PTTOW!NXT
FUTURE FORUM

APPLICATIONS FOR ARTIFICIAL INTELLIGENCE~AI LEARNING

Ready or not, here AI comes! Get ready to supercharge your strategies with the power of Artificial Intelligence & Machine Learning and explore a spellbinding virtual session where we dove into the wizardry of AI and how it can revolutionize your marketing game.

This session featured top-tier C-suite leaders from the crème de la crème of major organizations including Northwestern Mutual, WndrCo, and VaynerX! They shared their enchanting insights, revealed their secret recipes for AI success, and conjured up practical tips that you can start applying in your gameplan.

Featured Mentors:
Lynn Teo // CMO // Northwestern Mutual
Avery Akkineni // CMO // VaynerX
Justin Wexler // Principal // WndrCo

Lynn Teo *CMO, Northwestern Mutual*

Lynn Teo is the CMO of Northwestern Mutual. Her responsibilities encompass brand strategy, product marketing, field and customer experience marketing, digital marketing, marketing technology, operations, and consumer insights/market research. She is a data-driven and revenue-centric tech sector marketing executive specializing in driving growth for the enterprise through the build out of modern marketing capabilities.

Teo joined Northwestern Mutual in September 2022. In her 24 years of experience, she has led digital transformation initiatives in a broad range of industries: advertising, publishing, education, retail, finance, travel, and health.

She is a seasoned international executive who has lived and worked in the US, Europe, and Asia during her career. From 2014 – 2018, Lynn assumed roles as VP of Digital Marketing and Head of Marketing (Asia Pacific & Japan) at CA Technologies. From 2018 – 2021, Lynn expanded her scope of responsibilities as VP (CMO) of Global Marketing and Customer Experience at Wolters Kluwer Health. Before joining Northwestern Mutual, Lynn served as the CMO of three lines of business at Thomson Reuters.

Teo received her Honors BA degree from the National University of Singapore and an MA in Professional Writing (Information and Online/Interaction Design) from Carnegie Mellon University.

Lynn enjoys international travel, experiencing new cultures and cuisines, and hiking in the National Parks across the US.

Avery Akkineni *CMO, VaynerX*

Avery is a pioneer in digital marketing and emerging tech, spearheading brand strategy, content, events, and communications as CMO at VaynerX, while also serving as the MD of VaynerLatAm.

In six years at Vayner, Avery has catalyzed exponential growth by launching new companies and leading international expansion. She built VaynerMedia APAC from the ground up to over 150 employees in two years, opened key Asia Pacific markets like Singapore, Bangkok, Sydney, and Tokyo. During her tenure, VaynerMedia APAC was awarded Marketing Interactive's Agency of the Year.

In 2021, Avery founded Vayner3, an innovation consultancy focused on emerging technologies like AI and Web3. Under her leadership, Vayner3 achieved significant industry acclaim; she was named an Ad Age Web3 Trailblazer, and an AI Thought Leader by Business Insider. Her proven ability to identify and leverage leading-edge channels to drive growth for Vayner and her brand partners has landed Avery advisory roles including Salesforce's AI Council, Meta's Creative Council, TikTok's #ForYouCollective, Tracer's Advisory Board, and with a weekly marketers podcast on CoinDesk (GenC).

Justin Wexler *Principal, WndrCo*

Justin Wexler is a Principal at WndrCo (the venture capital firm started by DreamWorks founder Jeffrey Katzenberg). Justin leads WndrCo's enterprise AI investments where he's on the boards of Writer, Netomi, and Alembic.

KEY LEARNINGS

Lynn Teo *CMO, Northwestern Mutual*

1. SEGMENT OF ONE

- Driving growth means increasing effectiveness at finding the markets you want to target. However, as marketers, be sure to prioritize the multiple dimensions that make one prospective buyer different from another.
  - AI has made personalization common practice but soon even that will be child's play.
- Once you find your audience, AI can aid in more successfully and efficiently moving your audience through your conversion funnel.
  - Deconstruct what the conversion journey is to see where AI can be implemented.

2. TURBOCHARGING YOUR BUSINESS

- AI has quickly become something huge. Depending on your business, if you're not already on board - you'll be left behind.
  - Justifying the implementation of something as new and vast as this can be difficult. However, if you can show how much harder your dollar works, who's going to argue when they can see real results?
- For businesses that already have some type of AI in place, it's now a matter of scaling and turbocharging existing processes.
  - Prioritize using AI as an accelerant to the work already happening within teams, but be sure to empower individuals as the final judges.
  - Break down your business model to find how you can enable ways to improve already existing efficacy.
- If you're considering building your own internal model, you really have to weigh the need and the risk.
  - When there's already a sea of data sitting in a repository, it's easy to use - to help train internal models as they require a certain amount of brand knowledge.
  - Address initial bias in order to gain trust with consumers, along with paying close attention to regulation compliance, especially if you're in a highly regulated industry.

Avery Akkineni *CMO, VaynerX*

1. TO INVEST, OR NOT TO INVEST

- Some of the biggest companies in the world are investing in AI, whether for their marketing department or IT.
  - The landscape has seen a lot of brands adopting AI and immediately garnering productivity results.
  - Out of all the new different types of models, the most successful ones are already being used by the top 7 media platforms.
- Many companies are still on the fence with AI adoption as customization necessitates data access and many are still not comfortable with giving full access to all of their data.

KEY LEARNINGS

Avery Akkineni *CMO, VaynerX - (Continued)*

2. OUT OF THE BOTTLE

- Beyond using AI to speed up internal functions in business, we've barely scratched the surface of its creative capabilities.
  - There is lots of paperwork and legal brands must have in place to ensure we know where data is coming from to avoid any copyright, IP, and infringement issues.
  - VaynerX oftentimes uses a lot of visual tools in the creation process but very little goes to publish without human intervention.
- The genie is out of the bottle with this type of creative AI, but there's a way for companies to meet halfway and embrace it.
  - Mascots have long been a way to enable brands to humanize themselves and share stories in human ways; now we're seeing the public use these mascots/AI to generate media.
  - While this can be an issue, brands like Coca-Cola have found a way to embrace this creativity, inviting consumers to co-create with them.

Justin Wexler *Principal, WndrCo*
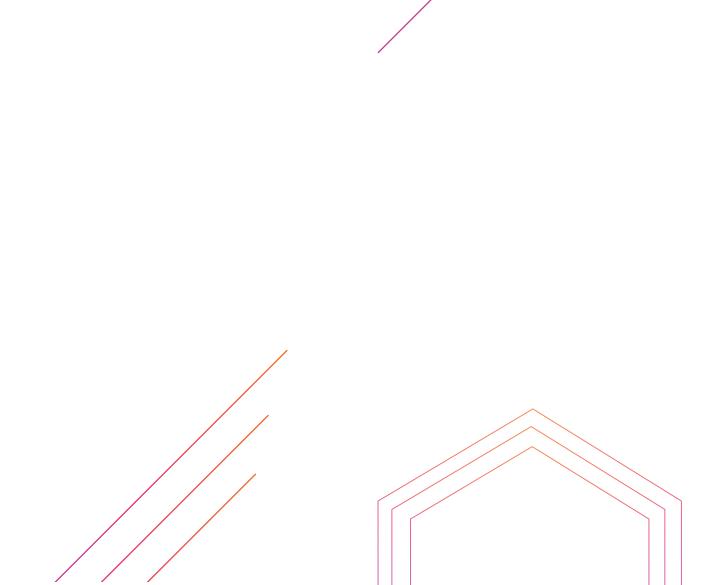
1. IMPLEMENTATION AND ADOPTION

- Last year, the world focused on strategy and the implications of AI. This year has proven to be the year of action, despite rising tension around language models.
  - During the implementation process, it's imperative to set clear KPIs and map out what success looks like for your organization.
  - Start with an internal trial run, whether using time increments or otherwise, to help you determine whether the new processes should be rolled out to the rest of the org.
  - There's a huge opportunity, with AI, to cut through all the noise; when you think about big companies and brands like Northwestern with millions of lines of data, it helps you sift through information in a way you couldn't do otherwise.
- The best implementations have been the ones where function leaders have been proactive in collaborating with tech groups.
  - There's been instances with some organizations adopting functions from another team but running into problems.
  - Cross-functional collaboration is unique to every company, but brands such as L'Oreal, Coca-Cola, etc., are setting the example in the successful integration of their teams.
- The most challenging aspect of AI is figuring out how to leverage it to get the most gain while simultaneously navigating the issues of security and privacy that come with it.
  - To avoid regulatory issues, people must prioritize being able to look back at how an output was created by AI and not just accept the solutions it provides at face value.
  - When considering investments in creative AI, it's important to note there's a severe lack of guardrails in place to protect against copyright and infringement.

Justin Wexler *Principal, WndrCo -(Continued)*

2. THE FUTURE OF CREATIVITY

- The ability to extend IP with AI is incredible, but we're going to see how it all plays out in the coming years through the lens of legal, business, and consumers - especially in how to protect IP and characters.
  - Right now there are some startups focused on building products to help with this.
- Going forward it's about being transparent in regards to what is generated and what isn't. Avoid deceiving your audience as that will be how you quickly lose trust.
  - It has always been people who drive creativity, whether in marketing or creative industries, now there are just incredible new tools, technology, and ways to tell stories.
  - The artists of tomorrow will be the people who can take ideas in their head and put it to paper in a way that language models can't, but know how to use those models to help create and accelerate media.

TRIVIA MOMENT

QUESTION:

How much has AI changed how you do your job in the last 2 years?

A. A lot (16% voted)
B. Somewhat (34% voted)
C. Not much yet, but change is on its way. (48% voted)
D. Not at all (2% voted)

READY TO WATCH THE REPLAY?

APPLICATIONS FOR ARTIFICIAL INTELLIGENCE

MACHINE LEARNING

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