



Science and Art:
A Clash in the
Ad Industry

AI
Assisted
Advertising

Coca
Global Creative Director

Teads^{.tv} 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.

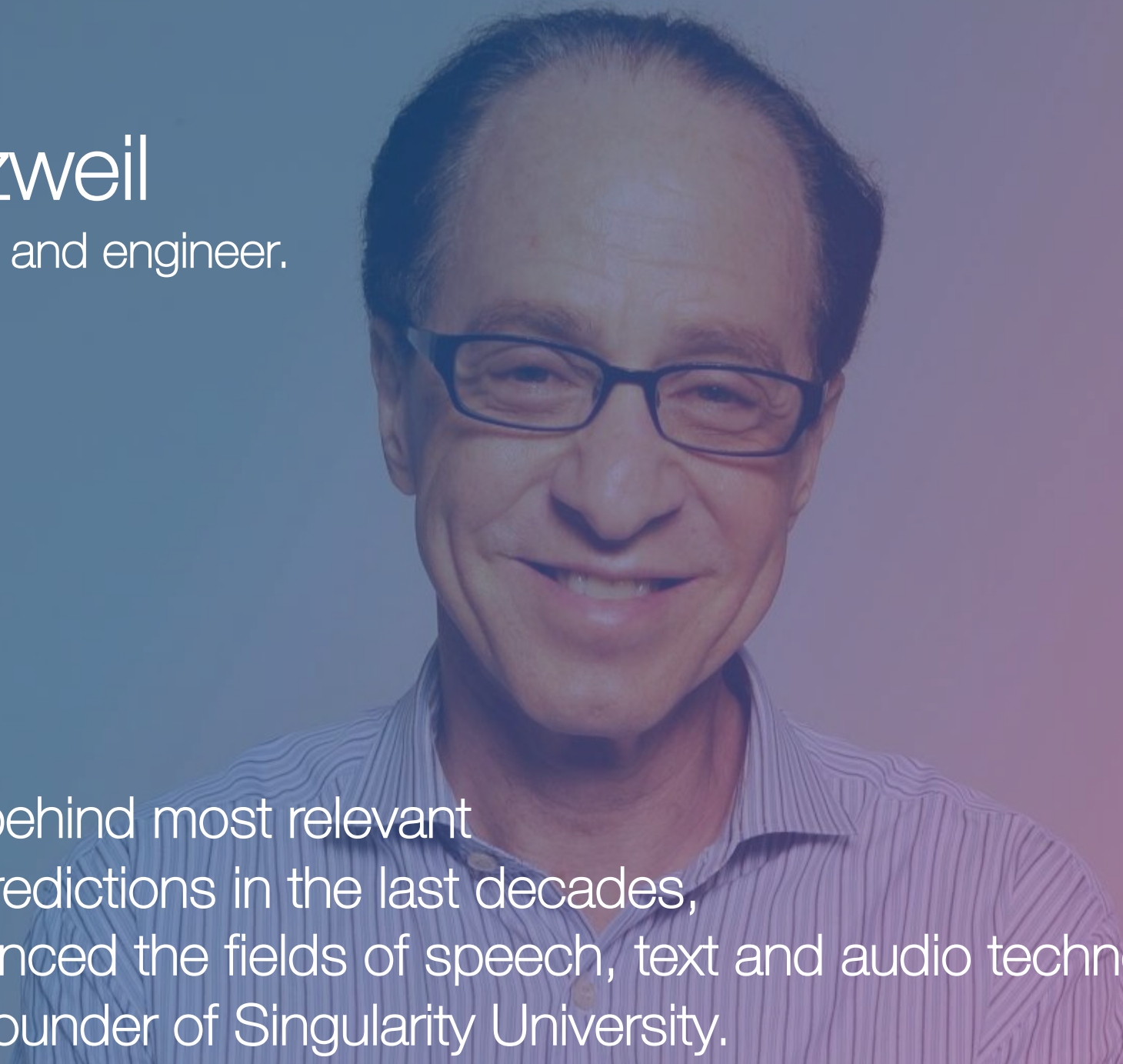
Faced a long AI winter.

Reborn in the early beginning of 21st century
thanks to Deep Learning.

Ray Kurzweil

Inventor, futurist and engineer.

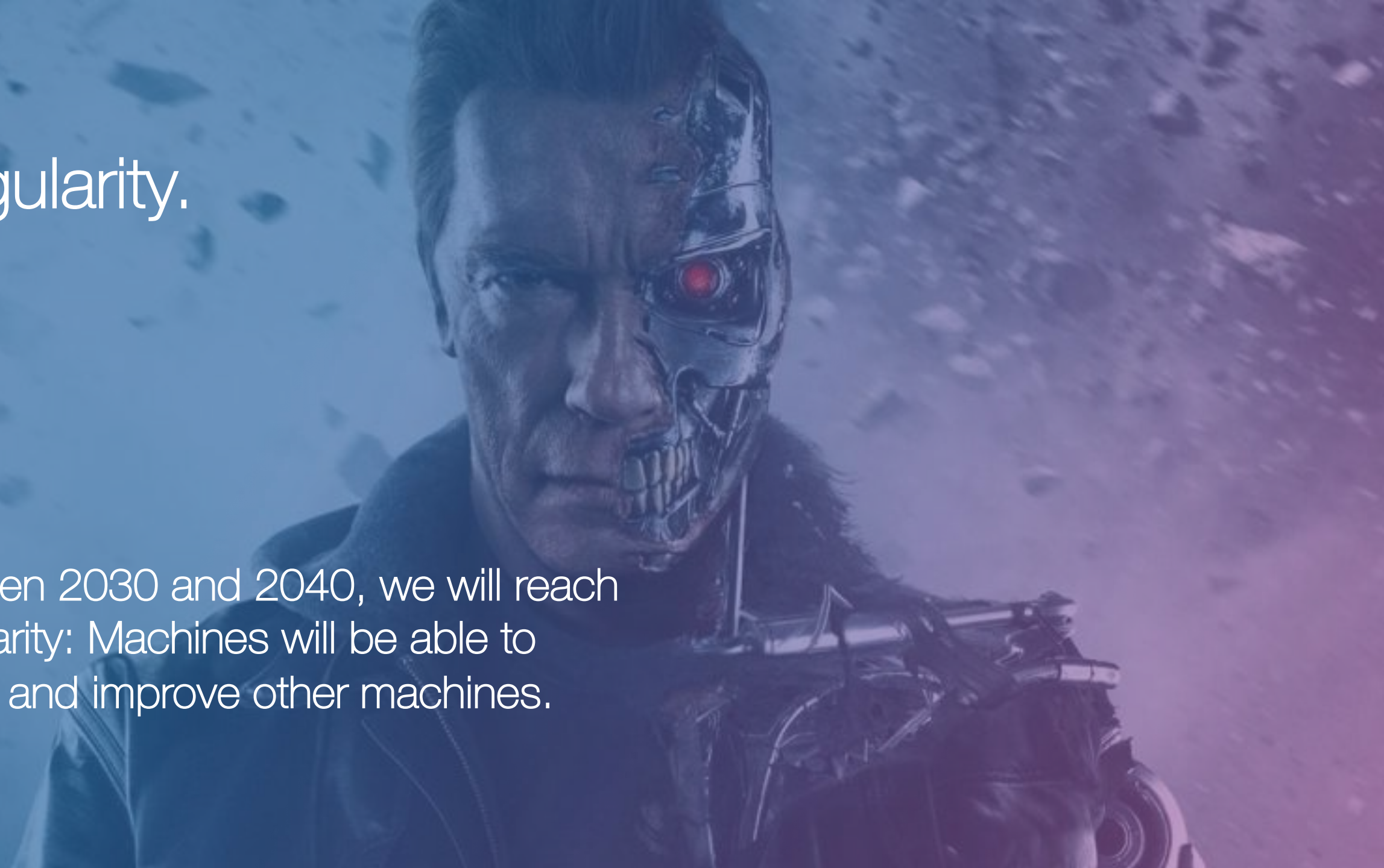
Mastermind behind most relevant technology predictions in the last decades, radically advanced the fields of speech, text and audio technology at Google and founder of Singularity University.





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

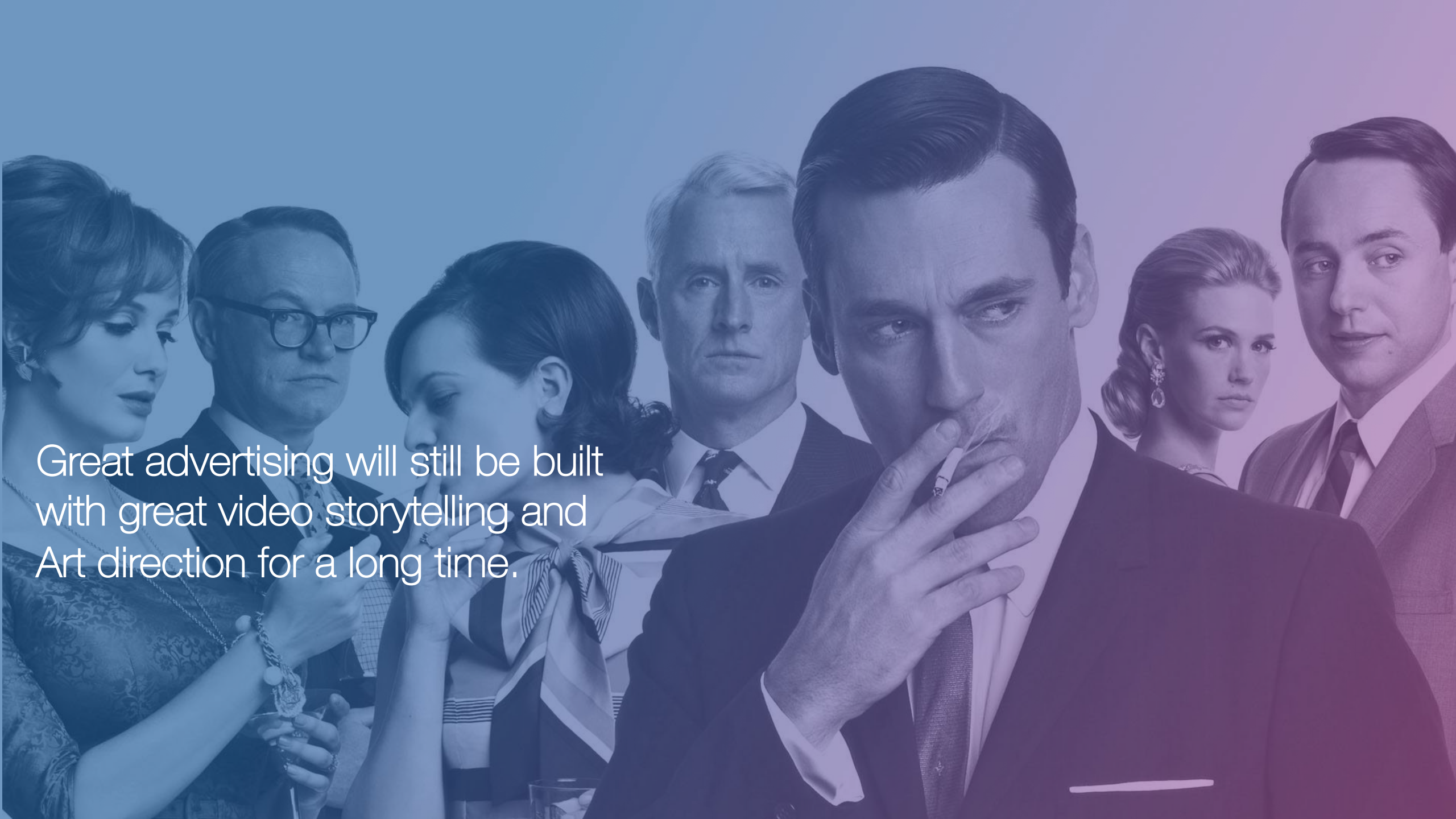
.psd

Art
Director

.py

Developer

What about



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

It's about love...



... 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



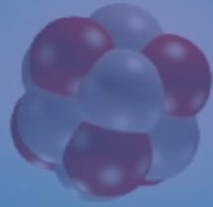
Believe in something.
Even if it means sacrificing everything.



Just do it.

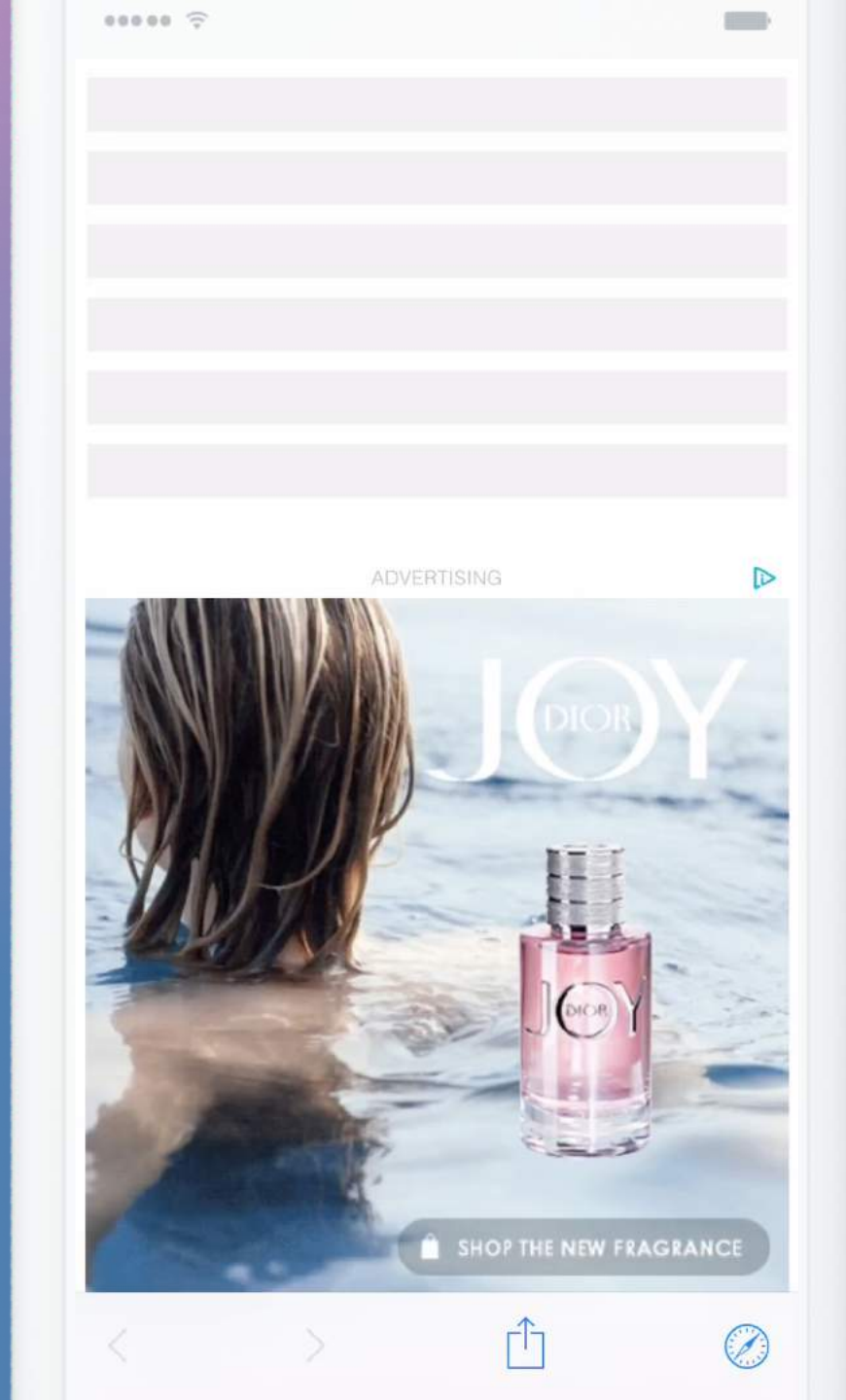


Atomization



Create Engaging Experiences

inRead Flow



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Scale

Programmatic
Safe
Data-based
Automated
Template

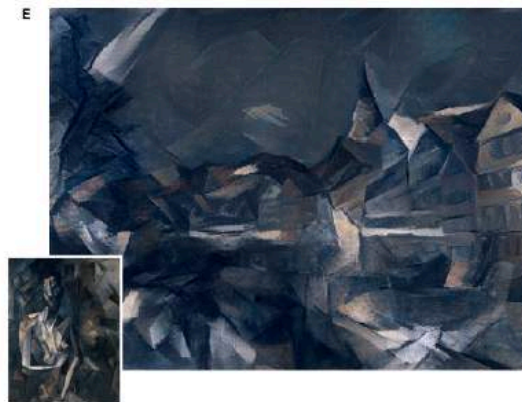
Creative
Risk
Intuitive
Artisan
Craft

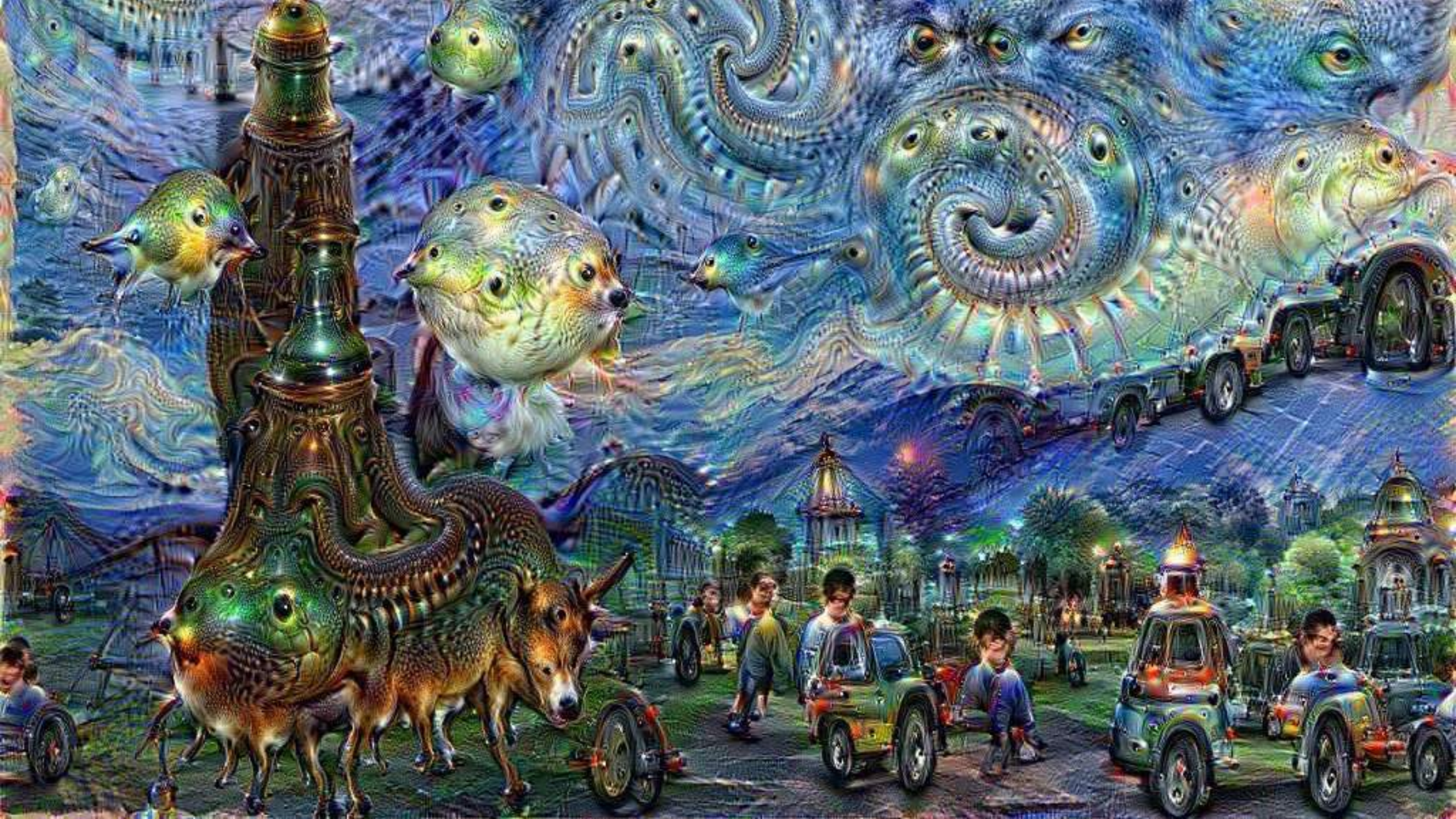
Can artificial intelligence
create “art”?

Art.

AI can assist and adapt.

Original creation is another story.





The background of the image is a complex, repeating pattern of circuit board traces in shades of blue and purple. The pattern is dense and intricate, with many small circles and lines. The color gradient transitions from a darker blue on the left to a lighter purple on the right.

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

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

Audience Targeting

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

Outcome based optimisation

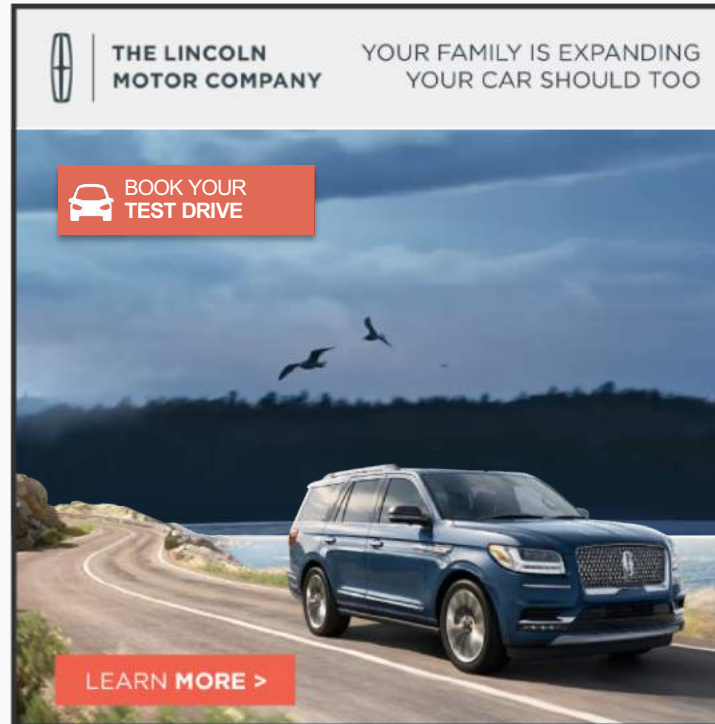
- ✓ Completed views
- ✓ Traffic
- ✓ Incremental reach
- ✓ Site visits
- ✓ Conversions

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 advertisement features a blue Lincoln SUV driving on a winding coastal road. The sky is overcast with birds flying. The Lincoln logo and 'THE LINCOLN MOTOR COMPANY' are in the top left. The headline 'YOUR FAMILY IS EXPANDING YOUR CAR SHOULD TOO' is in the top right. An orange button with a car icon says 'BOOK YOUR TEST DRIVE'. Another orange button at the bottom left says 'LEARN MORE >'.

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

Product Shots



Group Demo 3

Product Shots



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Self-assembled ads in action

Sports gamer



Strategy gamer



First person
shooter gamer



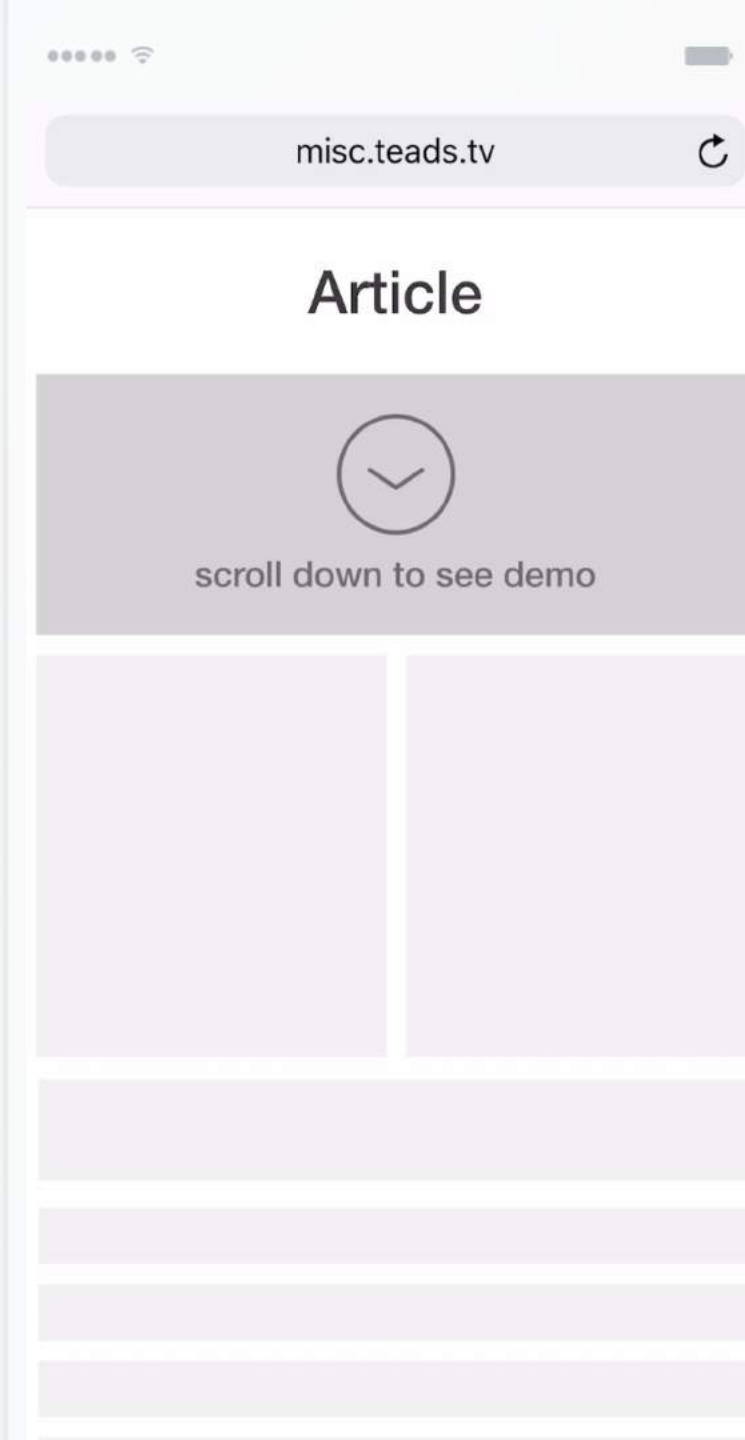
A person with blonde hair tied back, wearing a white long-sleeved shirt, is seen from behind. A semi-transparent, light blue face-tracking overlay is visible on the back of their head and neck, showing a grid of points and lines. They are standing in a modern, brightly lit living room with large windows in the background. The room contains a white sofa, a coffee table, and a television. The overall image has a soft, ethereal quality with a light blue and white color palette.

Facial Coding Analysis

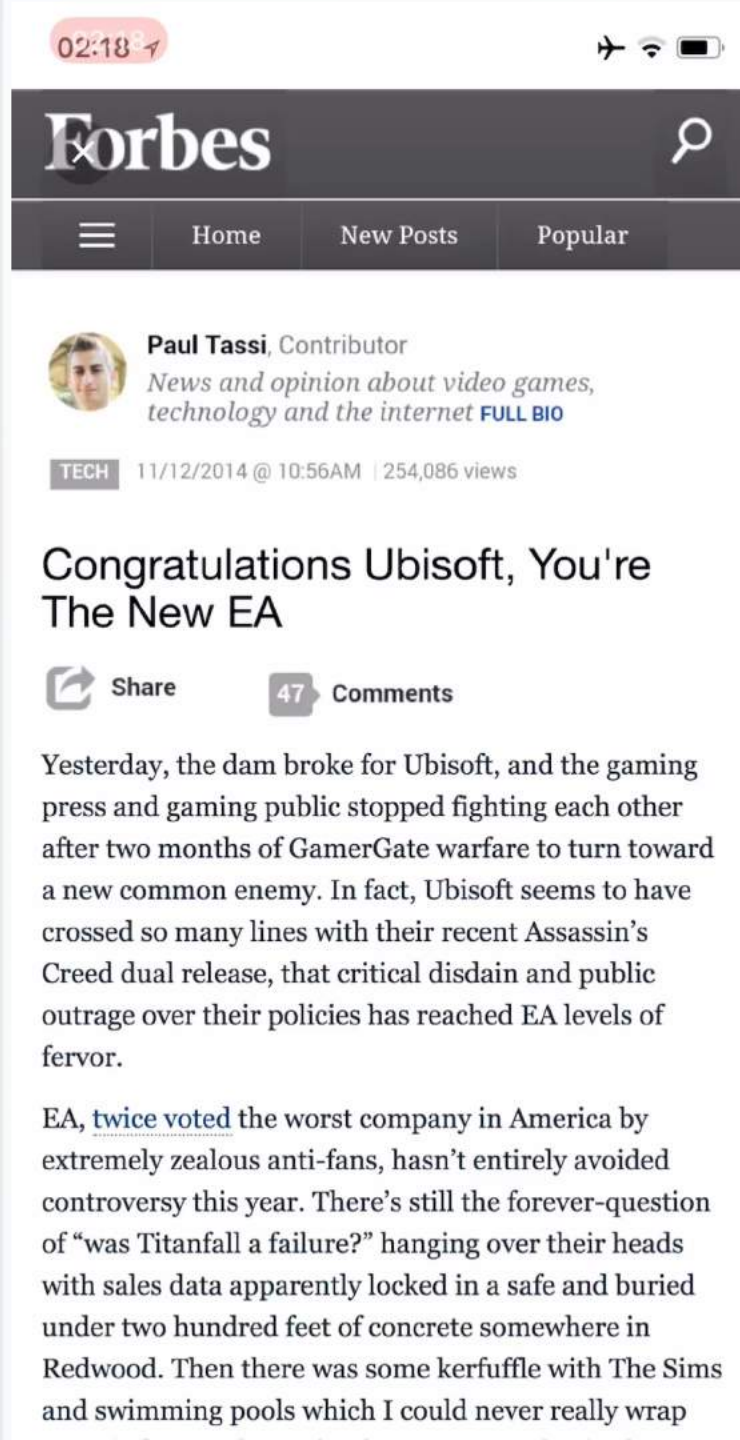
Conversational Experiences



Sensorial Experiences



Augmented Reality Experiences





THE GLOBAL MEDIA PLATFORM

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Scan and share your feedback