

AUTOMATION & CHANGE IN ADVERTISING

as viewed by Jef Richards

WE ADAPTED

Industry Evolution

- Circa 1850: Newspapers
- Magazines, Posters
- Copywriting
- Art Direction
- Direct Mail & Promotional Products
- Radio & Television
- International
- Internet, E-commerce, M-commerce, Data Analytics, etc.....

Continual Growth & Change

No Reverse

WHY AUTOMATION?

Clients/Advertisers Continue to Expect More & More

- ... but not pay for more & more
- robots/automation can cut costs

It's Begun

- buying & selling —> Programmatic Buying
- data collection —> Computer Programs & Phone Apps

But We're ADAPTING!

WILL A ROBOT REPLACE YOU?

Better Questions:

- WHEN will it happen?
- WHAT will your job be then?

Timeline

- FIRST: mechanical/repeatable functions; least thoughtful
- LAST: strategic, creative; most thoughtful

WHY STRATEGY & CREATIVE?

Even if Artificial Intelligence were more intelligent

- Software can be copied
- ... and reverse engineered
- If all use same program, where's the competitive edge?

And even if you CAN replace a human

- the agency or advertiser may not WANT to lose human contact

And, computer algorithms don't adapt to CHANGE like humans

CHANGE HAPPENS

ADVERTISING IS ALL ABOUT CHANGE

EMBRACE IT

& WE WILL ADAPT!