

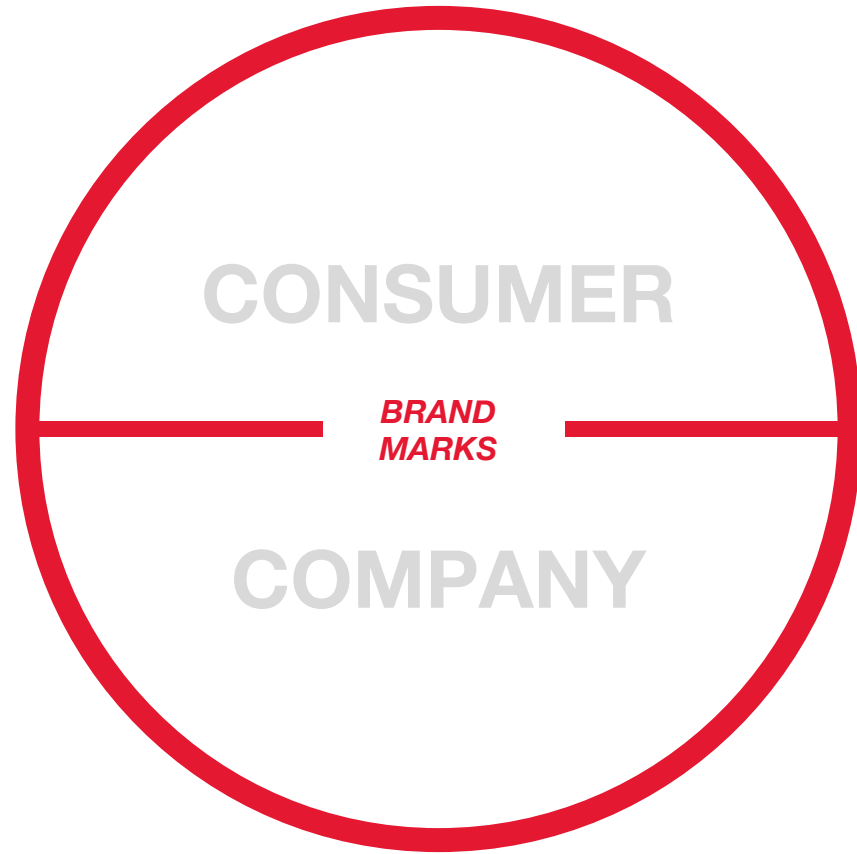
# BRAND AI



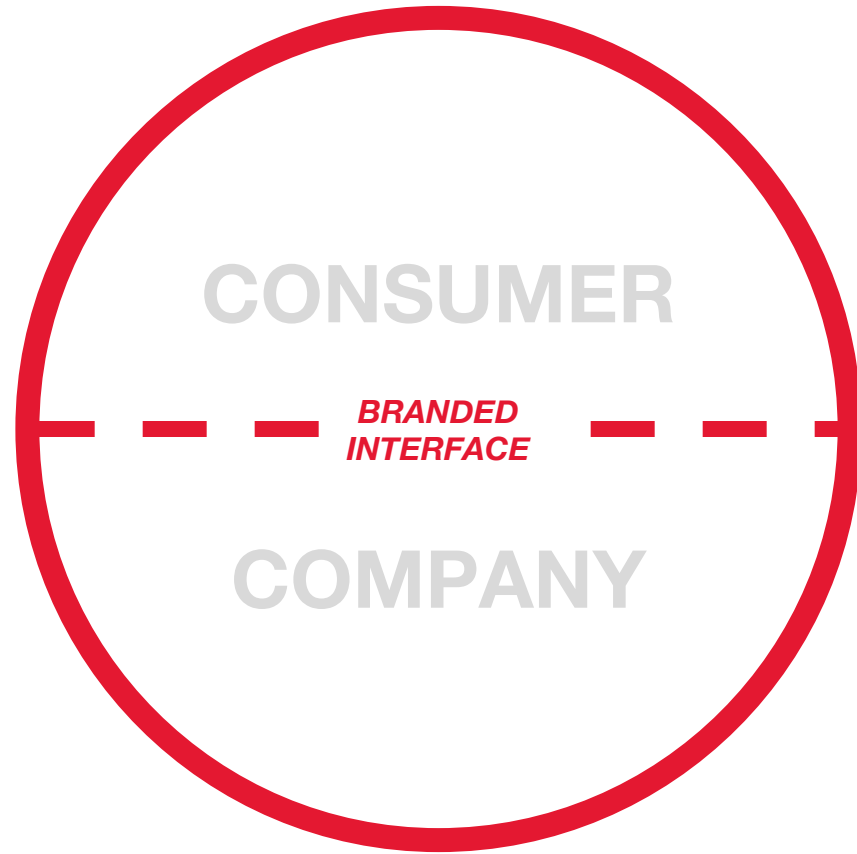
# AGENCIES IN THE AGE OF INTELLIGENCE

MATT MARCUS, SVP ECD + BRAND AI LEAD

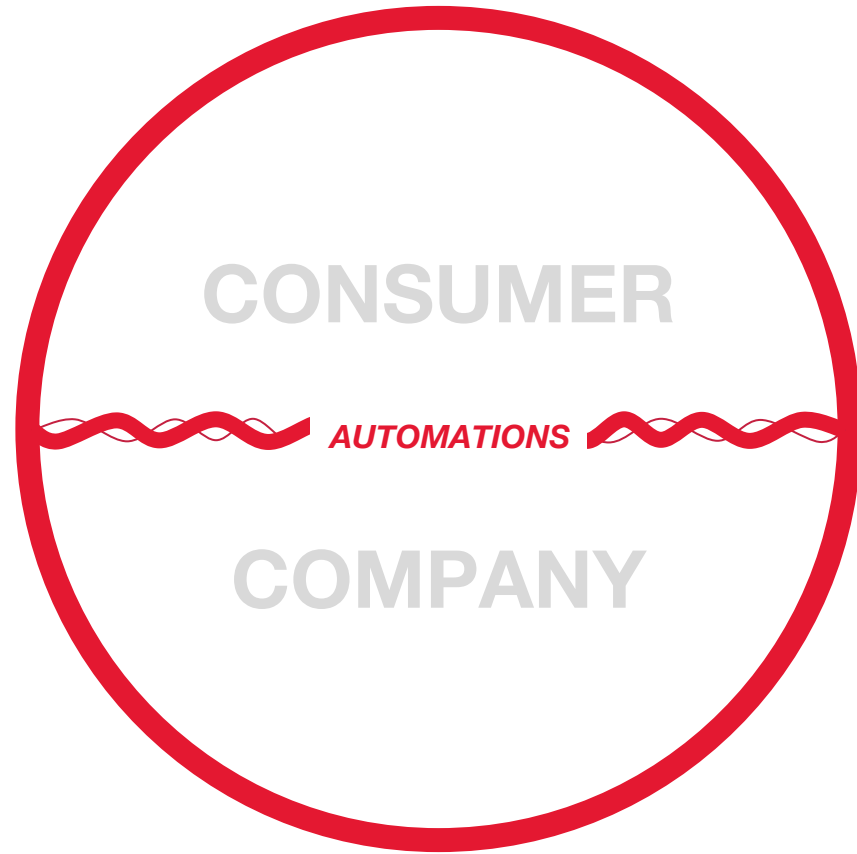
**Films drove  
the age of TV**



**Experiences drive  
the connected age**



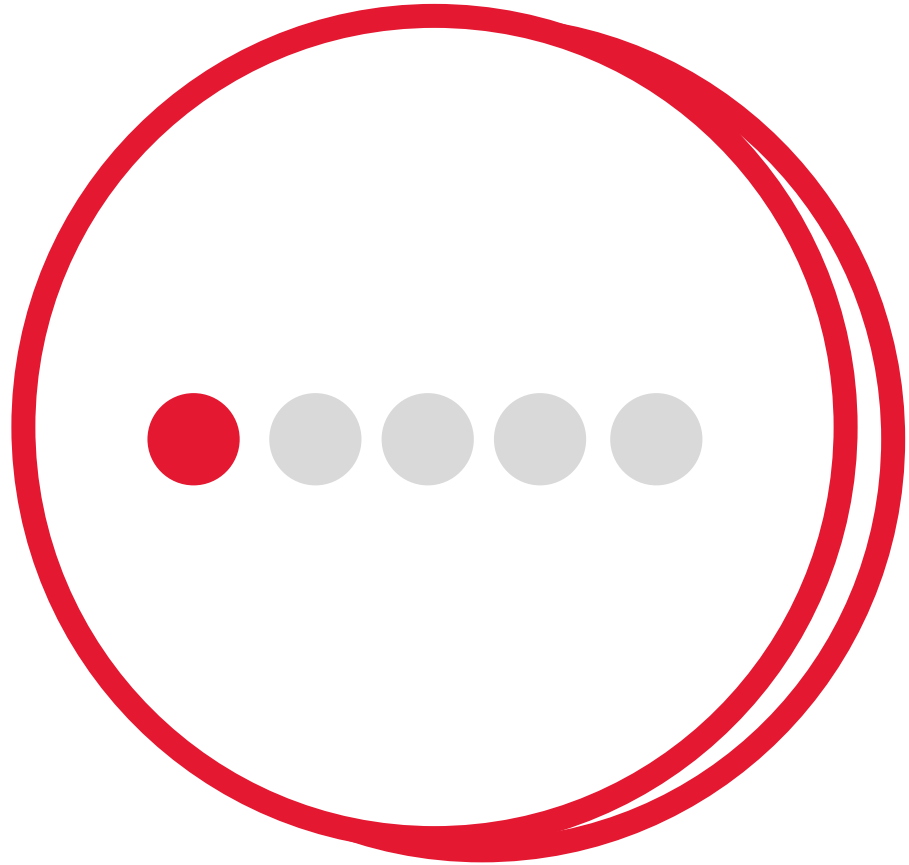
**Automations will  
power advertising  
in the age  
of intelligence**



**By 2020...**

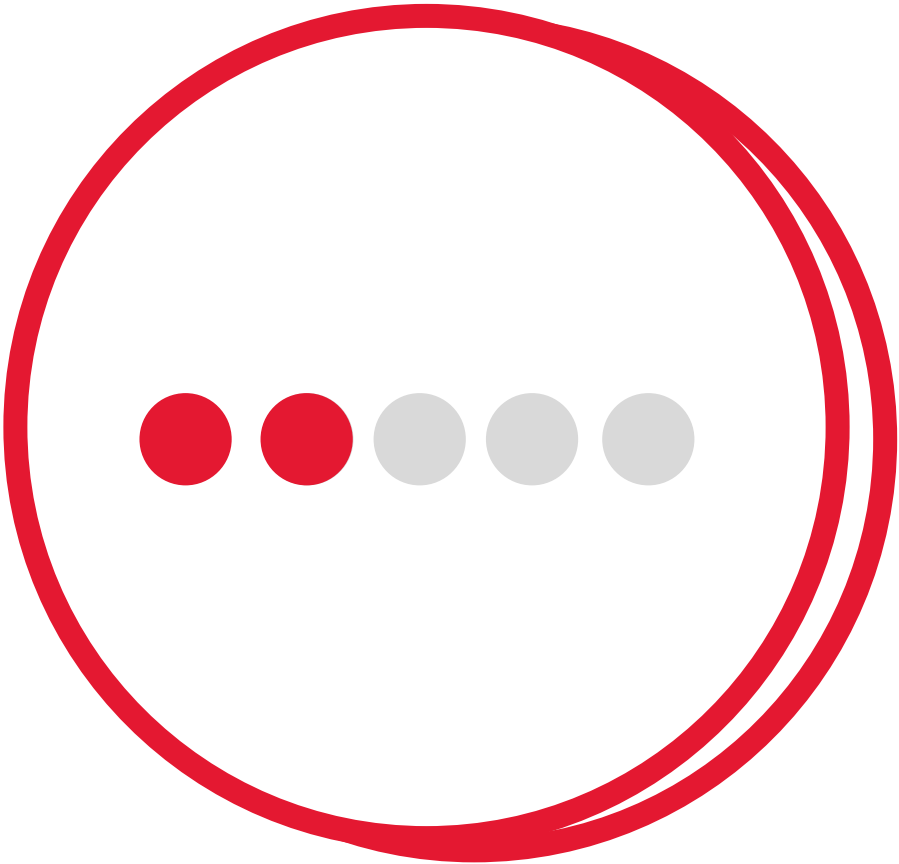
**140 Million smart  
speakers in the  
U.S. alone**

ComScore



**By 2020...**

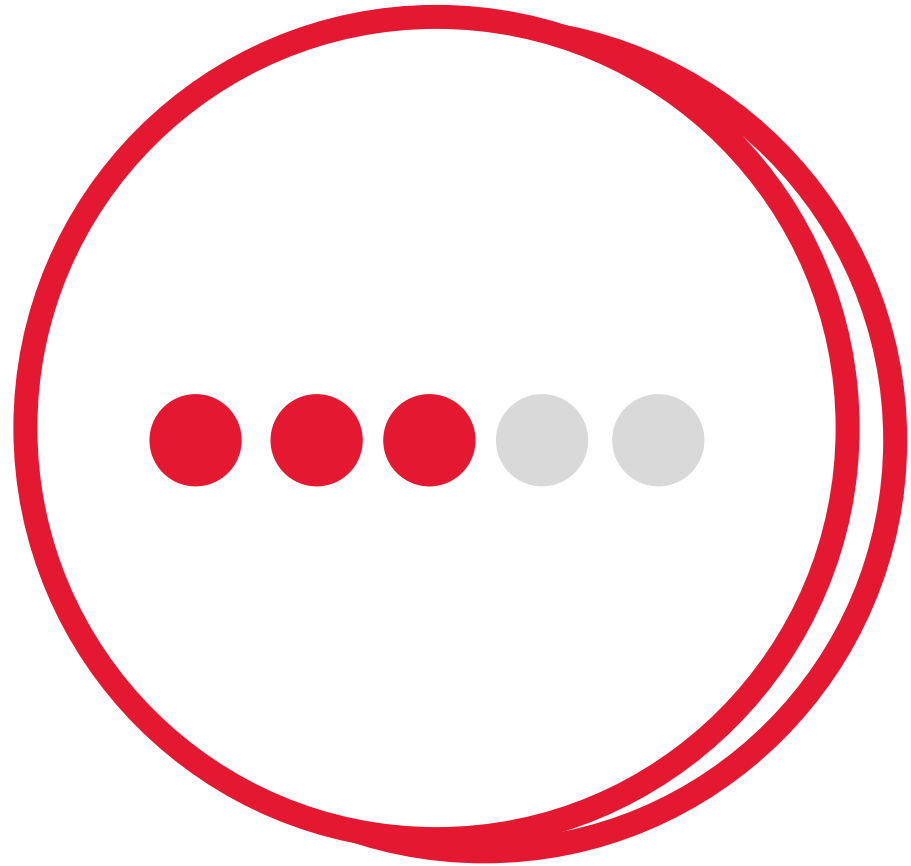
**Half of all search  
will happen via voice**



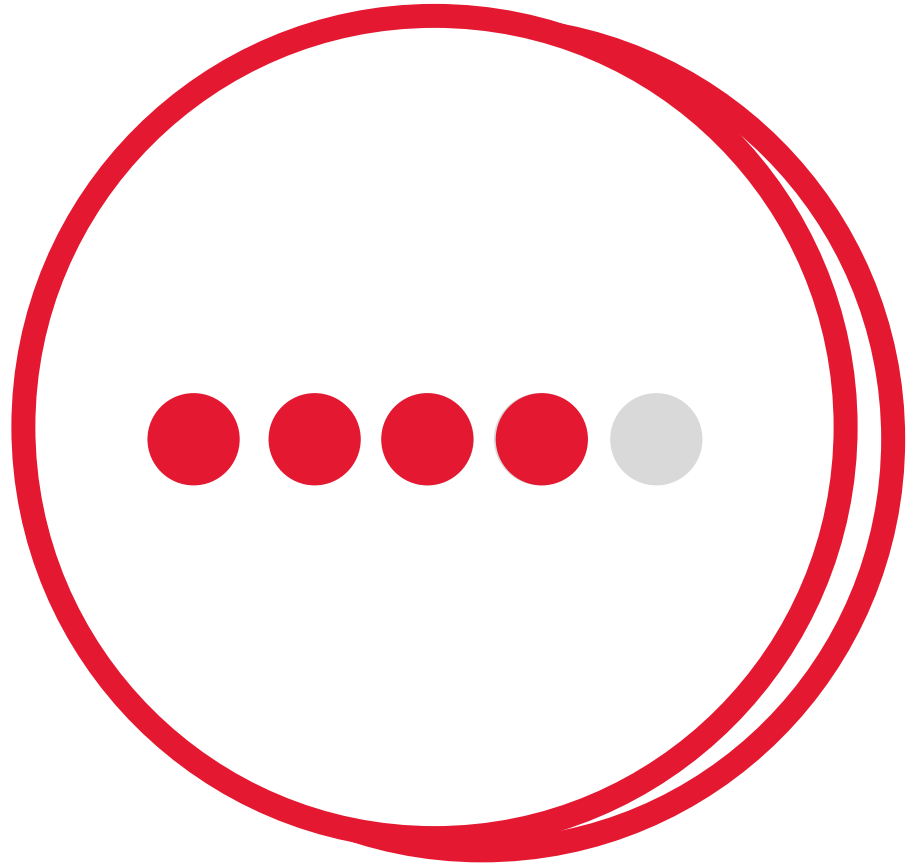
ComScore

**By 2020...**  
**80% of businesses**  
**are expected to**  
**have intelligent**  
**agent automation**

Business Insider



**How can agencies  
help brands connect  
with consumers in  
a world run by  
automation?**





# TRANSFORMATION AT SPEED

**BUSINESS  
TRANSFORMATION**

**EXPERIENCE  
TRANSFORMATION**

**MARKETING  
TRANSFORMATION**

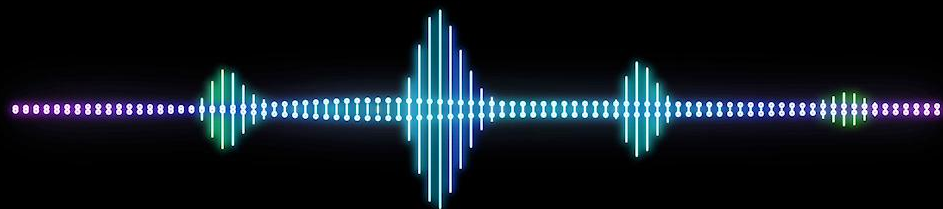
← **BRAND AI** →

← **R/GA VENTURES** →

 **BRAND AI**

**We build AI strategies  
that embody the voice  
and tone of our brands.**

Cross-channel automations that drive consumer behavior and generate business results.



# New roles, new skills

Creative

---

**SYSTEMATIC  
WRITERS**

**RHETORICAL  
UX DESIGN**

**LINGUISTIC  
DESIGN**

Strategy

---

**ORGANIZATIONAL  
ANTHROPOLOGISTS**

**DATA  
SCIENTISTS**


**EXPERIENCE  
STRATEGISTS**

Technology

---

**AI  
ARCHITECTS**

**MACHINE LEARNING  
ENGINEERS**

A nighttime photograph of a city skyline. The central focus is a tall, dark skyscraper with a sign on top that reads "THE COSMOPOLITAN" in white, illuminated letters. The building's windows are lit up, and blue lights are visible on its facade. To the left, another skyscraper is partially visible. The background shows a dense city with many lights, and a dark sky with some clouds. The overall mood is urban and sophisticated.

THE COSMOPOLITAN

JUST THE RIGHT  
AMOUNT *of* WRONG

A nighttime photograph of a modern skyscraper, The Cosmopolitan, with a large, illuminated sign on its upper section. The sign features the text 'THE COSMOPOLITAN' in white, set against a blue and purple background with a starry, cosmic pattern. The building's facade is dark, with some windows and architectural details visible. A white-bordered box is overlaid on the lower part of the image, containing the text 'THE CONNECTED HOTEL'.

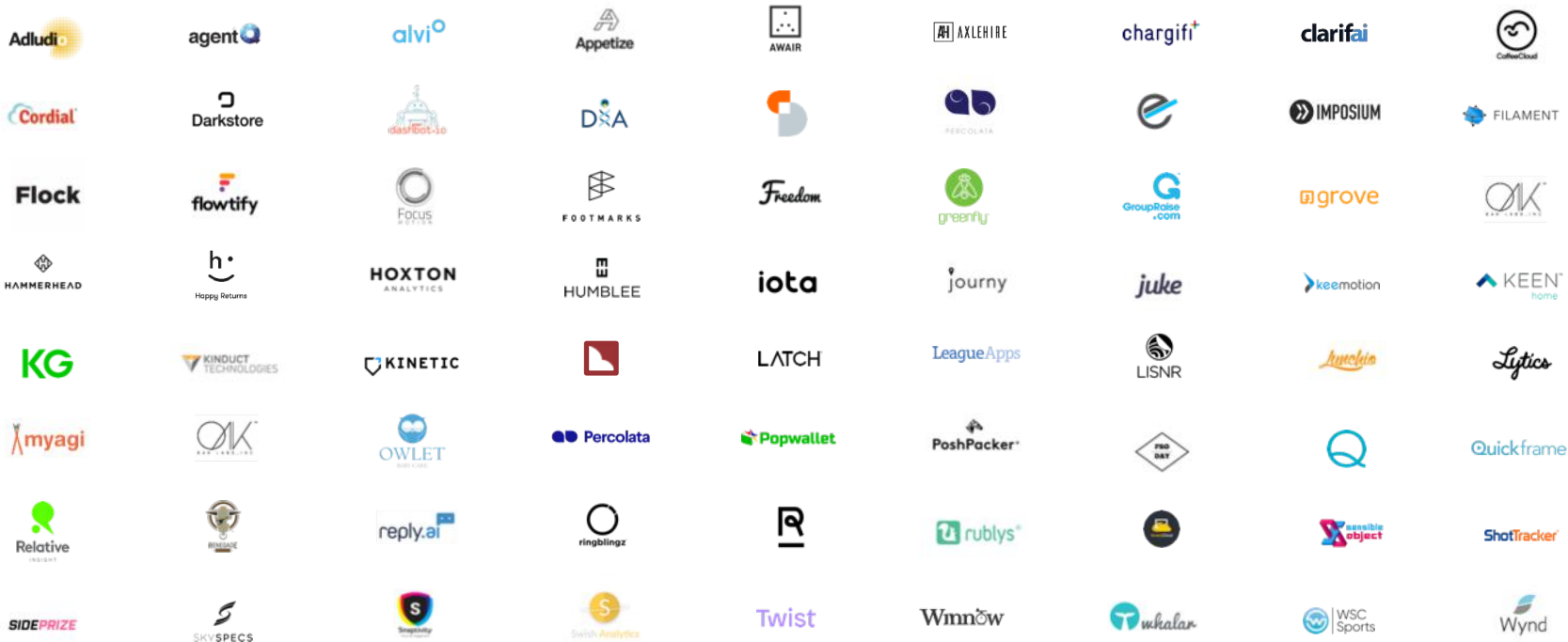
THE COSMOPOLITAN

THE CONNECTED HOTEL

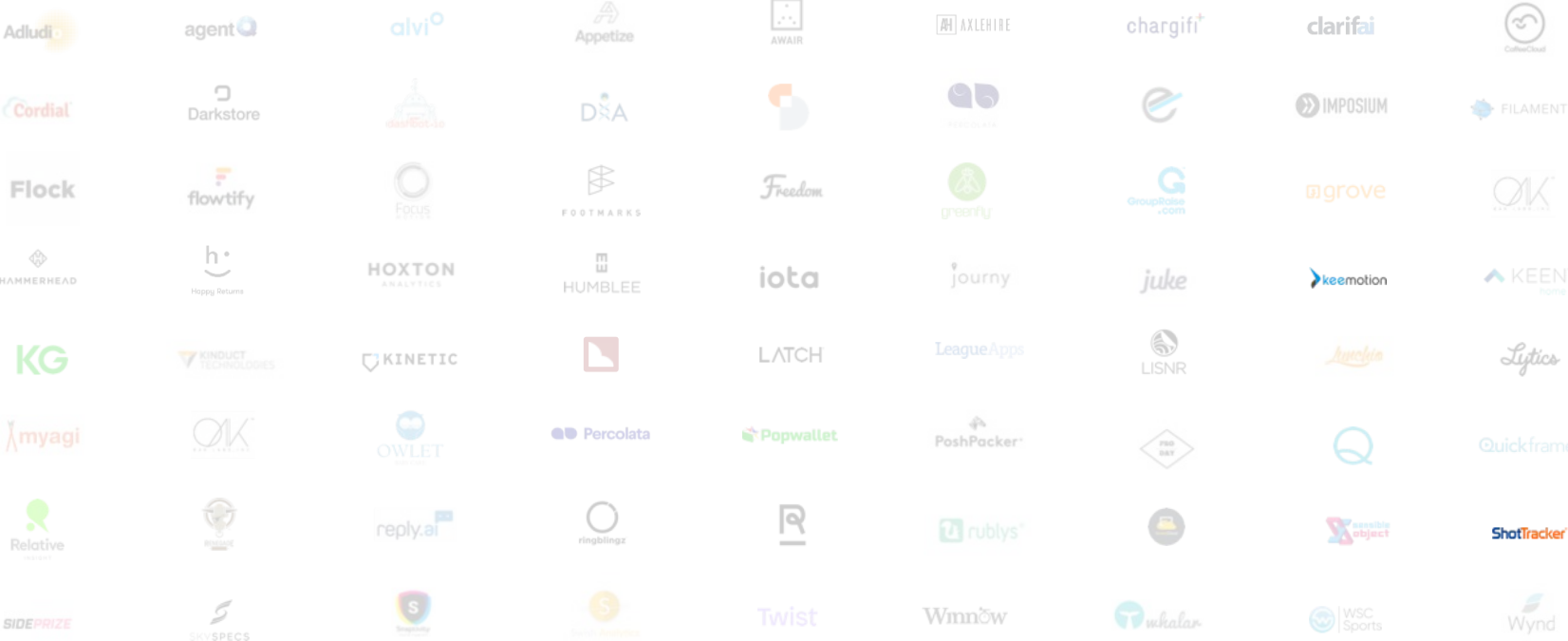
 **R/GA VENTURES**



# We've invested in 100+ startups and reviewed thousands more.



# Our capabilities increase based on unique combinations of startups and their technology.

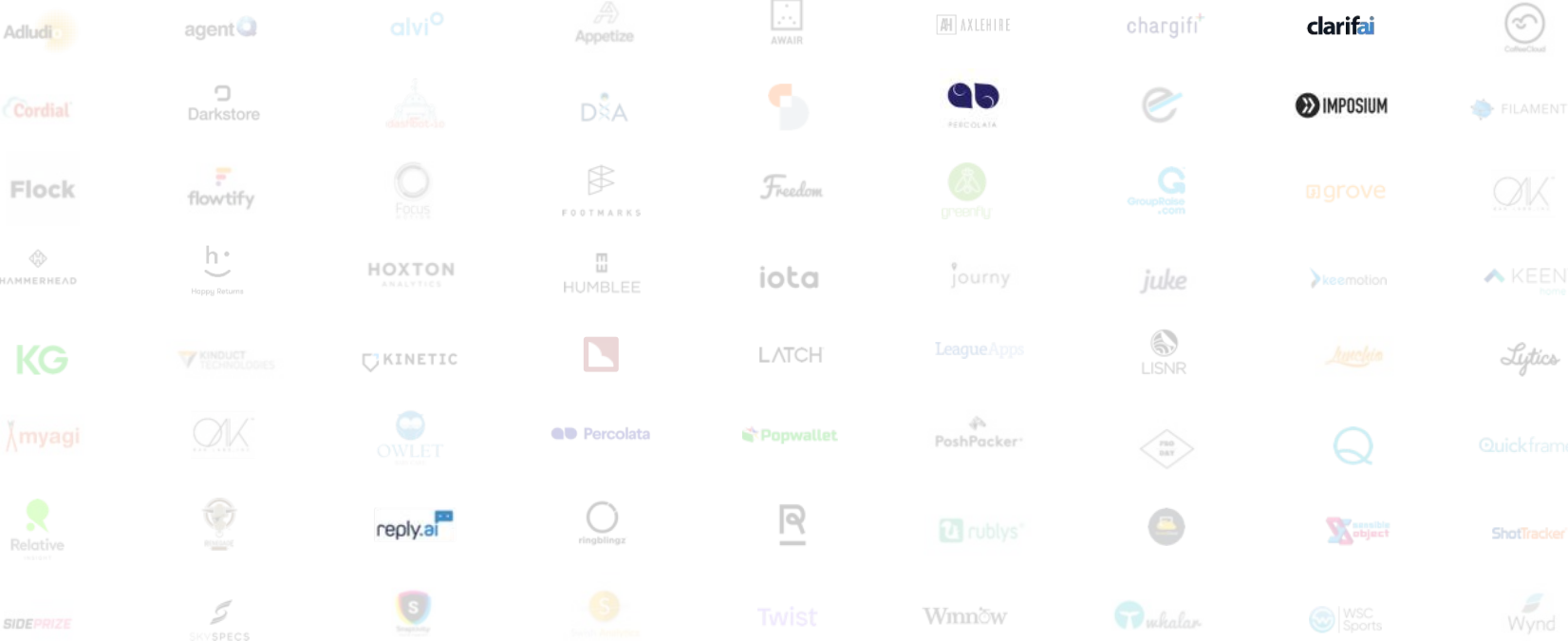


A blurred background image of a basketball game in progress, showing players on a court and a large crowd of spectators in a stadium.

ShotTracker™

 keemotion  
IT'S YOUR GAME

# Our capabilities increase based on unique combinations of startups and their technology.



# Our capabilities increase based on unique combinations of startups and their technology.

*The Virtual Associate*



PERCOLATA

+



+

clarifai

+



Identify customers  
who enter the store  
with mobile  
fingerprinting

# Our capabilities increase based on unique combinations of startups and their technology.

*The Virtual Associate.*



+



+



+



Identify customers  
who enter the store  
with mobile  
fingerprinting

Manage a  
conversation via  
voice or text

# Our capabilities increase based on unique combinations of startups and their technology.

*The Virtual Associate.*



PERCOLATA

+



+

clarifai

+



Identify customers  
who enter the store  
with mobile  
fingerprinting

Manage a  
conversation via  
voice or text

Recognize any  
product in the store

# Our capabilities increase based on unique combinations of startups and their technology.

*The Virtual Associate.*



+



+



+



Identify customers  
who enter the store  
with mobile  
fingerprinting

Manage a  
conversation via  
voice or text

Recognize any  
product in the store

Deliver a personalized  
style video based on  
the visit



# TRANSFORMATION AT SPEED

**BUSINESS  
TRANSFORMATION**

**EXPERIENCE  
TRANSFORMATION**

**MARKETING  
TRANSFORMATION**

← **BRAND AI** →

← **R/GA VENTURES** →

# FINANCE



I want these shoes. They're \$200. Can I afford them?

Hey Sam, we've got just enough in our clothing budget, but I'll have to adjust our vacation savings this month.

Want to hear some strategies to make up those vacation dollars next month?

# REAL ESTATE




I want to go look at condos this weekend in Gramercy?

I've got three in your range and one that's a bit over, but you should see it, I hear it's lovely.

I calculate 1:45 minutes in total on Saturday. I'll contact your agent, Mamie, and get those viewings confirmed. Just say ok.

# TRAVEL



I just landed in Chicago. I'll be here for three days. Can you give me some suggestions?

One of my favorite cities. The food scene is great and I can connect us to the CityBot and a few Museum Bots.

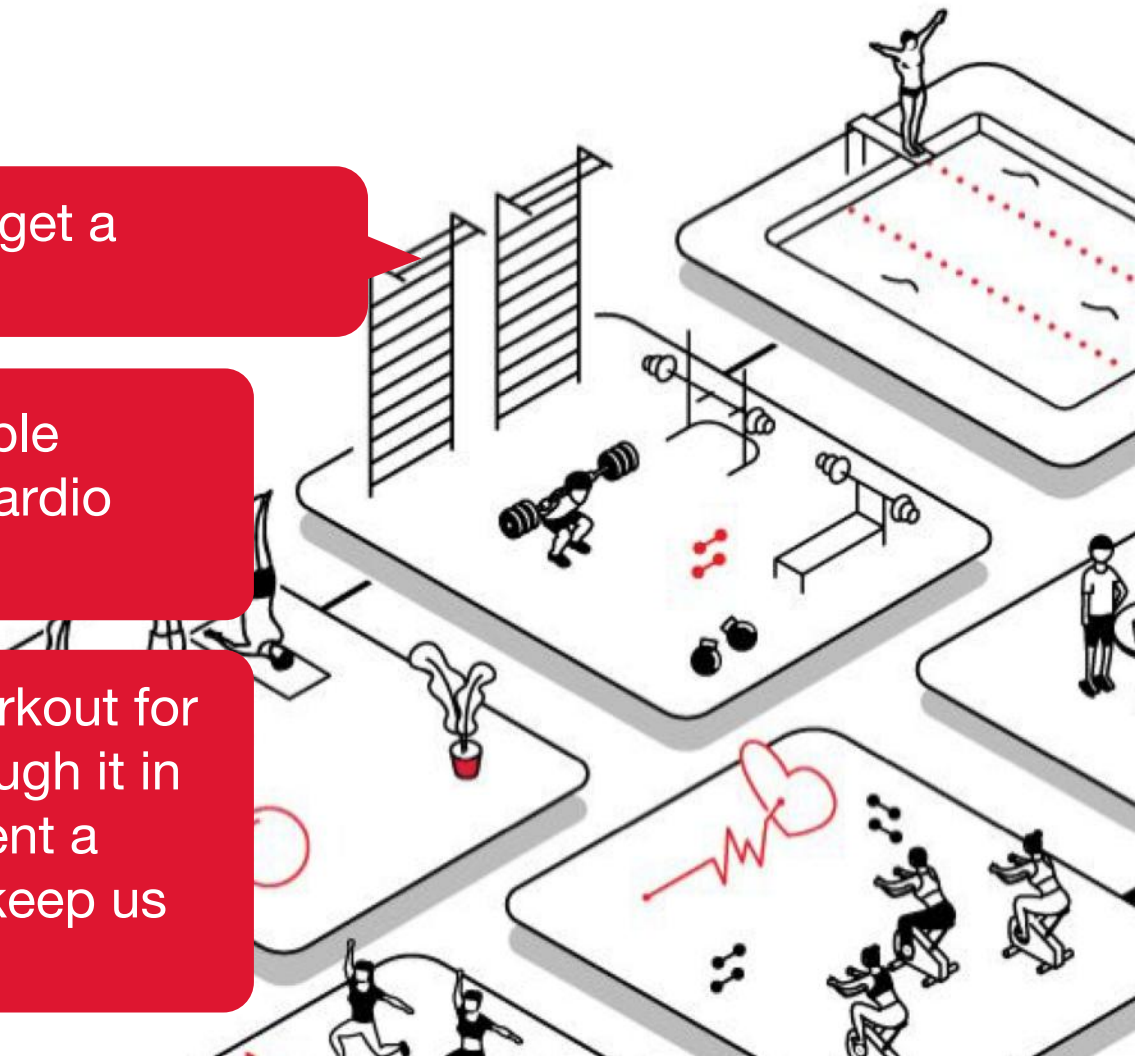
Let me know where we are staying and I'll build us an itinerary to review.

# FITNESS

I want to make sure I get a workout in today.

Let's get strong! Your Apple Watch says you did big cardio yesterday.

I've got an upper body workout for you today. I'll get you through it in 30-45 minutes. And I've sent a playlist to your Spotify to keep us pumped.



# FASHION

An illustration of a person standing in a closet, holding a red smartphone. The closet is represented by a black vertical panel with various clothing items and accessories shown as icons. A red circular interface surrounds the person, displaying icons for a shirt, shoes, a hat, a bag, and a watch. A red speech bubble is positioned above the person, containing text.

I've got an event tonight. Any outfit suggestions?

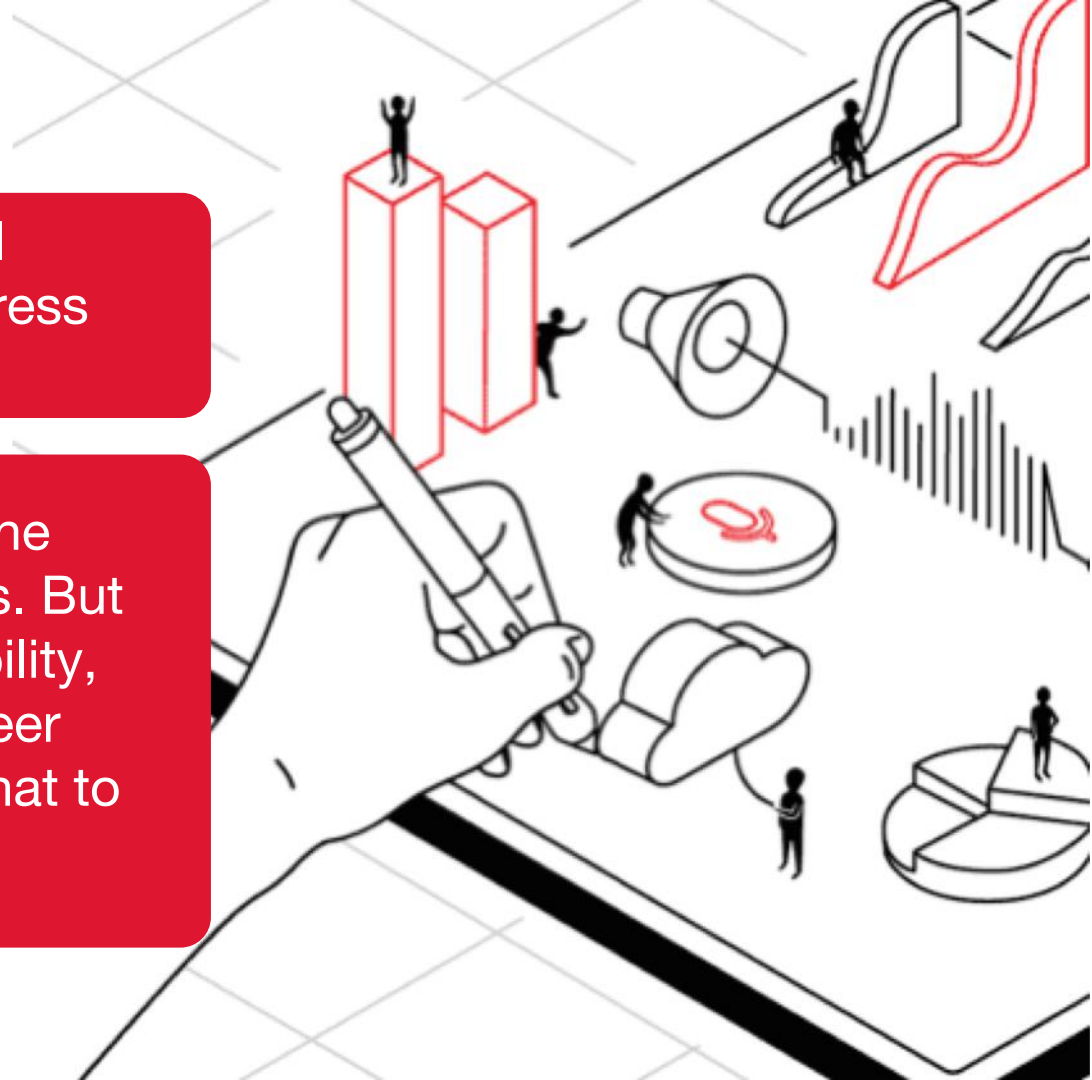
ooh. Yes! Let's get fancy. I've checked the weather, your Instagram likes and I've already got your wardrobe.

Here are four options from your closet. Want me to recommend a makeup style too?

# AGENCIES

Congratulations on the Mail Chimp launch yesterday. Press looks strong. 🦊 [Link here](#)

There are a few projects in the network that need your skills. But before we open your availability, tell me more about your career ambitions and we can use that to guide the project selections.

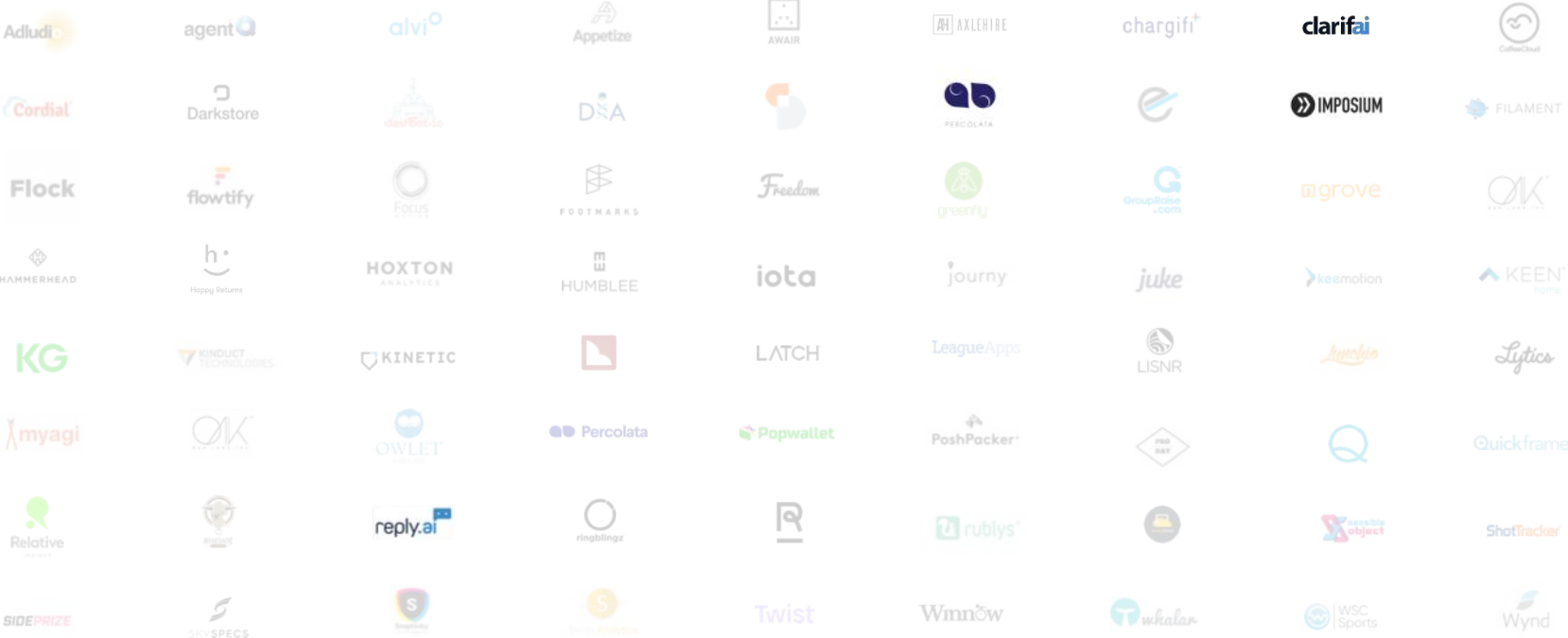


The background is a dense field of circles of various sizes and shades of grey, set against a solid black background. Several bright red circles are scattered throughout, providing a strong contrast. The circles vary in size, from small dots to large, prominent shapes. The overall effect is a textured, abstract pattern.

**THANK  
YOU**



# Our capabilities increase based on unique combinations of startups and their technology.



# Our capabilities increase based on unique combinations of startups and their technology.



PERCOLATA

mobile finger printing identifies customers in store.

+



Automated Conversation management.

“Just take a picture of any item and I’ll tell you all about it”

+



Computer vision recognizes every product

+



Personalized video generation and delivery