

Science and Art:  
A Clash in the  
Ad Industry

AI  
Assisted  
Advertising



Coca  
Global Creative Director

*Teads*<sup>.tv</sup> STUDIO

# Hi.

I'm French.

Born in Africa.

Lived 24 years in Brazil.

1994: First browser.

1996: First ICQ.

1997: First Personal Computer.

1998: First Bill Gates email.

1999: First job at digital production company in Brazil.

2005: Childhood dream come true, I join an advertising agency.

2007: Start working for Nike digital campaigns in agency.

2010-2017: Search the answers everywhere.

2017: Join Teads São Paulo.

2018: Join Teads New York as Global Creative Director.

# AI.

Born in 1956.

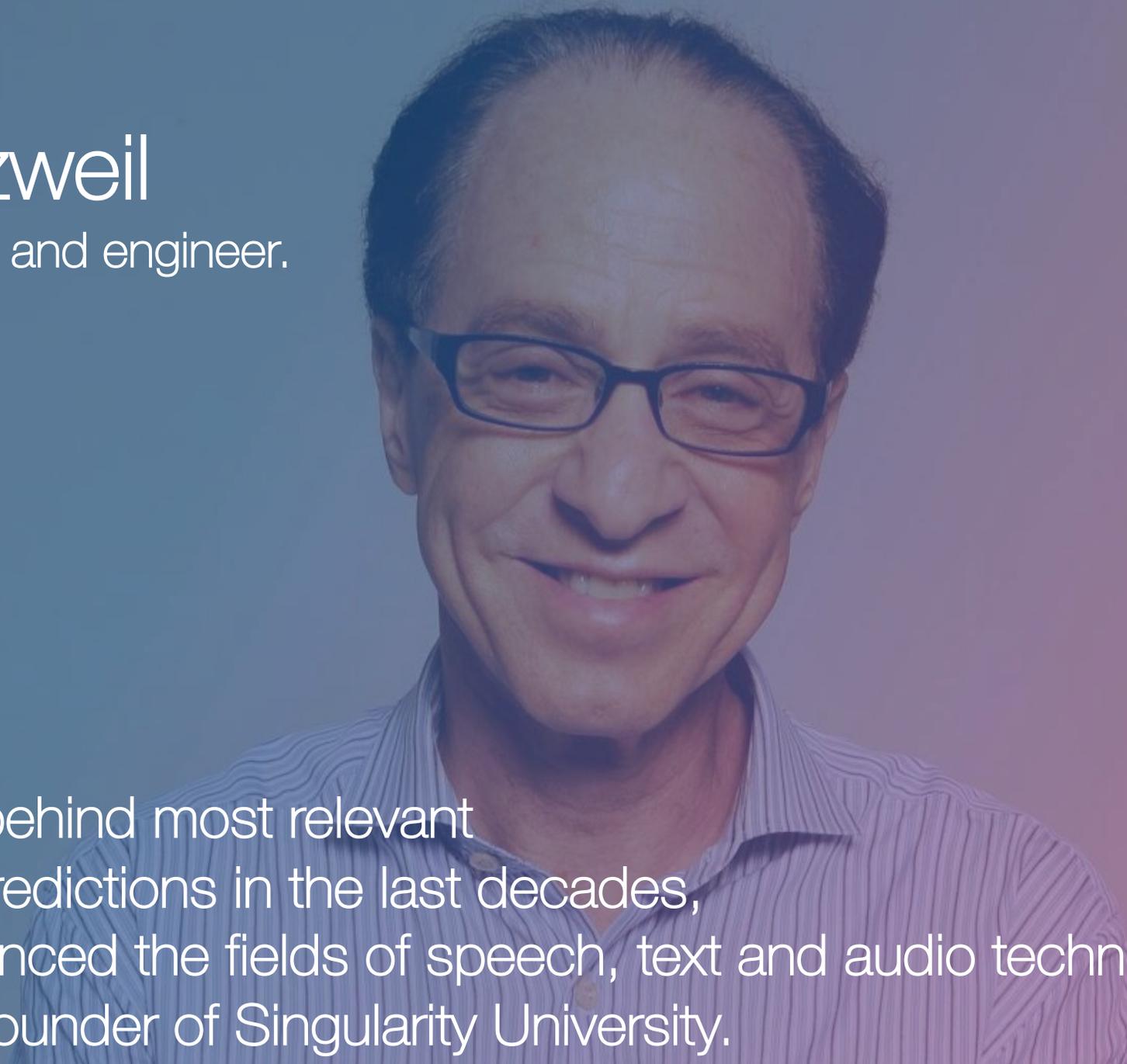
Faced a long AI winter.

Reborn in the early beginning of 21<sup>st</sup> century  
thanks to Deep Learning.

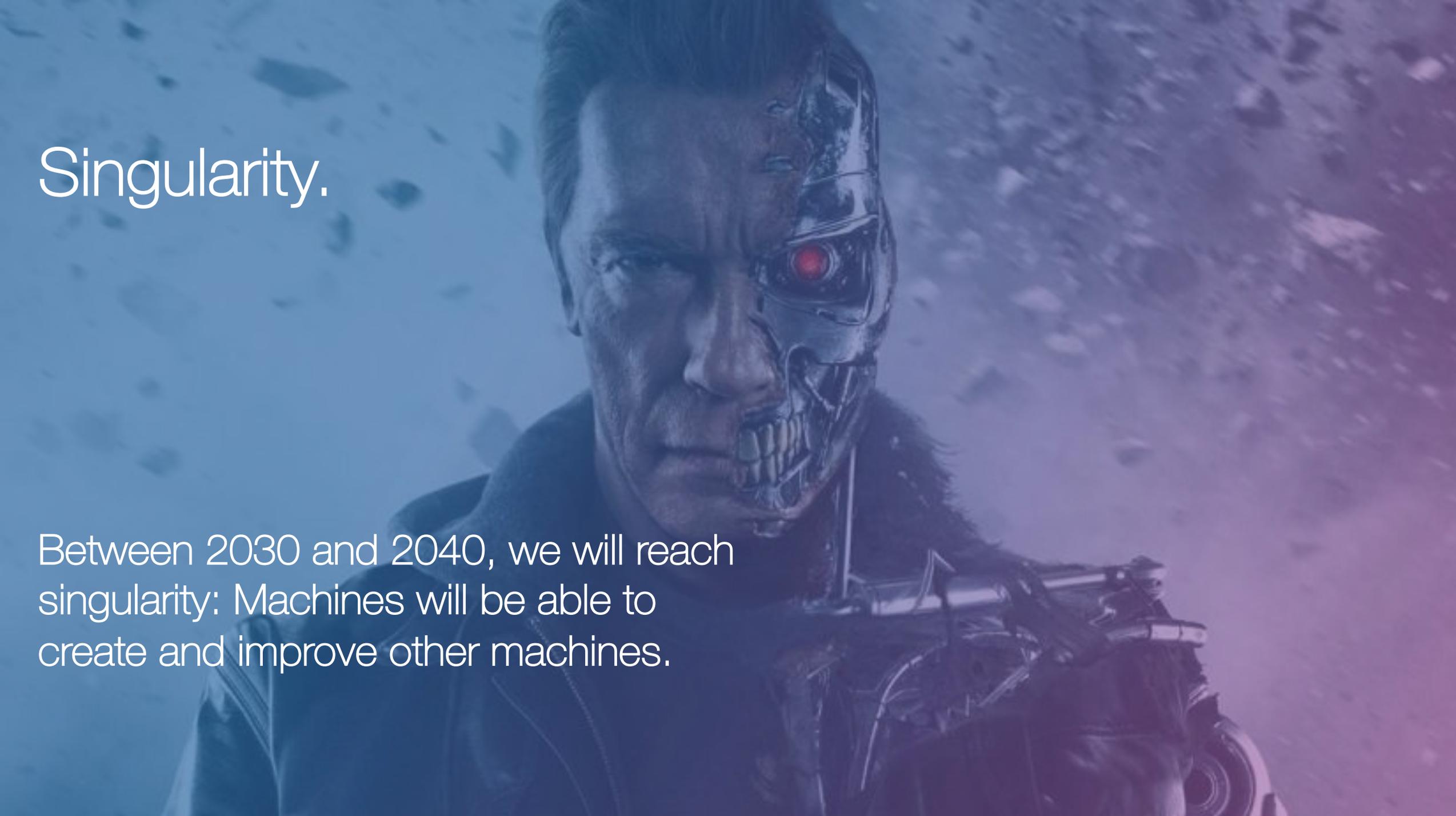
# Ray Kurzweil

Inventor, futurist and engineer.

Mastermind behind most relevant technology predictions in the last decades, radically advanced the fields of speech, text and audio technology at Google and founder of Singularity University.



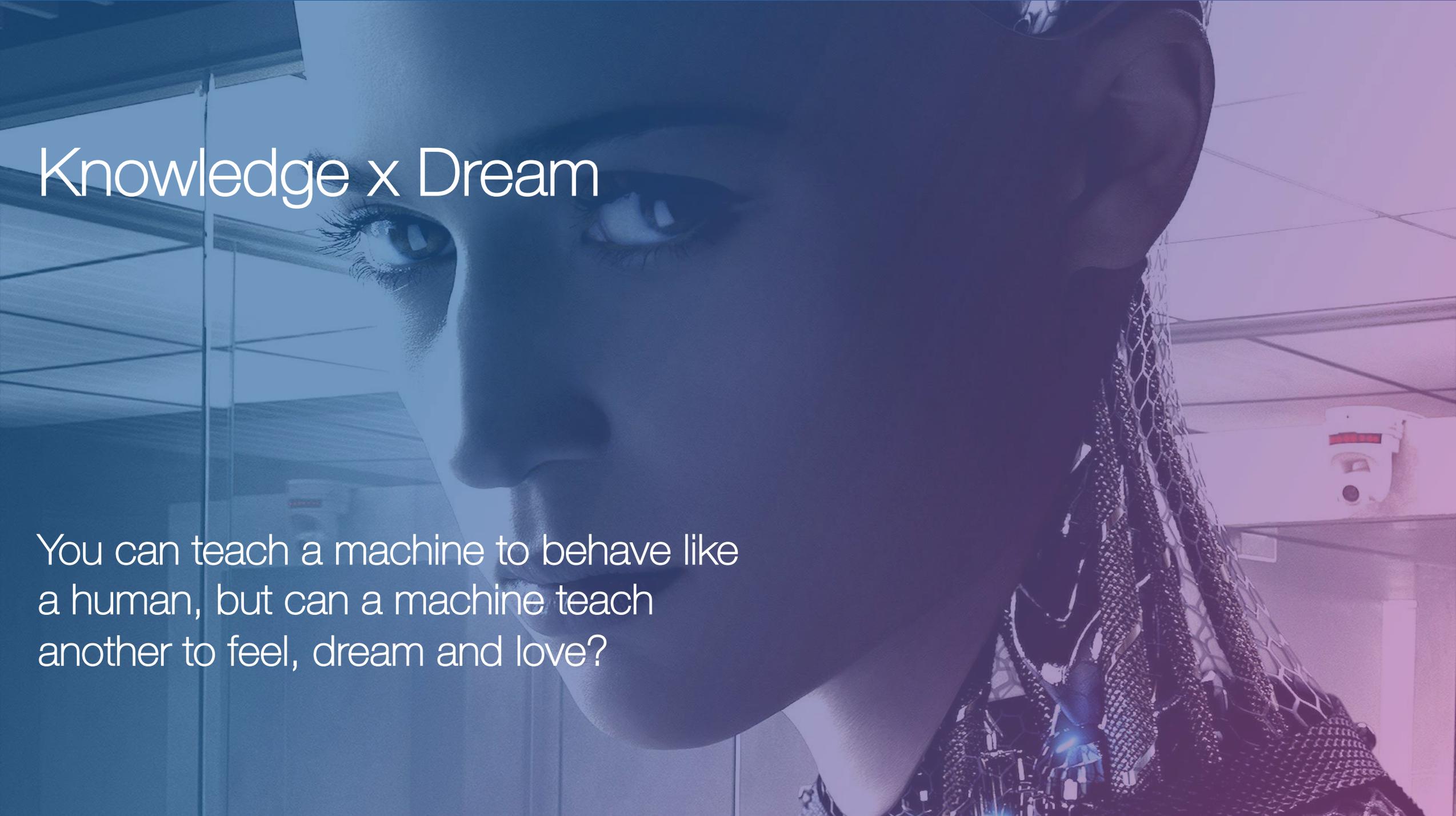




# Singularity.

Between 2030 and 2040, we will reach singularity: Machines will be able to create and improve other machines.

# Knowledge x Dream



You can teach a machine to behave like a human, but can a machine teach another to feel, dream and love?



**I've never loved anyone the way I loved you**



# Ad.

What about advertising?

*.doc*

Copy-  
writer

**.psd**

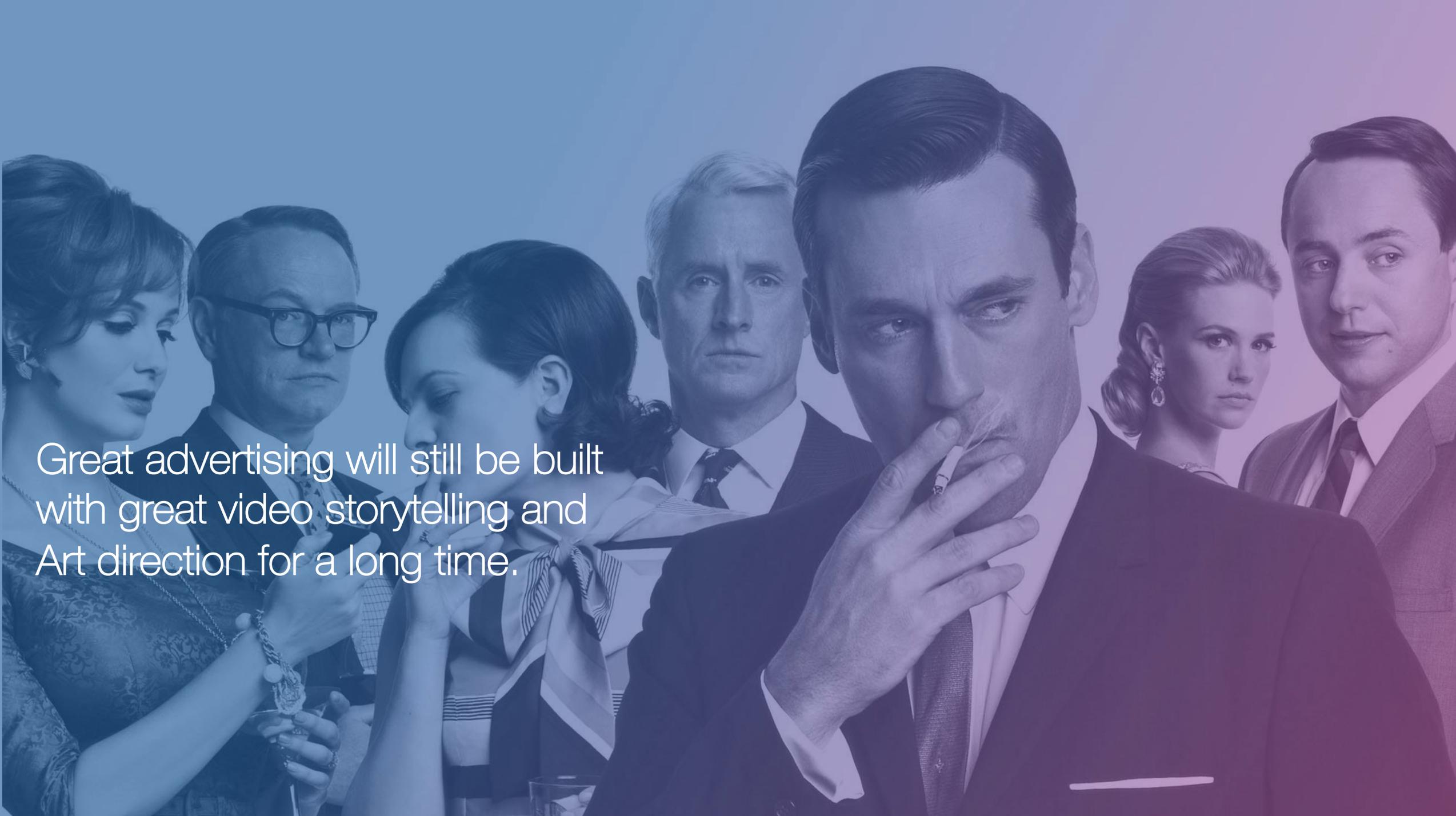
Art  
Director

**.py**

Developer

What about





Great advertising will still be built with great video storytelling and Art direction for a long time.



... and impact.

**FIGURE 1: TOP 10 FACTORS DRIVING ADVERTISING PROFITABILITY**

Position	Factor	Profit Multiplier
1	Market size	16.00
2	Creative execution	10.00
3	Budget-setting and allocation	2.00
4	Variable media costs	1.60
5=	Laydown	1.10
5=	Media multiplier	1.10
7	Brand life cycle	1.08
8=	Quality viewing	1.05
8=	Task	1.05
10	Audience	1.04

Source: Data2Decisions

**FIGURE 2: TOP 10 WAYS TO IMPROVE ADVERTISING ROI**

Position	Factor	Profit multiplier 2014
1	Market/brand size + share	18.00
2	Creative – tagging, ad length	12.00
3	Budget-setting across geographies	5.00
4	Budget-setting across portfolios	3.00
5	Multimedia campaigns	2.50
6	Budget-setting across variants	1.70
7	Cost and product seasonality	1.60
8	Product vs. equity vs. season	1.40
9	Laydown (of spend over time)	1.15
10	Target audience	1.10

Source: Various; Data2Decisions



Believe in something.  
Even if it means sacrificing everything.

 Just do it.

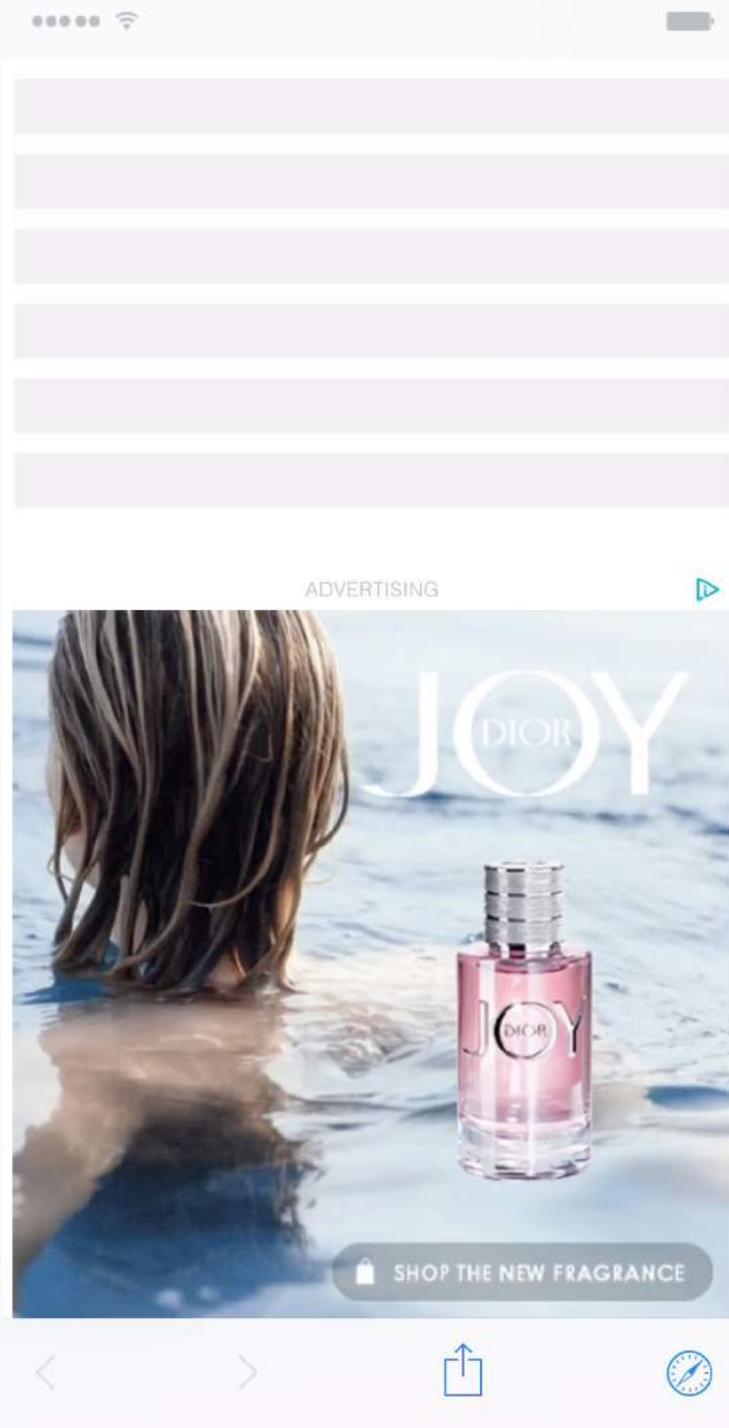


Atomization



# Create Engaging Experiences

inRead Flow



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# Scale

Programmatic  
Safe  
Data-based  
Automated  
Template

Creative  
Risk  
Intuitive  
Artisan  
Craft

Can artificial intelligence  
create “art”?

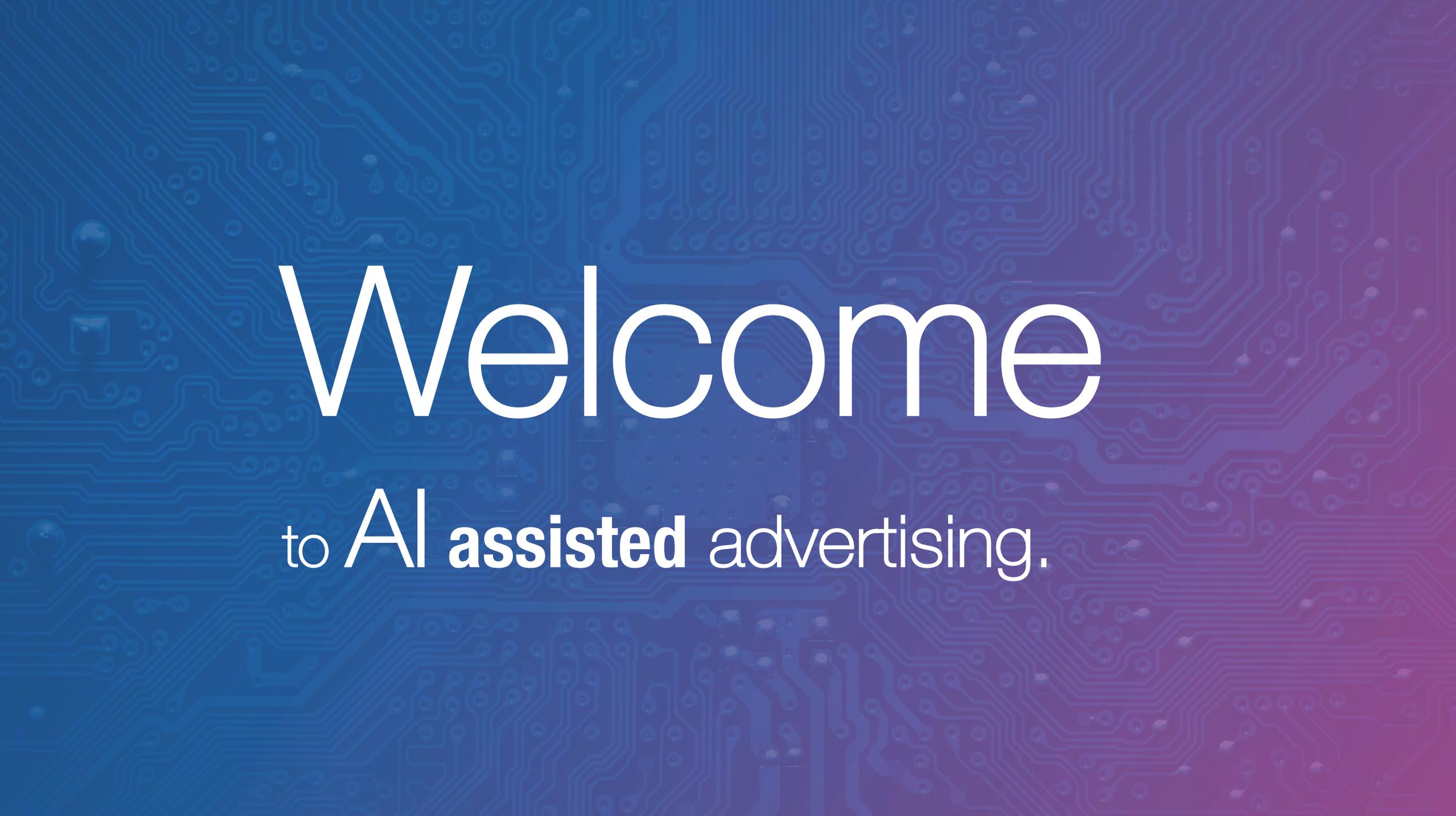
# Art.

AI can assist and adapt.

Original creation is another story.







Welcome

to **AI assisted** advertising.

# Welcome

to AI assisted advertising.

101101

Access to data



Ability to learn



Cost effective

# Welcome

to AI assisted advertising.

101101

Access to data

Insights  
Personalization



Ability to learn

Dynamic Optimization  
Audience Predictive Behavior



Cost effective

Disruptive Tech at Scale



# Teads AI

## Creative & Content Pre-Testing

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- ✓ Real-time DCO
- ✓ Self-assembled ads
- ✓ Voice controlled & Chatbot creatives
- ✓ Facial Coding Content Analysis

## Audience Targeting

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- ✓ Dynamic audience selection
- ✓ Machine learning based lookalike models
- ✓ Completion & scroll rate prediction

## Outcome based optimisation

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- ✓ Completed views
- ✓ Traffic
- ✓ Incremental reach
- ✓ Site visits
- ✓ Conversions

# DCO Dynamic Creative Optimization



With more **families** seek vehicles with additional rear seating a new class of large cross over **SUVs** offer a compromise between **trunk space** and **seating** – which easily folds down into the floor of the **trunk**. This class of vehicle offers unparalleled versatility for **families**

ADVERTISING

THE LINCOLN MOTOR COMPANY | YOUR FAMILY IS EXPANDING YOUR CAR SHOULD TOO

BOOK YOUR TEST DRIVE

LEARN MORE >

The advertisement features a blue Lincoln SUV driving on a winding road by the ocean. The sky is dark with birds flying. The text is in a clean, sans-serif font. The 'BOOK YOUR TEST DRIVE' button is orange with a white car icon. The 'LEARN MORE >' button is also orange with a white arrow icon.

inRead invented by Teads



Audience



Contextual



Geolocation



Client Data

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# Self-assembled ads

Video Run Time – 15”

Group Demo 1

Product Shots



Game Shots



Customer Shots



Game Shots



CTA



Group Demo 2



Group Demo 3



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# Self-assembled ads in action

Sports gamer



Strategy gamer



First person  
shooter gamer



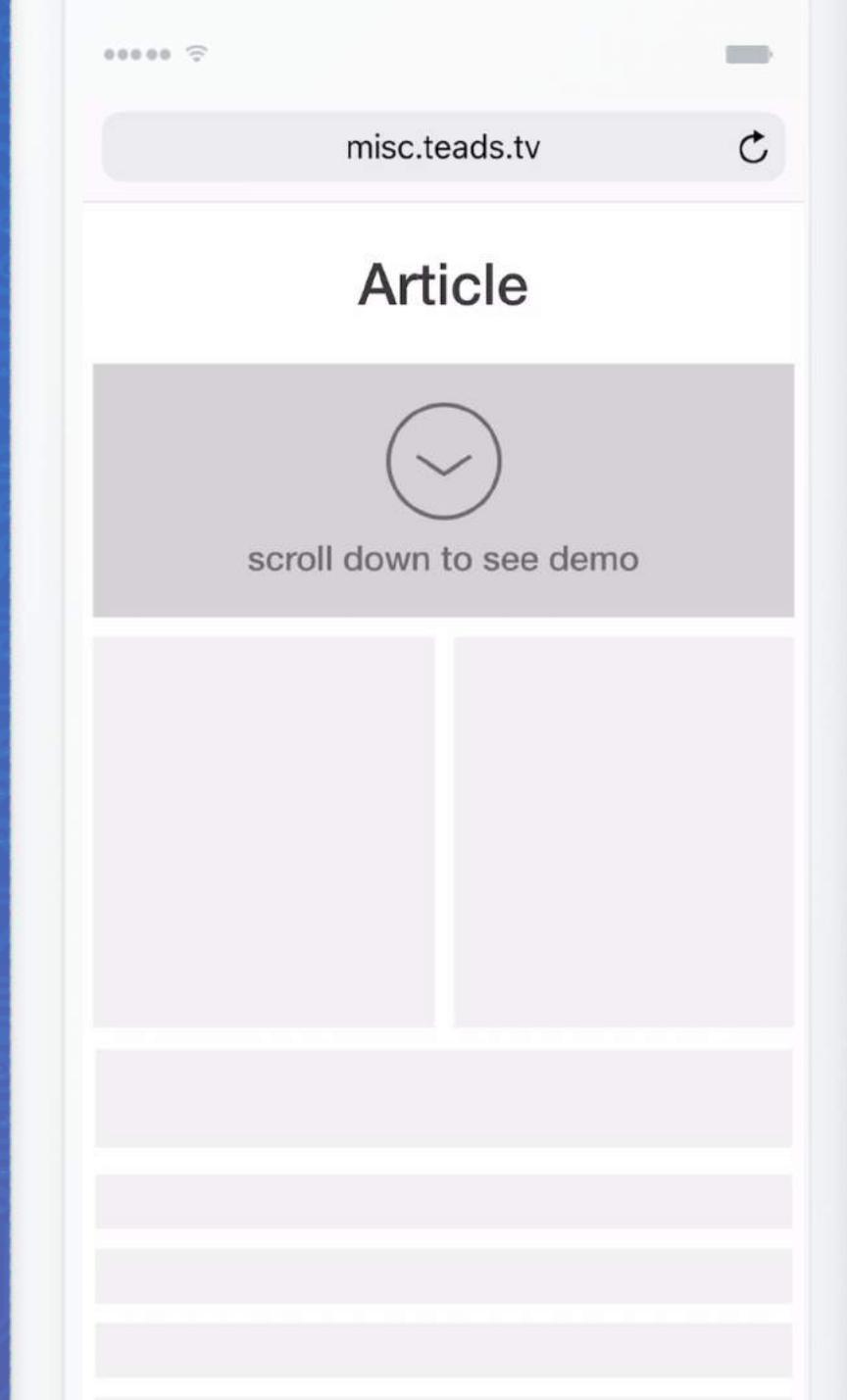
A woman with her hair in a bun, wearing a white dress, is seen from behind in a living room. The room features a large window with sheer curtains, a sofa, and a television. The image has a soft, ethereal quality with a light blue and purple color palette.

# Facial Coding Analysis

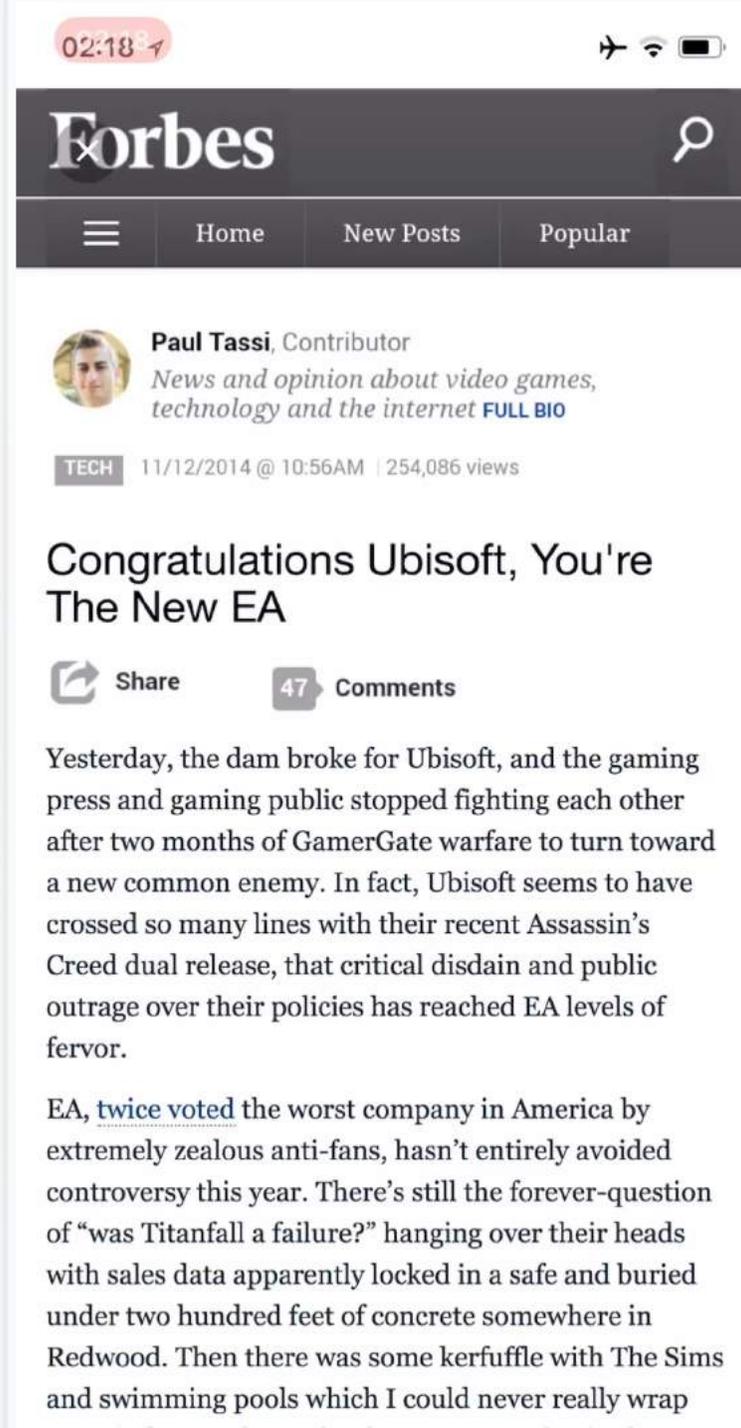
# Conversational Experiences



# Sensorial Experiences



# Augmented Reality Experiences



02:18

Forbes

Home New Posts Popular

 **Paul Tassi**, Contributor  
*News and opinion about video games, technology and the internet* [FULL BIO](#)

TECH 11/12/2014 @ 10:56AM | 254,086 views

## Congratulations Ubisoft, You're The New EA

 Share  47 Comments

Yesterday, the dam broke for Ubisoft, and the gaming press and gaming public stopped fighting each other after two months of GamerGate warfare to turn toward a new common enemy. In fact, Ubisoft seems to have crossed so many lines with their recent Assassin's Creed dual release, that critical disdain and public outrage over their policies has reached EA levels of fervor.

EA, twice voted the worst company in America by extremely zealous anti-fans, hasn't entirely avoided controversy this year. There's still the forever-question of "was Titanfall a failure?" hanging over their heads with sales data apparently locked in a safe and buried under two hundred feet of concrete somewhere in Redwood. Then there was some kerfuffle with The Sims and swimming pools which I could never really wrap

# Teads<sup>.tv</sup>

THE GLOBAL MEDIA PLATFORM

## Science and Art: Creating a Clash in the Advertising Industry

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Scan and share your feedback