

Human-centered marketing in an AI-driven world

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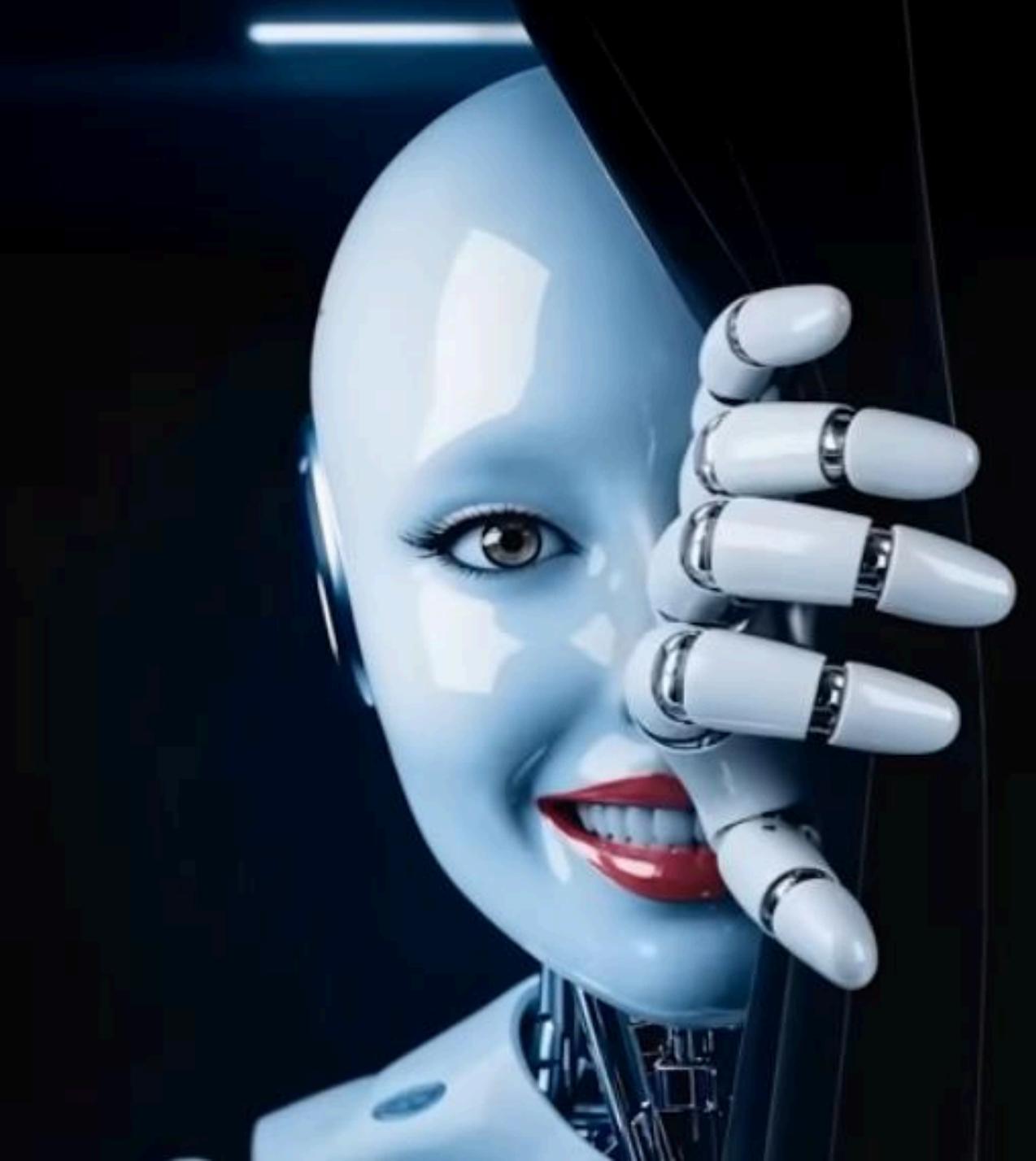
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**How does this
make you feel?**

Super Bowl LX's AI takeover

- Svedka boasts first Super Bowl ad made “primarily” with AI
- Nearly a quarter of Super Bowl LX ads featured AI in some way, according to iSpot
- 42.6% of reactions to Super Bowl ads “neutral,” per Meltwater
- Svedka **second-worst** rated SB ad at 2.18/5 on USA Today Ad Meter

The “slop” problem

- Svedka is hardly alone: Coca-Cola, Toys R’ Us Sketchers, McDonald’s have all seen same backlash
- Growing wave of brands taking a stance against AI in ads in response, including Almond Breeze and Equinox
- “Annoying,” “boring,” “confusing” some of the top descriptions of AI-generated ads, per NIQ
- “Made with AI” as a PR strategy is failing



A changing consumer dynamic

- Consumer bonds with AI are strong, especially Gen Z
- 49% of Gen Z say they have a “meaningful” relationship with AI; **37% can see themselves falling in love**, per VML
- Ads pilot in ChatGPT; agentic commerce is on the rise

A democratizing force?

- Amazon's "Creative Partner" – a one-stop shop for campaign generation
- What role does creative play in an increasingly agent-to-agent world?
- Target, Walmart and more are betting agentic is the future; some are integrating their retail media networks into ChatGPT



Staying human

- View AI's shortcomings as a people problem
- Marketers should “coach and judge” AI and consider “talent implications” before putting agents to work, per Gartner
- AI can be good at reasoning, problem solving and streamlining, not strategy
- Preserving a human touch: **Engage the senses, tug on emotions, prompt physical action and encourage reflection**



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