

Supercharging Marketing with GenAI

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01. What is AI?

Artificial Intelligence (AI) is a field of computer science dedicated to creating systems capable of performing tasks that typically require human intelligence. These tasks include learning, reasoning, problem-solving, perception, and language understanding. AI can be categorised as follows:

01

Narrow or Weak AI

is built to perform a narrow task (e.g., only facial recognition, only internet searches, or only driving a car). Most of the AI in use today is of this kind. These systems operate under a limited pre-defined range or context and can't handle tasks beyond their specific programming.

02

General or Strong AI

is designed with the ability to understand, learn, and apply its intelligence broadly and flexibly, much like a human. As of now, strong AI remains theoretical and has yet to be realised in practice.

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While AI offers significant benefits in efficiency and data analysis, it also raises ethical, privacy, and security concerns

AI technologies include:

01 Machine Learning (ML)

A subset of AI that enables systems to learn and improve from experience without being explicitly programmed. ML algorithms use statistical techniques to allow computers to 'learn' from data.

02 Deep Learning

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat dignissim justo, a efficitur

03 Natural Language Processing (NLP)

The capability of a computer program to understand, interpret, and generate human language, including speech.

04 Computer Vision

AI technology that enables computers and systems to derive meaningful information from digital images, videos, and other visual inputs and to act on or make recommendations based on that information.

05 Robotics:

Involves designing and operating robots, which are often integrated with AI systems to perform tasks autonomously

The development and application of AI are rapidly evolving, impacting various sectors like healthcare, finance, transportation, and more. While AI offers significant benefits in efficiency and data analysis, it also raises ethical, privacy, and security concerns.

02. What is GenAI?

GenAI, or generative artificial intelligence, refers to a class of AI systems capable of generating new content, data, or solutions that are novel and meaningful.

This content can include text, images, music, code, or other forms of digital media. The "generative" aspect means these AI systems

can create outputs without direct human input beyond initial guidance or prompts.



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GenAI raises ethical considerations, such as....the impact on creative industries

There are **various** types of generative AI, including:

01 **Generative Adversarial Networks (GANs)**

These involve two neural networks—the generator and the discriminator—working against each other to improve the quality of generated outputs. GANs are mainly known for their ability to create realistic images and art.

02 **Natural Language Generation (NLG) Systems**

These AI systems, like OpenAI's GPT models, generate human-like text based on the input they receive. They're used in applications ranging from chatbots to content creation.

03 **Music and Sound Generation**

AI systems can compose music or generate sound effects. They can either create entirely new compositions or mimic specific styles.

04 **Code Generation**

AI systems can generate functional programming code, aiding in software development. An example is GitHub's Copilot, which suggests code snippets and entire functions based on the user's input.

05 **Data Synthesis**

Generative AI can create synthetic data for training other AI models, which is especially useful when accurate data is scarce, sensitive, or expensive to acquire.

The main strength of generative AI is its ability to create diverse and innovative outputs, which can be particularly useful in fields like design, entertainment, research, and technology development. However, it also raises ethical considerations, such as the potential for misuse in creating deepfakes, plagiarism, or the impact on creative industries.

03. What are the key differences between AI and GenAI for organisations?

Artificial Intelligence (AI) and Generative AI (GenAI) represent two distinct paradigms within the realm of computational technologies, each offering unique capabilities and applications for organisations.

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GenAI shifts the focus from analysis to creation

Traditional AI is primarily centred around **analysis, decision-making, and automation**. Its core strength lies in its ability to process large volumes of data, identify patterns, make predictions, and automate repetitive tasks.

Organisations utilise traditional AI to enhance data-driven decision-making, optimise operational processes, and improve customer interactions through applications like predictive analytics, chatbots, and personalised recommendation systems. This form of AI is integral in streamlining workflows, enhancing efficiency, and providing insights into existing data sets.

In contrast, GenAI shifts the focus from analysis to creation. It specialises in generating new, original content based on learned patterns and data. GenAI finds its application in tasks that require creativity and innovation, such as generating text, creating art or music, developing new product designs, or even writing code. The primary appeal of GenAI lies in its ability to produce novel outcomes that are not explicitly present in the training data. For organisations, this means the ability to engage in more creative endeavours, from marketing and design to product development and problem-solving.

The divergence between AI and GenAI also manifests in their interaction models and the nature of their outputs. While traditional AI often provides analytical or decision-oriented results and interacts with users through specific queries or data input, GenAI engages with users through prompts or creative guidelines to produce diverse and sometimes unexpected creative outputs.

Furthermore, the implications for organisational workflows and governance differ significantly between the two. Traditional AI tends to automate and optimise existing processes, thus enhancing efficiency and reducing manual labour. On the other hand, GenAI has the potential to introduce entirely new workflows, transforming the nature of specific jobs, particularly those involving creative processes.

From an ethical and governance perspective, both AI and GenAI raise essential concerns, albeit of different natures. Traditional AI's challenges revolve around data privacy, algorithmic bias, and the impact of automation on employment. While sharing these concerns, GenAI also introduces unique issues related to the authenticity of generated content, intellectual property rights, and its implications for creative industries.

Consideration of critical differences between traditional AI and Generative AI (GenAI) for organisations primarily revolve around their functionalities, applications, and the nature of the outcomes they produce. Here's a side-by-side comparison in different contexts:

01 Purpose and Functionality

- Traditional AI: Typically focuses on analysis, interpretation, decision-making, and automation. It's used to process and analyse data, recognise patterns, make predictions, or automate tasks.
- GenAI: Specialises in creating new and original outputs. This includes generating text, images, music, code, and other forms of digital media. The focus is on creation rather than analysis.

02 Applications in Business

- Traditional AI: Commonly used for data analytics, customer service (e.g., chatbots), process automation, predictive analytics, personalisation of services, and decision support systems.
- GenAI: Used for creative tasks like content generation, design (e.g., generating marketing materials), product development (e.g., creating new product designs), and innovative problem-solving

03 Data Handling and Processing

- Traditional AI: Requires large datasets for training and often focuses on finding insights within existing data (such as customer data analytics and trend analysis).
 - GenAI: While also requiring significant training data, it emphasises using that data to generate new, unseen before outputs that don't necessarily exist in the training data.
4. Outcome Characteri

04 Outcome Characteristics

- Traditional AI: Produces outcomes that are analytical, predictive, or decision-oriented. The results are often focused on optimising existing processes or understanding data.
- GenAI: Generates creative, novel, and often unexpected outcomes. These are less about optimising what already exists and more about creating something new.

05 User Interaction:

- Traditional AI: Interaction is often in the form of queries and data input, followed by analysis or task execution (e.g., asking a chatbot a question).
- GenAI: Involves providing prompts or guidelines for content creation (e.g., asking an AI to generate an image or write a story based on specific cues).

06 Impact on Workflows:

- Traditional AI: Streamlines and automates existing workflows, often making them more efficient and reducing manual labour.
- GenAI: Can introduce entirely new workflows or creative processes, potentially transforming the nature of work in specific domains.

07 Ethical and Governance Implications:

- Traditional AI: Raises concerns about data privacy, bias in decision-making, and job displacement due to automation.
- GenAI: In addition to concerns similar to traditional AI, it also brings challenges related to intellectual property rights, authenticity of generated content (like deepfakes), and the potential impact on creative industries.

The choice between traditional AI and GenAI for an organisation hinges on its **specific needs and goals.**

At the same time, traditional AI is adept at enhancing and automating existing processes based on existing data. GenAI offers ground-breaking opportunities in creativity and innovation, thus expanding an organisation's capabilities in unique and transformative ways.

This means that organisations may already be leveraging AI using existing tools and data, and leveraging GenAI would further supercharge actions and experiences that are driven by existing capabilities and tools.

In case you haven't guessed by now, this article was created with the help of GenAI. I fed it a number of prompts to create a good first pass at the content, and then improved it by applying my own unique perspective and tone of voice. Kevin Kelly of Wired Magazine suggests that we should think of GenAI as being like a personal intern - they can make a good first pass which experts can then improve upon.

04. What is Marketing Governance?

Marketing Governance refers to the orchestration of systems, processes, and controls put in place within an organisation to guide, regulate, and monitor its marketing activities. Typical organisations seek to align marketing focus to ensure that marketing strategies and practices are aligned with the business's overall goals, comply with legal and ethical standards, and are executed efficiently and effectively.

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Marketing Governance is increasingly important in a world where marketing practices are rapidly evolving due to technological advancements, changing consumer behaviours, and regulatory developments

Critical aspects of Marketing Governance include:

01 Strategic Alignment

Ensuring that all marketing activities are aligned with the company's overall strategy and objectives. This involves setting clear marketing goals and making sure they contribute to the broader business aims.

02 Policy and Compliance:

Developing and enforcing policies to ensure marketing practices comply with legal requirements, industry standards, and ethical guidelines. This could include regulations around advertising standards, data protection laws, and consumer rights.

03 Budgeting and Resource Allocation

Establishing processes for budgeting and allocating resources in marketing activities. This ensures that marketing expenditures are made efficiently and in a manner that maximises return on investment.

04 Performance Monitoring and Measurement

Implementing systems to track and measure the effectiveness of marketing activities. This includes setting key performance indicators (KPIs), conducting regular reviews, and adjusting strategies based on performance data.

05 Risk Management

Identifying and managing risks associated with marketing activities. This can involve assessing potential legal, financial, reputational, and operational risks and putting in place strategies to mitigate them.

06 Stakeholder Communication and Engagement

Ensuring clear communication and engagement with stakeholders, including customers, employees, and shareholders, regarding marketing strategies and activities.

Marketing Governance is increasingly important in a world where marketing practices are **rapidly evolving due to technological advancements, changing consumer behaviours, and regulatory developments.**

It helps organisations maintain a strong brand reputation, avoid legal pitfalls, and ensure that marketing efforts effectively support business objectives.

05. How can typical marketing governance benefit from AI and GenAI?

AI-powered tools and Generative AI (GenAI) can significantly enhance various aspects of marketing governance, offering benefits like improved efficiency, enhanced creativity, and more informed decision-making.

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Integrating AI and GenAI into marketing governance allows organisations to... enhance the overall impact and efficiency of their marketing efforts”

Here's how they can contribute:

01 Strategic Alignment and Planning

- AI tools can analyse large volumes of market data, customer insights, and competitive intelligence, providing strategic guidance aligned with business goals.
- GenAI can simulate different marketing scenarios to aid in strategic decision-making and forecasting.

02 Compliance and Risk Management

- AI systems can continuously monitor marketing activities for compliance with legal, regulatory, and ethical standards.
- GenAI can identify and assess potential risks, including reputational risks, in marketing strategies.

03 Financial Management and Accountability:

- AI can optimise budget allocation and spending efficiency, predicting ROI for various marketing initiatives.
- Automated financial reporting powered by AI ensures real-time tracking of marketing investments and their effectiveness.

04 Performance Measurement and Analytics

- Advanced analytics powered by AI can provide deeper insights into customer behaviour, campaign performance, and market trends.
 - GenAI can process and analyse complex datasets to uncover patterns and insights that might be missed by traditional methods.
5. Process and Quality Control:
- AI and GenAI can automate routine marketing tasks, improving operational efficiency and consistency. – They assist in generating high-quality, brand-consistent content across various platforms.

05 Technology and Data Governance:

- AI tools can streamline data governance in marketing, ensuring efficient data processing and compliance with data privacy standards.
- They enable personalised marketing while maintaining ethical standards in data usage.

06 Process and Quality Control

- AI and GenAI can automate routine marketing tasks, improving operational efficiency and consistency.
- They assist in generating high-quality, brand-consistent content across various platforms.

07 Stakeholder Engagement

- AI-powered tools facilitate better collaboration and communication among internal teams and external partners.
- They can democratise access to insights and reports, making them comprehensible to stakeholders with varying levels of expertise.

08 Ethical Practices and Corporate Social Responsibility (CSR)

- AI can help ensure that marketing practices are ethical and socially responsible.
- Predictive capabilities of AI can gauge public reception and potential ethical implications of marketing campaigns

Integrating AI and GenAI into marketing governance allows organisations to leverage data-driven insights for informed decision-making, maintain regulatory compliance, and enhance the overall impact and efficiency of their marketing efforts.

However, it's crucial to manage these tools responsibly, considering ethical implications and ensuring human oversight in decision-making processes.

06. How do you supercharge your marketing with GenAI?

In the realm of marketing, both AI and Generative AI (GenAI) can offer substantial benefits, each contributing uniquely to enhancing and transforming various aspects of marketing activities.

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GenAI allows for the generation of unique content and ideas, offering new ways to engage customers and stand out in the market

Where AI can help:

01 Data Analysis and Insights

Traditional AI excels in analysing large sets of consumer data to glean insights about market trends, consumer behaviour, and preferences. This aids in making data-driven decisions and tailoring marketing strategies to meet customer needs better

02 Customer Segmentation and Personalisation

AI algorithms can segment customers based on various criteria and personalise marketing messages at scale, ensuring more effective and targeted marketing campaigns.

03 Predictive Analytics

AI can predict future trends, consumer behaviours, and the potential success of marketing campaigns. This predictive power is invaluable for strategic planning and resource allocation

04 Process Automation

Routine and repetitive tasks in marketing, such as email campaigns, social media posts, and customer inquiries, can be automated with AI, increasing efficiency and allowing marketers to focus on more strategic tasks.

05 Performance Measurement

AI tools can track and analyse the performance of marketing campaigns in real time, providing valuable metrics and KPIs to gauge effectiveness and ROI.

06 Enhanced Customer Interactions

AI-powered chatbots and virtual assistants can provide instant customer support and interaction, enhancing customer engagement and experience.

Where Gen AI can help:

01 Content Creation

GenAI shines in creating original content, such as writing promotional copy, generating creative visuals for advertisements, or composing music for marketing videos. This capability can significantly enhance the creativity and efficiency of content creation in marketing.

02 Product Design and Development

GenAI can be used to generate new product designs or variations, offering innovative ideas that can be tested in the market.

03 Personalised Experiences at Scale

While traditional AI personalises based on data analysis, GenAI can generate unique content for individual customers, creating highly personalised experiences.

04 Scenario Simulation

GenAI can simulate different marketing scenarios, providing visualisations or narratives of potential outcomes, which can aid in decision-making and strategy development.

05 Creative Problem Solving

GenAI can propose creative solutions to marketing challenges, generating ideas that might take time to be obvious through conventional thinking.

06 Brand Consistency

GenAI can ensure that new content aligns with brand guidelines, maintaining consistency across various marketing channels and materials.

Conclusion

While traditional AI in marketing governance focuses on optimising and automating existing processes, improving decision-making through data analysis, and enhancing customer engagement, GenAI brings a new dimension of creativity and innovation. It allows for the generation of unique content and ideas, offering new ways to engage customers and stand out in the market.

Integrating AI and GenAI together will supercharge your marketing. Leveraging traditional AI tools on the breadth of data and synthesising it into actionable data points, then feeding those data points into GenAI tools to generate unique content for individual users will provide the most personalised and customer-led experience.

At Anchora, we are committed to helping clients grow their businesses by implementing solutions that drive the greatest benefit, including the use of AI and GenAI where this makes sense. If you'd like to discuss this topic in more depth, please get in touch.

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