



Brave Bison
SocialChain

|AI-Insight:

The new strategic frontier

How AI-powered marketing
strategy can keep us ahead
of the digital curve

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Our **roadmap** to the future

New **platforms.**
 New **behaviours.**
 New **audiences.**
 New **trends.**
 New **technologies.**
 New **regulations.**

**Your world gets more complex daily.
 Your agency partnerships shouldn't.**

BraveBison is a different beast: a media, marketing, and technology company built for an era where **complexity** is the only constant.

We help our clients capitalise on this complexity, from trend to spend, as a new breed of company designed to thrive in this ever-evolving landscape.

In line with our mission, we are exploring how AI-generated insight can lead us to the new frontier of marketing and drive the best value for our clients.

We know that audiences are at the heart of any good campaign strategy; but sometimes, brands have limited amounts of consumer data.

Or – more commonly – brands have so much audience data that it's hard to know where to look first. In both cases, building out a target audience and inferring insights takes time and careful consideration.

Developing an effective strategy requires thorough analysis and thoughtful planning; it is a deliberately slow discipline in a fast-moving digital ecosystem.

So, how can we keep pace? To address this challenge, we leveraged our expertise in marketing, strategic planning and AI and developed 'AudienceGPT'.

It started by thinking of client goals with the most potential (and, the most onerous parts of our jobs). We tried, we tested, and we learned – and eventually, we created a solution that bridges the gap between meticulous strategic planning and the need for rapid, data-driven decision-making. Built on the foundation of our internal processes and frameworks, our AI-powered proprietary AudienceGPT can:

- 1.** Provide actionable market insights for faster decisions
- 2.** Prioritise marketing objectives for optimised budgets
- 3.** Pressure-test creative outputs for meaningful choices

This is a summary of our learnings so far.

We hope it inspires you to step into the future of marketing, with us.

Key takeaways

Data-driven decisions

- ▶ Think of AudienceGPT as an insight-generating machine; where the magic happens under the hood. It's almost like a newly-minted strategy executive, but faster. And not (fully) human.

Its powers of comprehensive data analysis – using data that gets fed in by the user – can generate actionable audience insights, faster than you can say “ta-da!”. Plus, these can be updated continuously to maintain relevance and accuracy over time. And, unlike focus groups, they aren't influenced by group dynamics or personal biases. Win-win-win.

But watch out: while AudienceGPT is a powerful tool in the arsenal, it is also susceptible to flawed reasoning beyond its initial synthetic dataset. Because overfit models lose their ability to generalise, it risks becoming less reliable for making predictions on new data.

Personalised predictions

- ▶ Great strategy is like good fortune-telling: using past insights to make future forecasts. AudienceGPT takes out the guesswork, instead using advanced analytics and machine learning to unlock future demand.

This predictive power can be tailored to consumer behaviours and brand strategies, offering proactive and personalised experiences. Ultimately, this can translate into higher engagement rates, improved customer satisfaction and increased conversion rates. All things we love to hear.

But watch out: relying too heavily on AI predictions can lead to overconfidence and missed nuances in consumer behaviour. Always complement AI insights with human intuition and continuous market research to stay adaptable.

Scalable solutions

- ▶ While real-world audiences can inform certain phases of the customer journey over time, AudienceGPT can provide a detailed map, entirely and immediately.

It can highlight key touch points across various channels, without the logistical constraints and time costs of a focus group. Its efficient scaling model provides an understanding of large audience groups, enabling highly optimised yet deeply personalised creative solutions.

But watch out: without regularly updating for changing trends and times, you risk becoming out-of-touch with your audience. Ensure continuous monitoring and adjustment to stay relevant and effective.

The digital imperative

Navigating the new marketing landscape

In today's digital ecosystem, brands need to know people better than ever. Digital is part of the fabric of people's lives, enhancing the experiences they have with culture, society and brands.

But developing an effective marketing strategy has become increasingly expensive – not just in terms of financial budgets, but also in time and team members. Brands are having to allocate significant resources to justify their strategic decisions or channel planning, making it challenging for smaller brands with limited data and media spend to attain strategic excellence.

However, the marketing world continues to turn, evolving rapidly with every spin. Audience attention has become increasingly commoditised, and outcomes are now measurable with unprecedented granularity. Enter the era of AI-powered strategic planning. By leveraging the power of AI, we can democratise access to high-quality strategic insights and lower the barrier to entry for brands of every size.

- ▶ **95%** of executives believe generative AI will compel their organisation to modernise its technology architecture.

Accenture Technology Vision 2024, 9th January 2024

- ▶ **64%** Just 11% of major international brands believe the current media agency model is fit for future needs, with 24% believing it is unfit and a further 64% believing there is room for improvement.

Future of Media Agency Models, MediaSense and WFA, 4th October 2023

- ▶ **20-500** Modern purchase journeys have between 20-500 touch points, depending on the complexity of the purchase.

Google data

Human behaviours remain at the forefront

The value of AI across the customer journey

Discovery 1.8x more curious

- 54% of social browsers use social media to research products.
- 31% of consumers are using social media to find answers to their questions.
- TikTok is 1.8x more likely to introduce users to new topics they didn't even know they liked.

Consideration 79% more peer-driven

- 79% of people say UGC impacts their buying decisions: shoppers are more likely to buy from brands that have been recommended by people they trust.

Advocacy 70% more experiential

- 70% of a brand's reputation is determined by the experiences of its buyers/clients.
- 71% of consumers expect personalised interactions.
- After seeing an ad on TikTok, viewers trust the brand 41% more and are 31% more likely to be loyal to the brand.

▶ AI factors in trending search terms

AI can analyse popular search terms and trending topics, enabling brands to create highly relevant and engaging content that aligns with the emerging interests of their target audience.

▶ AI integrates ratings and reviews to inform responses

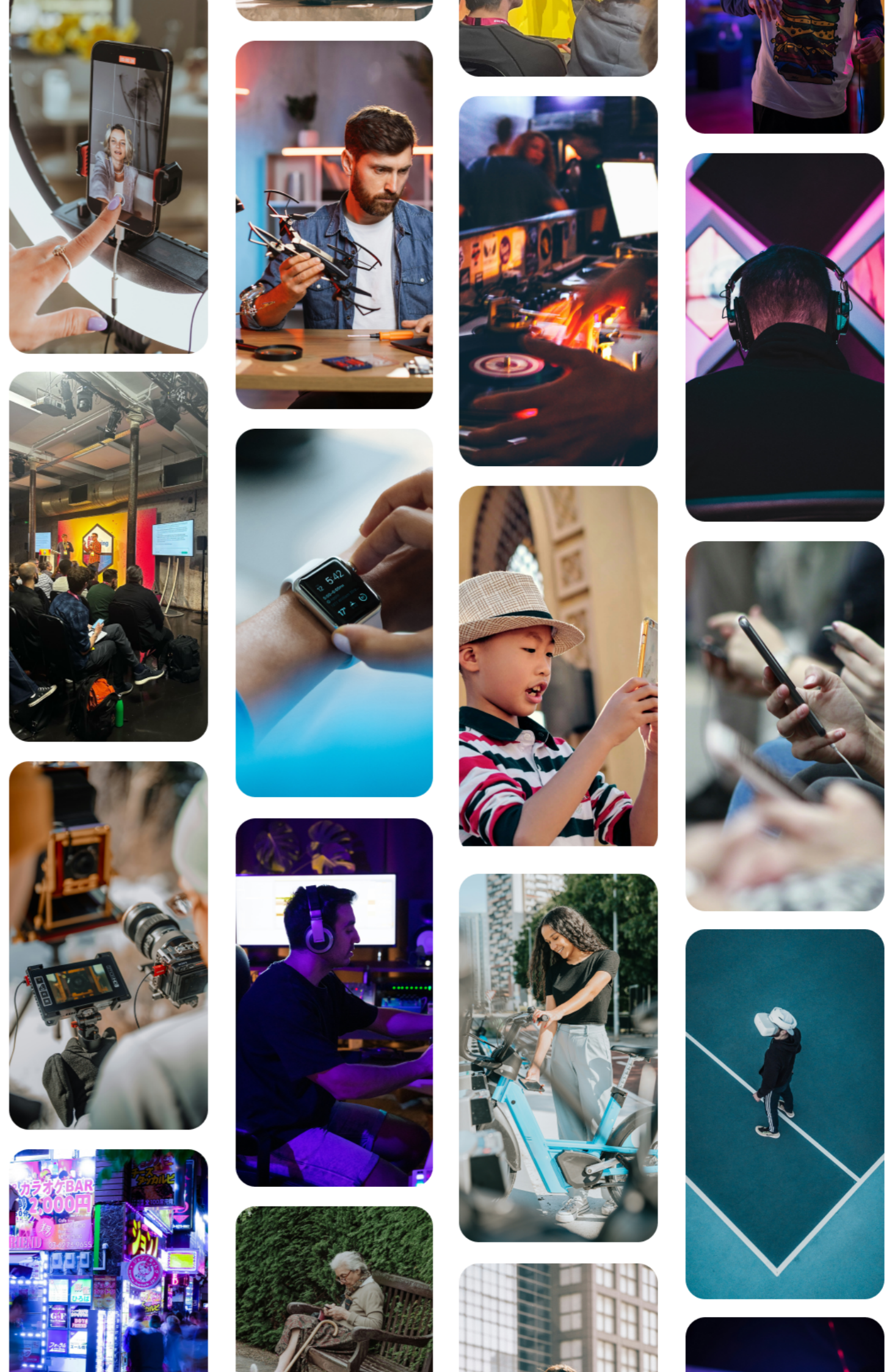
By processing vast amounts of user-generated content and reviews, AI can provide insights into common pain points and advantages, allowing brands to address concerns and emphasise strengths in their marketing materials.

▶ AI converts customers into advocates

AI can track and analyse social media mentions, reviews and interactions to identify potential brand advocates. This can then be used to create targeted engagement strategies based on large-scale purchasing patterns, browsing behaviours and demographics.

Sources:

- What's Next Trend Reports, TikTok, 2023 and 2024
- Impact24 Report, Traackr, 2024
- Post-Pandemic Shifts in Consumer Shopping Habits: Authenticity, Personalization and the Power of UGC, Nosto, 2024
- What is personalization?, McKinsey, 2023



Strategy continuously **evolves**, as people do

The advent of AI has reshaped roles, expectations and responsibilities of the job

Better **questions**

- ▶ AI's ability to process vast amounts of data has revolutionised our approach to strategic decision-making. By immediately identifying anomalies in datasets, AI is now prompting us to ask better questions. Luckily, the shift towards remote work, accelerated by the pandemic, has inadvertently prepared us for this new paradigm. In a sense, we have been subliminally trained to interact with AI through the messaging platforms that quickly became our professional lifelines.

This capability challenges marketers to focus their intellectual efforts on understanding the "why" behind data anomalies, fostering a deeper level of analysis and novel outcomes.

Continuous **progress**

- ▶ In the realm of audience understanding, AI is driving continuous progress. As marketing data becomes increasingly granular, AI helps navigate the complexities of segmentation and clustering.

It can incorporate emerging trends into synthetic persona development, allowing strategy to adapt swiftly to new opportunities. Plus, AI's ability to integrate real-time audience feedback creates an ongoing dialogue about evolving consumer needs. Interestingly, AI can also offer unique perspectives by providing unbiased snapshots of data at specific points in time.

This capability allows marketers to observe trends and patterns without the influence of past occurrences and subsequent experiences, offering a clear view of how strategies and audience behaviours have developed over time.

Faster **choices**

- ▶ The speed and efficiency of AI activation has transformed our decision-making processes. AI can rapidly analyse immense quantities as well as diverse data types, enabling us to make faster, more informed choices.

This quick turnaround allows marketers to essentially preview the future impact of their decisions by implementing them efficiently and observing results in near real-time.



AudienceGPT: The new **nexus** of social & strategy

How we're using AI to transform audience data into actionable consumer intelligence



Meet AudienceGPT: a tool to help us help you, better. We are transforming the strategic planning process, making it more even more efficient, insightful and adaptable to diverse business needs.

Guided by our team of marketing experts, AudienceGPT can swiftly analyse vast amounts of data, identify intricate patterns, and provide actionable insights. Being able to test different market outcomes, ranging from best-case to worst-case, allows us to plan intelligently. This approach not only delivers results at pace but also stops us from being blindsided by market, platform or algorithm evolutions.

In essence, we've redefined the landscape of marketing strategy, offering a solution that combines the depth of expert analysis with the speed and scalability of artificial intelligence. This powerful synergy enables businesses to stay ahead of the curve, regardless of their size or resources.

AI can:

- ▶ **Analyse**
Filtering out the noise to extract meaningful insights can often be daunting for a human, but this is where AI excels – especially when the dataset is massive.
- ▶ **Assess**
By evaluating the significance of various factors, AI can synthesise information to form well-reasoned conclusions and provide data-backed recommendations.
- ▶ **Adapt**
AI systems continuously evolve through iterative learning, refining their understanding and adjusting their outputs based on new information and changing contexts.

So AudienceGPT can:

- ▶ **Provide timely answers**
Being able to use real-time data and statistics facilitates quick, informed decision-making in a fast-evolving business environment where traditional strategies can struggle to keep pace.
- ▶ **Enhance accuracy**
The availability of data-driven rationale and insights significantly minimises the role of guesswork, thereby improving the precision and effectiveness of strategic planning and execution.
- ▶ **Add strength to weaknesses**
The exponential learning curve is perhaps AI's greatest strength; allowing it to fill skill gaps in strategy teams, performing complex tasks with speed and accuracy that human resources might take longer to complete.

It's powerful, but it's **not** a power struggle

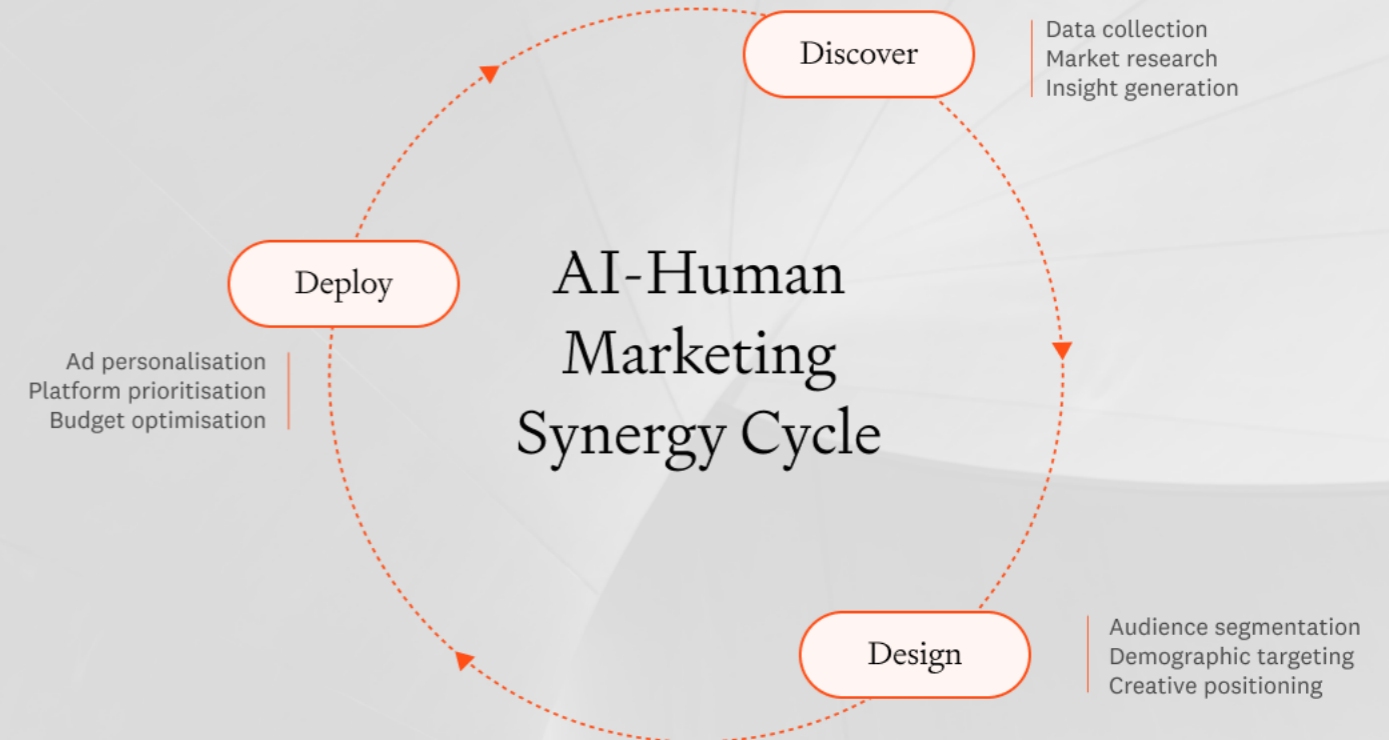
Balancing AI capabilities with human superpowers

In the realm of AI-driven strategic marketing, we're confronting new challenges and opportunities in understanding our audiences. While AI offers unprecedented data analysis capabilities, it raises questions about the depth of customer intimacy we can achieve.

There's a valid concern that the nuances and emotional context within data might be lost, particularly when dealing with intangible aspects like customer response and creative resonance. Moreover, AI training data often relies on 'what people say', which can differ significantly from 'what people do', i.e. their actual behaviours. However, this technology presents exciting possibilities.

It allows us to 'talk' to synthetic personas in real-time, potentially providing a unique window into our audience's world that traditional methods might miss. Unlike controlled environments such as focus groups or surveys, these AI-generated interactions could offer more candid and unfiltered insights.

As we navigate this new landscape, the key lies in balancing AI's analytical power with human intuition to capture the full spectrum of customer understanding, bridging the gap between stated preferences and observed behaviours.



Putting AudienceGPT to the **test**

Useful marketing applications of our proprietary model

Scenario 1: We don't have audience data.



Can we use AudienceGPT to circumvent traditional methods of market research?

All too often, strategy starts with an impossible ask. One that comes up frequently is when a brand has limited audience data, but needs a fully fleshed out media strategy. This sounded exactly like the kind of opportunity to let AudienceGPT shine.

To test its capabilities, we first created a thin set of inputs based on a fictitious audience demographics. Using this as our only source of 'first-party' information, we extracted a variety of datapoints from various sources, using AI to transform it into a rich dataset filled with a range of demographic and psychographic details.

Next, we created individual composite personas representative of multiple geographic markets, filled with actionable consumer insights and cultural nuance. We were then able to run surveys on our synthetic personas, generate data on their purchasing habits and ultimately, create a holistic media forecast plan.

While this method was able to capture the most prevalent traits of each persona we created, there is a possibility of losing body language cues and unspoken habits that a real-life focus group would be able to provide. Some of advertising's most powerful campaigns are built on the little details and subconscious reactions that connect people everywhere.

However, our findings were sufficiently representative of a range of human behaviour, with potential to be transformed through the lens of human intuition and lived experience.

Scenario 2: We have too much audience data. We don't have enough time to interrogate it.



Can AudienceGPT prioritise an optimal channel mix across the customer journey?

In today's digital landscape, marketers are inundated with an overwhelming amount of data from diverse sources, including media agencies, analytics platforms and internal reports. This data often comes in various formats - tables, charts, and multilayered graphs. For human analysts, keeping up with this constant influx of information demands continuous adaptation and reinterpretation of insights.

The sheer volume and variety of data can lead to missed opportunities or delayed decision-making. This is where AudienceGPT could potentially revolutionise the process.

We tested if AudienceGPT would be able to give us a channel mix, optimised by platform and budget. We fed in our manual strategic framework to identify the 'Jobs To Be Done' by a digital strategy, and let AI do the rest. We asked it to deliberate based on differing priorities within the business, add perspectives from a panel of experts, and modify its suggestions according to a variety of hypothetical audiences.

Not only was it able to generate a viable channel mix, it also justified each of its choices backed by rationale drawn from the strategy we fed in.

In this kind of scenario, it's important to get the inputs right. Although data cleansing and labelling is typically an onerous task, outsourcing it to AI still requires work to prepare the data in a way that it can be usable. 'Usable' data doesn't mean an excess of data; it simply means finding the sweet spot where the machine is able to optimise its outputs without getting overwhelmed. Sometimes, it's as simple as ensuring it's fit for Optical Character Recognition (OCR). If not, it runs the risk of skim-reading the training data and providing superficial outputs that feel like 'first thoughts'.

Putting AudienceGPT to the **test**

Useful marketing applications of our proprietary model

Scenario 3: We have audience data and a channel mix. We don't have a focus group.



Can AudienceGPT critically assess outputs and make creative recommendations?

In the fast-paced world of digital advertising, waiting for focus group results can slow down the creative process. With audience data and channel mix in hand, we explored if AudienceGPT could fill the gap left by the absence of a focus group.

We tasked AudienceGPT with performing A/B testing on various ad assets, comparing feedback between different creative elements and identifying effective hooks in ad copy.

The tool gave us a focus group at our fingertips. It demonstrated a remarkable ability to analyse and provide detailed feedback on the assets, offering nuanced insights into which phrases and calls-to-action were likely to resonate with the target audience.

However, we noticed an interesting quirk: AudienceGPT showed a tendency to focus more on positive aspects, seemingly eager to find the good in each piece of creative. This 'people-pleasing' inclination meant we had to deliberately prompt it to provide more critical feedback for a balanced view.

Although AudienceGPT proved to be a powerful tool for rapid creative testing, it's important to recognise its limitations. The lack of human emotional response and spontaneous reactions that a focus group provides means some nuances might be missed.

While AI can't entirely replace human focus groups, it offers a promising complement to traditional methods. It provides quick, data-driven insights that can help streamline the creative process, especially when time or budget constraints make focus groups impractical.

What this means for **brands**

Activates your research, making it accessible across your business

Has enough 'creativity' to provide a jump start on briefs

Can participate in workshops and other 'open' discussion forums

We can layer on 'natural' user interfaces like voice and video

Sense check creative, messaging and media plans

What we've learnt

- ✓ **Methodology is accurate**
- ✓ Its pace provides a window to future trends
- ✓ **Good inputs equal good outputs**
- ✓ We get a breadth of 'expertise'
- ✓ Iterative fine tuning is quick and easy
- ✓ **Allows us to reach niche audiences**
- ✓ Gleans insights from limited data
- ✗ **Don't overrely on it; human rigour is critical**
- ✗ **It misses non-linguistic cues**
- ✗ Inputting data risks 'leading the witness'
- ✗ **Biases must be prompted out**
- ✗ First answers can be superficial and need further probing
- ✗ We can't stand still, latest models reflect evolving patterns

What next?

Concluding thoughts

As we look to the future of strategic marketing in an AI-driven world, we find ourselves at an exciting crossroads.

The emergence of AI as a customer agent for information gathering, price negotiation and purchases is reshaping the landscape of consumer behaviour. This shift prompts us to reconsider the scope and methods of consumer research, challenging our traditional understanding of customer interactions.

Shaped by human perspective

While AI offers unprecedented efficiency in data processing, we must be cautious not to overlook the value of the journey in reaching conclusions. The process of working through information often leads to unexpected insights that might be lost in over-optimised AI analyses. Moreover, we face the risk of data stagnation, where AI systems might recycle and regurgitate similar information over time, potentially limiting fresh perspectives.

Emotions versus logic

We must grapple with fundamental questions: In a world where AI mediates customer experiences, how relevant are human emotions in decision-making processes? Will we see a shift towards purely rational decision-making, or will there always be a place for emotional resonance in marketing?

Pathways for bias

We also need to remain vigilant about biases in AI systems. Even with unbiased algorithms, issues like gender and racial biases can emerge in outcomes, reminding us of the need for constant scrutiny and diverse human oversight in our AI-driven strategies.

Are we 'cheating'?

As marketers, we can't ignore the ethical implications of AI use. How do we position AI-driven strategies to clients in a way that emphasises value without feeling like a shortcut? We must be transparent about AI's limitations – its inability to express uncertainty or gaps in knowledge in the way human participants in focus groups can. "What people say versus what people do" becomes even more critical in the AI context, as algorithms may amplify stated preferences over actual behaviours.

No; we're future-proofing

AI presents exciting opportunities for strategic marketing, but it also challenges us to maintain a delicate balance. We must harness its power while preserving the human insight, emotional intelligence, and ethical considerations that have always been at the heart of effective marketing. The future of strategic marketing lies not in choosing between AI and human expertise, but in finding innovative ways to combine both, creating strategies that are both data-driven and deeply human-centric.

Fortune favours the Brave.

If your brand is under pressure to do more with less, let us help you forge a clear path through the complexities of modern marketing.

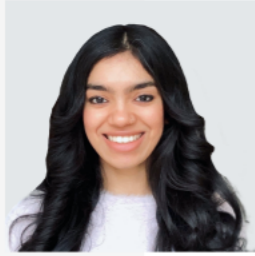
Leveraging AudienceGPT and our proprietary strategic planning process, we can help you identify growth opportunities specific to your brand and configure the optimal mix of channels, communication strategies and technology to activate them—ultimately, getting you to better outcomes, faster.

Get in touch to learn more.



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