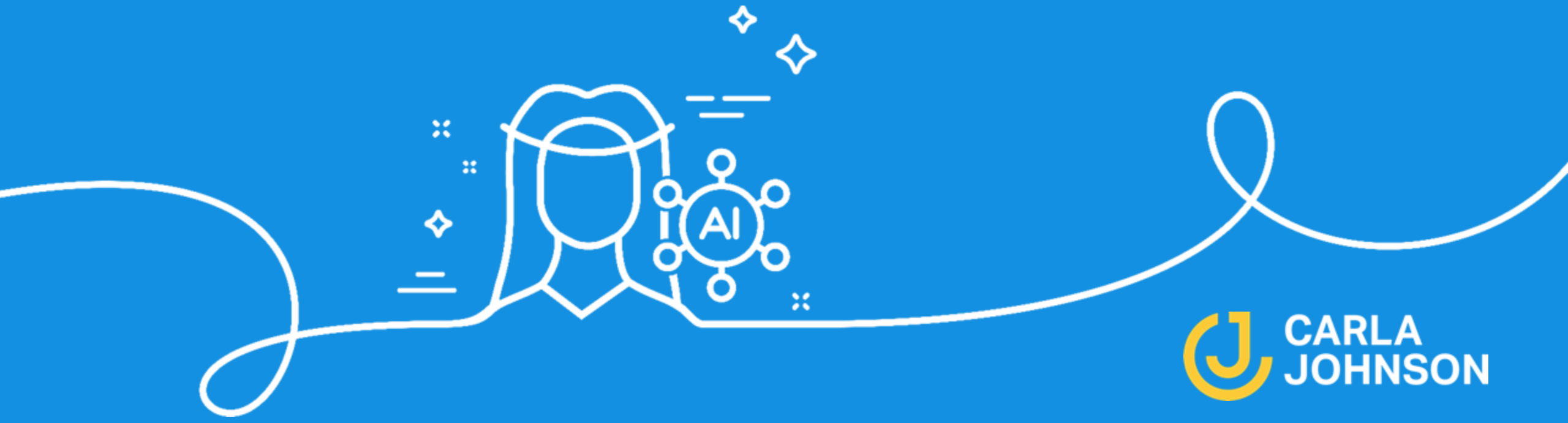
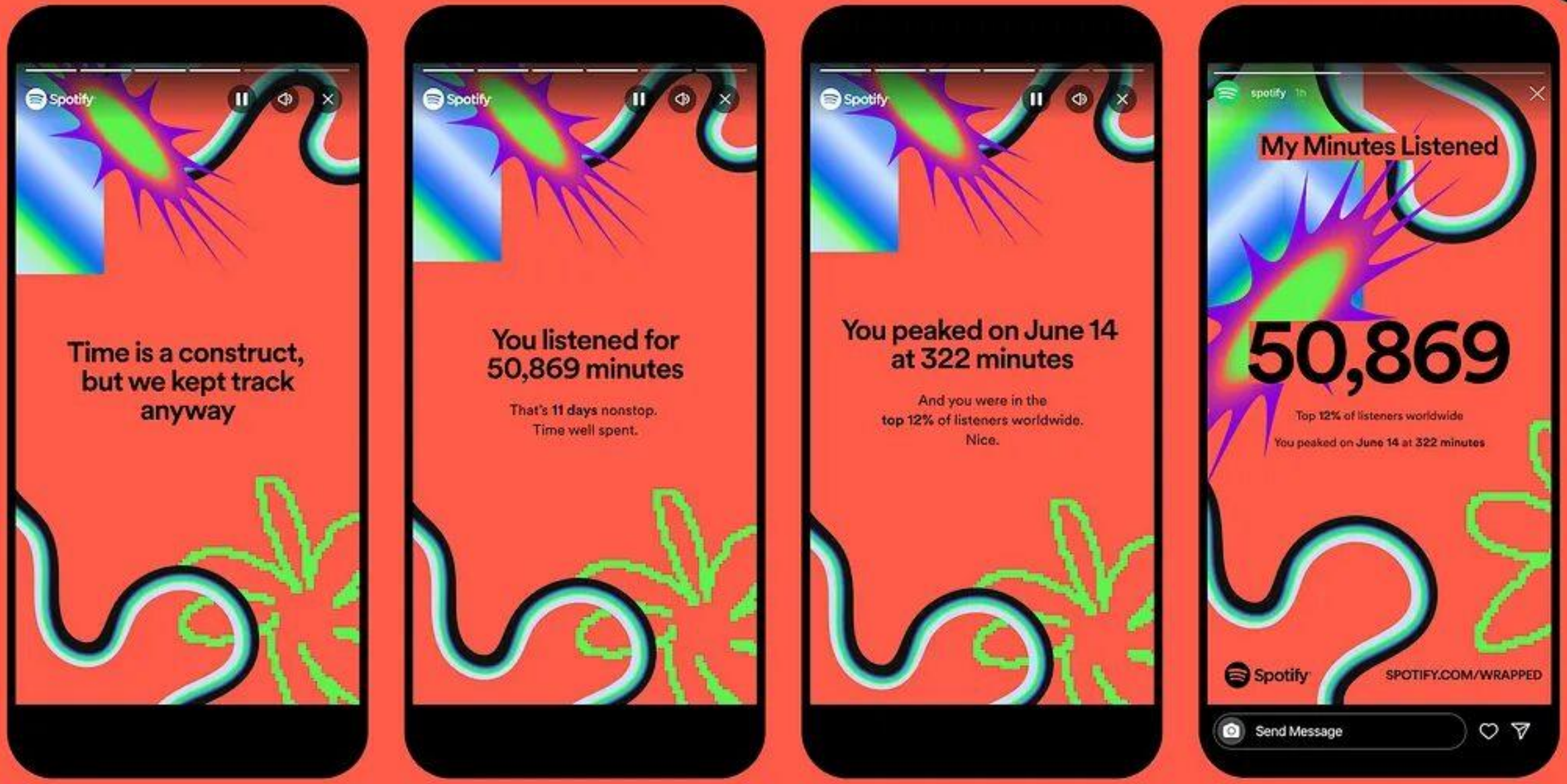
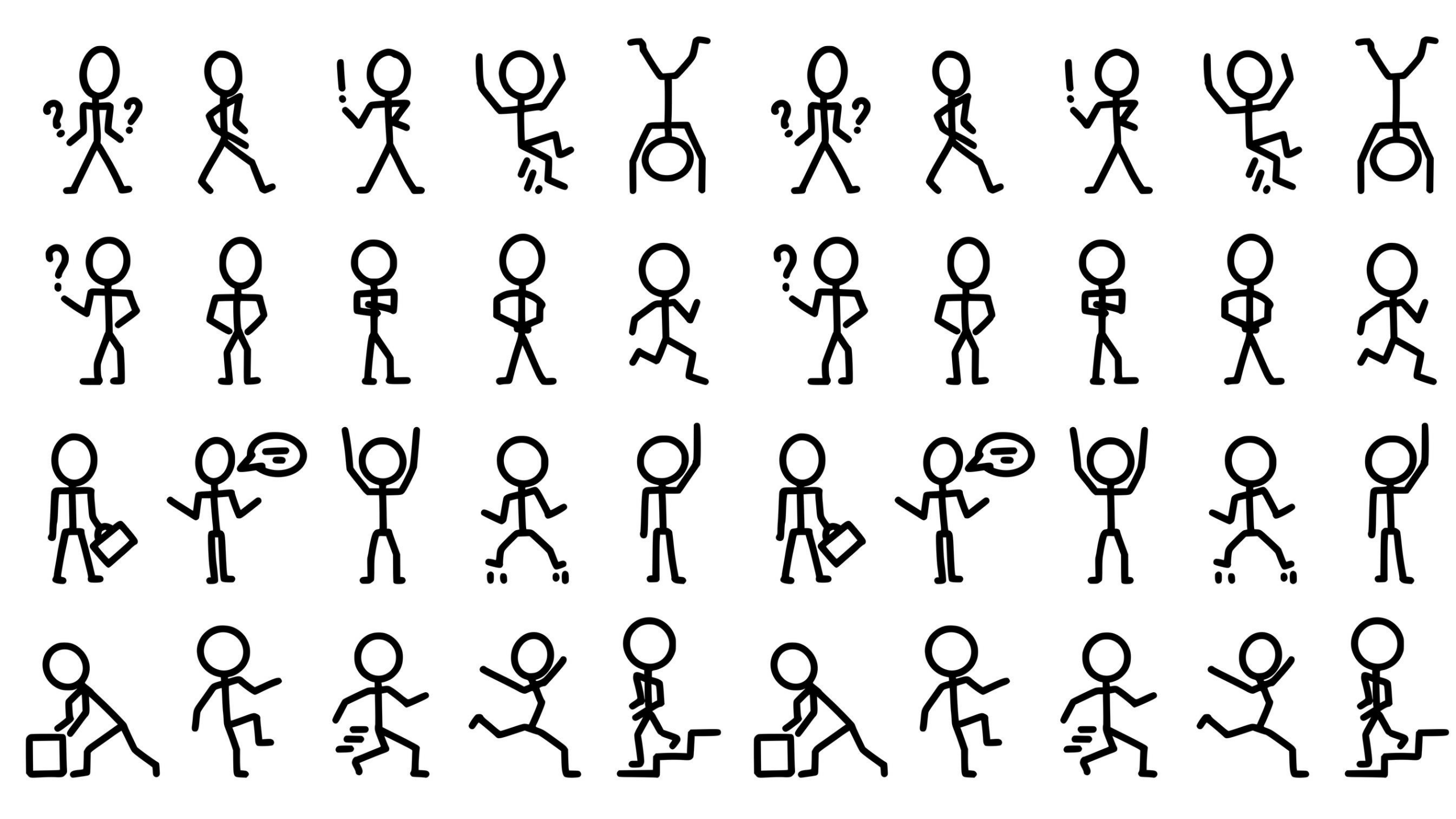
THE MUSE AND THE MACHINE



CARLA JOHNSON

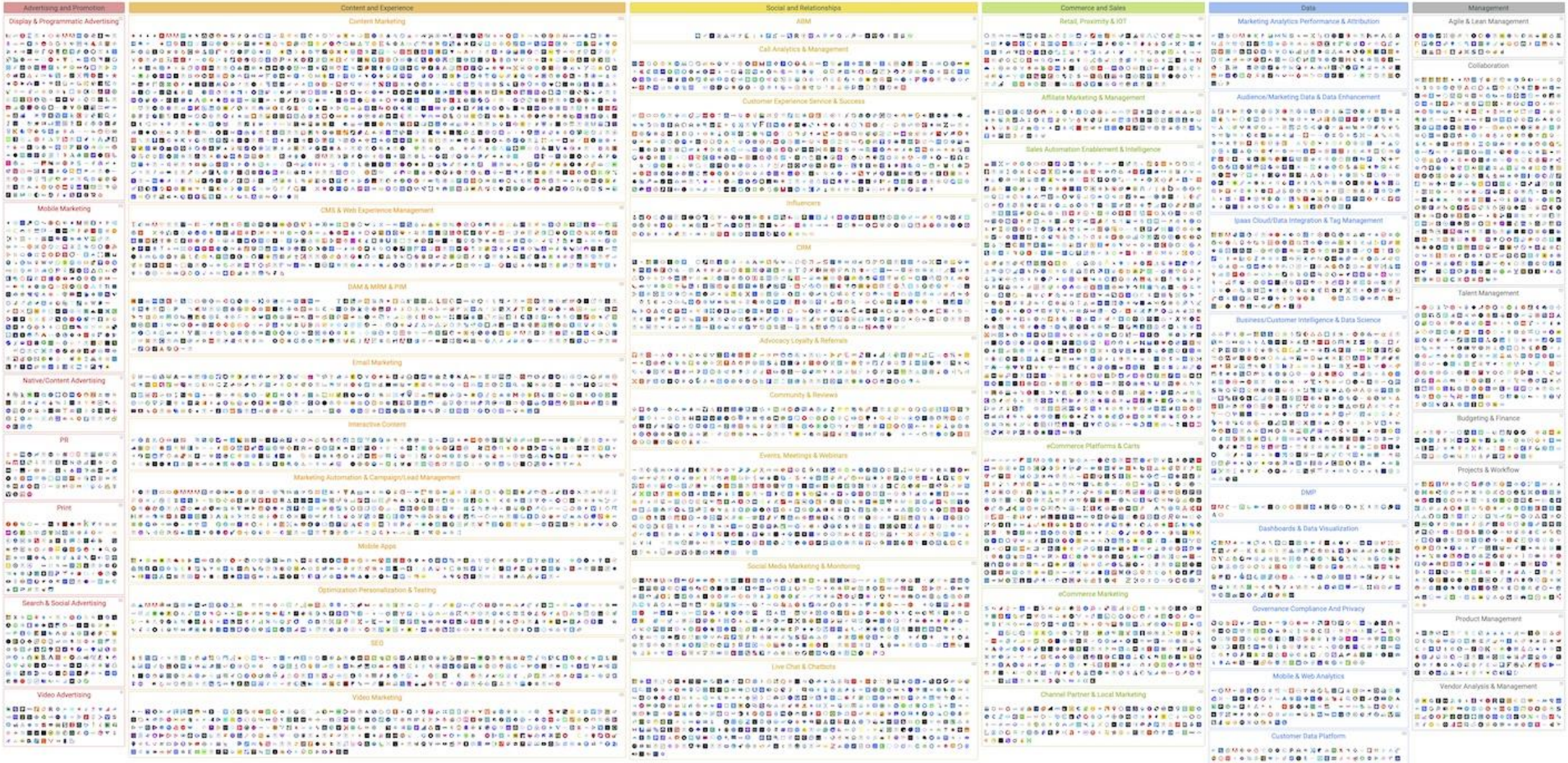
stop praying...God's too busy
to find you a parking spot
parkfast.com
888-parkfast
Edison
PARK
FAST


Spotify
Time is a construct, but we kept track anyway
Spotify
You listened for 50,869 minutes
That's 11 days nonstop.
Time well spent.
Spotify
You peaked on June 14 at 322 minutes
And you were in the top 12% of listeners worldwide.
Nice.
spotify 1h
My Minutes Listened
50,869
Top 12% of listeners worldwide
You peaked on June 14 at 322 minutes
Spotify
SPOTIFY.COM/WRAPPED
Send Message

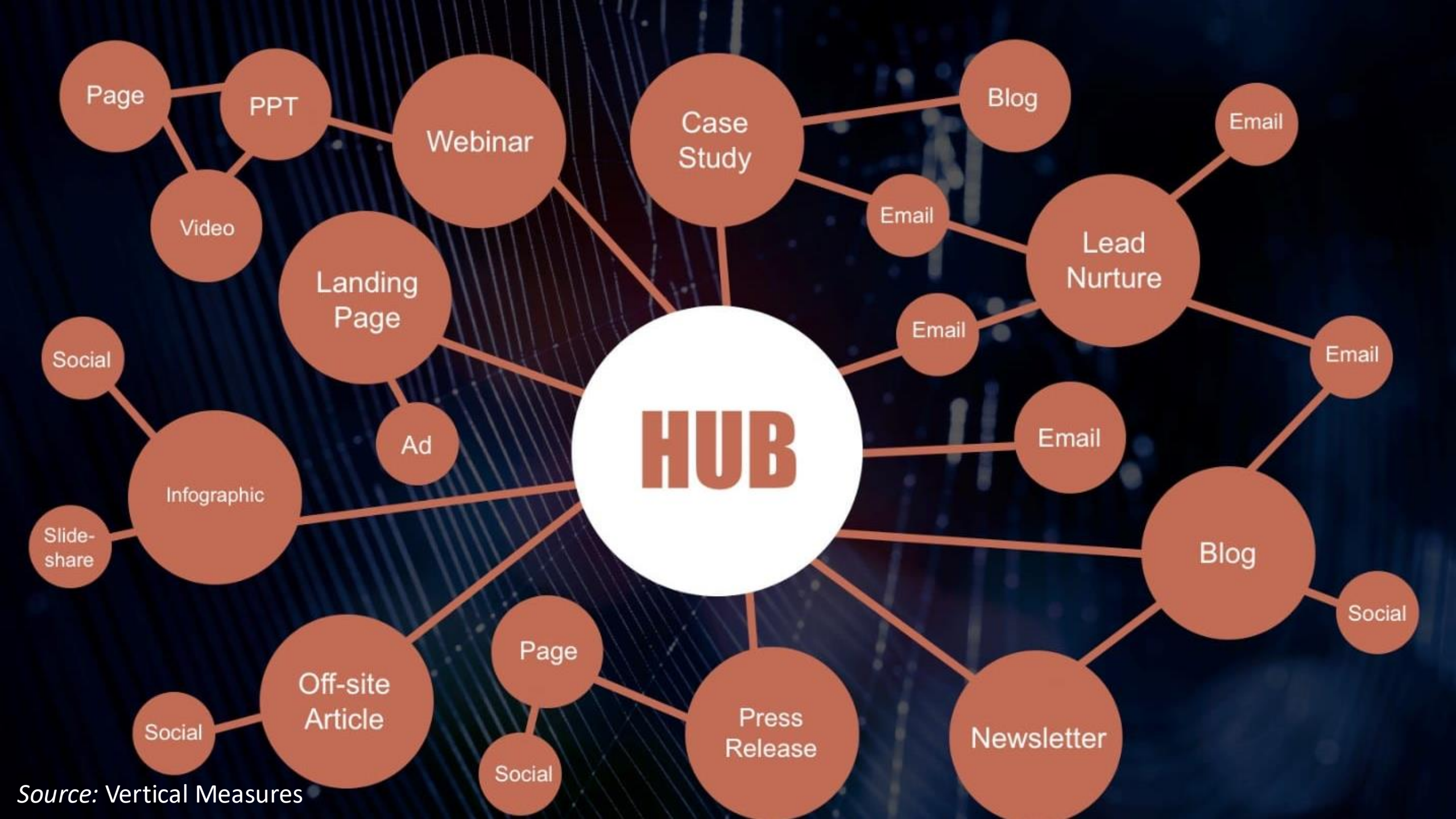


MartechMap an initiative by chiefmartec & MartechTribe

2024 Marketing Technology Landscape May 2024



visit martechmap.com to search, sort & filter



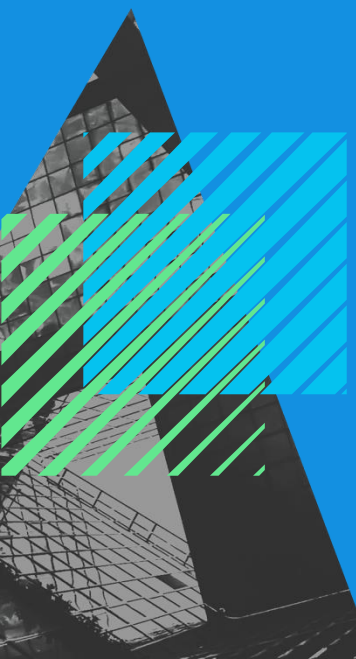
Source: Vertical Measures

Joe Riesberg

Senior Vice President & CIO

emc INSURANCE

“How might we develop new ways to optimize interactions to enhance agent relationships and ultimately deliver superior customer service?”



“The more you question it, the better its answers. By repeatedly challenging AI to improve suggestions, you’ll come up with incredible material. The immediate efficiencies aren’t impressive. But improvements from iterating with it—speed, productivity, creativity—will be tremendous in the long term.”

Joe Riesberg

Senior Vice President &
CIO, EMC Insurance

What if AI...

...isn't *just* about efficiency, but *also* about possibility?

...isn't *only* about answers, but *also* about options?

CURIOSITY COMPASS

Long-term direction
& purpose

STRATEGIC

TACTICAL

Immediate actions
& solutions

EXPLORATORY

Possibilities &
alternatives

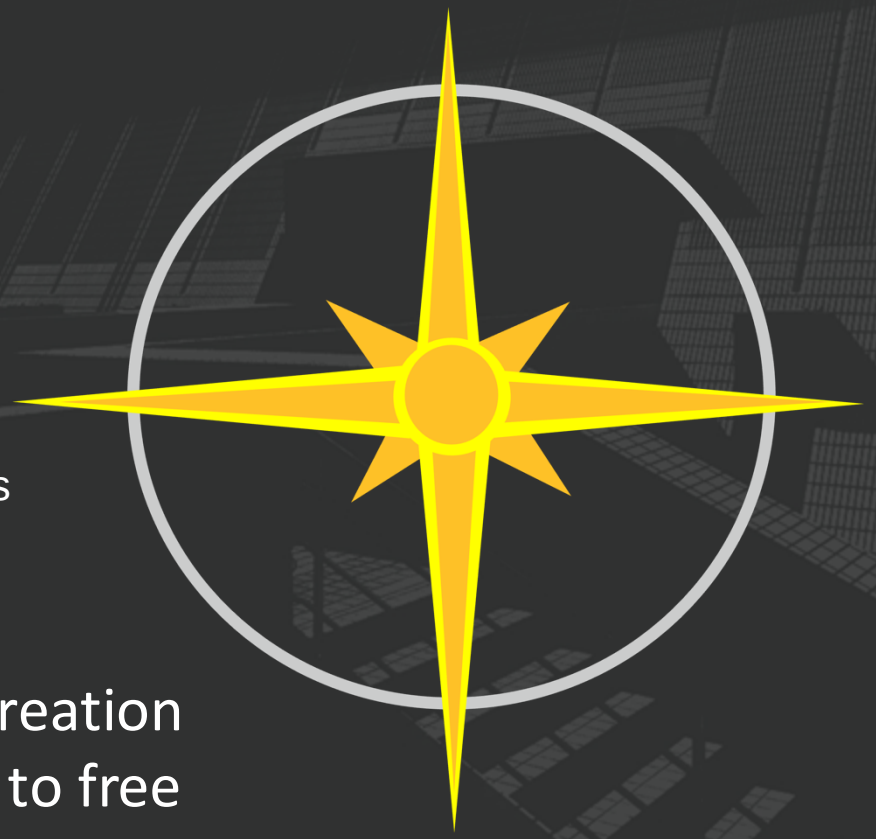
LOGISTICAL

Implementation
& resources

CURIOSITY COMPASS

Long-term direction
& purpose

STRATEGIC



TACTICAL

Immediate actions
& solutions

EXPLORATORY

Possibilities &
alternatives

Which parts of our content creation process could be automated to free up resources for time-sensitive content needs”

LOGISTICAL

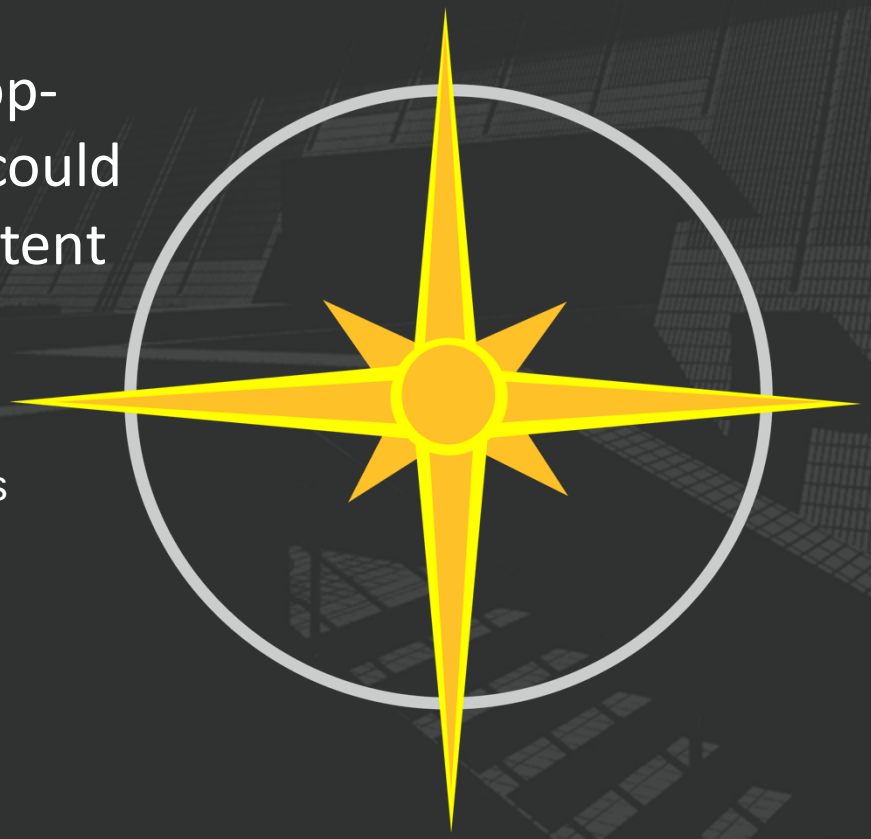
Implementation
& resources

CURIOSITY COMPASS

Which aspects of our top-performing daily content could inform our long-term content pillar strategy?

Long-term direction & purpose

STRATEGIC



TACTICAL

Immediate actions & solutions

EXPLORATORY

Possibilities & alternatives

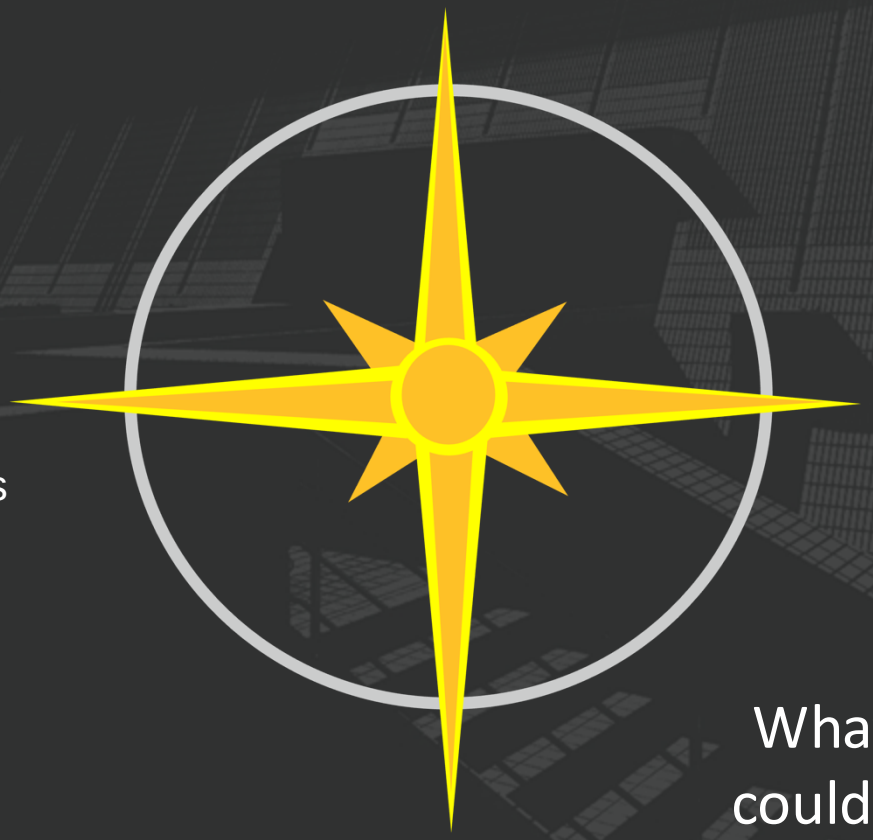
LOGISTICAL

Implementation & resources

CURIOSITY COMPASS

Long-term direction & purpose

STRATEGIC



TACTICAL

Immediate actions & solutions

EXPLORATORY

Possibilities & alternatives

LOGISTICAL

Implementation & resources

What content experiments could we run in parallel with our standard content production?

CURIOSITY COMPASS

Long-term direction
& purpose

STRATEGIC

TACTICAL

Immediate actions
& solutions

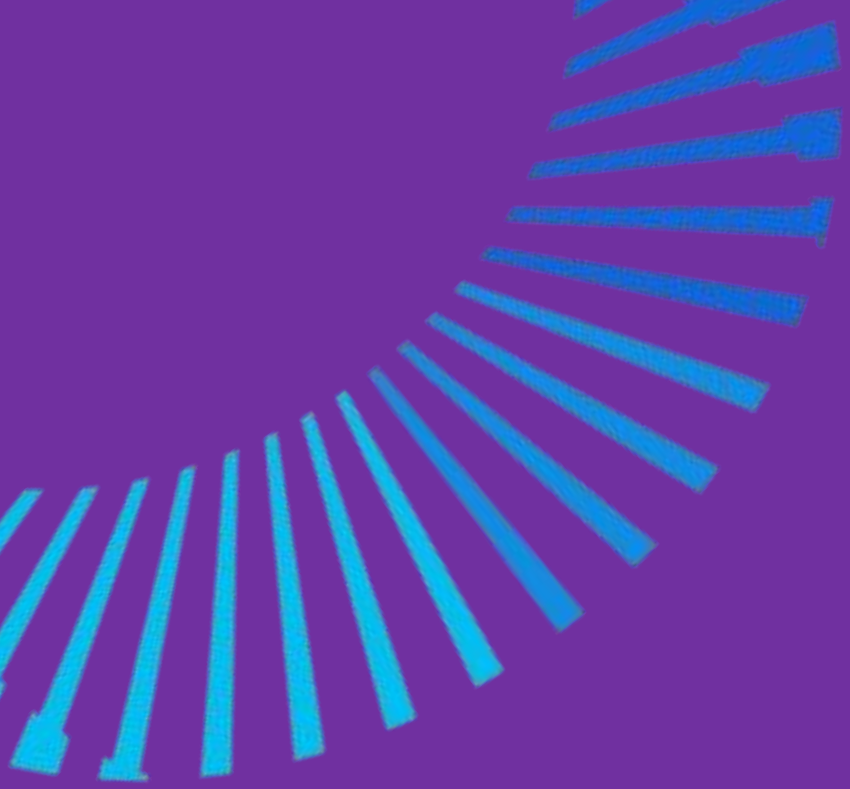
EXPLORATORY

Possibilities &
alternatives

LOGISTICAL

Implementation
& resources

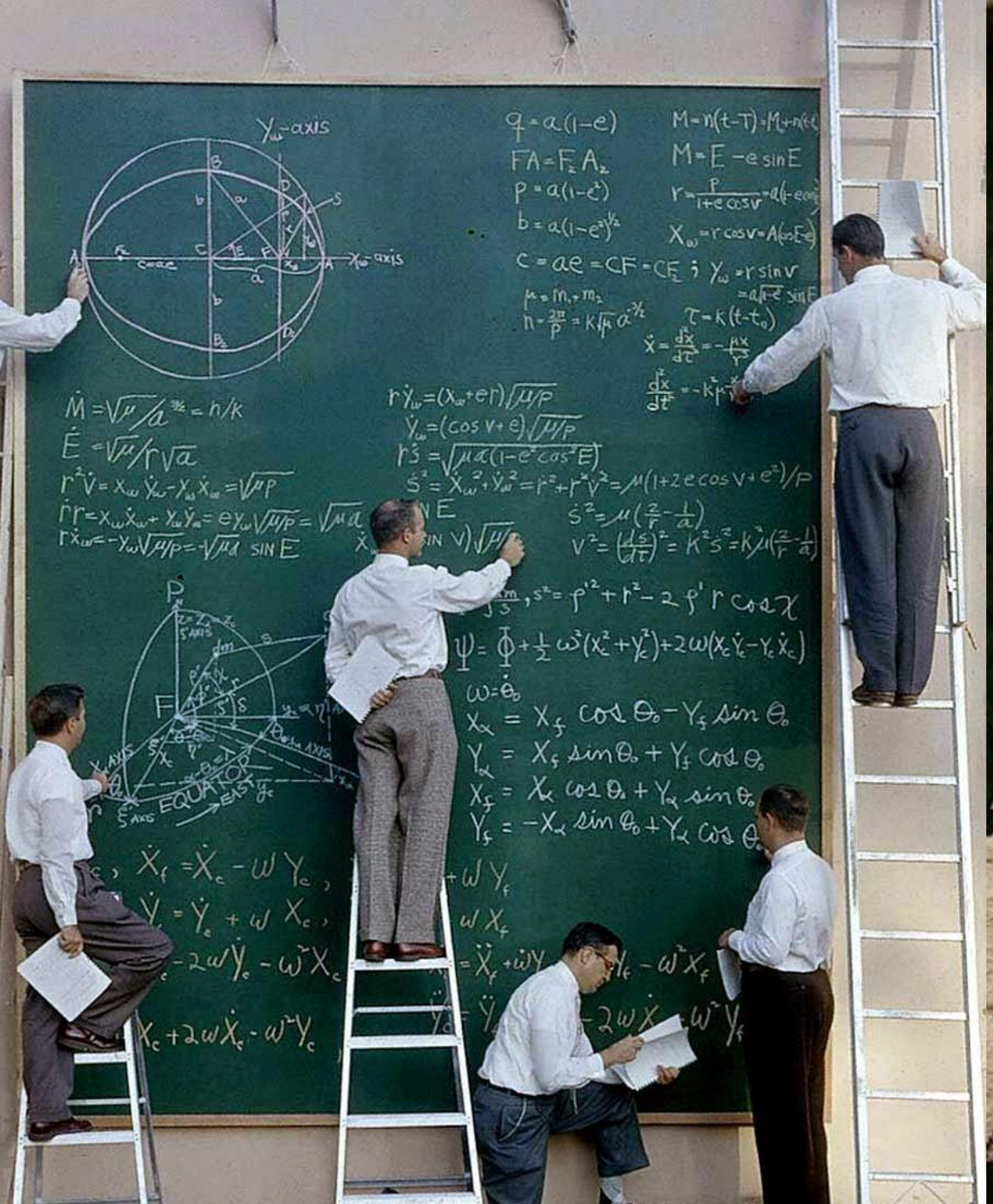
S.P.A.R.K.



Download S.P.A.R.K. Framework

Seed Generation

Leveraging AI's ability to make unexpected connections across vast domains of information to break free from our usual thought patterns.


EQUATOR
EAST

200 ideas before we get to great ideas.

AI helps us get there.

3 CURIOSITY PROMPTS

1. Show me how 5 different generations might experience my topic differently, then challenge our assumptions about what we believe to be true.
2. Give me 3 unexpected metaphors for my topic from. What interesting and unique insights does each reveal?
3. How would 3 improv comedians approach our campaign as content marketers? (Yes, and... vs No, because...)

Pattern Recognition

AI can help us exponentially expand what's possible because it can help us identify unique, quirky, never-seen-before patterns in our seeds that can lead us to a world of original ideas.

HEINZ
EST'D 1869
TOMATO
KETCHUP
℮ 2800ml - 3.3 kg
HEINZ
57 VARIETIES

CANADA

WE ASKED PEOPLE TO DRAW KETCHUP. THEY DREW HEINZ.
HEINZ
TOMATO KETCHUP
IT HAS TO BE
HEINZ
EST° 1869
DRAW KETCHUP. GET HEINZ.
DRAWKETCHUP.CA
WE ASKED PEOPLE TO DRAW KETCHUP. THEY DREW HEINZ.
IT HAS TO BE
HEINZ
EST° 1869
DRAW KETCHUP. GET HEINZ.
DRAWKETCHUP.CA
CF Toronto Eaton Centre

Heinz
1869
Tomato
Ketchup
KETCHUP
HEINZ
Ketchup
HEINZ
Tomato
KETCHUP
$3.79

HEINZ ESTD 1869 DRAW KETCHUP

WE ANONYMOUSLY ASKED PEOPLE AROUND THE WORLD TO DRAW KETCHUP. THEY ALL DREW HEINZ.

IDEA

We conducted an experiment with participants across 5 continents – in anonymous focus groups, on international video calls, and with man-on-the-street surveys. They were given a simple task: "Draw ketchup." The result? They all drew Heinz. Their drawings then became a global out-of-home campaign, and in-store Heinz bottles had their iconic label swapped for participant's drawings. No matter how messy the drawings were, they were still unmistakably Heinz.

▲1496%
SOCIAL ENGAGEMENT

127x
PUBLICITY VS INITAL MEDIA INVESTMENT

▲12%
SALES LIFT VS PRE-LAUNCH

"A CELEBRATION OF BRAND LOVE"
Bloomberg

"UNCOVERS THE INTUITIVE ASSOCIATION BETWEEN KETCHUP AND HEINZ"
BUSINESS INSIDER

"ICONIC"
FOX

"PROVES THAT HEINZ IS KETCHUP"
AdAge

STIMULANT · HEY WHIPPLE, SQUEEZE THIS. · FAST COMPANY · TAXI · Bloomberg · AdAge · DIELINE · reddit · FOX · yahoo! · BEST BOS · shots · The Drum · Muse · MORNINGSTAR · J'AI UN POUCE DANS LA COMM · themessage. · MORNING BREW · activationideas · TikTok · ADWEEK · Citytv · Little Black Book · FAMOUS · CONTAGIOUS · TRENDHUNTER · strategy · BENZINGA · TAKEOUT · FLIPBOARD · AdNews · OMNI · BUSINESS INSIDER

DALL·E My collection

Edit the detailed description

Surprise me | Upload

ketchup scuba impressionism

Generate

BACKGROUND

This year, artificial intelligence programs that generate images from text became a viral sensation. Everyone wanted to test these text-to-image programs with prompts ranging from "Dog on a skateboard" to "Yoda playing guitar." As a brand who has long been synonymous with "ketchup," we wanted to test these AI programs for ourselves.

IDEA

In a first-of-its-kind campaign, we asked DALL-E 2, the most advanced AI image generator, what "ketchup" looked like. The result? Even to AI, ketchup looks like Heinz. As the prompts got weirder, from "Renaissance Ketchup Bottle" to "Ketchup Tarot Card", the AI still generated results that looked like Heinz. We took suggestions on social for new image prompts, displayed the results in a virtual gallery, and turned them into the first OOH and print campaign with visuals generated by artificial intelligence.

HEINZ ESTD 1869 A.I. "KETCHUP"

EVEN ARTIFICIAL INTELLIGENCE KNOWS "KETCHUP" LOOKS LIKE HEINZ.

"EVEN THE MOST UNBIASED SOURCE RECOGNIZES THAT WHEN IT COMES TO KETCHUP, IT HAS TO BE HEINZ"
AdAge

"A MIGHTY FLEX, DEMONSTRATING THE POWER OF THE HEINZ BRAND."
FAST COMPANY

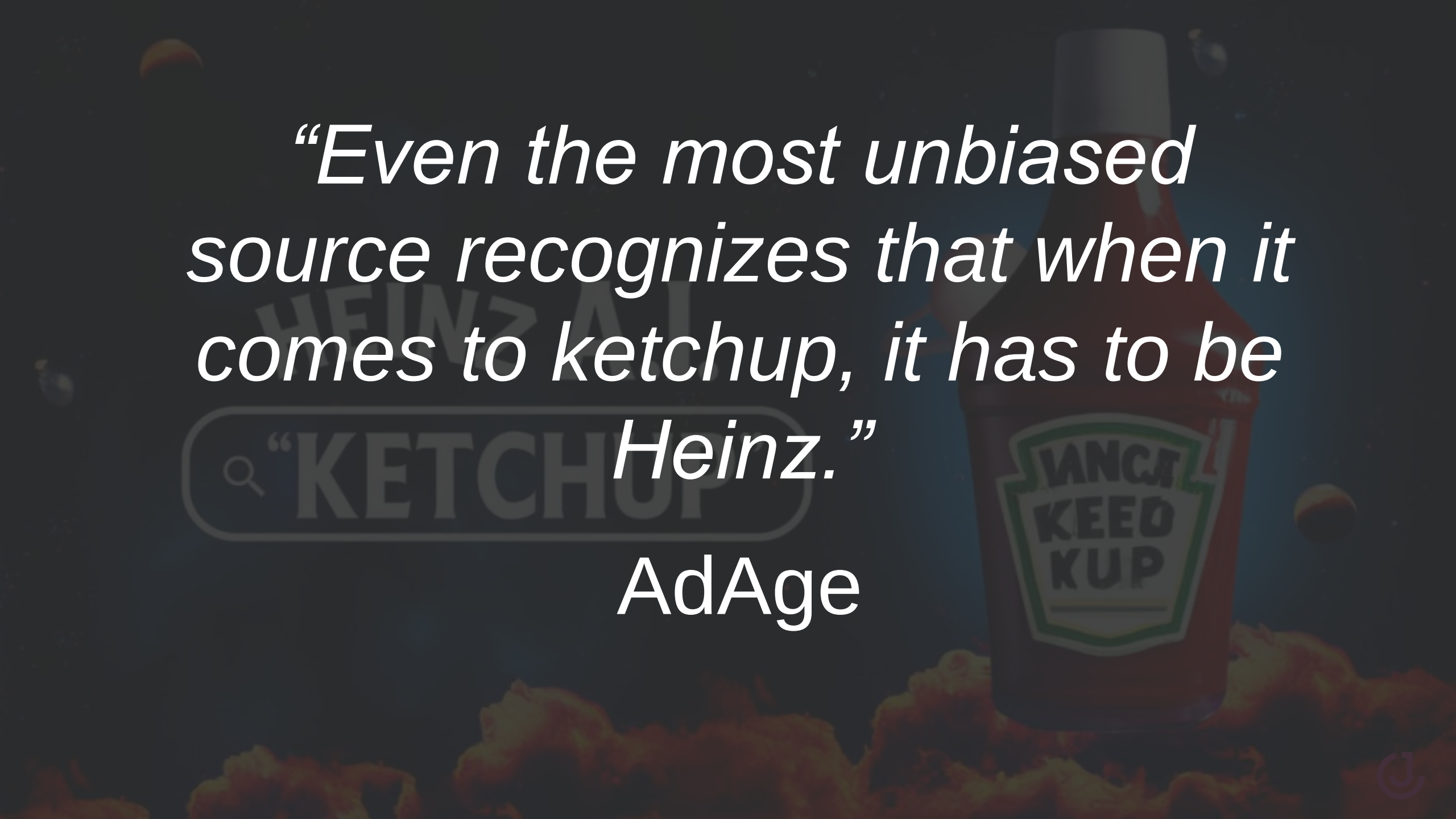
"DALL-E 2 SHOWS CLEAR BRAND PREFERENCE"
Muse

"THE A.I. WEIRDNESS WORKS"
TechCrunch

▲38% ENGAGEMENT RATE VS PAST CAMPAIGNS

▲2500% EARNED MEDIA VS INITIAL INVESTMENT

▲850M TOTAL IMPRESSIONS



"Even the most unbiased source recognizes that when it comes to ketchup, it has to be Heinz."

AdAge

3 CURIOSITY PROMPTS

1. What hidden patterns connect my top 5 performing pieces? Remix these elements into 3 fresh content ideas.

2. Map the storytelling DNA of my best vs. worst content. Show me the winning formula and 3 ways to evolve it.

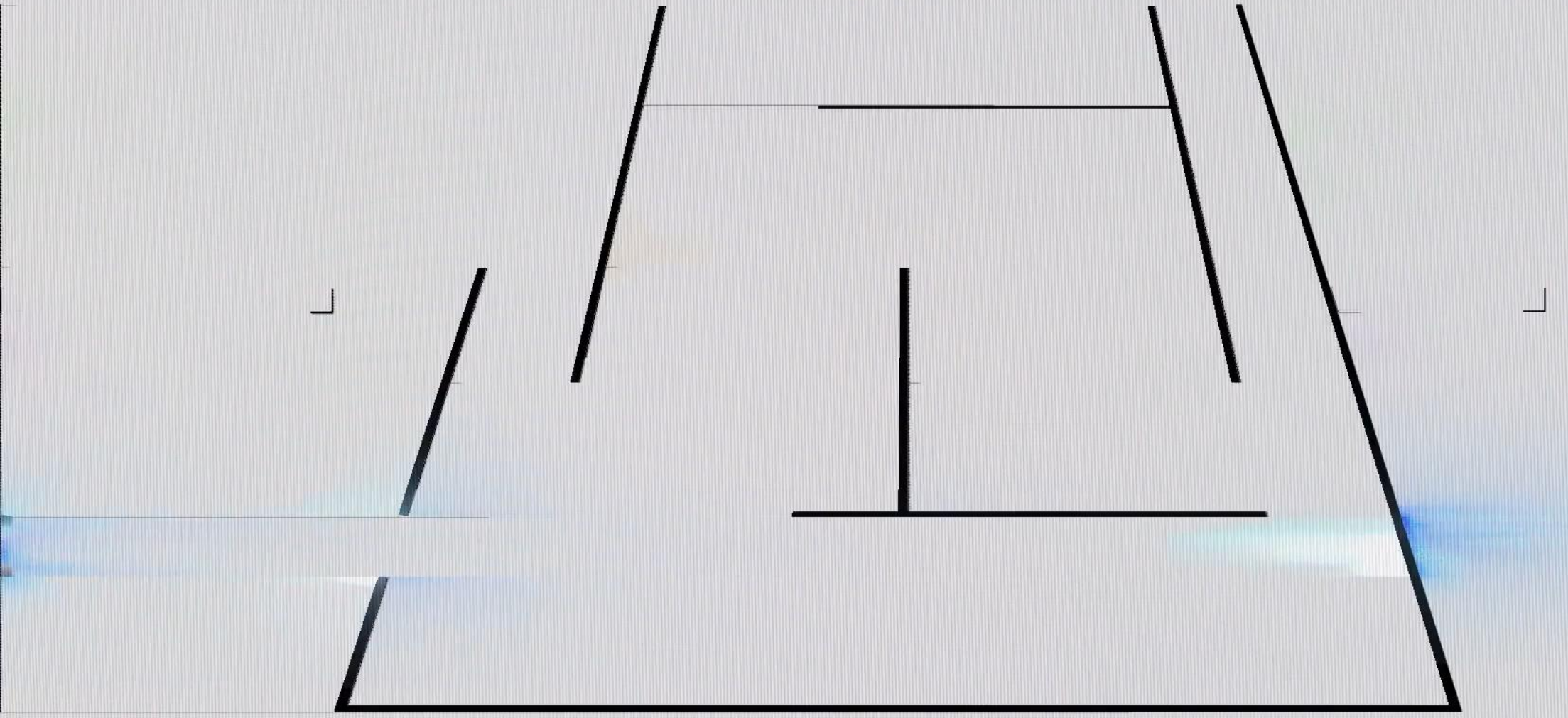
3. Analyze my content's engagement patterns across time, length, and format. Then creatively break these rules.

Angle Exploration

Deliberately viewing your topic through different professional and cultural lenses to uncover fresh perspectives.

Company

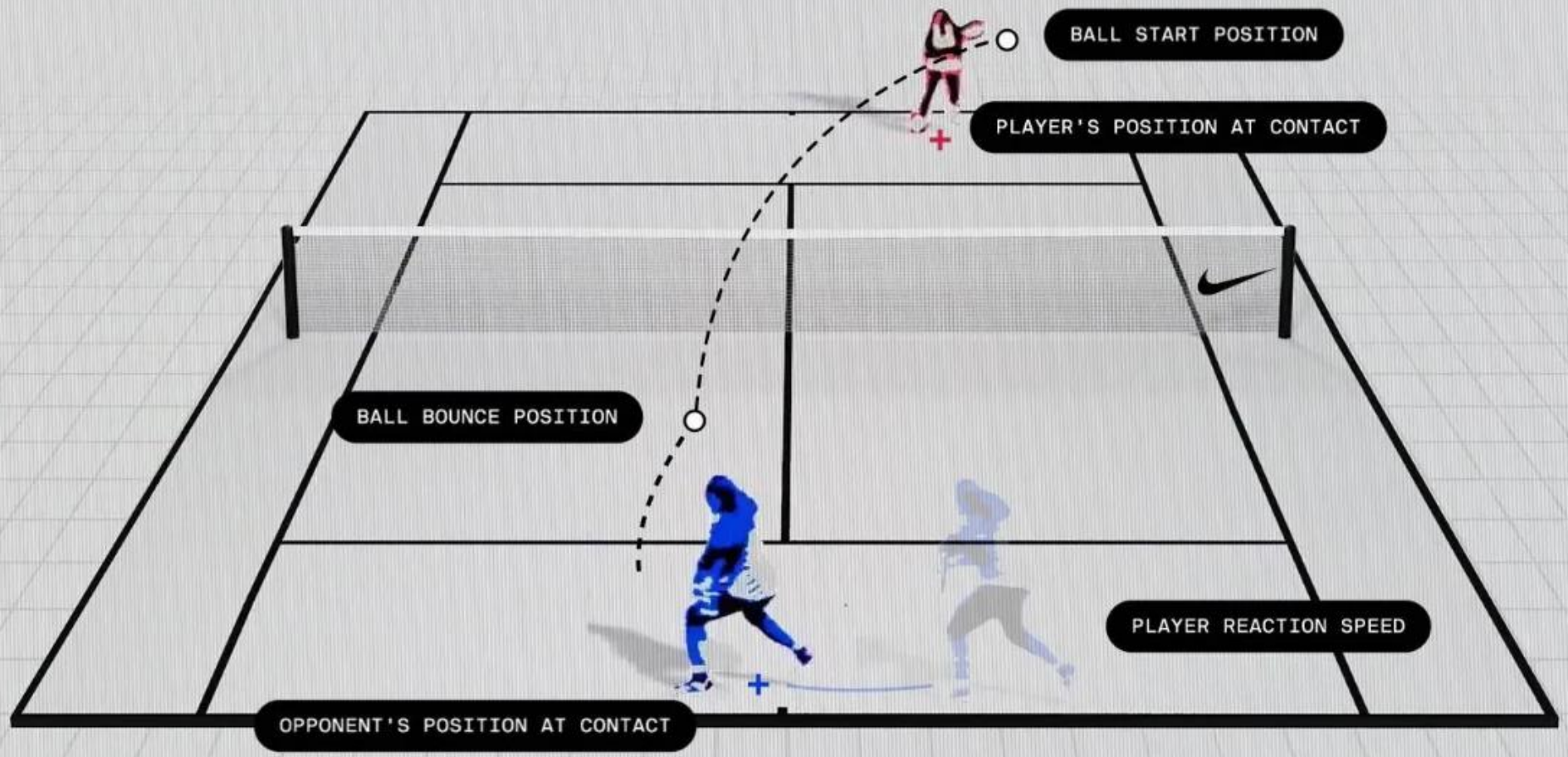
WELCOME TO NIKE, INC.



	1999	S. Williams	40
●	2017	S. Williams	40

</ Game, Set, Serena >

Game: 1 / 130,000 LIVE



●	1999	S. Williams	0
	2017	S. Williams	0

Never Done
EVOLVING
feat. Serena Williams

Decoding the GOAT
for the future GOATS

organic views
+1082%
from Nike's YouTube Benchmark

{ The Context }

On August 9th of 2022, Serena Williams announced her retirement from tennis, after remaining on top for over two decades. Two days later, Nike released a year-long study, in the form of avatars, showcasing what it takes to stay at such a high level of performance for so long.

{ The Idea }

After analyzing all data and footage from official tournaments throughout Serena's career, machine learning was able to model each era's playing style – decision making, shot selection, reactivity, recovery and agility. The data collected is already being used by Nike to improve their products' technology and also their athletes' performance.

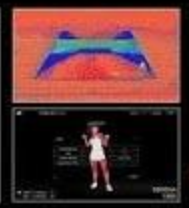
{ The Achievement }

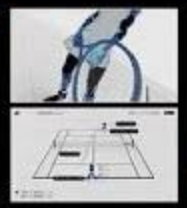
Never Done Evolving is more than a content, it's a game changer in the sports industry, and will help us find and train the next Serenas, Jordans, Ronaldos and so on.

{ The Match }

In order to make our data accessible and inspiring for everyone in the world, we've transformed it into a live virtual match, in which the 17 year old Serena, the age she won her first Grand Slam, faced the 35 year old Serena, the age she won her 23rd Grand Slam. The live match was a result of 130.000 matches generated using Vid2Player technique, developed by Stanford University. At the end of every game, Josh Appel showcased the study's main insights.

The most accurate *and* detailed *virtualization ever done with an athlete.*





3 CURIOSITY PROMPTS

1. What are 10 insights experts 50 years in the future would find most surprising that we didn’t see in how we approach [topic] today?
2. What are the 3 most counterintuitive truths about [topic] that our audience needs to understand?
3. If [our topic] was a character in a movie, what genre would best tell its story and why? Break down the narrative elements.

Remix

No idea is ever the best idea the first time you work on it. In fact, many of the greatest ideas are a mix of two or more existing ideas.

Nutella defends its use of palm oil, deemed a ‘potential health concern’

By Susan Scutti, CNN

4 minute read · Updated 8:48 PM EST, Thu January 12, 2017

Nutella maker wins court battle over rival's 'illegal' palm oil claims

Ferrero rival in Belgium claimed its palm oil-free spread was better for the planet and consumers' health

nutella

RESULTS

- 7,000,000 jars sold out within a month
- 3M+ reached on Facebook
- 10,000 videos created by fans for social media

3 CURIOSITY PROMPTS

1. Take [core concept] and blend it with principles from [unrelated discipline] to create a fresh perspective for our audience.
2. Transform our standard [content type] about [topic] into three unconventional formats that would surprise our audience.
3. Take the key insights from [current trend] and [historical event] to create a fresh perspective on [topic].

Kindle Experiments

Test your ideas in small, controlled ways to see what catches fire. These experiments should be quick to implement and low-risk, but capable of igniting bigger ideas or innovations.

NEW
KING SIZE
KitKat
CHOCOLATE FROSTED DONUT
160
KING SIZE
KitKat
DUOS
MINT + DARK CHOCOLATE
NET WT 3 OZ (85 g)
160
KitKat
KING SIZE
160
KitKat
DARK
KING SIZE
150
WITCH'S BREW
WITCH'S BREW
WITCH'S BREW
WITCH'S BREW
KitKat
WHITE
KING SIZE
160
LIMITED EDITION
KING SIZE
KitKat
CHURRO
160
NET WT 3 OZ (85 g)
KitKat LEMON CRISP
KitKat LEMON CRISP
KitKat LEMON CRISP
KitKat LEMON CRISP
KitKat Raspberry Crème
KitKat Raspberry Crème
KitKat Raspberry Crème
KitKat Raspberry Crème
KING SIZE
KitKat
BIRTHDAY CAKE
160

<AI made this ad so we could have a break>

3 CURIOSITY PROMPTS

1. Design an A/B test for [content piece] that challenges our most basic assumption about our audience's preferences.
2. Create three radically different content experiments that would each validate or disprove [core marketing belief].
3. Develop a 'wild card' content strategy that intentionally breaks our top 3 content rules - what could we learn?

S.P.A.R.K.

CURIOSITY COMPASS

CARLA JOHNSON

Download Presentation

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