

# AI+

How AI is transforming Digital Advertising across Creative, Media planning and Campaign Optimisation



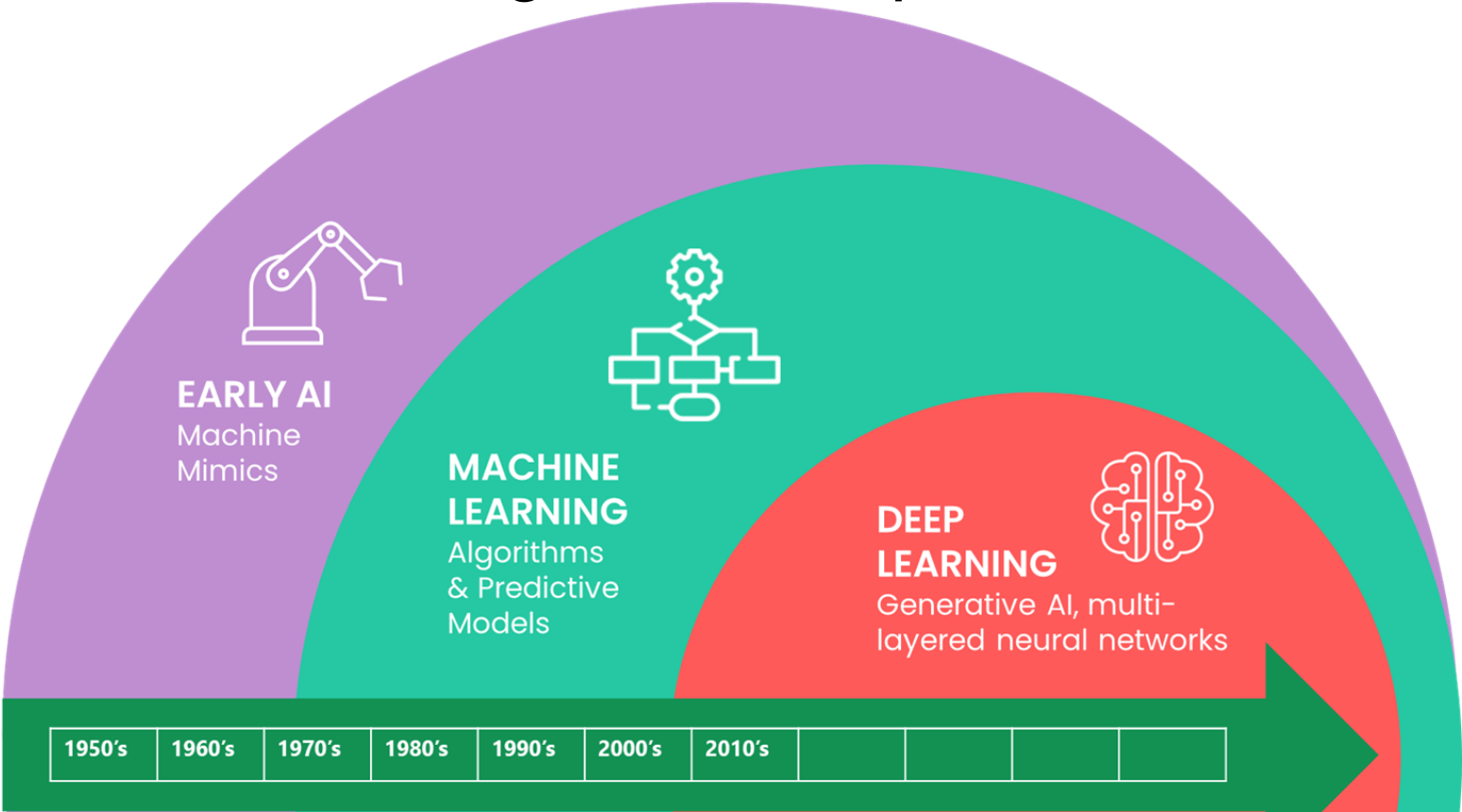


**AI+Creative**

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**IPG MediaBrands**

# AI has entered its “generative” phase



We see opportunity for AI in three key areas

## **Fuelling Creativity**

Generative AI models fueling the process and generating creative output.

## **Better Research and Analysis**

Faster insights and the potential of synthetic data.

## **Enhanced Optimisation**

Faster advanced analytics techniques and quicker decisioning.



Content demand is expected to increase  
by 5-20x over the next two years

A **higher volume** of content, and **more types** of content

## 1. IDEATION

The use of AI to augment and assist in the innovation and ideation aspects of our creative process

## 2. PRODUCTION

Leveraging AI and automation technology to bring scale and efficiencies to creative production

## 3. OPTIMISATION

The use of AI tools to benchmark and increase the performance effectiveness of all creative content

## 4. VALIDATION & QA

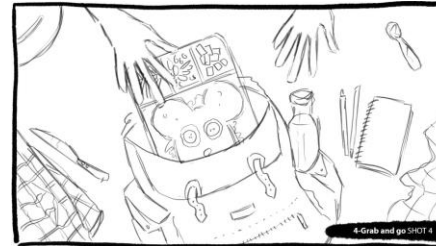
Deploying AI hand in hand with existing QA and validation process to guarantee quality and compliance

# 1. Ideation Using AI

To bring the campaign narrative to life for the client, we can help imagine this through AI generated visuals which is a far less time consuming and manual process.



"What about if we put a giant tub in Trafalgar Square London?"



"How can we show depth, texture and colourways?"





# AI Enhanced Ideation Sessions



## 1. "Dyson AirWrap vs. Traditional Tools – The Ultimate Test!"

🔧 Side-by-side comparison showing speed, damage level, and final results.

★ *Hashtag:*  
#DysonAirWrapChallenge



## 6. "Can Dyson's Robot Outsmart My Mess?"

★ *Slogan:* "Smart. Powerful. Effortless Cleaning."

🔧 A user **deliberately creates a messy floor** (crumbs, pet hair, cereal) and challenges Dyson's robot to clean it **while tracking its smart navigation in action.**

★ *Hashtag:* #DysonSmartClean



## 7. "Dyson ASMR – The Most Satisfying Cleaning Ever"

🔧 Close-up of Dyson vacuums sucking up dust, dirt, and hair.

★ *Hashtag:* #DysonASMR



## 8. "Can You Style Hair With a Dyson Vacuum?"

🔧 Funny attempt at hairstyling using a Dyson vacuum's suction.

★ *Hashtag:* #DysonHack



## 9. "Would Dyson Clean the Impossible?"

🔧 Testing Dyson on glitter, pet fur, sand, or crazy messes.

★ *Hashtag:* #DysonVsMess





## 2. Production at Scale Using AI

Leveraging AI, we can produce cost effective, high performing assets, at scale.

Multi-Campaign  
Multi-Language  
Multi-Platform  
Multi-Placement  
Multi-SKU

Human Creativity coupled with  
Machine Learning speed



10,000s  
Unique  
Assets

# AI Product Insertion

Through AI object composition together with 'real' product photography, we can generate the background image to match product placement and brand guidelines.

Paired with a custom trained image generator we can use this method to create new production imagery at scale.



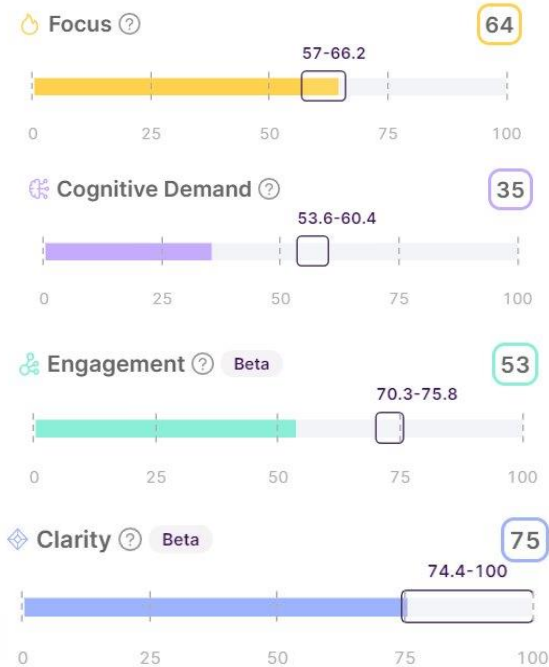
# Video Production



### 3. Optimising Creative Using AI

Using a combination of proprietary and industry leading AI technology we audit creative before going live, identifying and optimising performance-influencing factors.

Cutting edge technology like AI driven heat mapping allows us to predict how creative is perceived in the first 3 seconds, allowing us to design assets for optimal performance before investing time and effort into producing hundreds of creative variants.





# AI Performance Optimisation Scoring



## A- ORIGINAL

The original creative has a lower focus and is less attention grabbing, the messaging is busier and has more attention on the imagery than the messaging.



## B- NEW

The aim for this creative is to have the offer stand out when scrolling past, keeping the text large with a lot of breathing space helps grab attention but also helps reduce cognitive load. The secondary aim is for the attention to be on the products so that the user associates the offer with food.



## 4. QA & Validation Using AI

We use AI to create custom QA checklists

Our AI eye tracking tool simulates a complex computational neuroscientific model of human attention and behaviour, meaning we can predict attention patterns and benchmark against visual KPI's to investigate and optimise design effectiveness.

Check	Result	Details
Dimensions	✓	624×624 is acceptable for Instagram feed (ideal is 1080×1080, but this still works clearly).
File Format	✓	PNG is an acceptable format for Instagram image ads.
File Size	✓	File size assumed to be under Instagram's max size limits.
Aspect Ratio	✓	1:1 square format works well for Instagram feed.
Dyson Logo	✓	Logo is clearly visible and well-placed.
Product Clarity	✓	The Dyson Airblade is cleanly presented and immediately identifiable.
Brand Style	✓	Minimalist, premium aesthetic matches Dyson's branding.
High-Res Visuals	✓	Image is sharp with no visible pixelation or compression artifacts.
Thumbnail (Video)	N/A	This is a static image ad, not a video.
Captions	N/A	Instagram caption not included in the image — cannot assess.
Product Features	✓	Clearly highlights cost-efficiency compared to paper towels.
Call to Action	✗	No CTA is present in the image. Could include 'Learn More' or 'See How'.
No Typos	✓	Text is grammatically correct and typo-free.
Localized (if needed)	✓	Copy is in English and appropriate for global or English-speaking regions.
Link Function	N/A	No functionality can be tested from static image alone.
UTM Parameters	N/A	Not applicable to image assets.
No Broken Links	N/A	No link present to evaluate.
Button Placement	✗	There is no visible CTA button or direction for users.
Load Speed	✓	Static image should load quickly under standard conditions.
No Autoplay Issues	N/A	Not a video.
Text Safe Zone	✓	All text is within safe margins and clearly readable.
Captions/Subtitles (Video)	N/A	Not applicable.
Instagram Policy	✓	No restricted or policy-violating content detected.
Legal Disclaimers	◆	Asterisk suggests a disclaimer, but none is visible in the image.
Privacy Safe	✓	No data collection or privacy issues observed.
Product Availability	✓	Assumed available, though not specified directly.
Caption Length	N/A	No caption provided to assess.
Hashtags	N/A	No hashtags shown in image or caption.

# Custom AI QA & Validation

## 28/33 Checks Passed

All available tests passed, check unavailable tests. Potential improvements on CTA urgency, message impact, and imagery relevance for better engagement.

Technology enhancing and speeding up manual or repetitive tasks.



Dyson  
Sponsored

Library ID: 459703303178857

...

Dyson Airblade 9kJ hand dryers reduce washroom waste and help businesses save on maintenance costs.<sup>2</sup> Get in touch to find out more.



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Dyson Airblade™ for business

Sign up

AI is a great tool in our expanding arsenal for imagining and executing creative ideas

