



# Generative AI + Marketing

IAB

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## GENERATIVE AI 101

# Generative AI Basics

## WHAT is Generative AI?

A subset of artificial intelligence focused on the **ability of machines to create outputs across various modalities**

## HOW does it work?

Uses **Foundation Models (FMs)**, such as OpenAI's GPT-4, trained on massive amounts of data to **understand human communication and natural language**

## WHY now?

Converging innovations of hardware, cloud native stack, software engineering, machine learning, deep learning, and model sizes allows for the **realization of an autonomous creation economy**

## WHO is involved?

Technology leaders and start-ups are developing user facing applications on these underlying models.

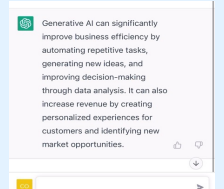


**Industry Impact** | these models can also be fine-tuned to become specialized for Industry / Marketing Specific solutions using **fit-for-purpose AI Application Frameworks**

## EXAMPLE MODALITIES

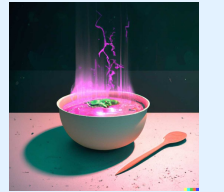
### Text Generation

Prompt: *Explain my colleagues the business impact of generative AI in 50 words*



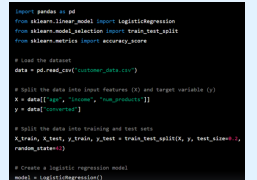
### Image Generation

Prompt: *A bowl of soup that is a portal to another dimension as digital art*



### Code Generation

Prompt: *In python, code a program that predicts the likelihood of customer conversion*



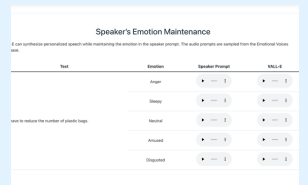
### Video Generation

Prompt: *A teddy bear painting a portrait*



### Audio Generation

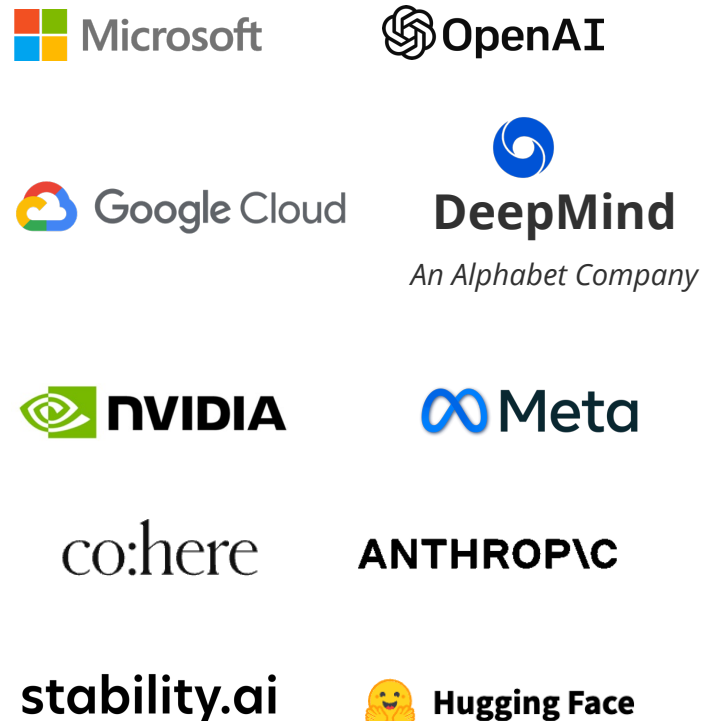
Prompt: *Play 'we have to reduce the number of plastic bags' in a sleepy tone*





# Generative AI Ecosystem

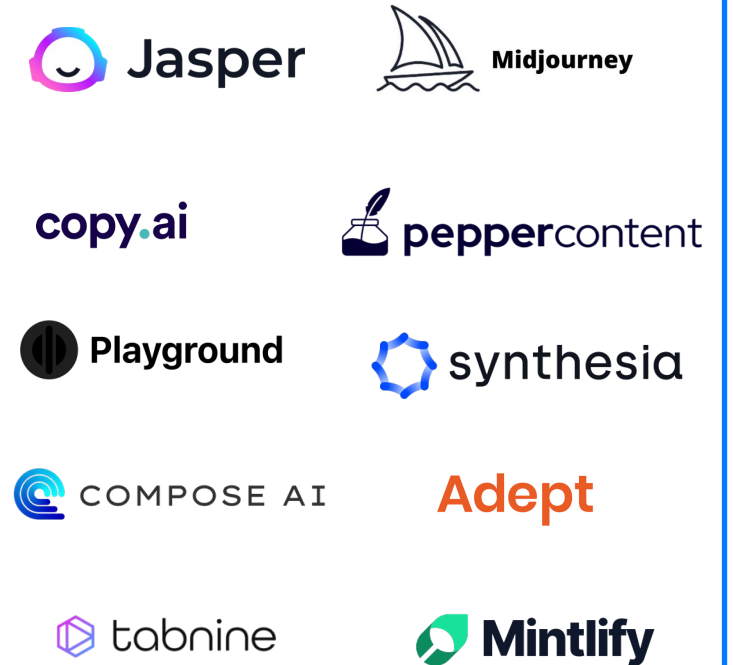
## Large Foundational Models



## Enterprise Platforms



## Application Landscape



plus, thousands more

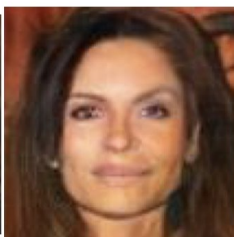
# The Future is Still Unfolding...



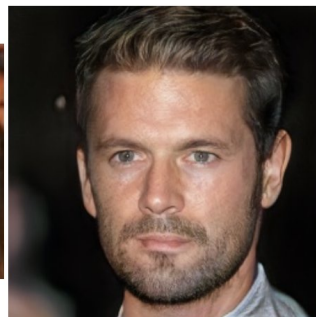
2014



2015



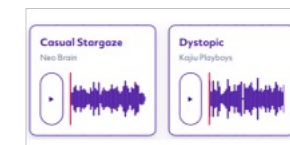
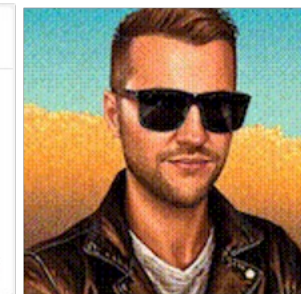
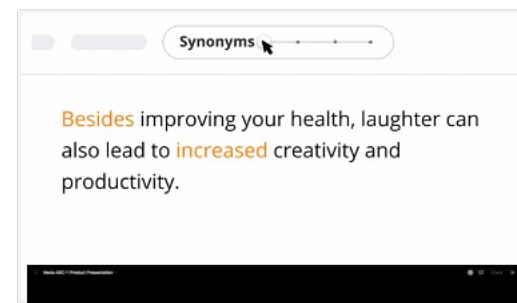
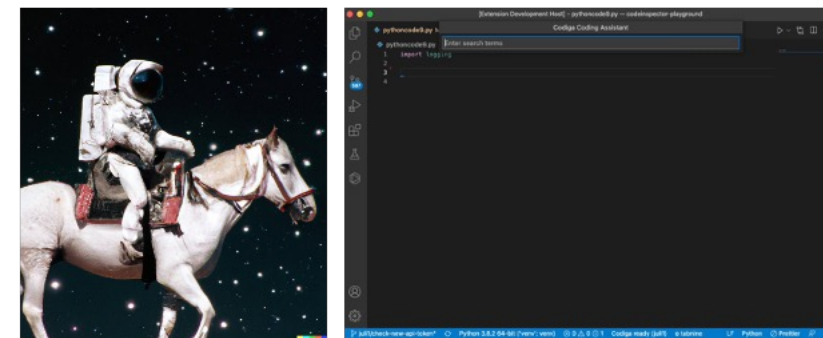
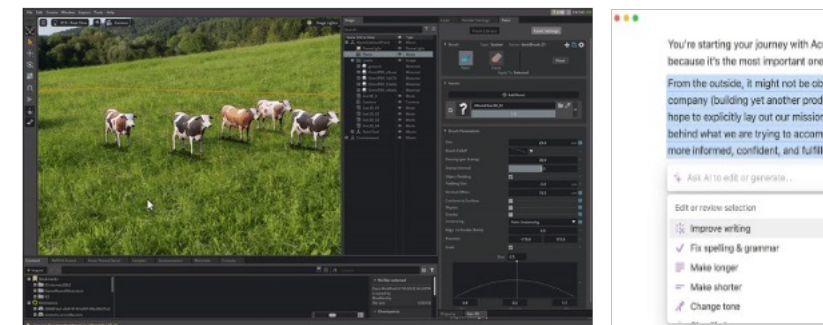
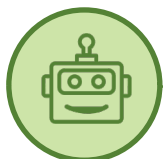
2016



2017



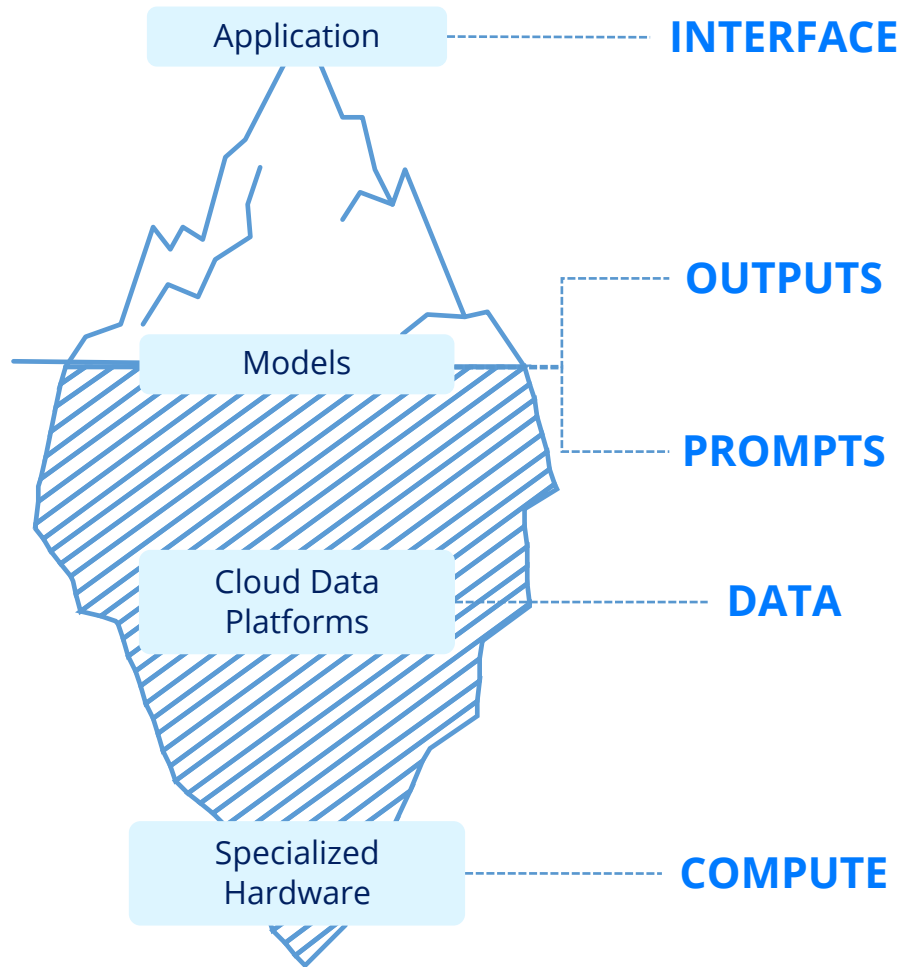
2018



2023

## GENERATIVE AI 101

### Understanding key terms related to Generative AI



#### **Large Language Model:**

A large neural network that has been trained to generate text outputs given an input text prompt or instruction

#### **Text-to-Image Model:**

A large neural network that has been trained to generate image outputs given an input description or image

#### **Multimodal Model:**

A large neural network that has been trained to understand and generate across modalities such as text, image, audio, video, code, and even complete robotics tasks

# Opportunities Unlocked Through Gen AI



## Productivity

Improve or speed-up creation, delivery and output of day-to-day tasks or actions carried out by employees / workers / users



## Creativity

Create content from existing work or combine different domains (text, image, music etc.) to produce novel or innovative output



## Knowledge

Analyze or query large quantities of data from multiple sources to quickly provide summaries, personalized insights, trends, and more



Microsoft 365 Copilot

# Deloitte Gen AI for Marketing: Executive Briefing & Immersive Lab



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## Executive Briefing (2 hours)

An **Executive Briefing session** offers an overview of generative AI, covering its foundational concepts, associated risks, and industry & marketing specific use cases that illustrate how it can drive innovation and enhance efficiency.

### Agenda:

- Overview of Generative AI & the Ecosystem Players
- Industry Applicable Use Cases & Demos
- Client & Employee Experience Impacts
- Risk & Regulatory Considerations



## Immersive Lab for Marketers (1 Day)

This **one-day immersive lab experience** provides a collaborative space to explore and co-create potential generative AI marketing use cases that matter most to your business, and then craft a way forward alongside our industry & marketing SMEs.

### Agenda:

- Overview of Generative AI & the Ecosystem Players
- Industry & Marketing Applicable Use Cases & Demos
- Problem Framing & Opportunity Ideation
- Exploration of Feasibility & Risk Considerations
- Opportunity Assessment & Prioritization
- Operational & Change Management Considerations