uses AI to Expose the Dark Side of 'Sharenting'

Deutsche Telekom delves into an uncomfortable area that not many brands have addressed





The brand created a deepfake older version of a child who confronts her parents with the possible consequences of sharing content online. Deutsche Telekom, adam&eveBerlin

Ждем Marketing Copilot

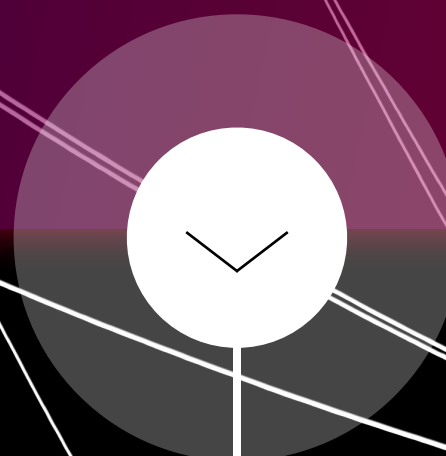
```
fetch_pic.js  push_to_git.py  JS d3_scale.js  JS fetch_stock.js  JS material_ui.js

1  const fetchNASAPictureOfTheDay = () => {
2    return fetch('https://api.nasa.gov/planetary/apod?api_key=DEMO_KEY', {
3      method: 'GET',
4      headers: {
5        'Content-Type': 'application/json',
6      },
7    })
8    .then(response => response.json())
9    .then(json => {
10     return json;
11   });
12 }
```

 Copilot

 **GitHub Copilot**

ФЕВРАЛЬ 2024:
НОВЫЙ ПРОДУКТ
АСТРАЛАВ НА БАЗЕ
ГЕНЕРАТИВНЫХ
МОДЕЛЕЙ



Выводы

Что ждать от этих технологий:

— И н т е р н е т

Поменяется

Стоит воспринимать
AI, как “тренера”
а не как конкурента.

AdWeek - Elav Horwitz

McCann VP of applied innovations

Можем ли мы
научить ИИ
эмпатии?

И Т О Г О , Н А С Ж Д Е Т :



ПЕРСОНАЛИЗАЦИЯ

НОВАЯ НОРМА



CO-PILOT

МОЩНАЯ ПОДДЕРЖКА И КОУЧ



AI-ЭМПАТИЯ

МЫ ТОЧНО НАУЧИМ ИЛИ НАУЧИМСЯ



НЕЙРОНАУКА

НЕЙРОИНТЕРФЕЙСЫ БУДУТ
НОРМОЙ

Да здравствует ИИ
Да здравствует Человек!



AstraLab
Иван Парышев
CEO&Founder

