How do we get ready for tomorrow today?

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ARTIFICIAL INTELLIGENCE

WHAT DO WE DO?
AUGMENTED INTELLIGENCE
“If it is to be, it is up to us”

Hopi tribe proverb
IMPACT
ACTION
INSIGHTS
KNOWLEDGE
DATA
INFORMATION RICH
BUT KNOWLEDGE POOR
As an industry we are A+ in Insights

But the holy grail is Action & Impact
WHAT PREVENTS US?
This is only going to get worse
How do we get there?
WONDER WHAT HAPPENED?

WONDER HOW IT HAPPENED?

WONDER WHO MADE IT HAPPEN?
IT BETTER BE US!
INSPIRE & PROVOKE
TO ENABLE
TRANSFORMATIONAL ACTIONS

x2
1/2
1/2
Our philosophy

AUGMENTED INTELLIGENCE

= 

AUGMENTED EFFICIENCY

+ 

AUGMENTED EFFECTIVENESS
AUGMENTED EFFICIENCY
I HAVE THE ANSWERS...
WHAT IS YOUR QUESTION?
AUGMENTED EFFICIENCY

NON-CONSCIOUS INFLUENCES  BRAND KEY  THE MILLENNIAL MIND DRIVERS

machineVantage
Case study: Lipton Matcha

Unilever’s 1st social media inspired product on store shelves in just 7 months on Youtube
I WANT THE ANSWERS...
FIND IT YOURSELF
AUGMENTED EFFICIENCY

Answer Rocket

What were sales for Unilever brands by month last year?

year

years
<table>
<thead>
<tr>
<th>KNOWLEDGE</th>
<th>SEARCH</th>
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<tbody>
<tr>
<td>PERSONAL CARE (992)</td>
<td>what do we know about millennials</td>
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**DOCUMENTS (40) FINDINGS SOCIAL SEARCHES (23M) VERBATIMS LIBRARIES (437) VIDEO LIBRARY (1M) EXTERNAL SOURCES RESEARCH**

We found 1154 relevant findings, extracted from 273 documents. Get a one-click report with all the findings.

**Millenials** (aged 16-34) relish independence and know they have to; they are comfortable going their own way, but they also enjoy standing out within!
Finding from project The Futures Company - Millenials 2013, Jan/15/2015

Global Millennials (aged 20-30) are more likely to explore brands on social networks (53% Millennials vs. 37% non-Millennials). (2013) (Report, p. 1)
Finding from project Stats on Millennials from Engaging tomorrow's Consumer - WEF Jan 2013, Jan/15/2015
I WANT TO BE PEOPLE CENTRIC BUT I DON’T HAVE TIME
CONSUMER SERVICE ON DEMAND

Our consumers
Our brand ambassadors
AUGMENTED EFFECTIVENESS
How do we become like...

UPPING YOUR ELVIS
Training our muscles
PARTNER REWARD & RECOGNITION
CHANGE

...OR BE CHANGED
Thank you