



CMO Trend Brief

Artificial Intelligence

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Artificial Intelligence?

Artificial Intelligence is a specialized branch of computer science. The premise of AI is that computers will perform tasks that normally require human intelligence. The goal of AI is to create and deploy systems that can function intelligently, in human-like fashion, and perform human tasks independently. Some current applications of AI include facial recognition, predictive analytics, and machine learning.

Why Should Marketers Care?

AI is influencing the work and the world of marketing by generating content, personalizing it, targeting ads, helping score leads, predicting who will buy, and playing a key supporting role in many marketing processes. It is doing work on behalf of marketers already, and its role is expanding. AI is also changing the way brands interact with customers, a role of AI that is also expanding. Marketers need to understand how these applications are evolving so they can fully exploit them and help shape the evolution of new AI uses for marketing.

Key Artificial Intelligence Stat

IDC forecasts cognitive and AI spending will grow to \$52.2 billion in 2021 and achieve a compound **annual growth rate of 46.2% over the 2016-2021 forecast period.**

Expert Perspective



Amy Pascal

Head of Marketing in the Americas
LEGO

"In the area of search, as an industry we've made a lot of strides, finally gaining some mastery of that space, and understanding how SEO and SEM work together to help service a brand experience. Now that seems to be flipping on its head with AI and voice recognition. We're going to have to re-learn consumer behavior around search and voice recognition, which is quite different than the keyword searching that's common to consumer behavior today."



CASE STUDY

IBM Watson



At the 2016 ANA Brand Masters National Conference, Jon Iwata, Senior Vice President of Marketing and Communications at IBM shared some IBM Watson use cases in his "The Future of Business is Cognitive" presentation. At the March 27, 2017 ANA Media Conference, Ari Sheinkin, Vice President of Marketing Analytics at IBM shared about Watson as well. What follows is a summary of the Watson use cases shared in these presentations.

Under Armour: IBM recently partnered with Under Armour to create a digital device that could provide meaningful, data-backed health and fitness insights to athletes and consumers alike. The idea was that this personalized technology would serve the same role as a health consultant or fitness trainer, providing customized coaching based on a person's fitness goals, performance, and overall food intake. It could also modify workout routines based on weather and environmental factors by tapping into Watson's geospatial and weather data.

Medtronic: As the world's premier medical technology company, Medtronic is looking to change the way people manage diabetes. Combining Watson's pattern recognition analytics with Medtronic's medical devices and health data, the company is developing a new generation of personalized diabetes management solutions. One prototype integrated a glucose monitor with a smartphone app to help diabetes patients monitor their glucose levels. The app was able to predict hypoglycemia up to three hours in advance — early enough so that a person with diabetes could take action to prevent a potentially dangerous health event.

Want to learn more?



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