

AI as a driver for growth

How AI can lead to greater productivity

Geoff De Burca

Chief Strategy Officer, EssenceMediacom UK



03
07
24

essence**mediacom**

How AI can lead to greater productivity

IPA Business Growth Conference 2024



Our AI journey started 18 months ago



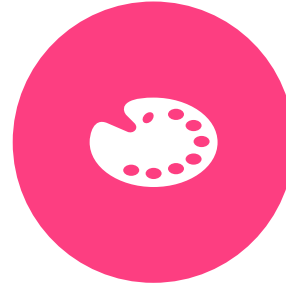
Efficiency

Speed up repeatable tasks. Offload manual research & processing work to the tools.



Capability

Extend existing capabilities or raises skills. Fast track knowledge transfer with consistent methods



Creativity

Expand your thinking – ideas generation and feedback in all creative processes



Experience

Enhancing the customer experience through new generative AI tools



Fuelling a high-performance culture

Happier customers, better products, limitless people and increased profitability

There are 3 key barriers

Mindset

Understanding AI, fear of AI, dismissal of AI and general resistance to change

Skillset

Need to learn new prompting skills, new tools, processes and ways of working

Toolset

Managing access for everyone, ease of use, client privacy & security

A man and a woman are sitting at a table outdoors, possibly in a cafe or office setting. The man is on the right, wearing a grey cardigan over a yellow shirt, smiling as he looks at a laptop. The woman is on the left, wearing a grey sweater, looking down at a notebook and writing with a pen. There are glasses of water on the table. The background shows green foliage and purple flowers. The overall scene is dimly lit, suggesting an evening or indoor setting with natural light.

Change needed **top-down**
and **bottom-up** approaches
to adapt mindsets &
behaviours.

Top down: Strategies to embed AI in our culture

New Focus

AI Strategy

New Teams

**AI Steering
Team**

New Capabilities

**Prompt
Engineering**

New Platforms

**Generative
Technology**

Bottom up, empowered and engaged people

Business wide engagement

Champions
Hackathons

Share combined knowledge

Regular meetups
Shared repositories

Identify pilot projects

Swarm on live opportunities
Test & learn

Democratise the technology

Trained AI tool builders
Specialist driven

It's easy to drown in the amount of opportunity

Research

Idea generation

Synthetic data

Data analysis

Code analysis & generation

Customer service & support

Writing & content editing

Translations

Sales & marketing copy

Image manipulation

Photo & artwork creation

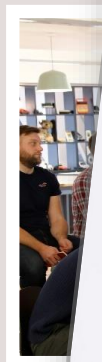
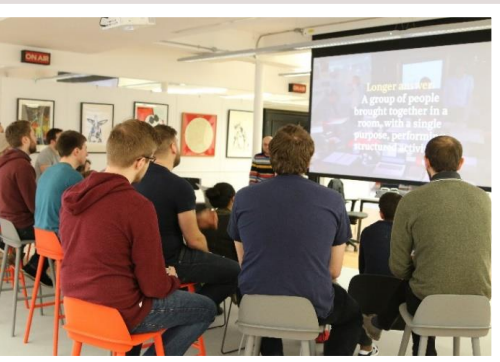
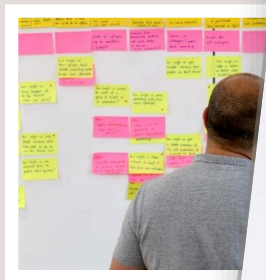
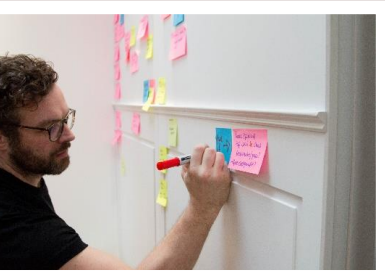
Design

Music & audio generation

Video creation & editing

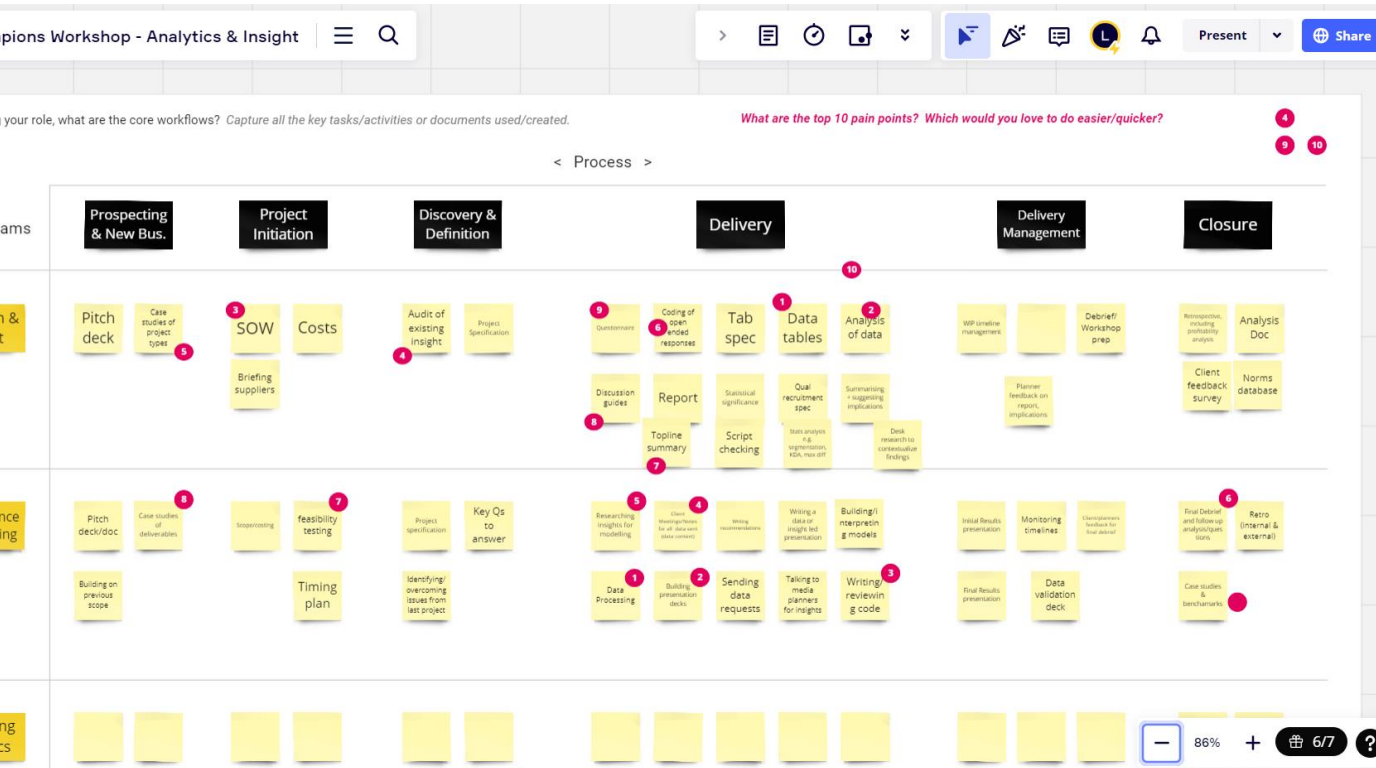
Presentation creation

We ran hackathons to stimulate our teams



- ✓ Focused exploration sessions with groups of any number
- ✓ **4-7 hour workshop** – large groups break into teams of 5 for the brief
- ✓ Start with **Inspiration** and **stimulation**
- ✓ Practical **prompting tips** and guides / cheat sheets
- ✓ Set a **challenging brief** – run through an end-to-end process, forcing collaboration & pace. Include image generation for fun
- ✓ Share, laugh and **reflect**
- ✓ **Capture learnings** and starts of useful prompts

How to get people started

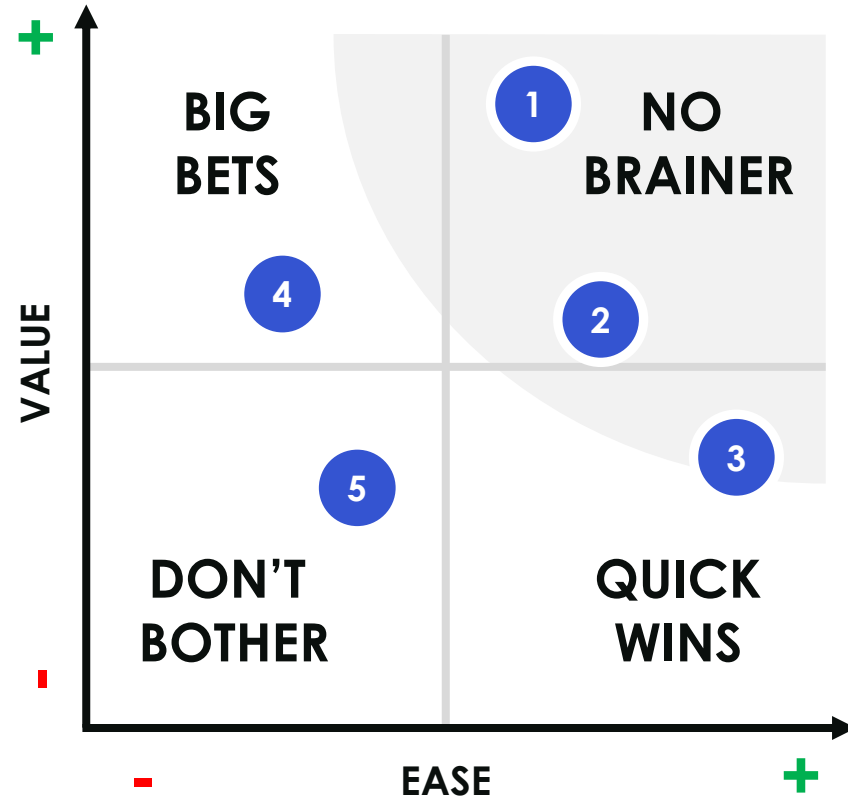


- Teams struggle to know where to start.
- It's easy to get lost in all the potential uses.
- Spending time with the teams to map their workflows and **identify use cases**

We prioritised use cases

Defining value

- Revenue generated
- Costs saved
- # People impacted
- % Time involved



We then created **EM Sidekick**, our proprietary AI Tool

To provide frictionless AI
to every discipline &
function.

Introducing EM Sidekick



Image Generation



Code Generation



AI Tool Templates



Embedded Knowledge



Chat Assistants



Memories and Personalisation

Dashboard

Documents Created (Current Month)
43 documents

Words Generated (Current Month)
17,679 words

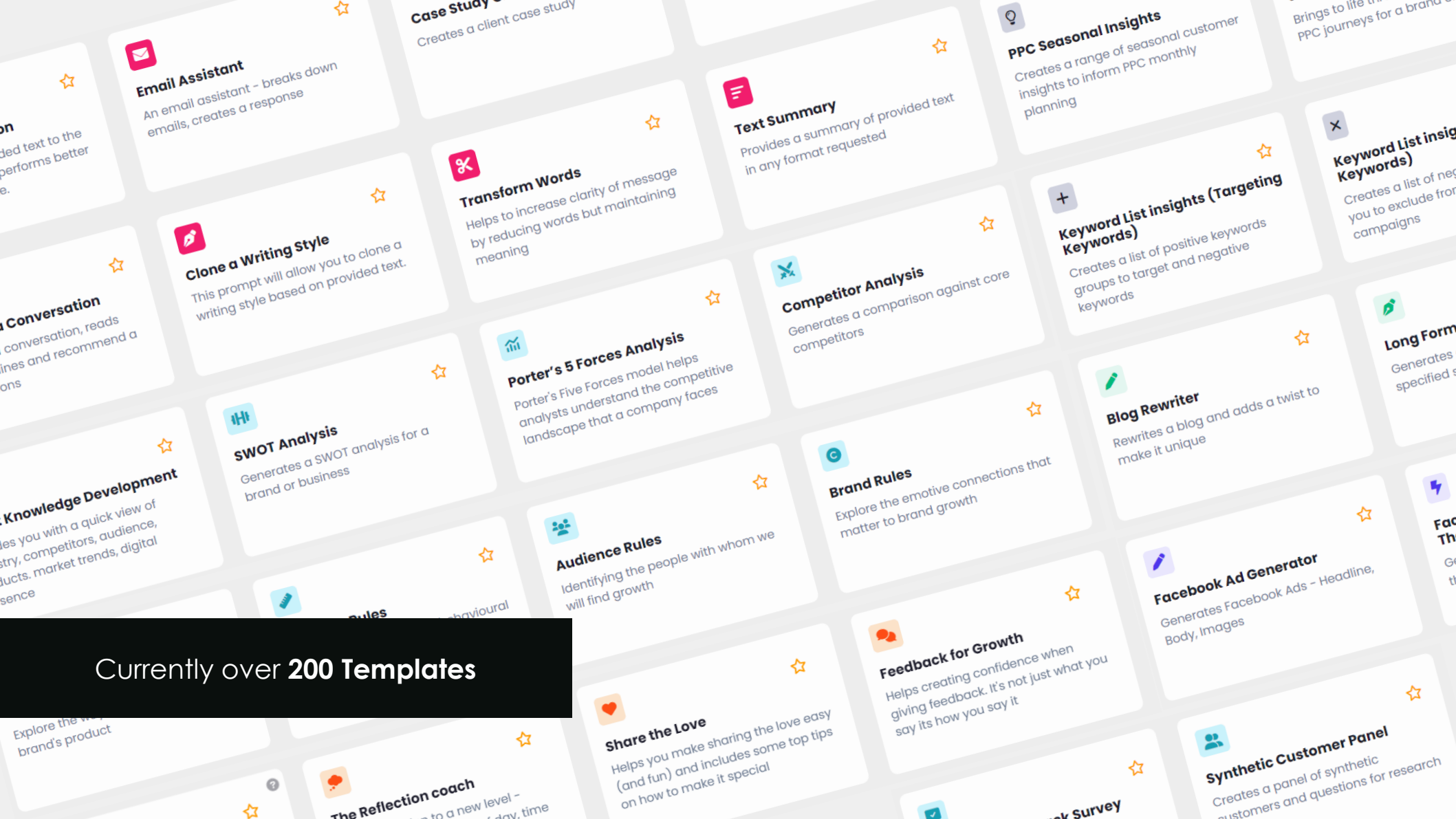
Images Created (Current Month)
8 Images

Templates Used (Current Month)
15 / 122

Popular Templates

| Template Name | Template Description | Category | Times Used |
|---|---|---------------|------------|
| Standard Chat | This is a basic, flexible template to be used for any request. Operates on a standard chat. | Prompting | 308 |
| Culture AMP 10Y Feedback Summary | Generates insights from website feedback captured during the Culture AMP annual reviews | Annual Review | 392 |
| Text Summary | Provides a summary of provided text in any format requested | Writing | 54 |
| Audience Matrix Generator | Generates a matrix of audiences, attributes, settings and messages | Audience | 44 |
| Culture AMP Self-reflection Stimulation | Generates specific reflection questions tailored to your discipline, role and team | Annual Review | 41 |
| Transform Words | Helps to increase clarity of message by reducing words but maintaining meaning | Writing | 38 |

Currently over **200** Templates



AI Chat Assistant

Find your AI assistant quickly! Get ready...

Search for your AI assistant...

All

General

Coach

Business

Specialist

Fun

Access



Agile Coach

Master of Scrum and Kanban



General Assistant

Provides help on any topic



Consultant

Introduces experts in all topics



Ideation Partner

Help you develop an idea



Writing Coach

Improve your writing skills



Upping Your Elvis

Upping your Elvis Companion



Feedback Coach

Practice giving feedback



RoboSEO

Expert SEO support



Storyteller

Create engaging stories



20 specialist Chat Assistants

Scaling up

Keeping Up

AI technology is evolving at a phenomenal rate – it's hard to keep ahead

Train, Train, Train

Training is therefore almost continual as new AI capabilities are introduced

Delegating

Empowering more people around the business to become AI tool builders

Managing the challenges of adoption



- All opinions are polarised and people revert to what they know
- Only 20% people use the tool
- But some 12 times a day
- Constant engagement is needed - **Hackathons, training sessions** and **coaching**

Becoming a global phenomenon

4,931

Registered Users



880

new users/month



18%

Daily Active Users



53

Countries



45,015

Images Created



17,786,066

AI Generated Words

EM Sidekick usage statistics Q1 2024

A top-down view of a group of people gathered around a laptop and a tablet. Several hands are visible, pointing at the screens. The scene is dimly lit, with the text 'What's next?' overlaid in white. The background shows the lower legs and feet of the people, suggesting a collaborative meeting or workshop.

What's next?

Maintaining a roadmap/backlog for tracking rollout and technology progress

The image displays a Kanban board with five columns, each representing a different stage of project progress. Each card in the board includes a title, a progress bar with colored segments, and a list icon. The columns are:

- Backlog (EPICS):** Multi-Client Implementation and White Labelling, Projects / Teams, Personality, WPP Open UI Implementation, 3rd Party Data Integration, User Templates.
- Backlog (S/M):** Share memories with other users, Add Chatbots to Template Categories, Add templates to search results, Category Management - Update the Categories Order to show indented sub categories, Category Management - Group all related categories.
- Next:** Enable file upload for Users in Templates and Chat, Date range filters, Finish Help text which appears on template, Increase the character limit on code generator input, Remove the Help check on the templates list pages.
- To Do:** Improved User Reporting, Update list of Disciplines, Swap
 tags for \n in Template generations, Change image AI enhance to Azure, Duplicate Chatbots.
- In Progress:** Gemini, Data Analysis (0/2), OKTA integration, Generation Errors.

At the bottom of each column, there is a '+ Add a card' button with a plus icon and a trash icon.



The future of our business

People first AI

We'll continue to add features that serve our people...

Advanced Data Analysis
End-to-end Workflows
Knowledge Management

AI Training

Training & development provided for all disciplines and functions

Hackathons
Communities
Training resources

AI for our Knowledge

We'll use AI to capture all our processes, methods & best practices

AI training bots
Work companion bots
Specialist knowledge bots

AI is already leading to greater productivity

MIT Sloan

40% performance
increase

BCG

40% performance
increase

Nielson Norman Group

59% more docs per
hour

National Bureau of Economic Research

14-34% increase in
productivity

Videogame AI Art Crisis in China

40% increase in productivity -
70% decline in jobs

essence**mediacom** NORTH

Thank you.

em

AI as a driver for growth

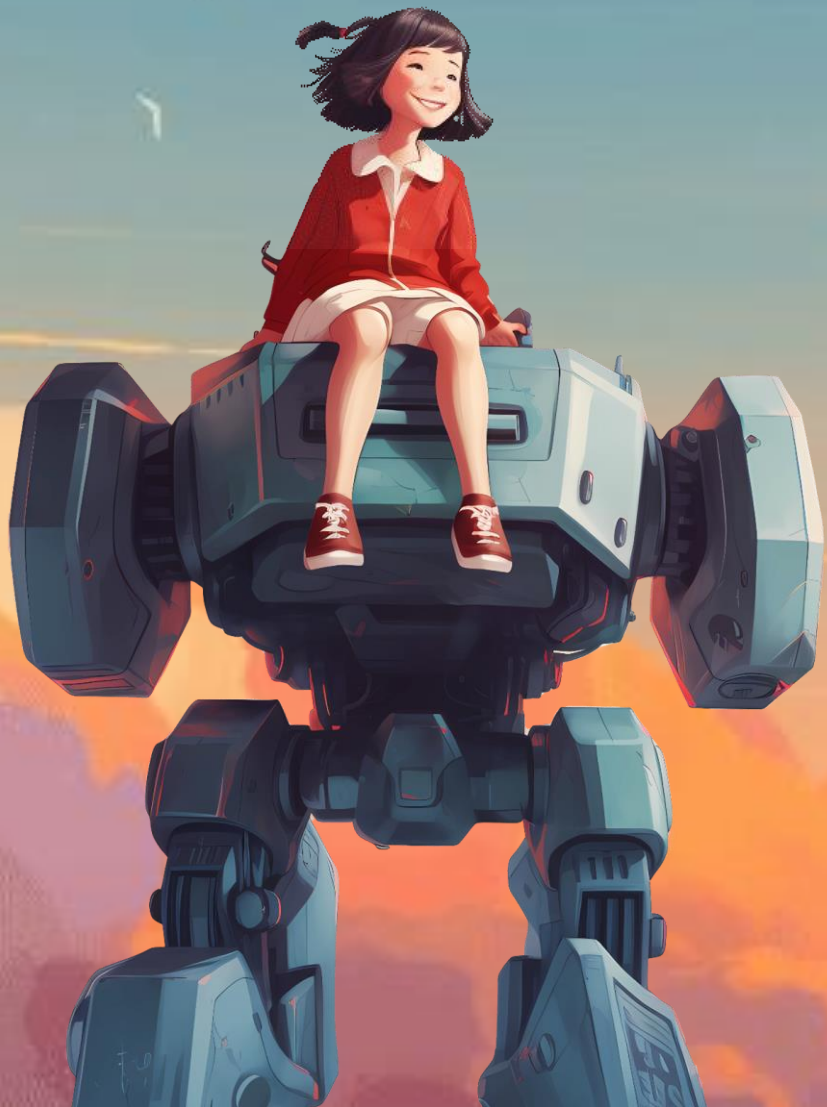
From concepting to creating - how big brands can use Gen AI

Iva Johan

Chief Strategy Officer, Bernadette at VCCP

Liberty Covill

Junior Planner, faith at VCCP

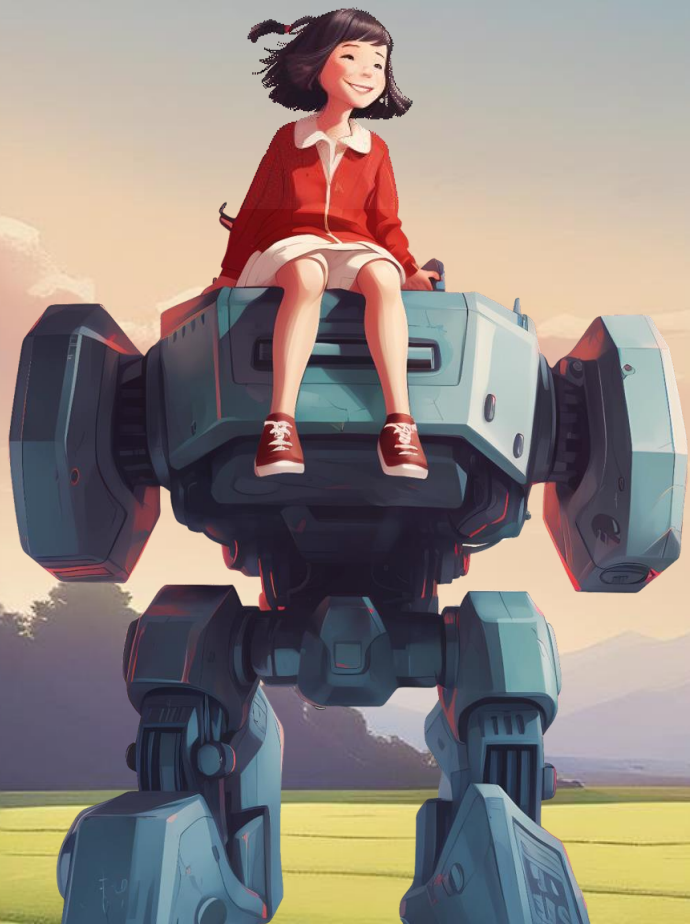


faith

THE AI CREATIVE AGENCY



We have faith that
AI, used responsibly, is
an accelerator
of human creativity
and imagination

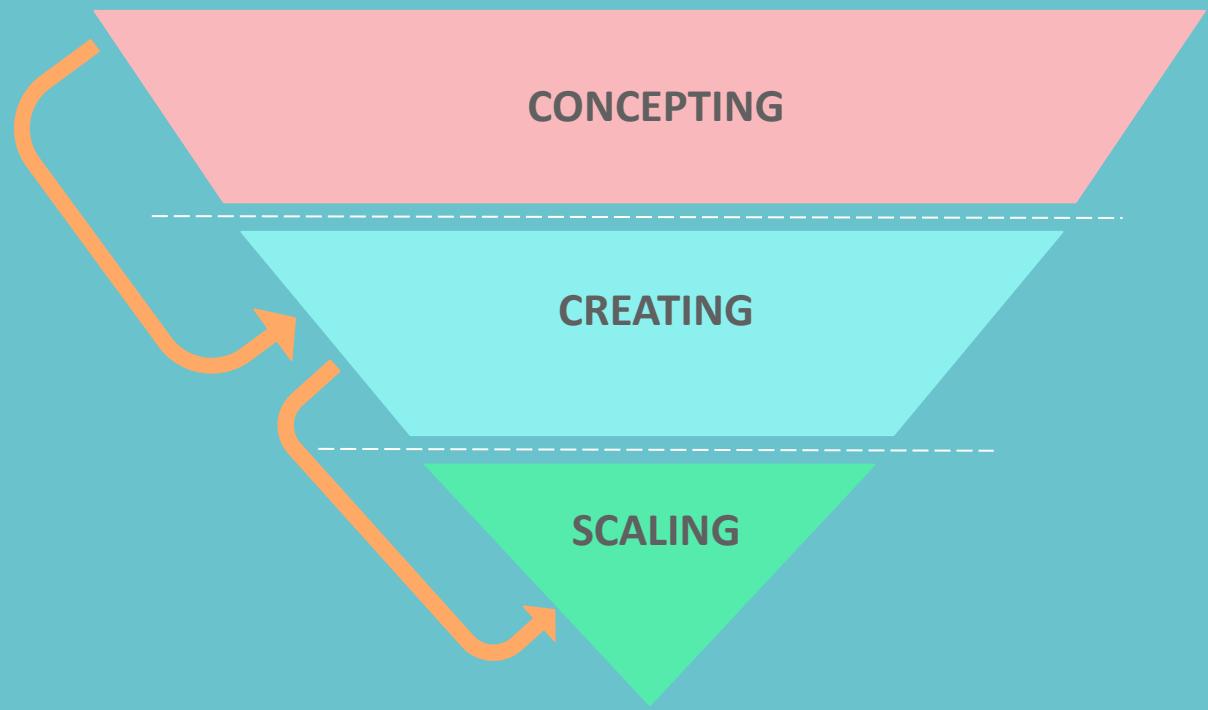


Our mission:
To ensure the VCCP
family lead the world
in the creative
application of AI

Our methodology



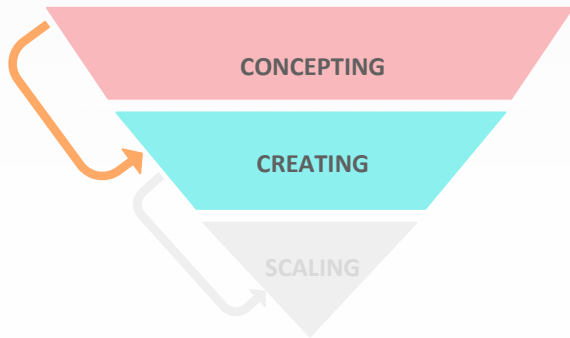
12 months on



Today

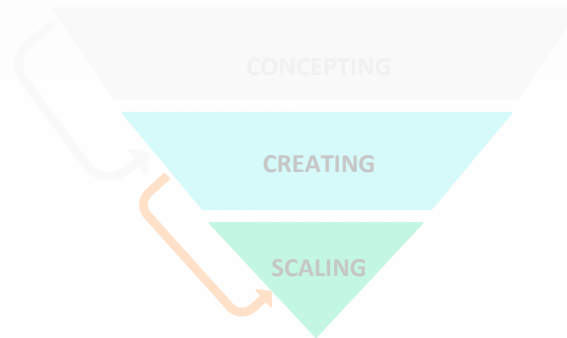
1

3 learnings
to move from concepting
into creating usable brand
assets



2

3 considerations
for going from creating to
scaling



A large, stylized cyan number '1' is positioned on the left side of the slide. The background is a vibrant sunset or sunrise scene with a gradient from light blue at the top to orange and red near the horizon. There are large, soft, white and pinkish clouds on both sides, and a dark blue sea or ocean in the distance. The overall mood is serene and artistic.

1

Problem: AI doesn't know
your brand

Solution: So we teach it to

**Branded
Copy Model**

**Branded Image
Model**

**Branded
Conversation
Model**

**Branded
Voice Model**

O2 BRANDED COPY CHECKER

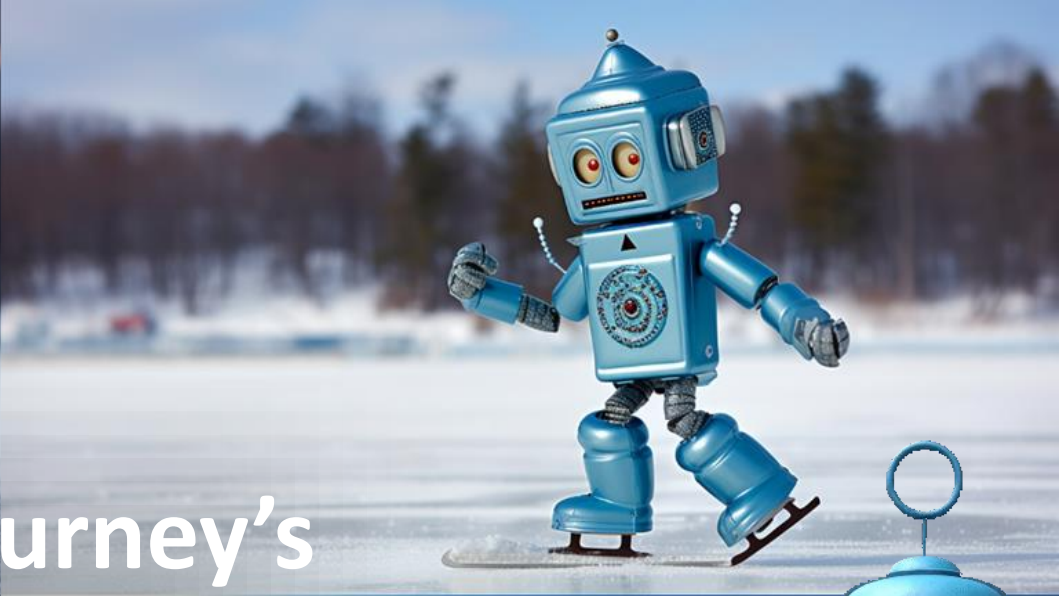
Style/Character

**CHATBOTS WITH
PERSONALITY**

**PERSONALISED STORIES
AND SONGS**

Meet O2's Bubl

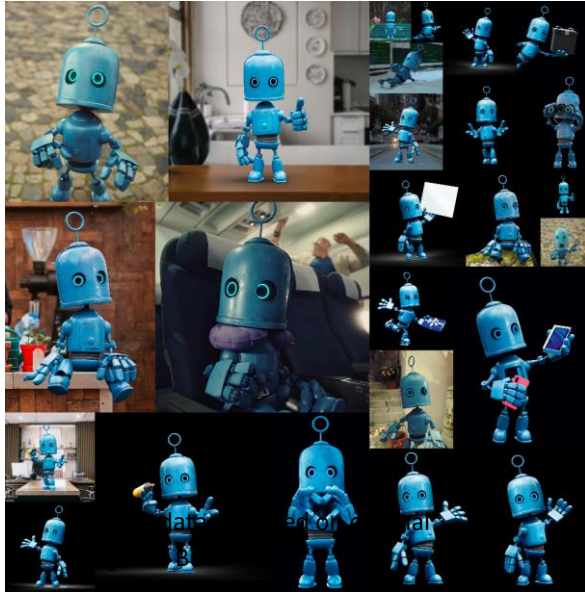




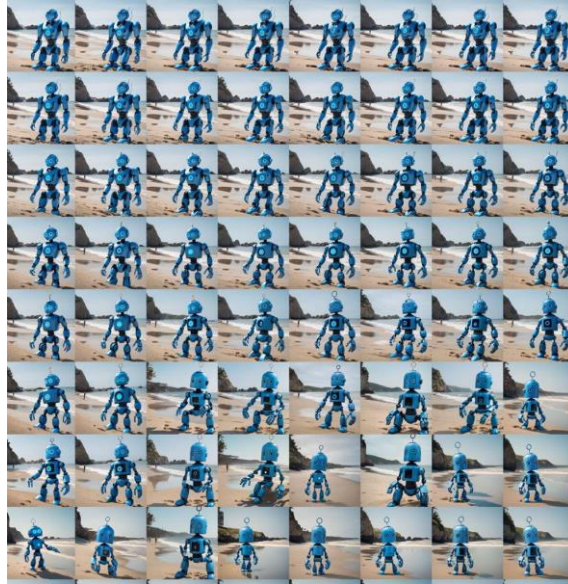
Midjourney's
attempt



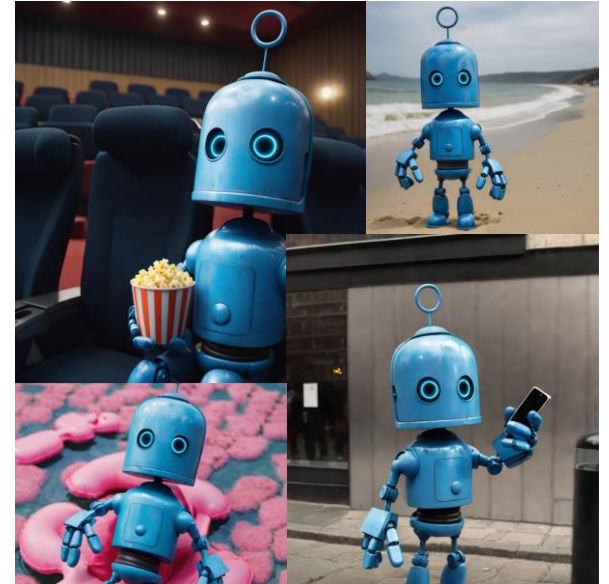
So we had to create Custom Branded Image Models



Training data



Model Training



Output



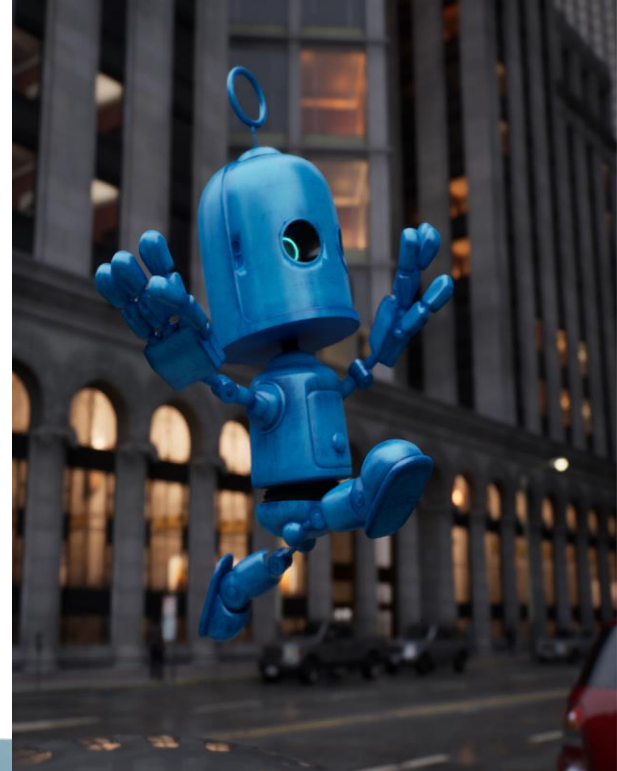
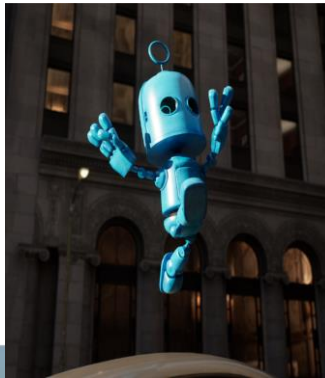
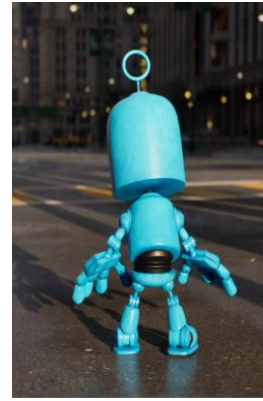
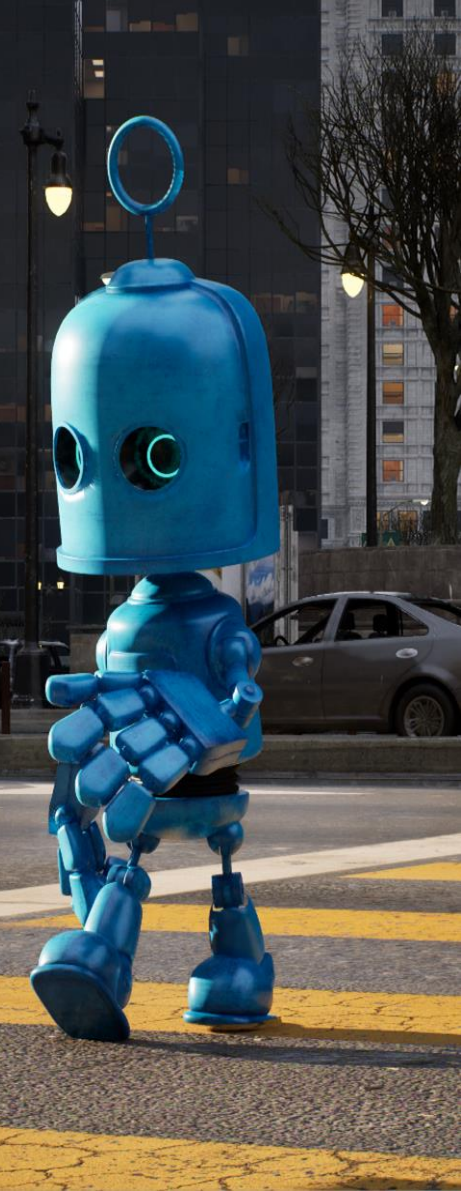
2

We need to control the chaos in
the outputs

Consistency of output needs better input

BETTER DATA

HUMAN INPUT



Human Asset Assessment:



A large, stylized cyan number 3 is the central focus, overlaid on a vibrant sunset landscape. The background features a horizon line with a blue sea, rolling mountains in shades of blue and green, and a sky filled with soft, colorful clouds in hues of orange, pink, and teal. The overall mood is serene and artistic.

3

The tools are not user-
friendly

Basic Prompting Guide

Proofreading: For the linguistic prompt, you should try to explain the image you want in a single sentence with proper grammar. For example:

A photograph of a (subject) in a (location) at (time)

then you use the second text field to strengthen that prompt with a few carefully selected tags that will help, such as:

cinematic, bokeh, photograph, (features about subject)

Full prompt example:

Linguistic: A cinematic photograph of a pretty woman with blonde hair and blue eyes in a park at sunset

Supporting: clouds, nature, bokeh, f.8, cinematic lighting, entranced composition

Photographic tips

1. Try and use words or entities that tie into realistic imagery, such as National geographic, Vogue, ethnographic, portrait, and similar words
2. Do not use words like "realistic" or "realistic" when prompting for photographs, as they are associated with art styles that depict "realistic" things, and such will weight towards traditional or digital art
3. Feel free to use disjunctive words, such as "ventured subject" or "(subject) to the side", this can help a lot for achieving different and interesting results
4. I recommend not going over 6 on the positive aesthetic score for the refiner when going for realistic, I find that the higher you go, the more your images are likely to go into the direction of aesthetic guidelines and

Prompting

Linguistic Positive (G)

STRING

prompts spider-man, cflow style suit, suit infused with detailed granite stone, cinematic photo, etc, highly detailed, and image, intricate details

Supporting Terms (L)

STRING

detailed stone, detailed action scene background, detailed, 8k, trending, amazing art, colorful

Fundamental Negative

STRING

drawing, painting, crayon, sketch, graphite, impressionist, cartoon, nlsay, blurry, soft, deformed, ugly

Gen Settings

Image Resolution

LATENT

width 1024

height 1024

batch_size 1

Latent Sizes

INT

value 2048

control_after_gen_fused

Steps

INT

value 25

control_after_gen_fused

Base CFG

FLOAT

value 7.500

control_after_gen_fused

Seed

INT

value 424

control_after_gen_fused

Refiner CFG

FLOAT

value 7.500

control_after_gen_fused

Positive A Score

FLOAT

value 8.000

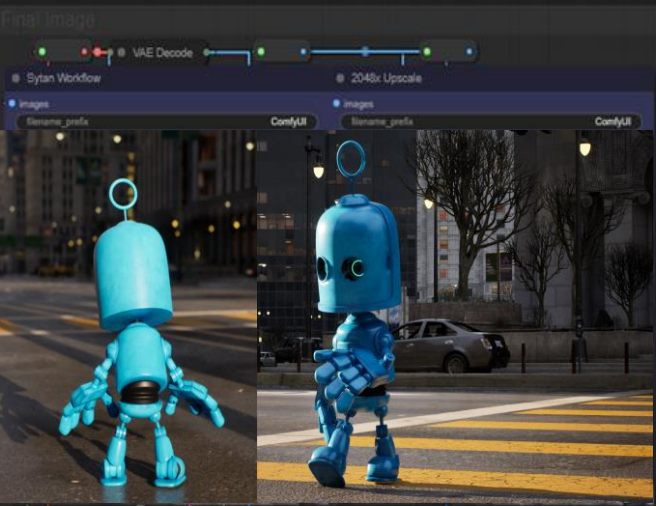
control_after_gen_fused

Negative A Score

FLOAT

value 2.000

control_after_gen_fused



Models, Encoders, and LoRAs

Refiner Model

MODEL

CLIP

VAE

ckpt_name sd_v1_refiner_1.0.safetensors

Base Model

MODEL

CLIP

VAE

ckpt_name sd_v1_base_1.0.safetensors

Positive Refiner

node

positive

negative

latent_image

clip

steps

noise_seed

add_noise disable

sampler_name ddim

scheduler normal

start_at_step 20

end_at_step 1000

return_with_leftover_noise disable

Negative Refiner

node

positive

negative

latent_image

clip

steps

noise_seed

add_noise disable

sampler_name ddim

scheduler normal

start_at_step 20

end_at_step 1000

return_with_leftover_noise disable

Base Pass

node

positive

negative

latent_image

noise_seed

clip

steps

add_noise enable

sampler_name ddim

scheduler normal

start_at_step 0

end_at_step 20

return_with_leftover_noise enable

Refiner Pass

LATENT

node

positive

negative

latent_image

clip

steps

noise_seed

add_noise disable

sampler_name ddim

scheduler normal

start_at_step 20

end_at_step 1000

return_with_leftover_noise disable

Upscale Model

LIPSCALE_MODEL

node

positive

negative

latent_image

clip

noise_seed

add_noise enable

steps 30

sampler_name ddim

scheduler ddim_uniform

start_at_step 20

end_at_step 1000

return_with_leftover_noise disable

Upscale Mixed Diff

LATENT

node

positive

negative

latent_image

clip

noise_seed

add_noise enable

steps 30

sampler_name ddim

scheduler ddim_uniform

start_at_step 20

end_at_step 1000

return_with_leftover_noise disable

UMD Notes

Changing the "Start at step" on the Upscale Mixed Diff node will effectively change how "diffusion/finetune" the upscale is. If you raise the number closer to 0, it will resemble the first upscale more, but if you lower it down, it will fix more deformation, at the cost of potentially changing the image fundamentals.

I recommend a range of 10-25, with 15 being the most fixing, and 25 being the least fixing.

I strongly recommend against touching the sampler or the scheduler for the upscale sampler, as it can be very temperamental, and I found a mix that works very well as is for different upscale sizes, mix with the downscale node. Sizes listed:

Queue size: 0

Queue Prompt

Extra options

Queue Front View Queue

View History

Save

Load

Refresh

Clipspace

Clear

Load Default

Manager

02 Generative AI tools



Bubl Generator

Ever wished you could create your own images of Bubl? Want to see Bubl in a cinema munching popcorn or taking a stroll down a beach? Well, now you can thanks to Generative AI.

[Generate images](#)



Copy Checker

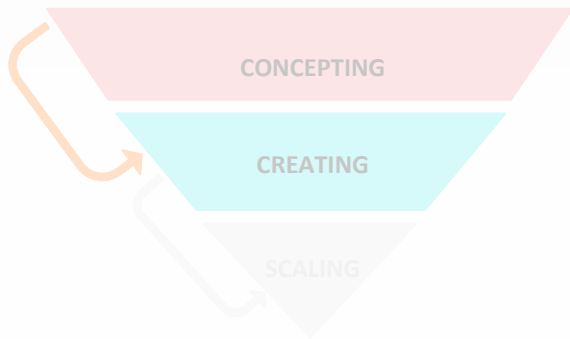
Supercharge your writing process with Copy Checker. Simply add your copy to get instant feedback and helpful suggestions in line with our latest tone of voice guidelines.

[Check copy](#)

Today

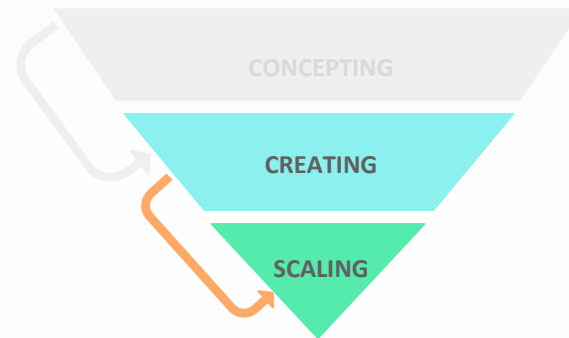
1

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A large, bold, red number '1' is positioned on the left side of the slide. The background is a stylized landscape with a sunset or sunrise sky in shades of orange, yellow, and blue, with large, soft clouds. The foreground shows rolling hills and a body of water.

The importance of strategy

Start with the why

SOLUTION

PROBLEM

Start with the why

PROBLEM

SOLUTION

2

Legal & regulatory concerns

Intellectual property rights

Data Protection and Privacy

Ethics and Liability

A large, bold red number '3' is positioned on the left side of the image. The background is a stylized landscape featuring rolling blue mountains in the foreground, a blue ocean in the middle ground, and a sky with soft, colorful clouds in shades of orange, yellow, and blue, suggesting a sunset or sunrise. The overall aesthetic is clean and modern.

3

Costs + measurement/ROI

What is the ROI?

Net benefits



100%

Total cost of investment

What is the ROI?

Costs

Platform

Model

Operational costs

(annual license, subscription, platform maintenance updates, training, IT support etc.)

Benefits

Revenue

Cost reduction

Attributable to

(faster time to creative, higher output volume, faster production time, lower waste due to rework etc.)

Don't forget

Increased quality

Ability to scale

Innovation and time
to market



Virgin Media O2

53,995 followers

3d

Heading to 🇪🇺 for Euro 2024?

Don't forget that **O2 (Telefónica UK)** is the only major UK network provider not to burn customers with EU roaming charges 😊

#RoamOn



🔗 🗨️ 111 · 5 Comments

AI as a driver for growth

AI commerce - how consumers shop and how brands can perform in this space

Marcos Angelides

Managing Director, Spark Foundry

The growth of **AI personas**

The rise and rise of virtual influencers



Lil Miquela

Now it's time for human AI-ification



CarynAI

Earns \$76k/week

Kendall Jenner BILLIE



The Big Sis



Leading to virtual content that never sleeps





THE GENTLEMEN

SPARK
FOUNDRY



“Write a weekly food plan and recipe guide for a family of 4. One is veggie, and one hates broccoli. Max £145.”

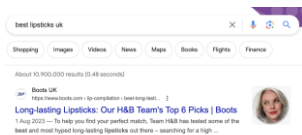
Great marketing is the way to win AI-SEO



“what lipstick should I buy?”

Decisions will be based on...

SEO rankings



Social media buzz



PR coverage



Opportunities

Identify

Influencers who are experimenting with AI

Audit

Assess where you currently sit in AI results

Test

Get interactive with customer segments

AI as a driver for growth

Making the most out of your workforce with AI

Daniel Hulme

CEO, Satalia and Chief AI Officer, WPP

RETHINKING AI

AI and the Future Business and Society

Dr. Daniel Hulme
WPP Chief AI Officer
Satalia CEO
+447773765097
daniel@satalia.com
@TheSolveEngine



Automation



Prescriptive analytics

- Optimisation
- Decision-science

Predictive analytics

- Data-science
- Machine learning

Descriptive analytics

- Contextualisation
- Data visualisation

Data Engineering

- Infrastructure
- Data assimilation

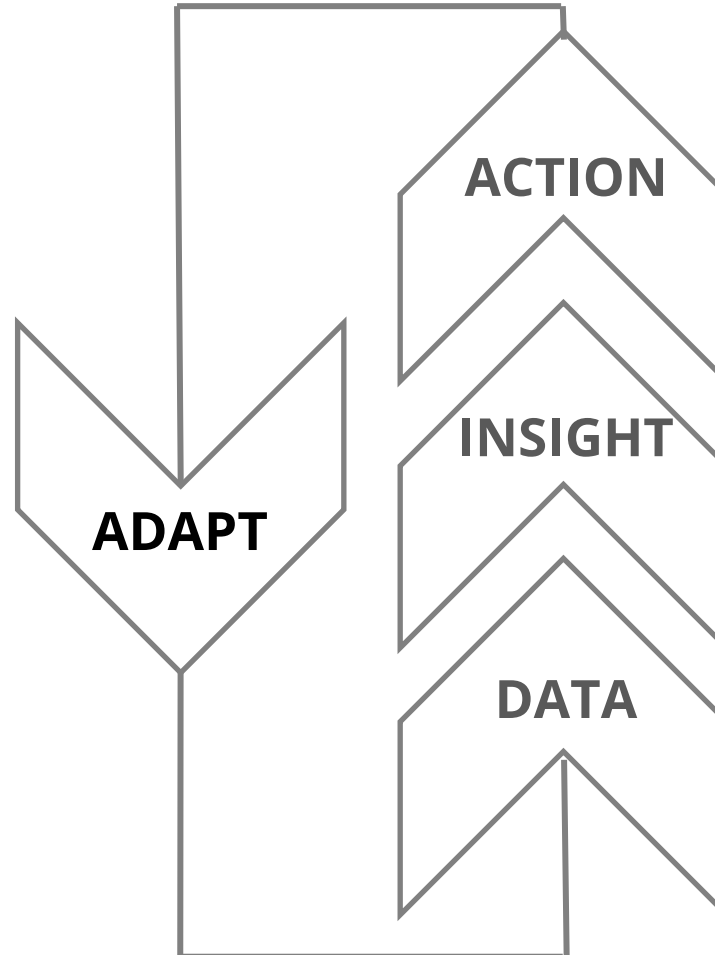


Artificial Intelligence

Intelligence

Goal-directed
Adaptive
Behaviour

Sternberg & Salter



Prescriptive analytics

- Optimisation
- Decision-science

Predictive analytics

- Data-science
- Machine learning

Descriptive analytics

- Contextualisation
- Data visualisation

Data Engineering

- Infrastructure
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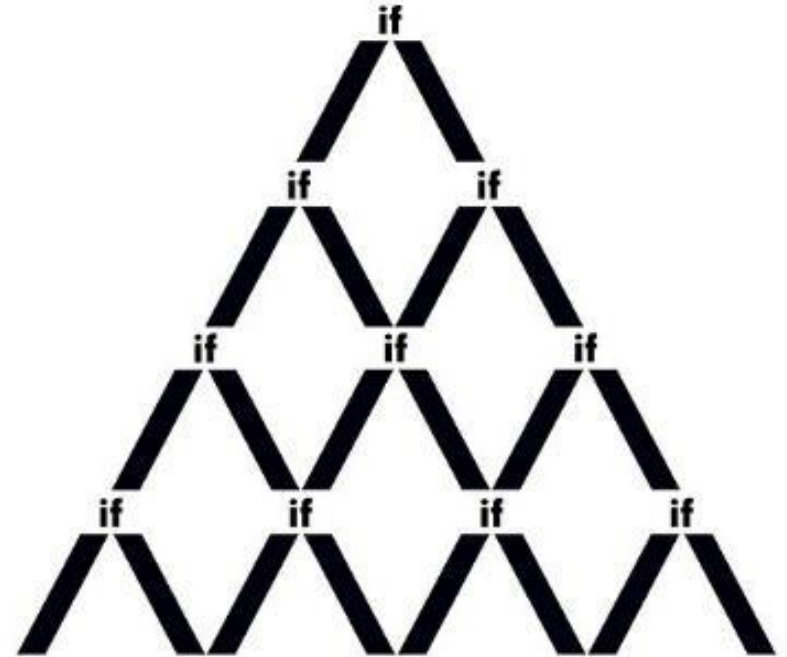
Applications of AI



The 6 Applications of AI

1. Task automation.

- Macros, RPA, chatbots, object recognition



The 6 Applications of AI

1. Task automation.

- Macros, RPA, chatbots, object recognition

2. Content generation.

- Images, video, text, music



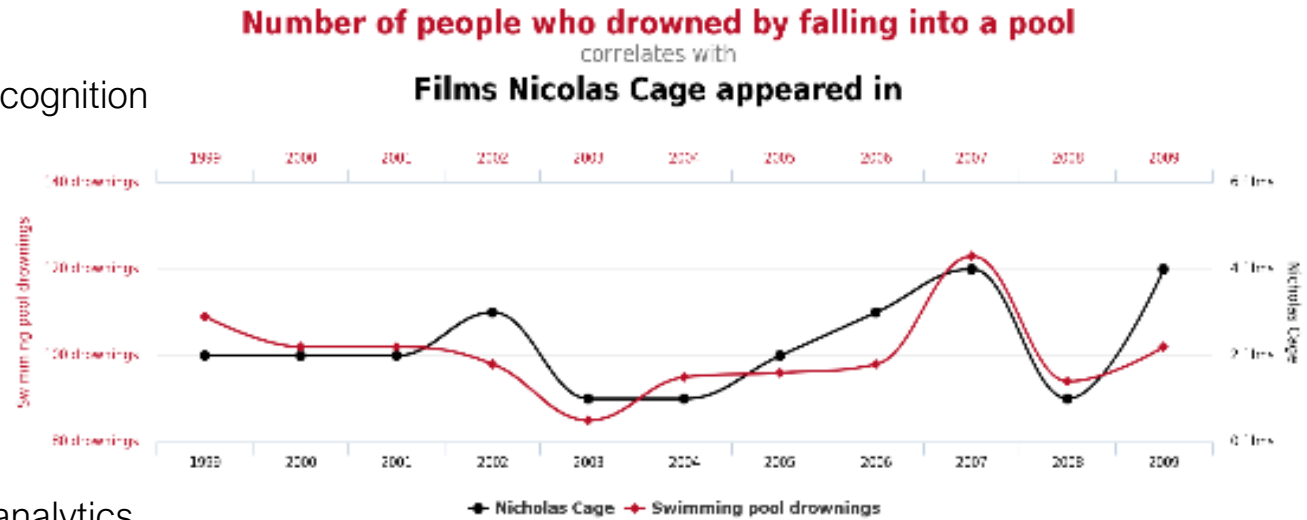
The 6 Applications of AI

1. **Task automation.**
 - Macros, RPA, chatbots, object recognition
2. **Content generation.**
 - Images, video, text, music
3. **Human representation.**
 - Deepfakes, voice, personas



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2. Content generation.
 - Images, video, text, music
3. Human representation.
 - Deepfakes, voice, personas
4. Insight extraction.
 - Machine learning, data-science, analytics



The 6 Applications of AI

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4. **Insight extraction.**
 - Machine learning, data-science, analytics
5. **Decision making.**
 - Optimisation, decision trees, expert systems



The 6 Applications of AI

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 - Deepfakes, voice, personas
4. **Insight extraction.**
 - Machine learning, data-science, analytics
5. **Decision making.**
 - Optimisation, decision trees, expert systems
6. **Human augmentation.**
 - Exoskeletons, avatars, cybernetics



Surface the key challenges and interventions

1. **Task automation.**
 - Macros, RPA, chatbots, object recognition
2. **Content generation.**
 - Images, video, text, music
3. **Human representation.**
 - Deepfakes, voice, personas
4. **Insight extraction.**
 - Machine learning, data-science, analytics
5. **Decision making.**
 - Optimisation, decision trees, expert systems
6. **Human augmentation.**
 - Exoskeletons, avatars, cybernetics

Security

Authentication
Accessibility
Anonymity/Privacy

Safety

Transparency
Explainability
Auditability

Governance

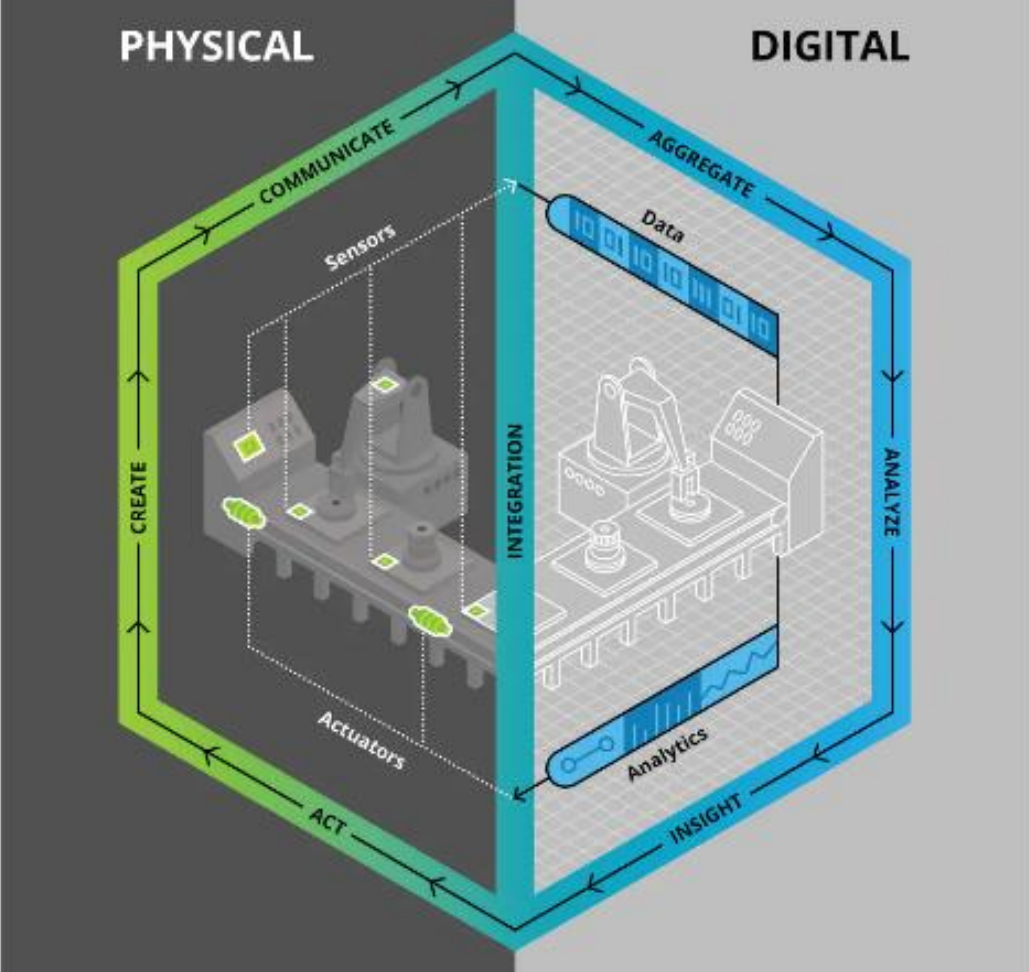
Accountability/Responsibility
Change management
Decision-making

Ethics

Intent
Objectives
Consequences/Risks



Digitization



Three maturity levels:

- Digital Transformation
- Digital Twins
- Digital Cognition

Three types of Twin

- Operations
- Workforce
- Processes



Impact of AI



PESTLE of Singularities

Political.

Environmental.

Social.

Technological.

Legal.

Economic.



PESTLE of Singularities

Political. we no longer know what is true

Environmental.

Social.

Technological.

Legal.

Economic.



PESTLE of Singularities

Political. we no longer know what is true

Environmental. we have uncontrollable ecological collapse

Social.

Technological.

Legal.

Economic.



PESTLE of Singularities

Political. we no longer know what is true

Environmental. we have uncontrollable ecological collapse

Social. we cure death

Technological.

Legal.

Economic.



PESTLE of Singularities

Political. we no longer know what is true

Environmental. we have uncontrollable ecological collapse

Social. we cure death

Technological. we create a Superintelligence

Legal.

Economic.



PESTLE of Singularities

Political. we no longer know what is true

Environmental. we have uncontrollable ecological collapse

Social. we cure death

Technological. we create a Superintelligence

Legal. surveillance becomes ubiquitous

Economic.



PESTLE of Singularities

Political. we no longer know what is true

Environmental. we have uncontrollable ecological collapse

Social. we cure death

Technological. we create a Superintelligence

Legal. surveillance becomes ubiquitous

Economic. we automate the majority of human labour

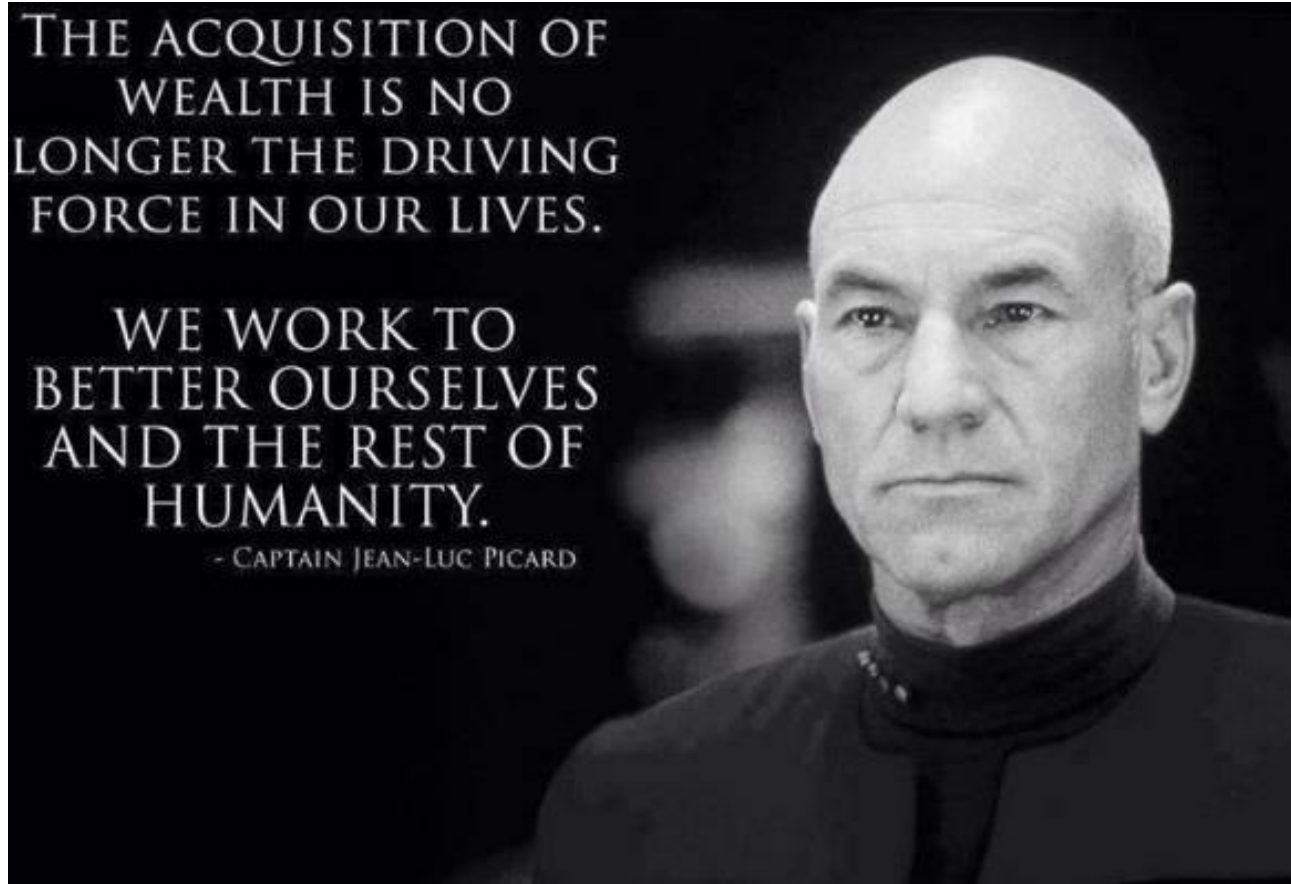


Purpose and Vision

THE ACQUISITION OF
WEALTH IS NO
LONGER THE DRIVING
FORCE IN OUR LIVES.

WE WORK TO
BETTER OURSELVES
AND THE REST OF
HUMANITY.

- CAPTAIN JEAN-LUC PICARD



Satalia's Vision

Everyone free to live
beyond themselves

WPP's Purpose

We use the power of
creativity to build a
better future

