



KANTAR

Beyond the Buzz:
What It Really Takes
to Make AI work in
Marketing

June 18th, 2025

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Everything, Everywhere, All at Once!

AI Adoption & benefits

FORBES > SMALL BUSINESS

Harnessing AI For Market Research: Opportunities And Challenges

Chase Hughes Former Forbes Councils Member
Forbes Business Council COUNCIL POST | Membership (Fee-Based)

Business | The AI pie

Just how rich are businesses getting in the AI gold rush?

RECKITT

Reckitt CMO: AI is already making marketers better and faster

BY FABRICE BEAULIEU
Fabrice Beaulieu is the Chief Marketing, Sustainability, and Corporate Affairs Officer at Reckitt.

September 5, 2024 at 10:06 AM EST

FORBES > LEADERSHIP > CAREERS

The Future Of Work: How Will AI Change Business?

David Morel Contributor @
David Morel explores the latest global leadership and workplace trends

SEPTEMBER 6, 2024

Unilever and Accenture Join Forces to Establish a New Industry Standard in Generative AI-Powered Productivity

NEW YORK and LONDON: Sept. 5, 2024 - Accenture (NYSE: ACN) has expanded its strategic partnership with Unilever (LON: ULVR) to simplify its digital core and apply generative AI to drive efficiencies and improved business agility.

AI Leadership

AI And Machine Learning

The Best Leaders Can't Be Replaced by AI

by Rasmus Hougaard, Jacqueline Carter, and Rob Stembridge

January 12, 2024

FORBES > LEADERSHIP > CIO

AI Leadership: Why AI Is Every Leader's Responsibility

Sherzod Odilov Contributor @
Sherzod Odilov covers organizational transformation and innovation.

The Future of Work & Leadership in The Age of AI
What Work and Leadership Might Look Like in the Near Future, And How to Prepare for It

Harvard Business Review
Leadership | How AI Can Make Us Better Leaders

How AI Can Make Us Better Leaders

by Rasmus Hougaard and Jacqueline Carter

June 06, 2024

EMERGING TECHNOLOGIES

AI is changing the shape of leadership – how can business leaders prepare?

May 16, 2024

AI Effectiveness

Schools brief | Artificial intelligence

How AI models are getting smarter

Deep neural networks are learning diffusion and other tricks

The state of AI in 2023: Generative AI's breakout year

Newsletters

The Atlantic

TECHNOLOGY

AI Is a Language Microwave

Easy, convenient, and far from perfect

By Stephen Marche

AI Governance

NEWSLETTERS

The Nation.

SOCIETY | AUGUST 16, 2024

California's AI Safety Bill Is a Mask-Off Moment for the Industry

AI's top industrialists say they want regulation—until someone tries to regulate them.

CEB
UN System Chief Executives Board for Coordination

United Nations System White Paper on AI Governance

EMERGING TECHNOLOGIES

AI business transformation is here. Now we need coherent AI governance

Jan 16, 2024

AI Fear & anxiety

Stanford | Institute for Economic Policy Research (IIEPR)

At what point do we decide AI's risks outweigh its promise?

By Invitation | Artificial intelligence

Yuval Noah Harari argues that AI has hacked the operating system of human civilisation

Storytelling computers will change the course of human history, says the historian and philosopher

MAY 25, 2023 | 5 MIN READ

Here's Why AI May Be Extremely Dangerous—Whether It's Conscious or Not

Artificial intelligence algorithms will soon reach a point of rapid self-improvement that threatens our ability to control them and poses great potential risk to humanity

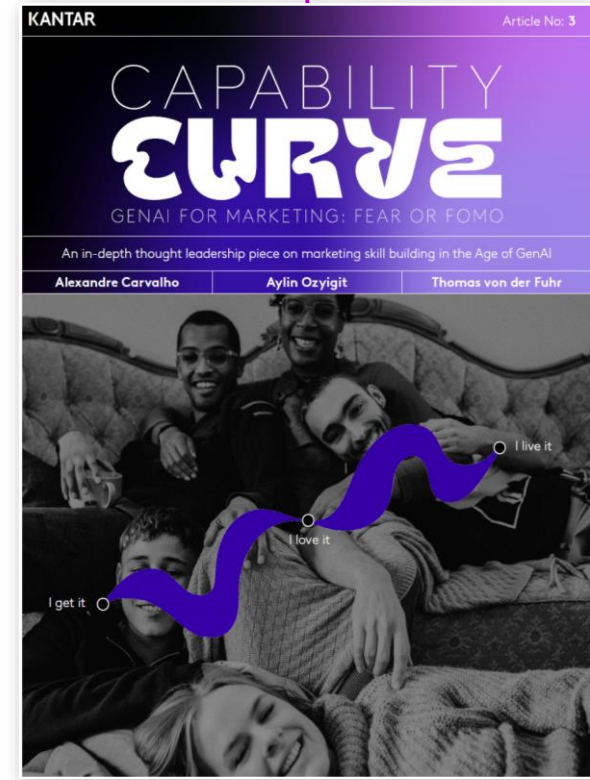
Technology Quarterly | The business world

Businesses are finding AI hard to adopt

Not every company is an internet giant

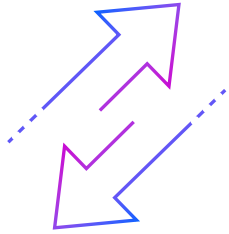
Inputs from Kantar initiatives

www.kantar.com/north-america/inspiration



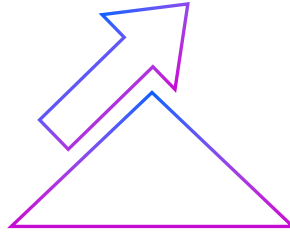
Three things to cover today:

1 >



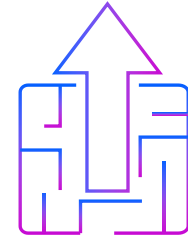
What is the opportunity?

2 >



What are the friction points?

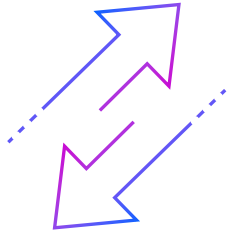
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How do we operationalize AI?

Three things to cover today:

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What is the opportunity?

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What are the friction points?

3 >



How do we operationalize AI?

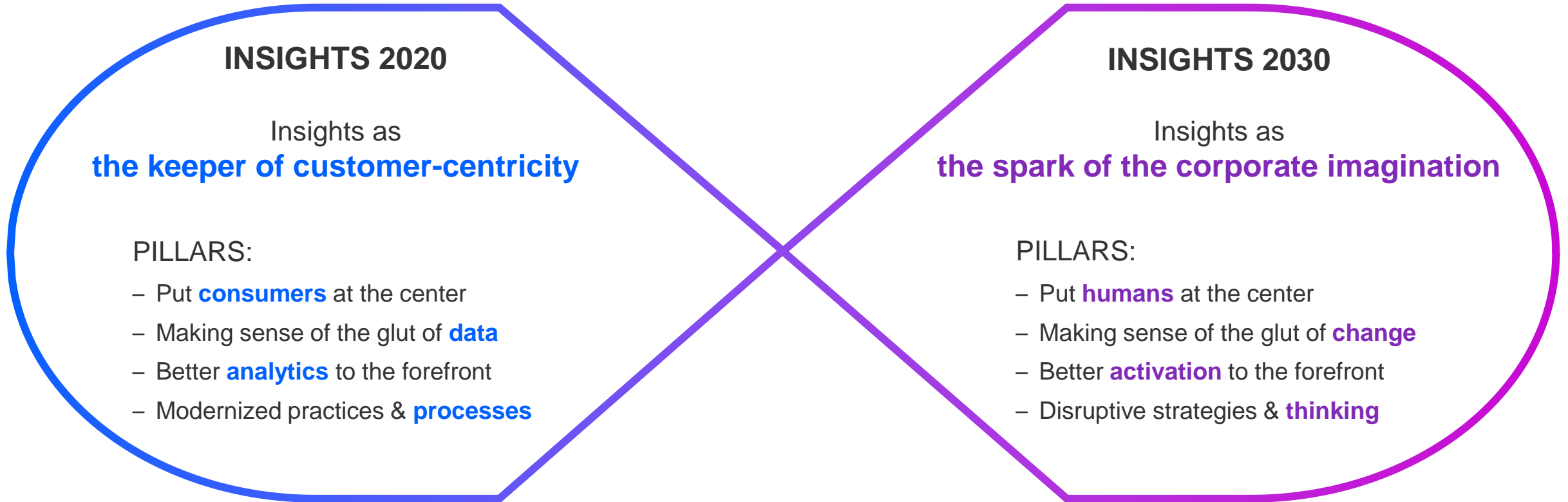
High expectations from AI

9.0

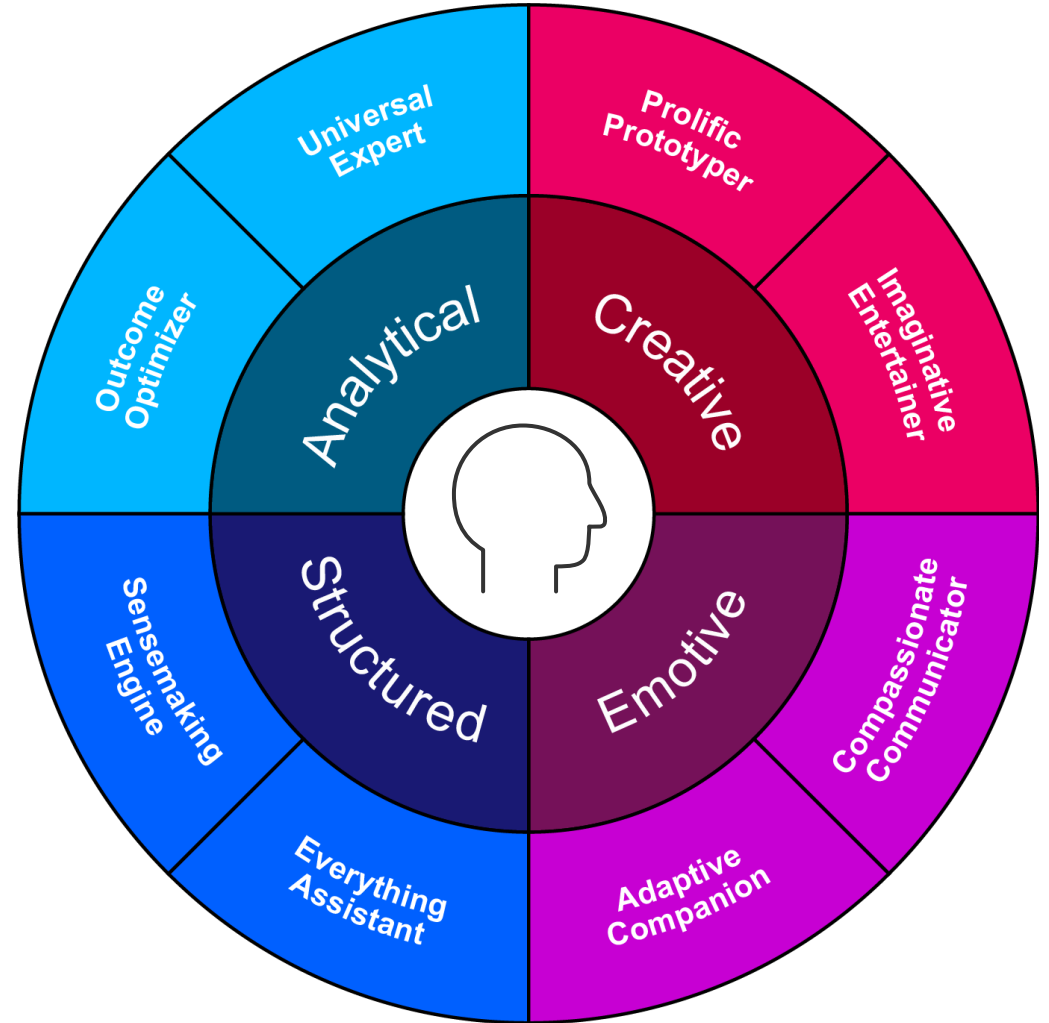
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THE FUTURE IMPACT OF
GENAI IN MARKETING

Insights 2030: Spark of corporate imagination



Human-Plus: AI to shape smarter, AI-enabled humans (consumers)



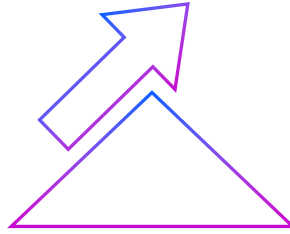
Three things to cover today:

1 >



What is the opportunity?

2 >



What are the friction points?

3 >



How do we operationalize AI?

Warning: Multiple POCs in progress

5.3

10

CURRENT IMPACT OF
GENAI IN MARKETING

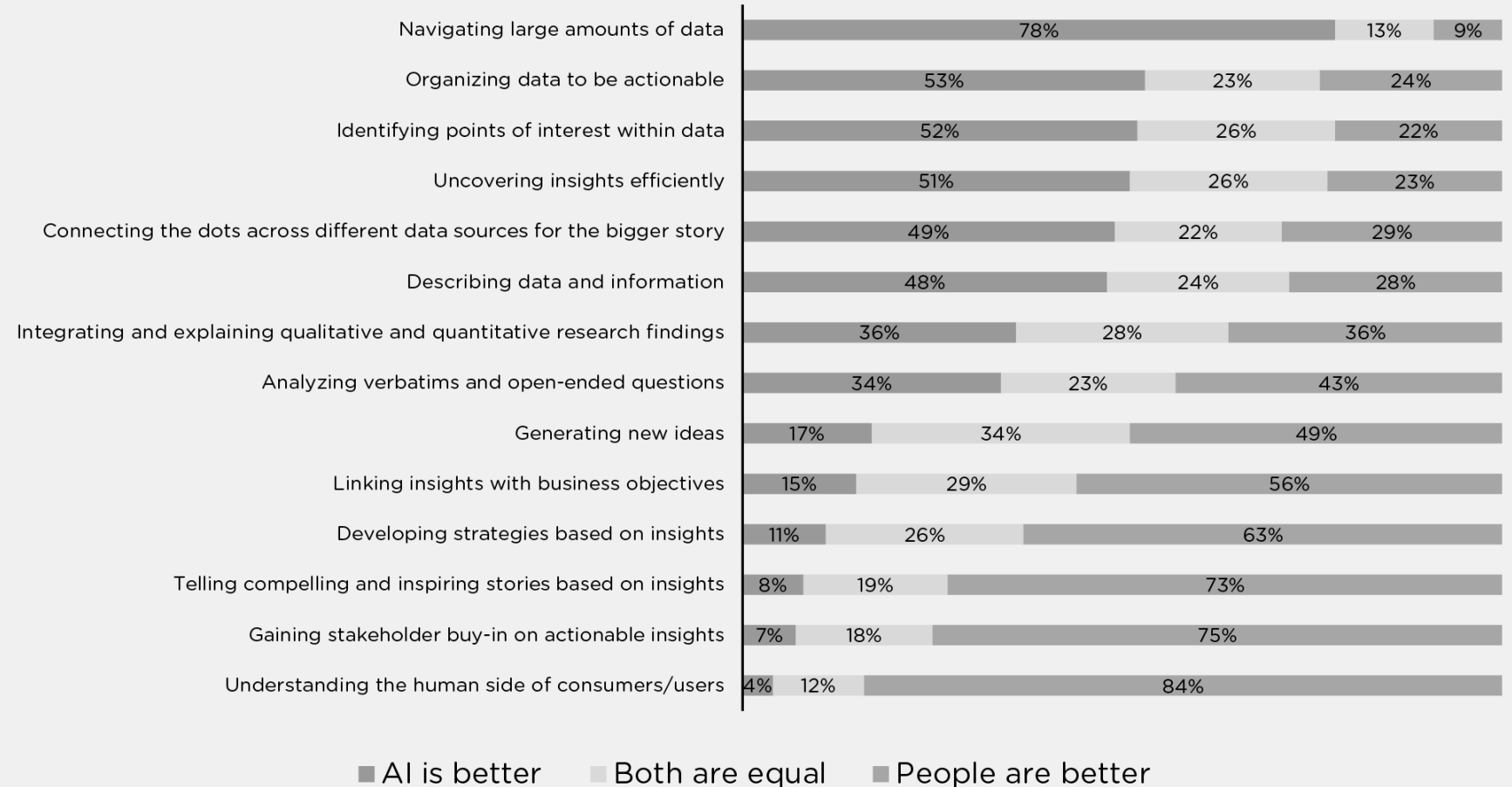
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INTERNAL READINESS
FOR GENAI IN MARKETING

AI to help spark human imagination

Which Is Better in Each Area: People or AI?



Challenges of adoption



Three things to cover today:

1 >



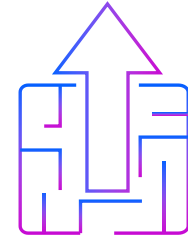
What is the opportunity?

2 >



What are the friction points?

3 >



How do we operationalize AI?

STARTING OFF

STRATEGY

- **Marketing Process Audit:**
Conduct a comprehensive audit of current marketing processes to identify high-impact AI opportunities
- **Explore which AI tools**
will help you drive efficiency and effectiveness in marketing

WOW

- **Guidelines & Compliance Framework:**
Design a robust compliance framework with ethical, legal, and human oversight standards
- **Create a Cross-Functional AI Marketing Task Force:**
Form a dedicated task force to facilitate small-scale pilot projects, bridging various marketing functions (e.g., innovation, creative, media) with AI initiatives.

TRAININGS

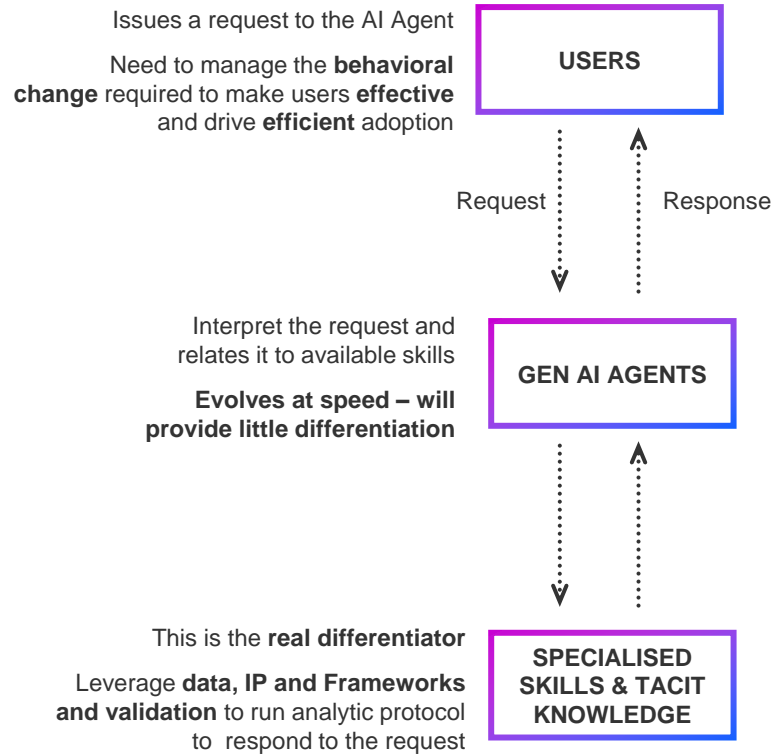
- **AI Essentials Training:**
Upskill marketers on the basic applications of AI across marketing

LEADERSHIP

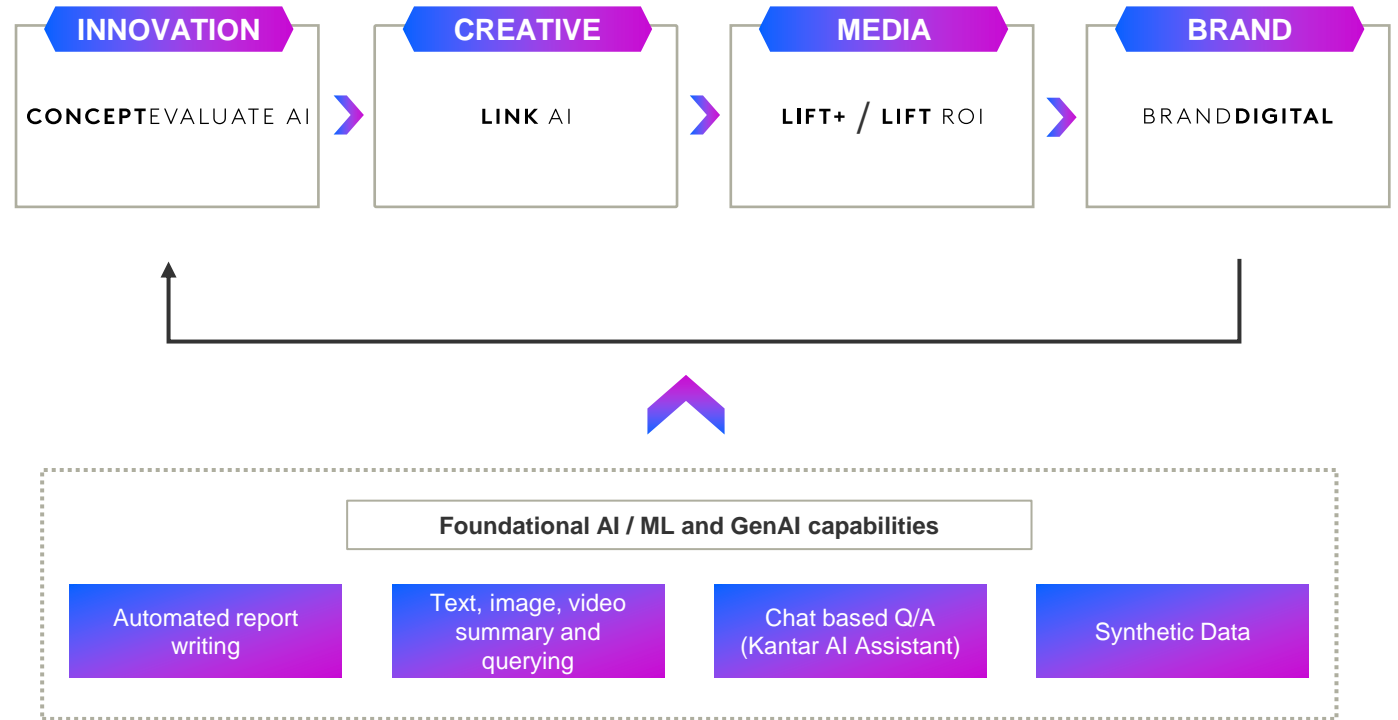
- **Identify and Appoint an AI Sponsor:**
Select a senior leader within marketing to champion AI initiatives

Customizing a 'meaningfully different' AI system

Identifying the secret sauce!



Infusing it across the process



STARTING OFF

TAKING IT FORWARD

STRATEGY

- **Marketing Process Audit:**
Conduct a comprehensive audit of current marketing processes to identify high-impact AI opportunities
- **Explore which AI tools**
will help you drive efficiency and effectiveness in marketing

- **Develop and embed an AI-Driven Marketing Strategy:**
Formulate a detailed AI strategy that aligns with overall brand objectives, customer experience goals, and future growth plans
- **Revise Marketing Roles & Responsibilities:**
Redefine key roles within marketing to integrate AI competencies

WOW

- **Guidelines & Compliance Framework:**
Design a robust compliance framework with ethical, legal, and human oversight standards
- **Create a Cross-Functional AI Marketing Task Force:**
Form a dedicated task force to facilitate small-scale pilot projects, bridging various marketing functions (e.g., innovation, creative, media) with AI initiatives.

- **Update Competency Framework:**
Revise your competency framework to reflect which marketing activities might get outsourced to AI, and what skills and behaviours you expect from the marketing function.
- **Run pilots**
where you shift from using AI for operational- to the more strategic tasks

TRAININGS

- **AI Essentials Training:**
Upskill marketers on the basic applications of AI across marketing

- **Updated Academy:**
Integrate AI into the Marketing Academy, providing updated training and AI-based workflows for company-wide learning

LEADERSHIP

- **Identify and Appoint an AI Sponsor:**
Select a senior leader within marketing to champion AI initiatives



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Thank you!