

# MORE HUMAN THAN EVER

How AI can help brands touch  
the soul and amplify results

# ARE WE HYPER- CONNECTED. OR JUST ONLINE?



# THE MORE CONNECTED YOUNG PEOPLE ARE,

the more they experience  
anxiety, loneliness and self-doubt.

**TECHNOLOGY WITHOUT SOUL**

**CREATES EMPTINESS,**

**NOT FULFILLMENT.**

# THE A.I. F.O.M.O.



# FEAR OF MISSING OUT

**+ PRODUCTIVE**  
**+ AUTOMATIONS**  
**+ DATA**  
**+ INTERACTIONS**

**THERE IS NA AI  
FOR THAT.COM**

**EVERYONE IS  
TALKING ABOUT AI.  
FEW ARE TALKING  
ABOUT SOUL**

**Brands are flooding the  
world with messages.  
But presence, that quiet  
feeling of 'this brand gets me',  
is what truly connects.**

# TRUTH #1

**PEOPLE DON'T WANT  
MORE CONTENT. THEY  
WANT MORE PRESENCE.**

# APOCALIPSE

Ciro Ribeiro Rocha

**AI IS NOT THE END  
OF HUMAN  
CREATIVITY.  
IT MAY BE THE  
AWAKENING OF IT.**

**HUMAN + I.A.**

**WE SHOULD NOT  
FEAR THE MACHINE.  
WE SHOULD FEAR  
LOSING MEANING**

A.I. IS THE  
BRUSH.  
HUMANS ARE  
THE ARTISTS.

## Intuition

**CREATIVITY IS NOT  
CURSOR-BASED.  
IT'S SOUL-BASED.**



**IN 10 YEARS GPUS'  
WILL BECOME 100X  
FASTER THAN THE  
FASTEST TODAY.**

**NOT ABOUT  
HAVING FASTER  
TOOLS,  
BUT ASKING  
DEEPER  
QUESTIONS.**



Input Massing Image



EXT 001



EXT 002



EXT 003



EXT 004



EXT 005



EXT 006



EXT 007



EXT 008

\*TAAFT.com for short

# THERE'S AN AI FOR THAT<sup>®\*</sup>

36,823 **AI tools** for 13,587 **tasks** and 4,995 **jobs**

Enter your task...

⌘ + K



#1 website for AI tools. Used by 60M+ humans.



Generate images



Free tools

▼ Latest

For You



Trending

## ✈ Just released



remio: AI Note taker



Note-taking



AI Interior Studio



Interior design



The Summer of Suno Vol. 2 is live!

Submit a video sharing a story behind a song to win. Learn more.



Home

Create

Library

Explore

Search

## Make a song about anything

(You'll need to sign up for a free account)

A dreamy grime song about a literal banana

Create a Song

## Suno Showcase

Show more +

Subscribe

What's New?

Help

About

Careers

Sign In



**white  
square**

**International  
Advertising and  
Marketing Festival**



## TRUTH #2

**A.I. HAS THE POWER TO  
BRING US AMPLIFIED  
INTUITION**

**CREATING SOMETHING  
IS LISTENING TO THE  
INVISIBLE.**

**THAT'S INTUITION, NOT LOGIC**

**AI CAN LISTEN DIFFERENTLY  
(AND HELP US FEEL MORE)**

**WHAT IF WE USED AI TO UNDERSTAND  
SILENCE, PATTERNS AND  
CONTRADICTIONS?**

**THERE IS A HUMAN SPACE BETWEEN  
THE NUMBERS**

HEINZ A.I.  
🔍 “KETCHUP”





THIS IS WHAT

“KETCHUP”

LOOKS LIKE TO A.I.

IT HAS TO BE HEINZ



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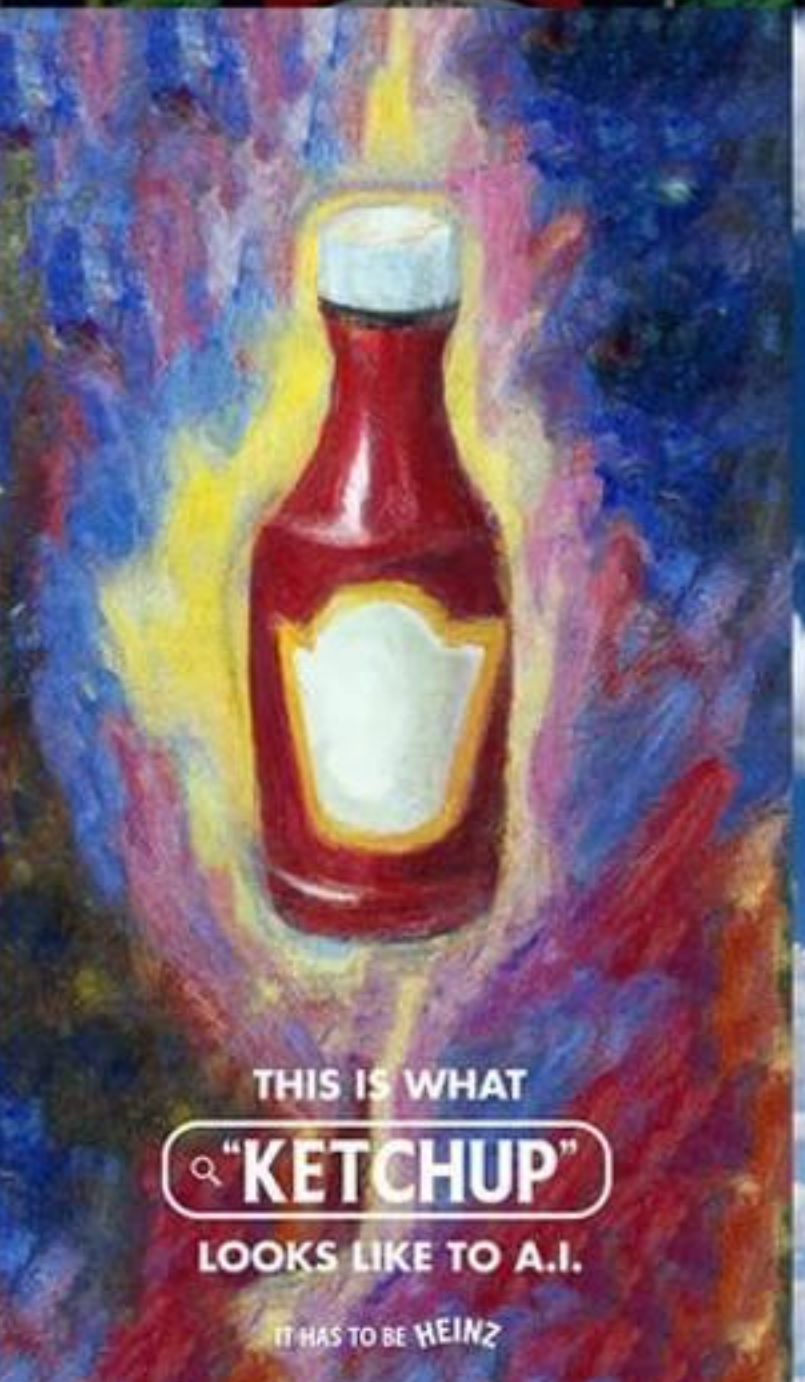


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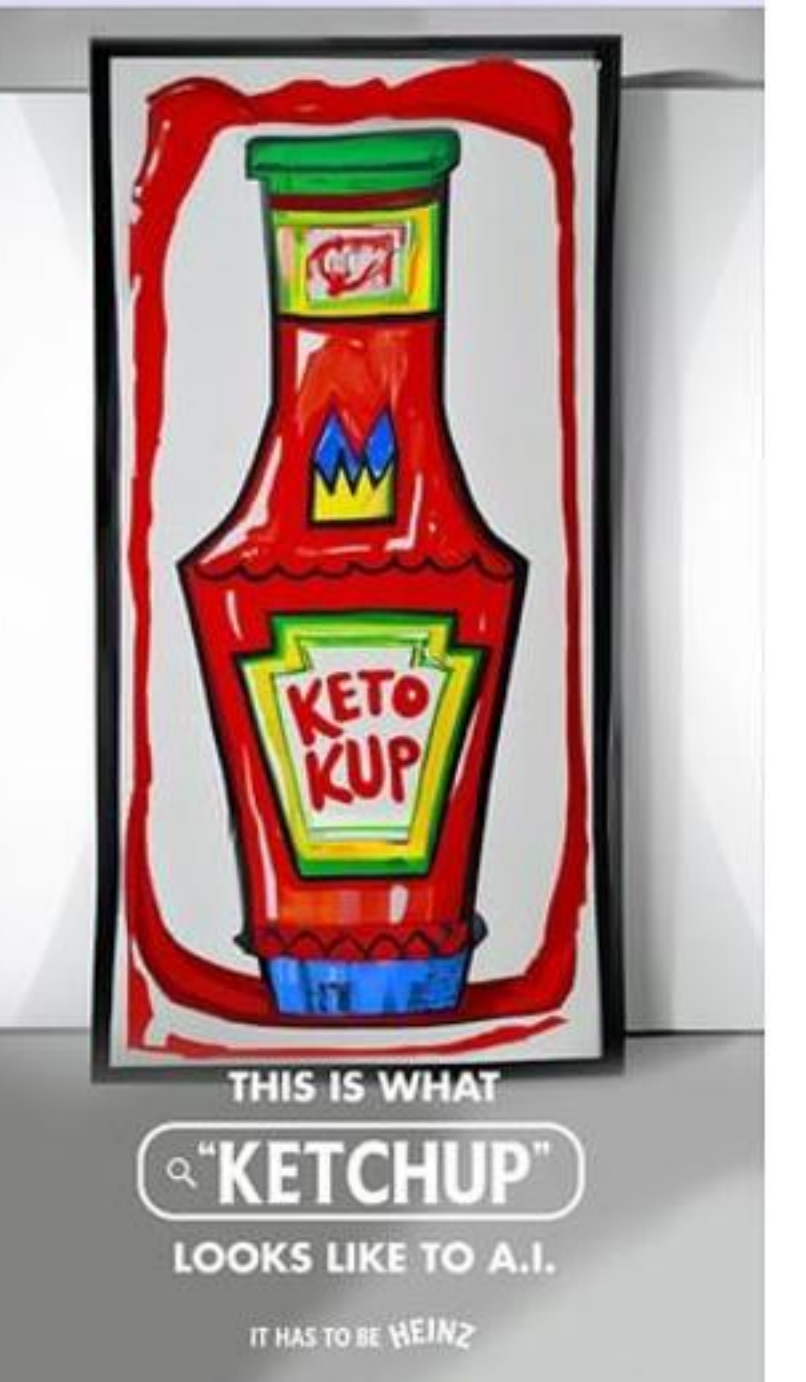


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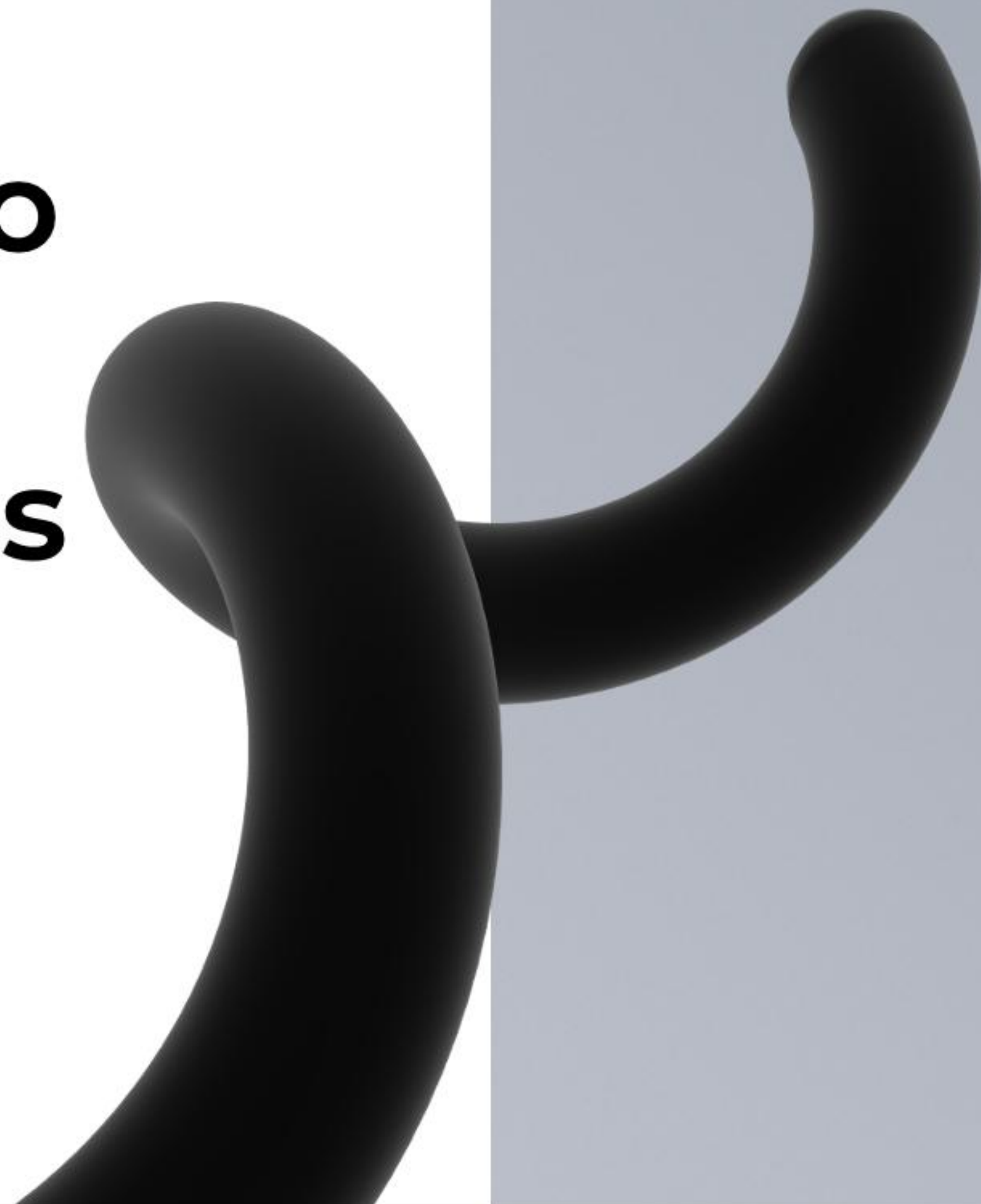


**I don't want to tell you, my great love**

## TRUTH #3

**BRANDS THAT SURVIVE AREN'T JUST  
INNOVATIVE. THEY'RE INTEGRATED.  
THEIR MESSAGE, THEIR METHOD, AND THEIR  
MEANING WALK TOGETHER.**

**You must find  
creative and  
consistant ways to  
be clear about  
what your brand is  
and what does it  
stand for**





**FROM**  
**SEO (SEARCH ENGINE OPTIMIZATION)**  
**TO**  
**GSO (GENERATIVE SEARCH OPTIMIZATION)**

# WHAT DOES YOUR A.I. BRUSH REVEAL ABOUT YOUR BRAND'S SOUL?

# LISTEN TO IMPACT

Share what you learned while solving the problem

## TRUTH #4

**EMPATHY IS NOT A SOFT  
SKILL. IT'S A SYSTEM.**

**The greatest brands are not the ones who speak loudest.  
But the ones who listen best - and act with care.**

SEPHORA



Post in **Makeup Is Life**

Posted 03-20-2019 | Updated 03-20-2019



Anonymous **INSIDER**

## No more chemo!

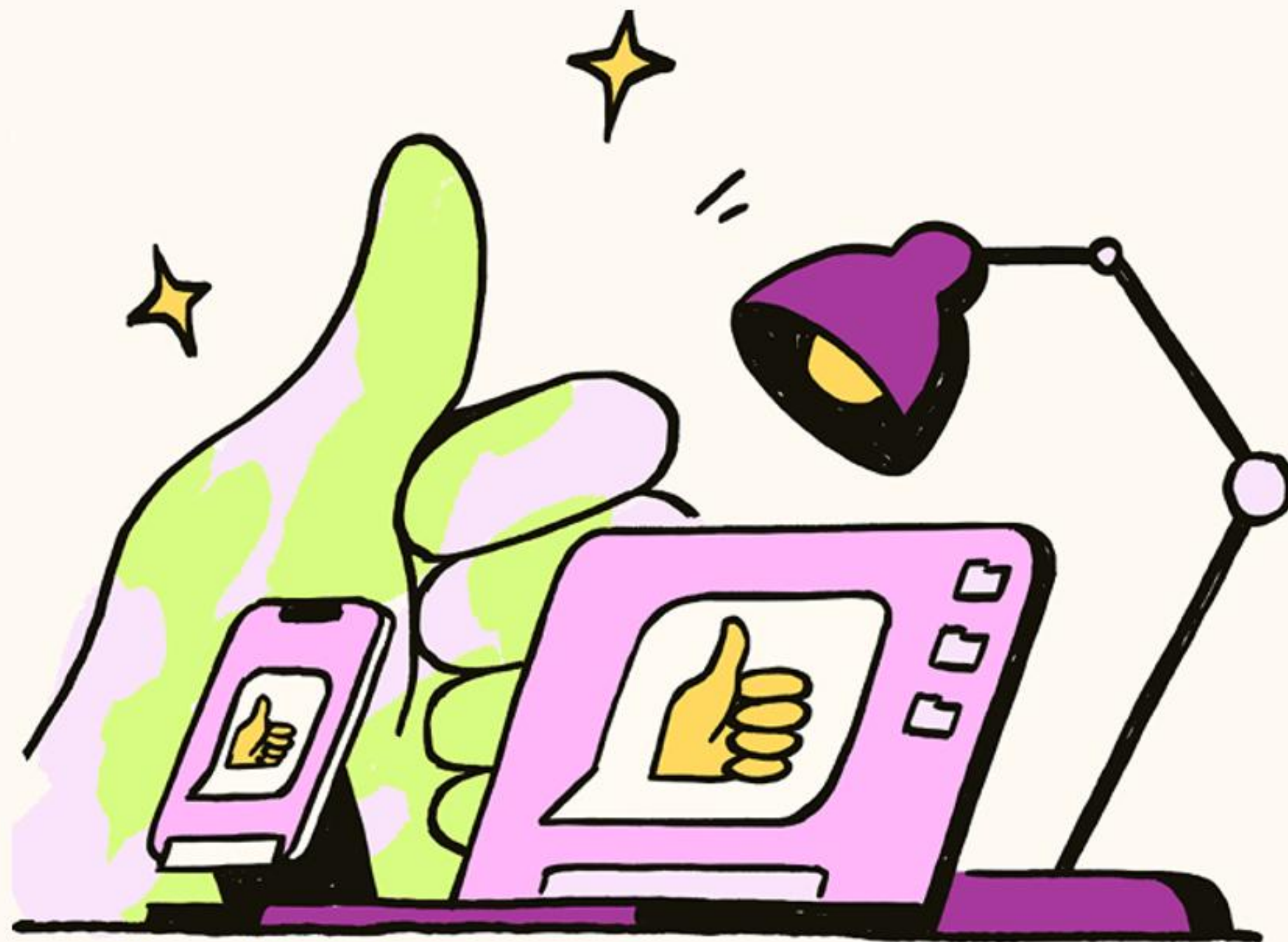
Hello! My name is Shandy, I'm 18 years old from Colorado and I just finished my last round of chemotherapy! I was diagnosed with hcc cancer at Christmas. I just finished my fourth round of chemotherapy and am in the process of getting a liver transplant. I haven't worn any makeup since before I was diagnosed and even then I usually only wore mascara. I'm looking for any makeup products you would suggest for someone finishing up chemo. My skin/hair is pretty damaged even just after four rounds of chemo so I was wondering if there were any products people would recommend I use. My eyebrows and eyelashes are really splotchy as some of them have fallen off during my treatment. Maybe some good fake eyelashes I can use to replicate how I liked my eyelashes before. And if anyone knows if there are any ways to speed up hair growth after chemo I would really appreciate any tips I can get. Ooh any if anybody has tips on how to draw eyebrows on to look natural.

**SEPHORA'S AI DOESN'T JUST RECOMMEND A  
PRODUCT. IT READS YOUR SKIN TONE, YOUR MOOD,  
YOUR RELATIONSHIP WITH YOUR APPEARANCE.  
THAT'S NOT RECOMMENDATION. THAT'S RESPECT**

# ZEN DESK

**Zendesk AI customer service pilot:  
trained not to reduce wait time, but to  
detect tone of frustration early and  
route to human help.**

**The KPI? Customer dignity preserved.**



**“AI is responding to or processing 55% of all incoming tickets, which is amazing.”**



Naomi Rankin

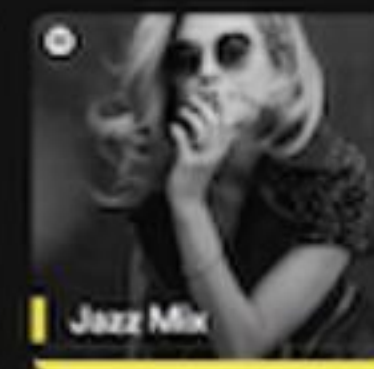
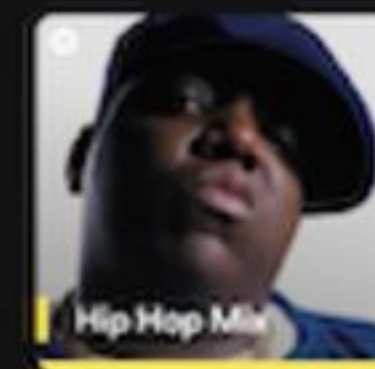
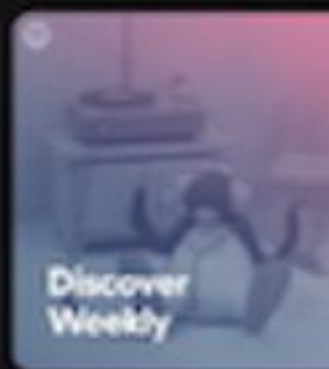
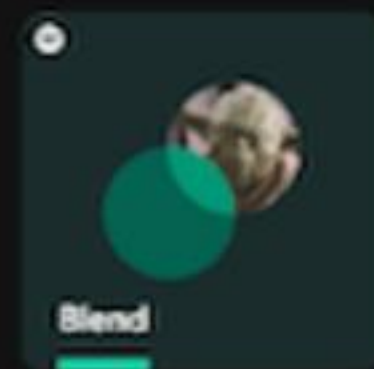
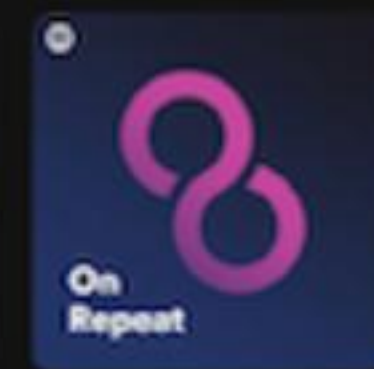
Global Customer Care  
Manager at Lush



**Segmentation is a  
marketing concept.  
Recognition is a human one.**

**THAT'S INTUITION, NOT LOGIC**

SUGGESTS ME A  
SONG EVEN  
BEFORE I KNOW  
WHAT I'M FEELING



Good morning

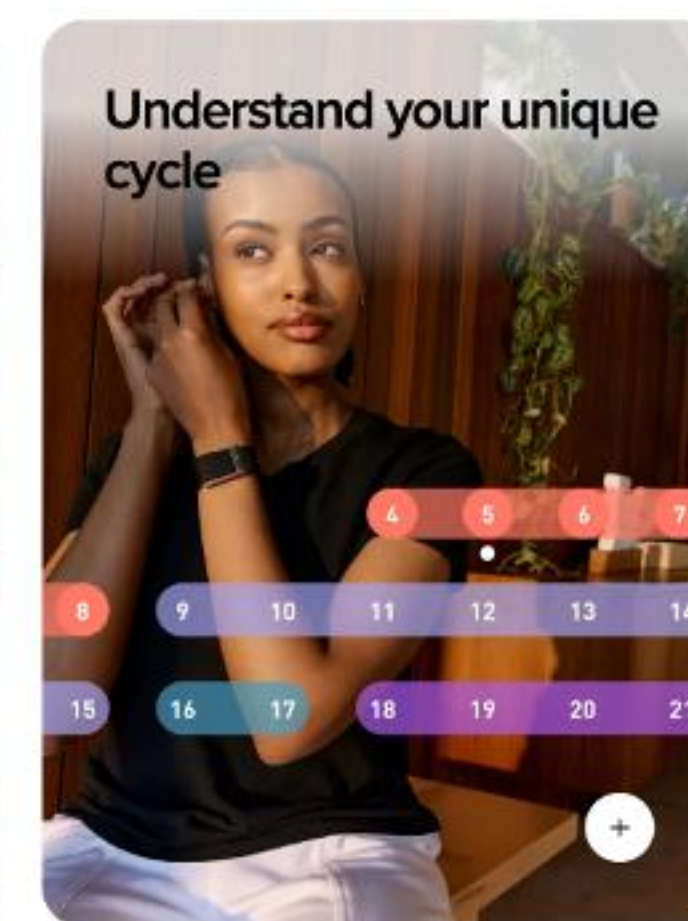
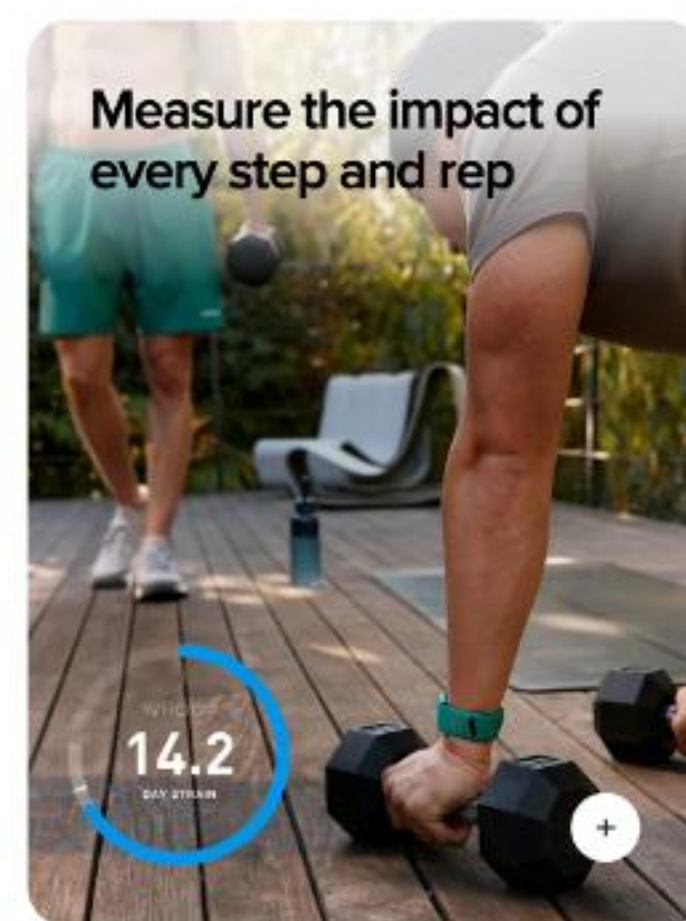
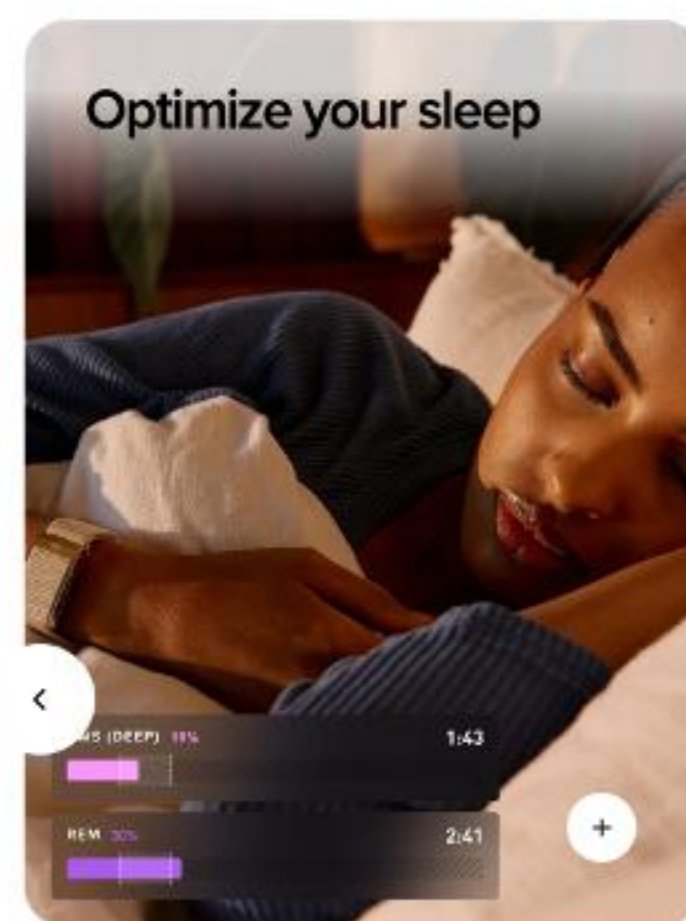


DJ

A mix of current go-to's, old favorites, and some new discoveries you haven't heard yet

**A.I. lets us  
recognize people,  
not just patterns.**

# WHOOOP: AN APP TO TRACK HOW I FEEL DAY BY DAY AND ENHANCE MY PERCEPTIONS



# MEANINGFUL PERSONALIZATION

Not what you sell.  
How you make them  
feel.

# TRUTH #5

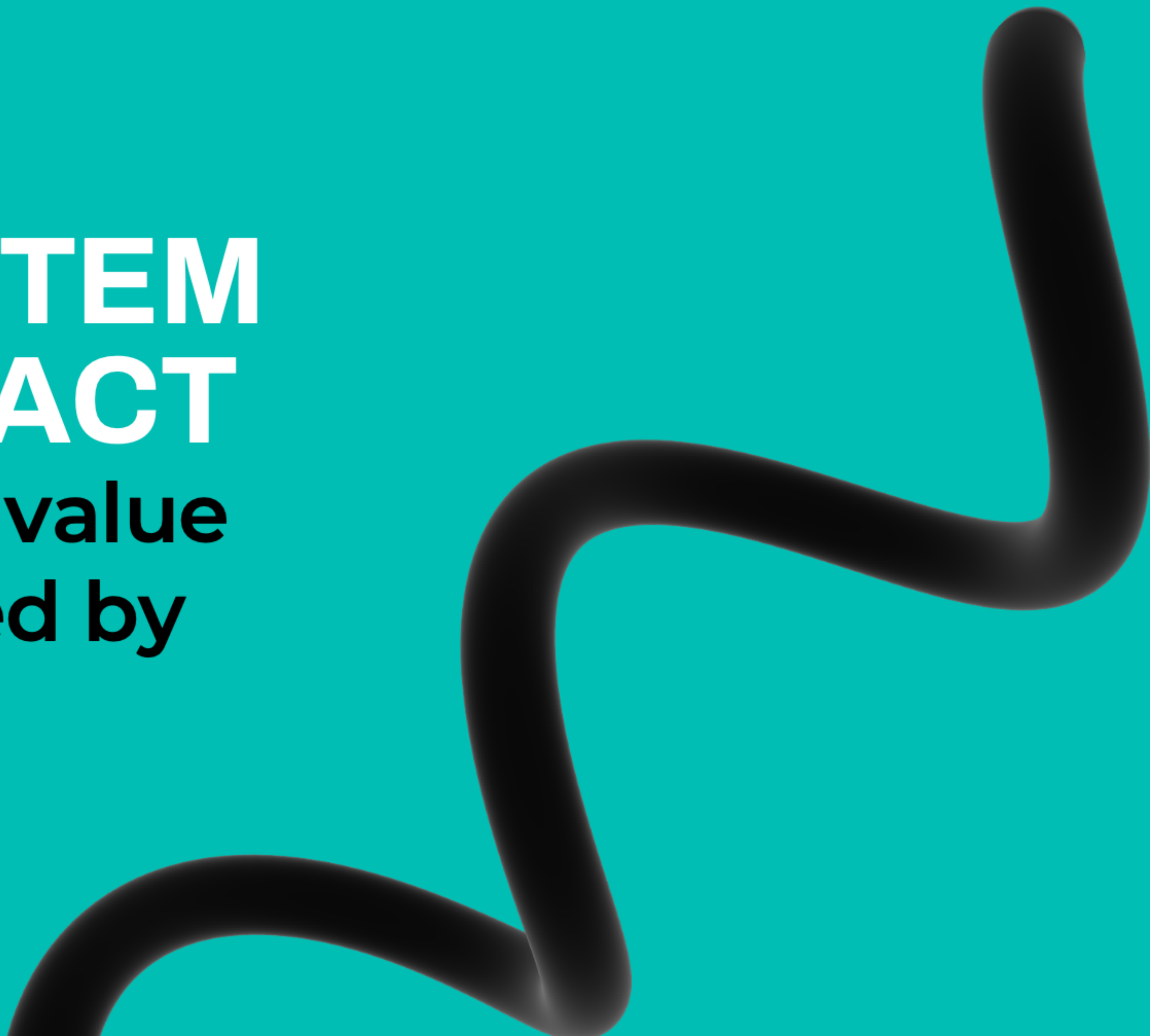
**TRUE PERSONALIZATION IS CARE,  
NOT ONLY CONVERSION**

**IF YOUR BRAND  
COULD WHISPER,  
WHAT WOULD IT  
SAY?**

IF YOUR BRAND  
COULD WHISPER,  
WHAT WOULD IT  
SAY? **AI IS LISTENING**

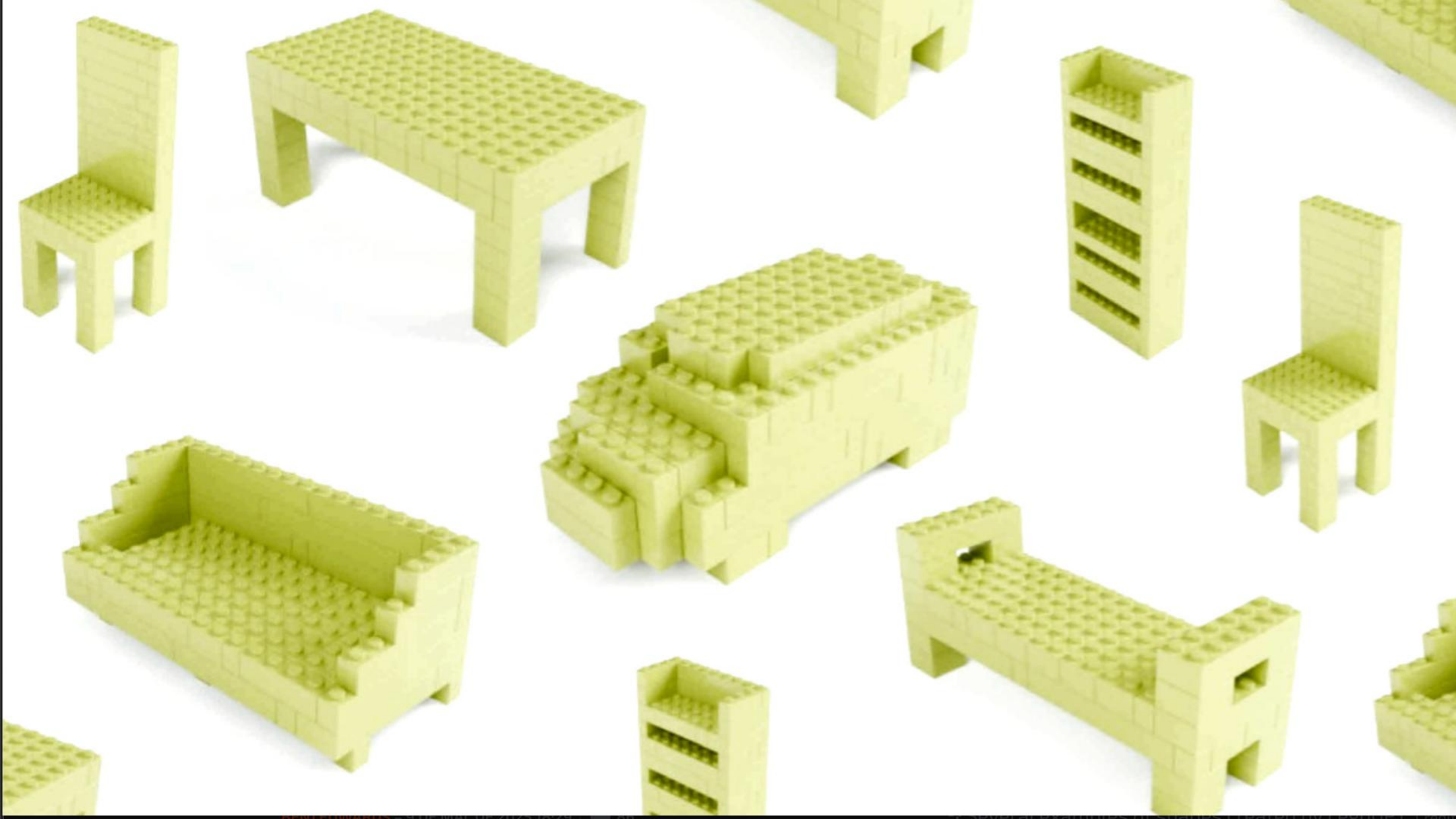
# **SOUL + SYSTEM MEANS IMPACT**

**The brand scales value  
when is supported by  
the system**



# Nike by you Olympic Games







UPDATE  
RESUME  
RESEND

WINTER  
CAMP  
10/1/18  
2018-2019

JOHN FERRARO  
FOOTER-11323  
TALLY92451

WINTER CAMP  
10/1/18  
2018-2019





**Dove AI Bias:  
after auditing their  
own company they  
discovered bias,  
exclusion and blind  
spot**



**Dove AI Bias:  
after auditing their  
own company they  
discovered bias,  
exclusion and blind  
spot**

Tatiana, Senior Producer



**Both are qualified.**

One is professional.

One is “distracting”.

Black women’s hair is 2.5x more likely to be perceived as unprofessional. And in most states, there are no laws to protect against race-based hair discrimination in the workplace.

That’s why Dove and LinkedIn have partnered to support the passing of the **CROWN Act**, to end hair bias and hair discrimination nationwide.

Visit [Dove.com/LinkedIn](https://Dove.com/LinkedIn) to sign the CROWN Act petition and access free learning courses that support a more equitable and inclusive work environment.

**#BlackHairsProfessional**

**Dove**  | **LinkedIn**

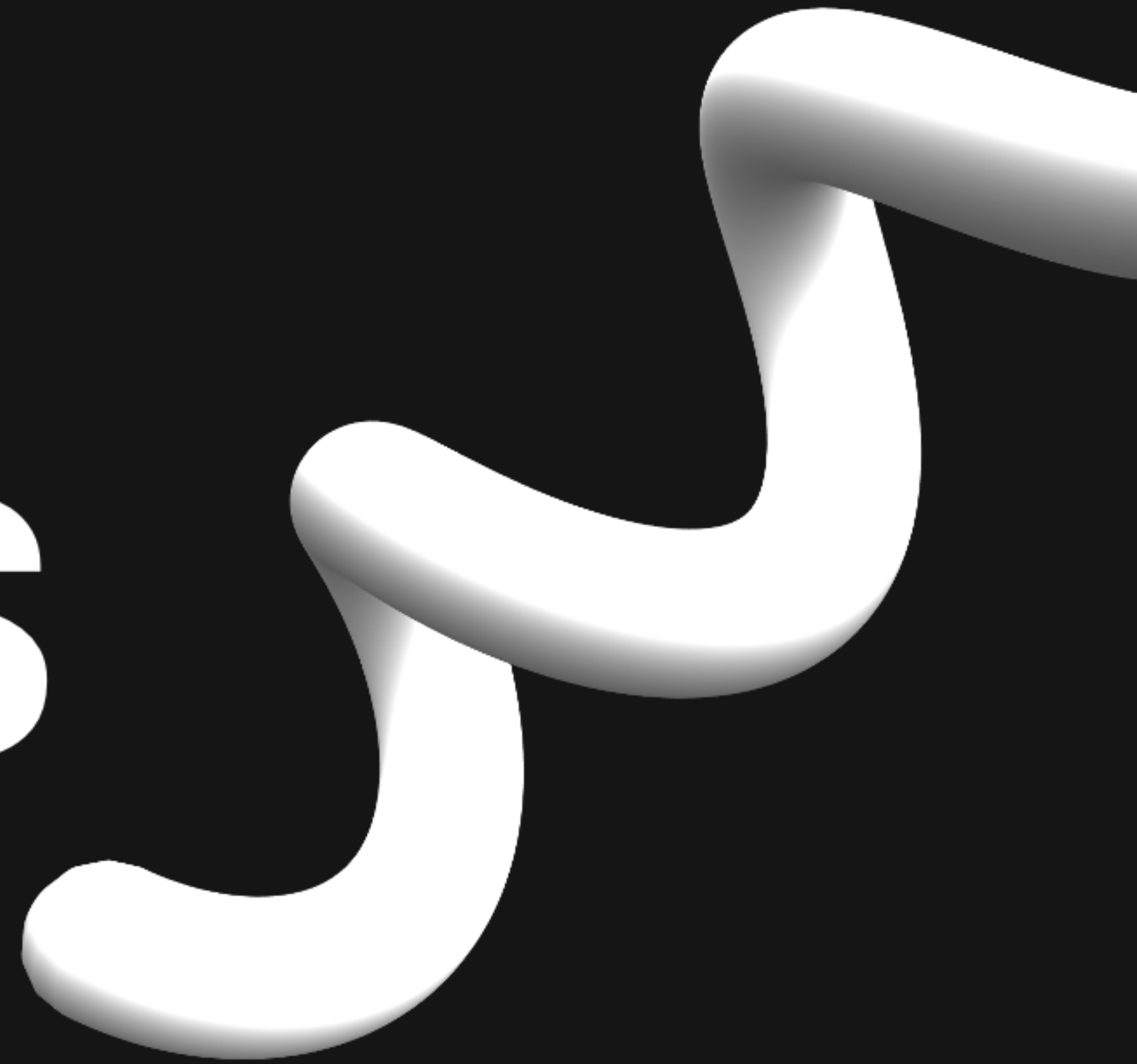


**A CHALLENGE**

# WHAT'S YOUR BRAND BLIND SPOT?

## A.I. MAY ALREADY KNOW IT

# MY FINAL THOUGHTS



**HISTORY DOESN'T REMEMBER  
CAMPAIGNS.  
IT REMEMBERS FEELINGS.  
STORIES. GESTURES.**

**Your brand isn't what you say. It's what  
you make people feel about themselves**

**WHAT WILL YOUR  
VOICE SAY WITH A  
THOUSAND  
ECHOES?**

# Спасибо !

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