

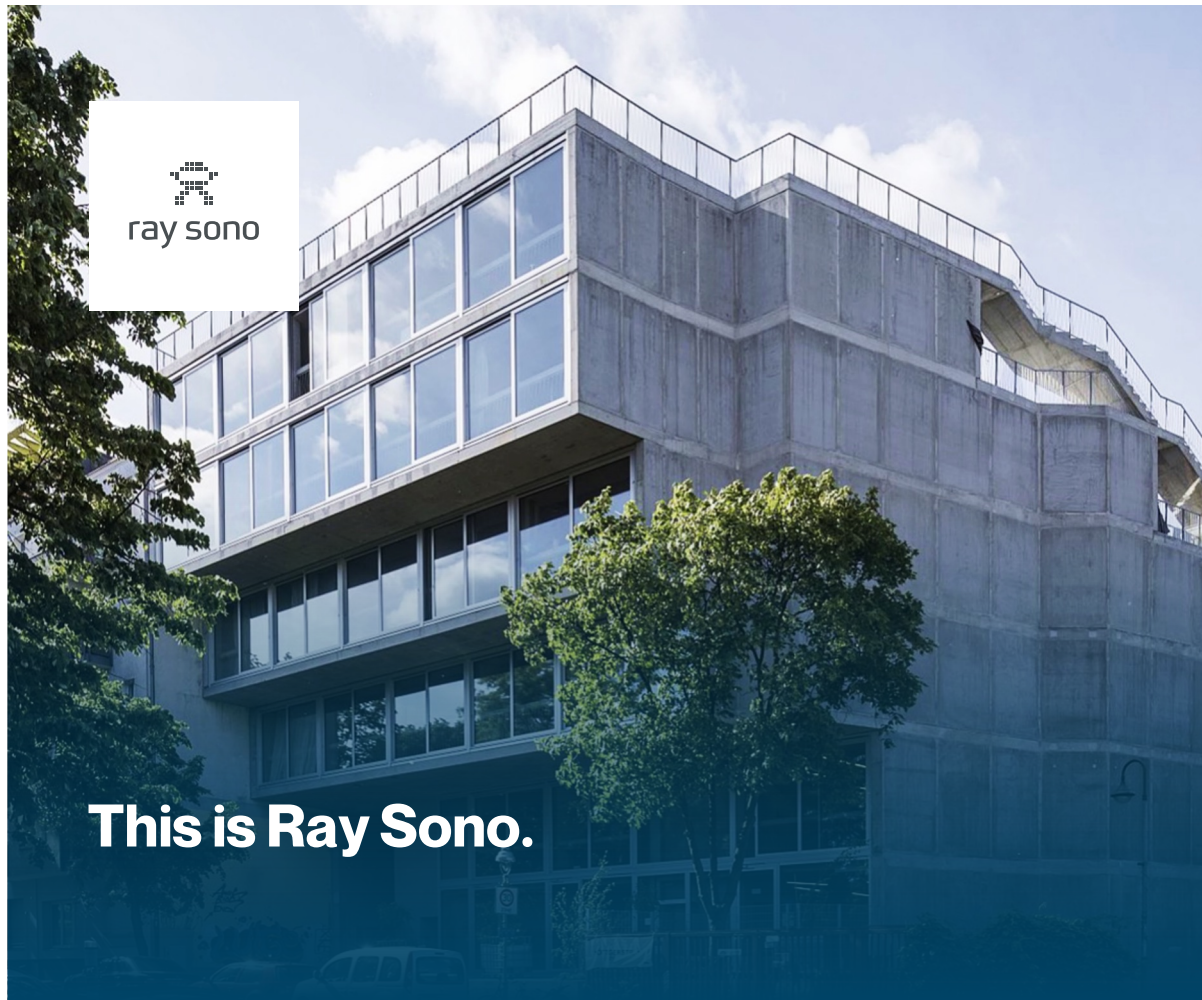


ray sono

AI

From revolution to reality.

How to make AI a sustainable valuable part
of your marketing environment.



This is Ray Sono.

**Munich
Berlin
Frankfurt**

Company locations

33+

Years of digital
experience

270+

Rays

33

Net revenue
2023 in million €

550+

partner companies
and specialists in our
Expert Alliance

4,5 ★★★★★

Company rating



Average rating Google, Glassdoor, Kununu (07/2024)



17 years of digital experience strategy in media and agencies. *Storytelling, Digital Strategy, Brand Building, Marketing, Content & Communications.*

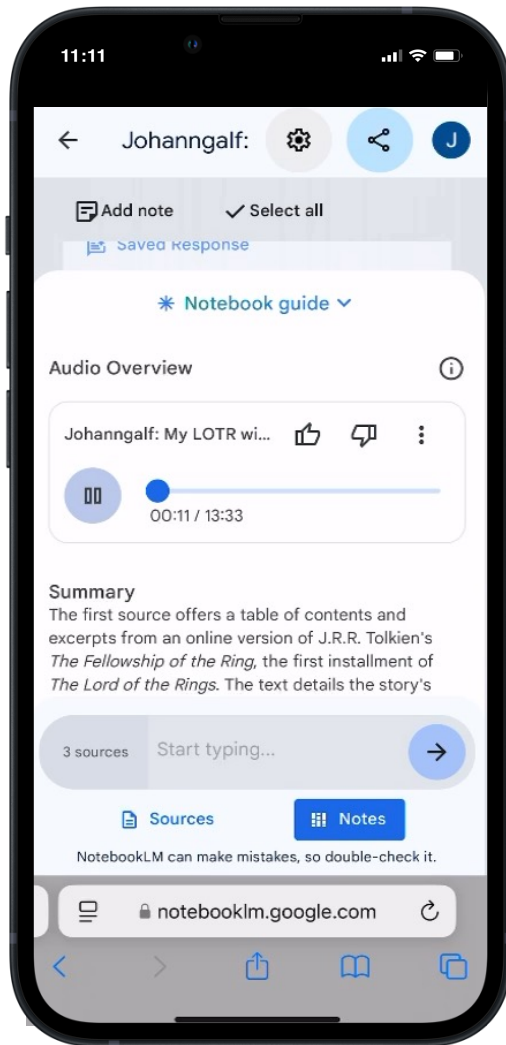
Division Lead **Digital Communications @ Ray Sono. 70+ experts working** on great digital content experiences for our customers.

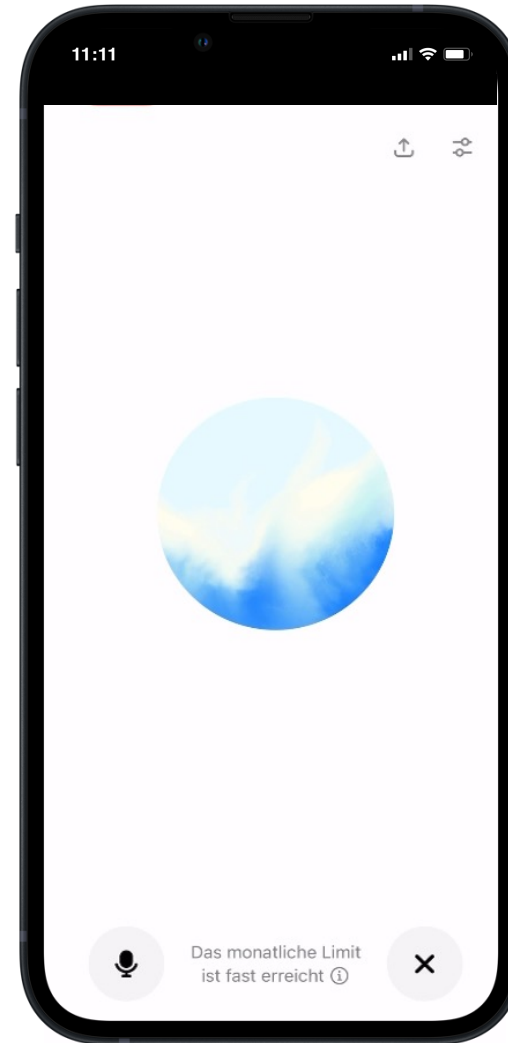
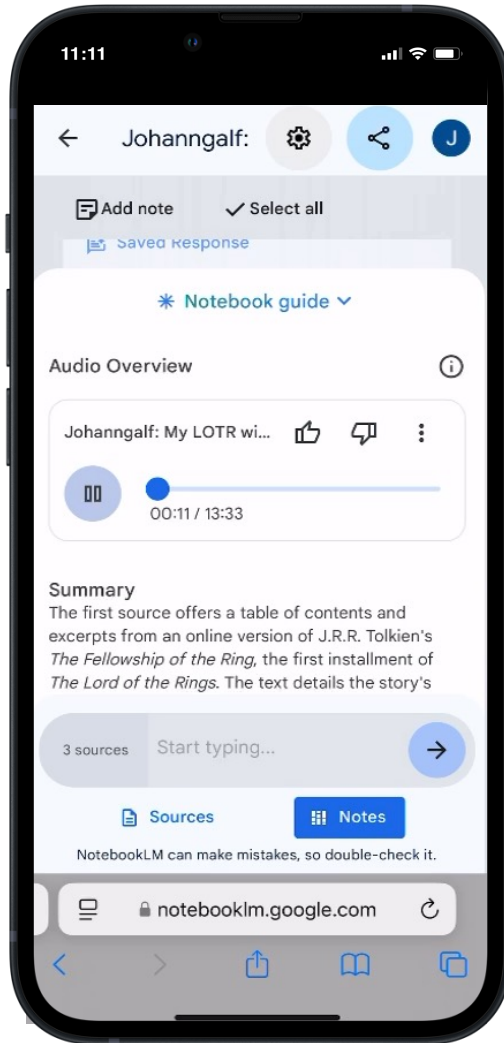
Customers: *BP, Telefónica, Adobe, Audi, Austrian Airlines, BMW, BNP Paribas, BP, EON, Daiichi Sankyo, Deutsche Bank, Lufthansa, MAN, National Geographic, Roche, Voith,...*



15 months

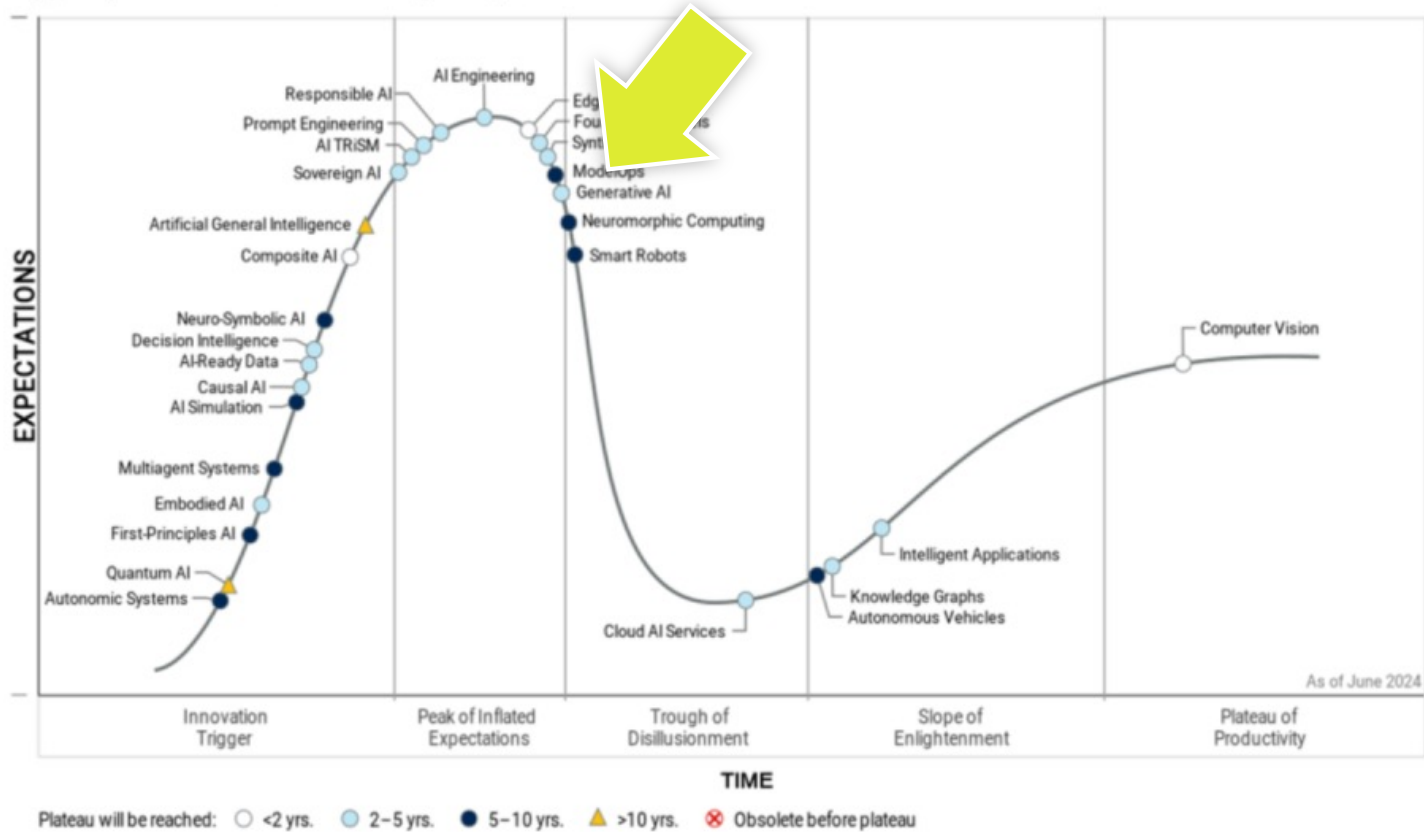








Hype Cycle for Artificial Intelligence, 2024



Search Engines becoming Answering Engines

Google will do the
Googling for you

Apple rewriting the emails you send to your customers



Aditi Jain

9:41 AM >

Something exciting

Hey Neeta, I came across something really interesting yesterday that I wanted to...



Guillermo Castillo

8:58 AM >

Check-in

Good morning team, I hope everyone had a restful weekend. Our next major review...



Florence Chou

8:43 AM >

Free tonight?

Neeta! I woke up at 6 a.m. this morning and couldn't get back to sleep. I've been...



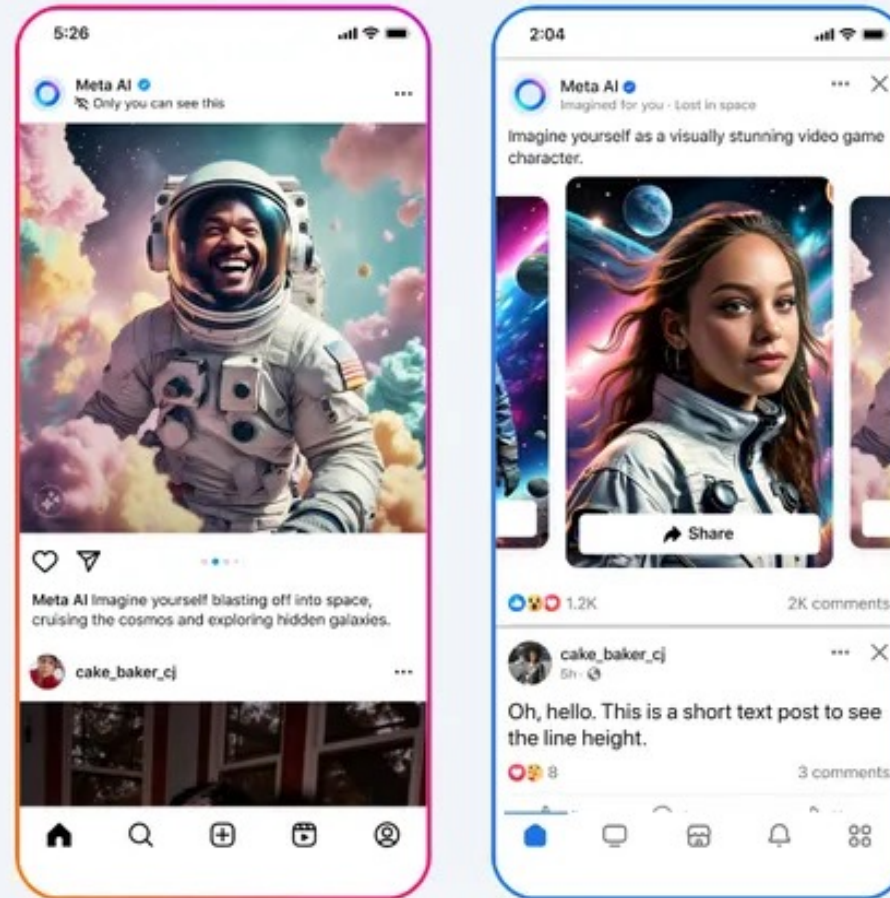
Tatiana Napoli

8:01 AM >

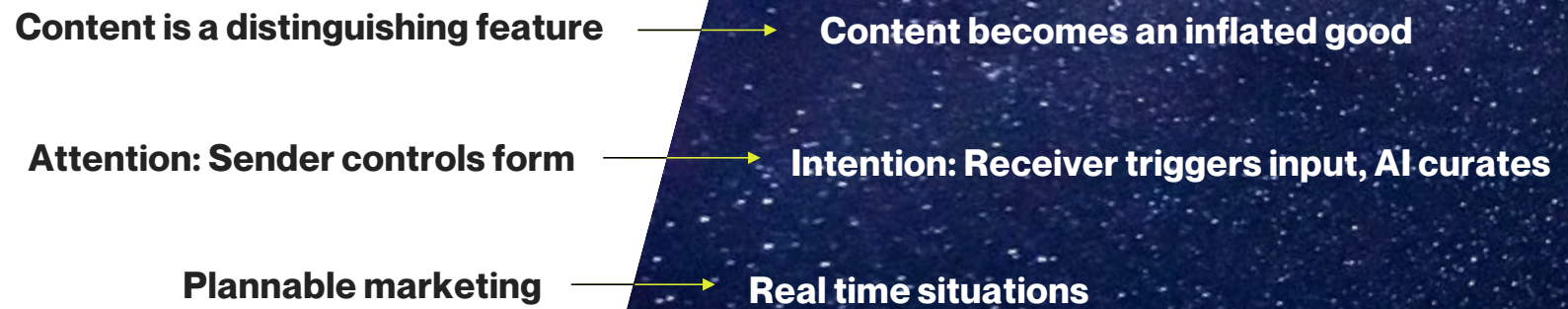
Retail partner visits

Hi Neeta, I hope you had a nice weekend and that your week is off to a great start.

Meta trying to create AI content without even asking



Things that will change in the Upside Down





The big question isn't
“Can AI write my emails?”



But:
**“How will my marketing
survive in an AI-driven world?”**

**Does AI make your
content better?**

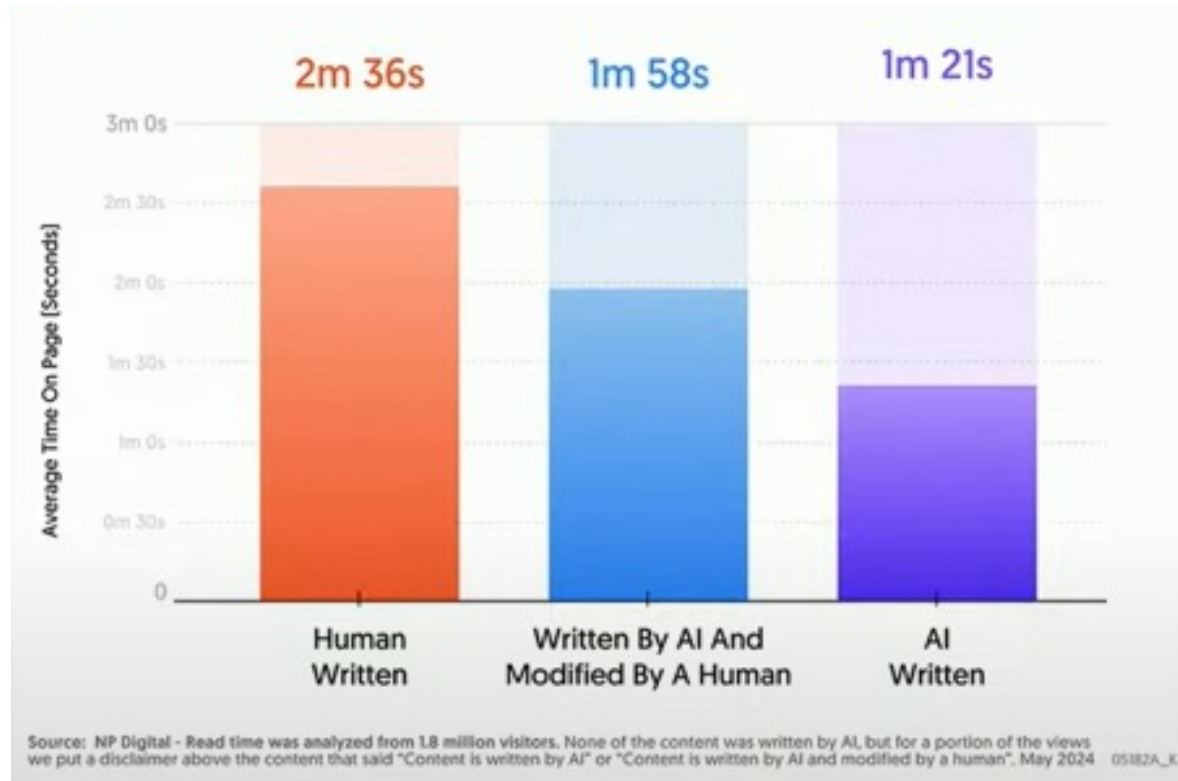
4.6 billion

Content pieces are published daily

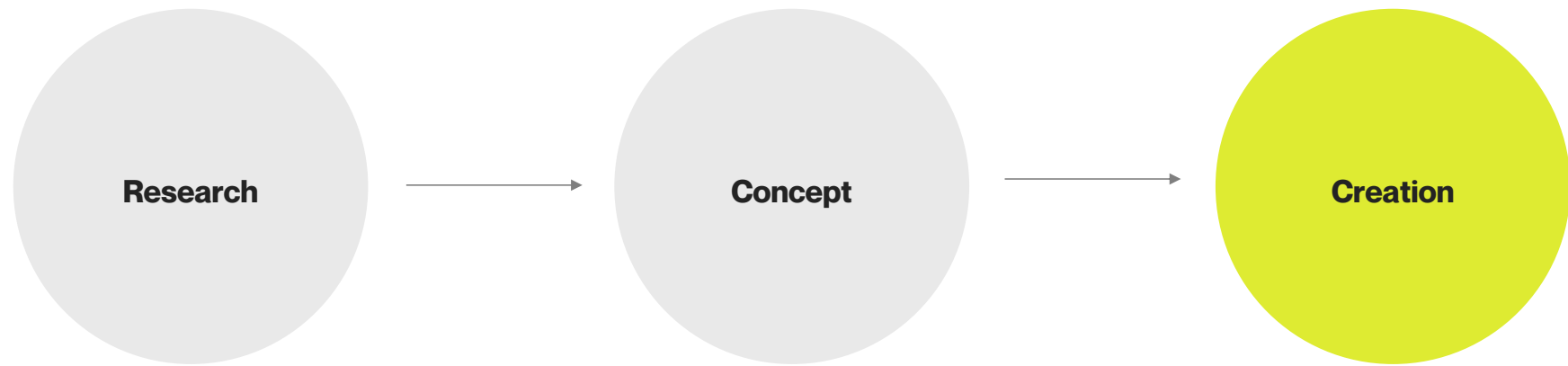
You won't pass
the gate with
AI shitification.



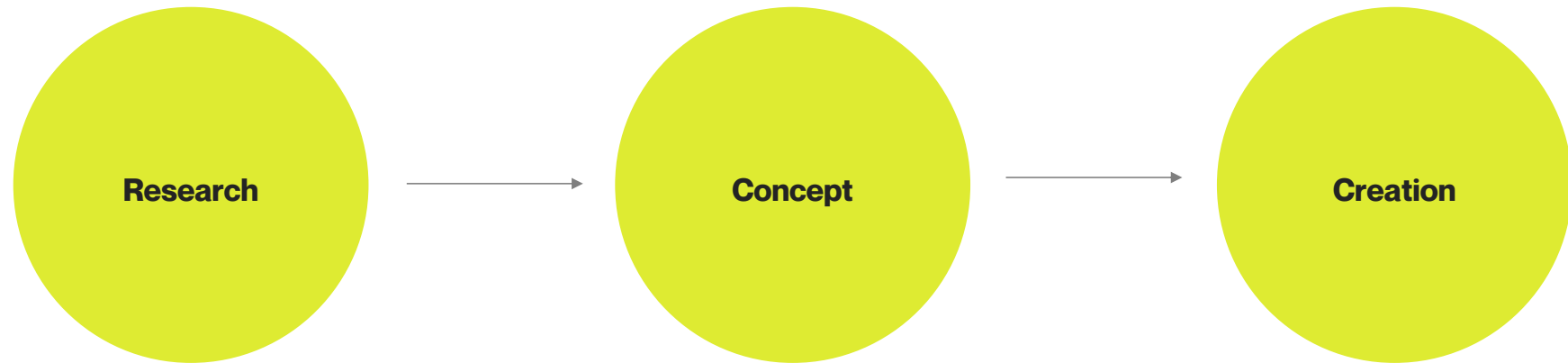
Most AI content flops



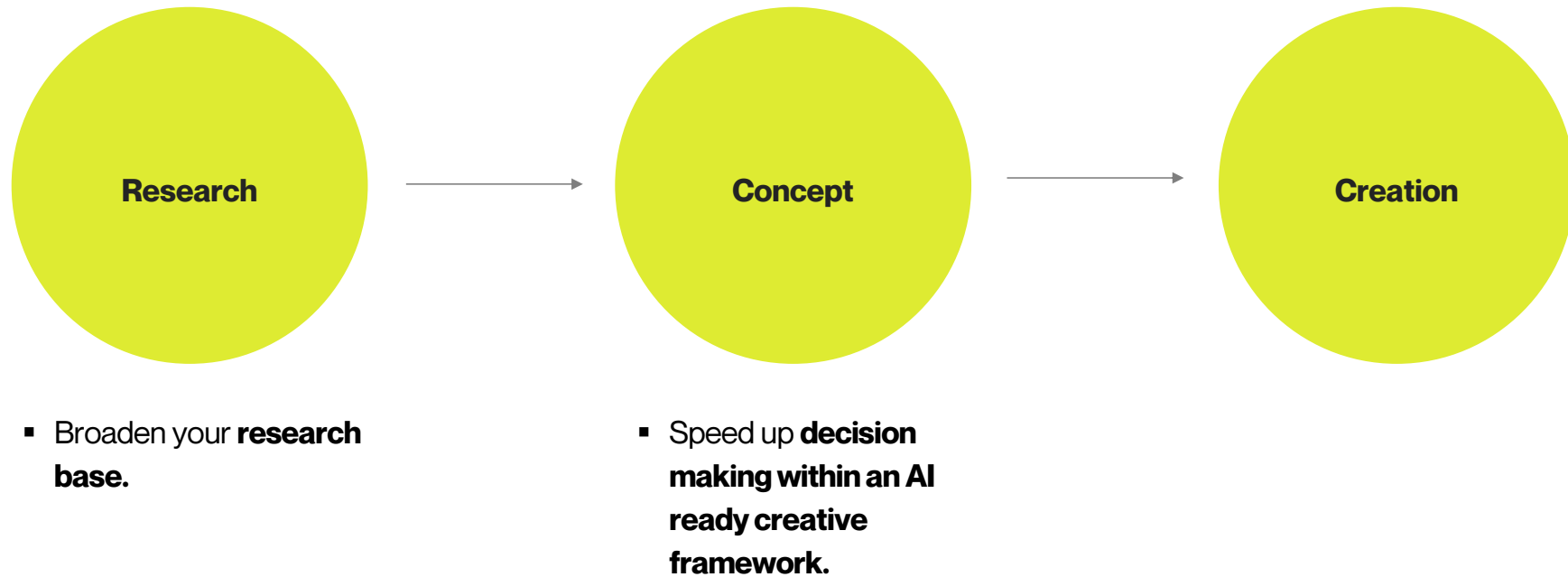
AI must make you more recognizable – not less



Integrate AI in your whole creation process



Integrate AI in your whole creation process



Fast AI-supported concept design





a grounded likeable Berlin man in his 40ies wearing a shirt and jeans



ray sono

Vary Subtle

Vary Strong

24

Character Consistency

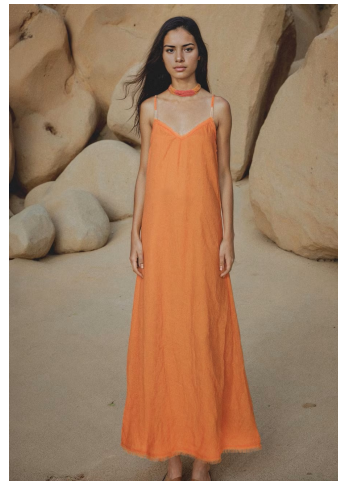
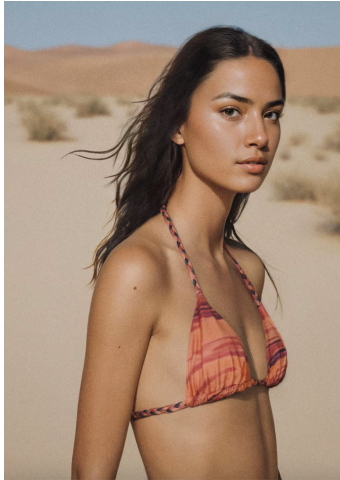


extreme close-up of a man looking
concentrated as he works on something, bright
daylight, muted colours

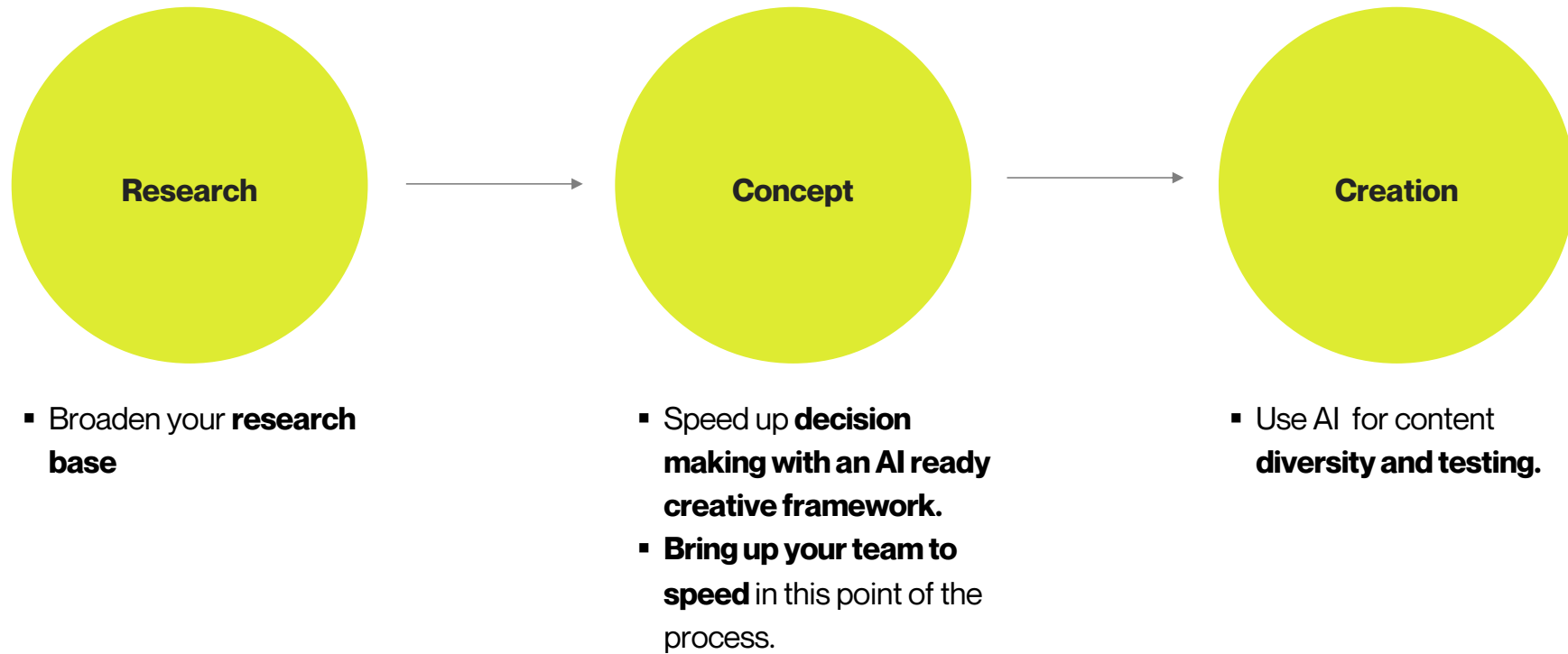


ar 4:3 v 6.1





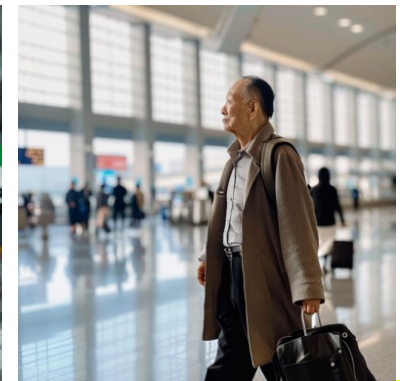
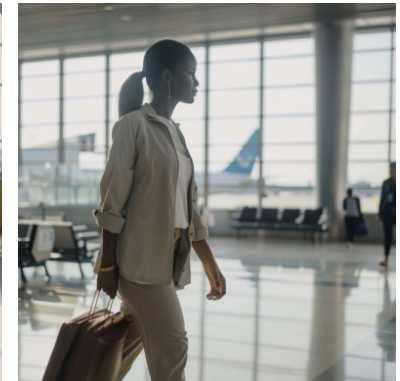
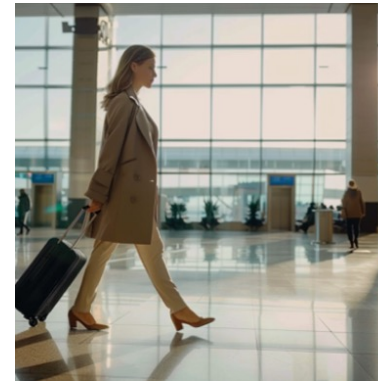
Integrate AI in your whole creation process



Testing & Diversity

Output

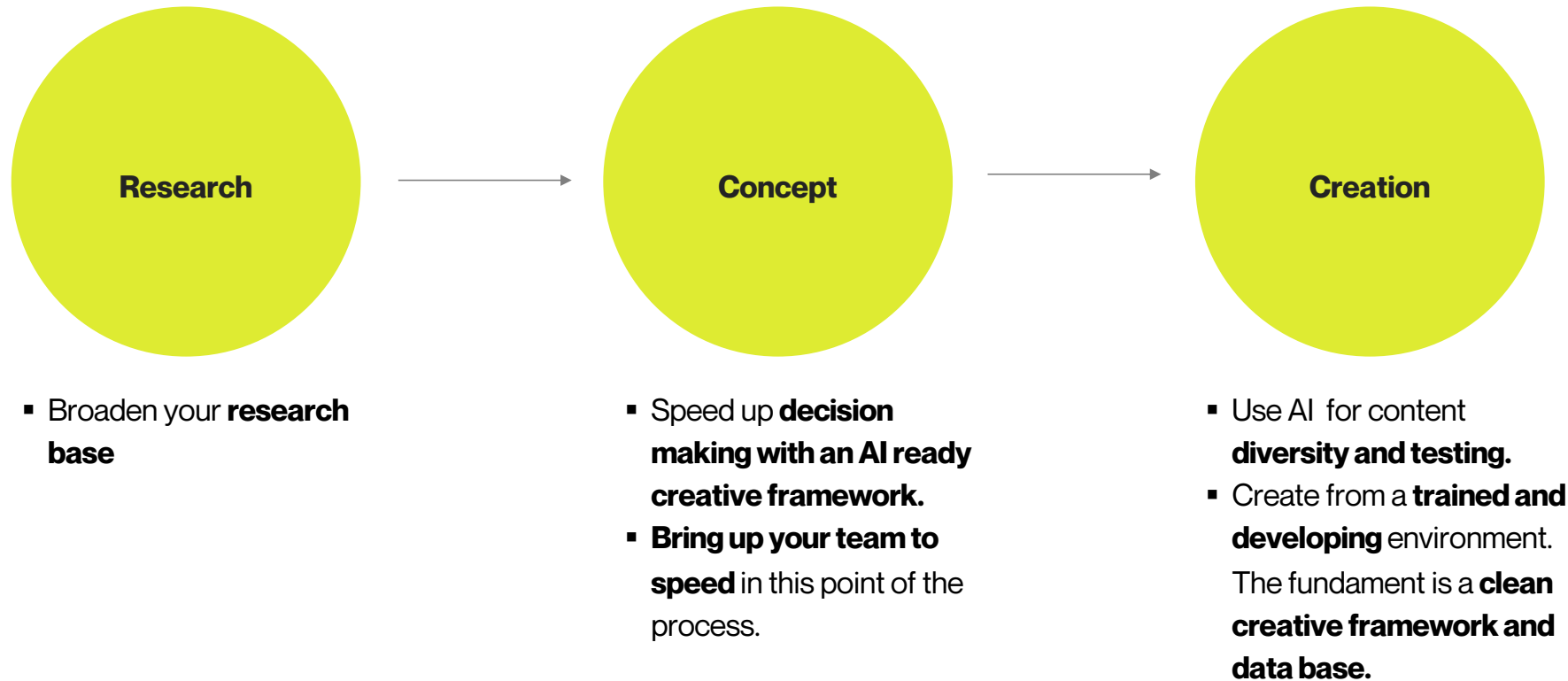
Input

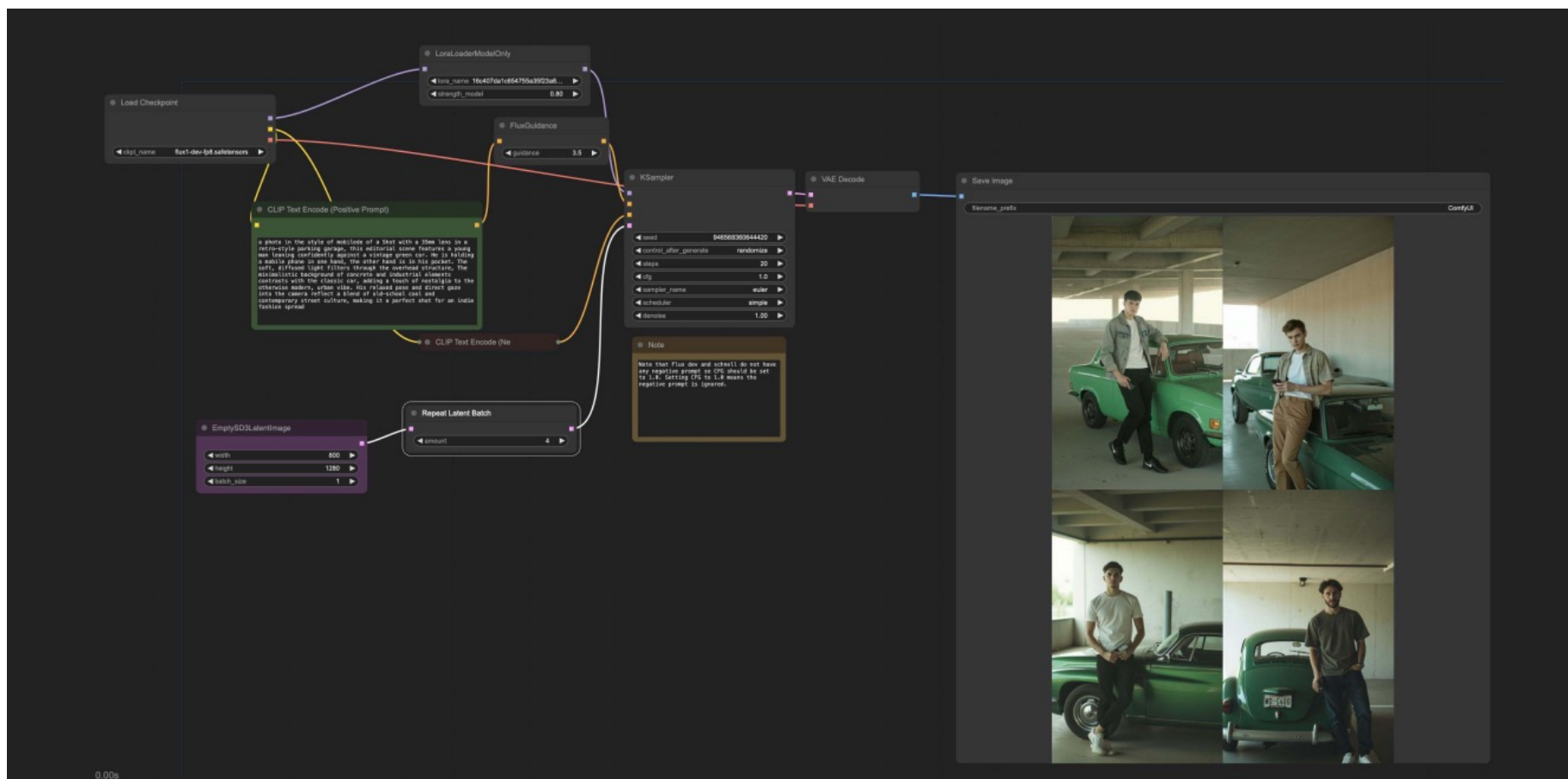


More multimedia



Integrate AI in your whole creation process



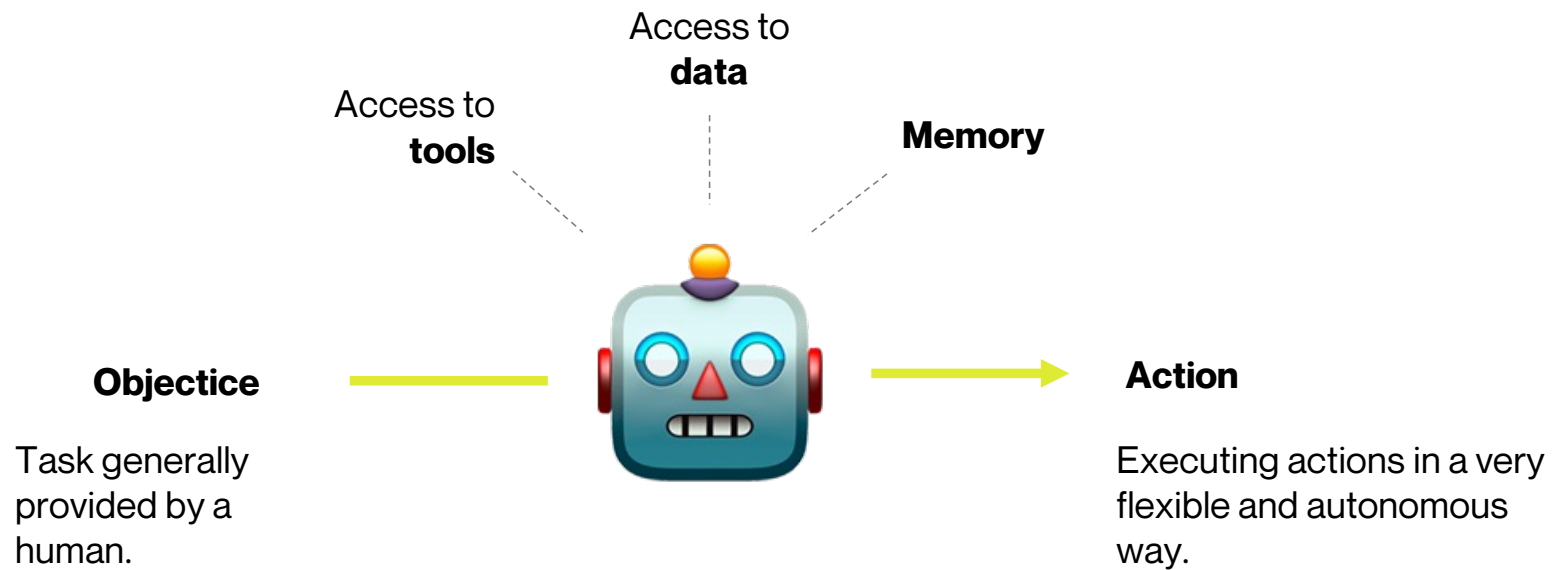


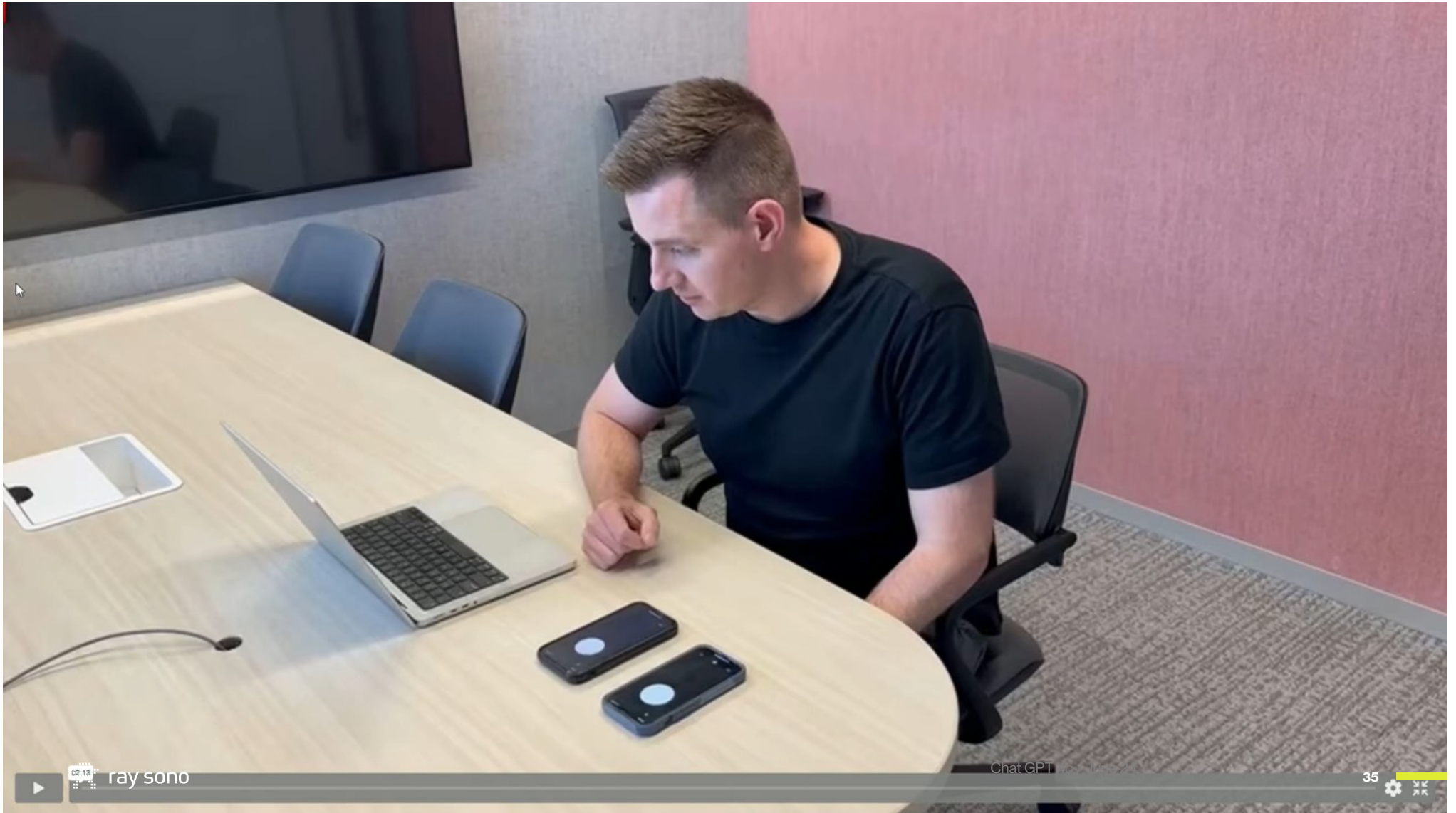
Checklist: Creating AI assets with value

- ✓ Check your **whole creative value process** for AI opportunities. Find out, where AI can enhance your process in regards of speed or quality.
- ✓ There is not one tool to rule them all. Enable your creative team to **equip and use a matching set of multiple AI tools to match different usecases.**
- ✓ Get your creative data structured and ready for AI integration. Think adaptive and modular CIs, that are accessible as libraries. This is the **fundament for further training your creative AI.**

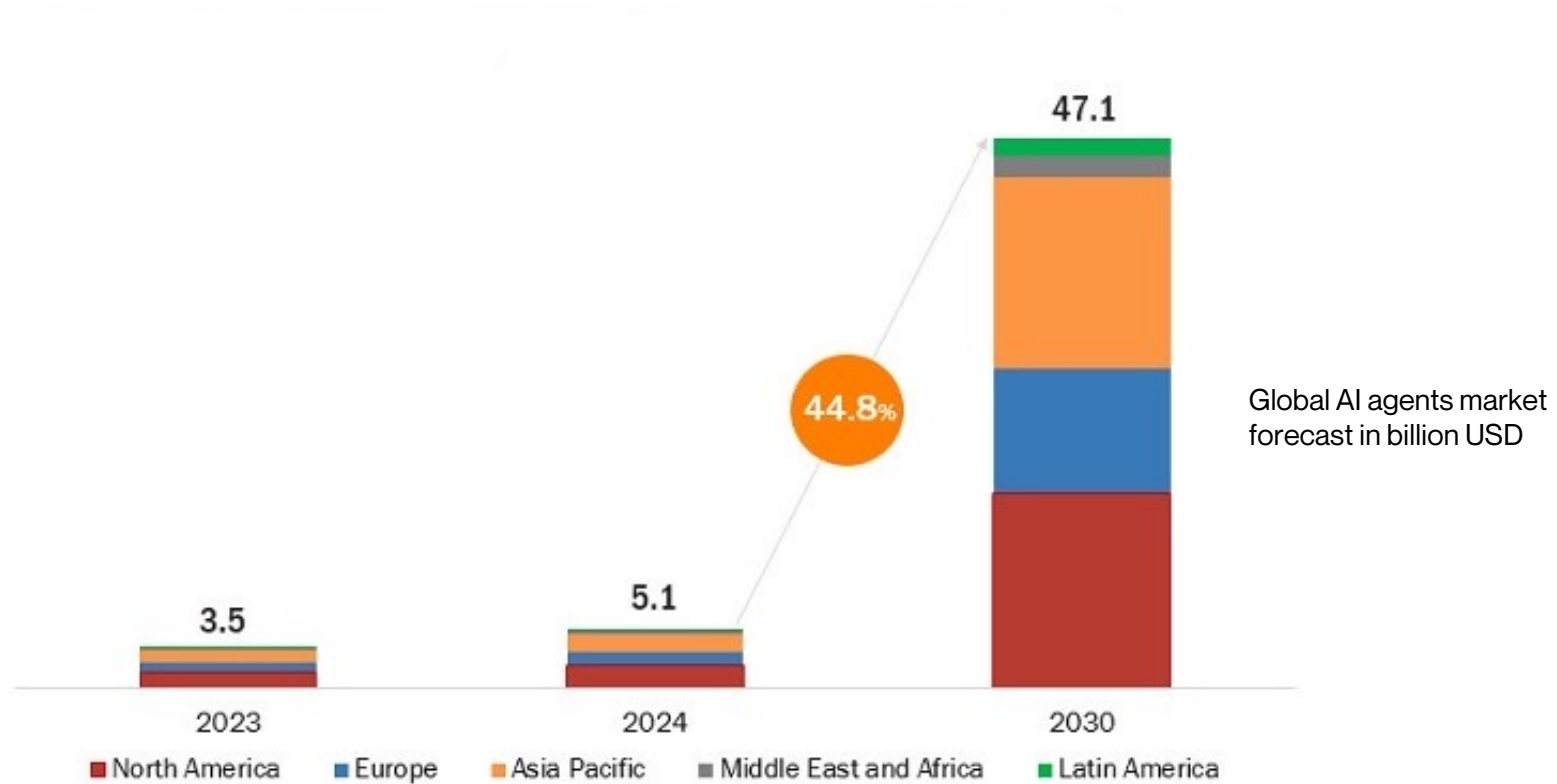
**AI Agents will be
everywhere. Are you
prepared for them?**

AI agents in a nutshell





AI agents are one of next years big thing



**One of your most important
tasks: Being discoverable by AI
agents.**



**Data is not the new oil.
It's the new water.**

The agents' most relevant data sources



Record Data

Information, you generally have to offer

Product data | content-archive
| service data

Internal Knowledge Base, PIM,
DAM,...



Public Data

Selection and context, which explain data and make it accessible.

metadata | content | public data

DXP systems, CMS, Frontend,
reviews, social mentions



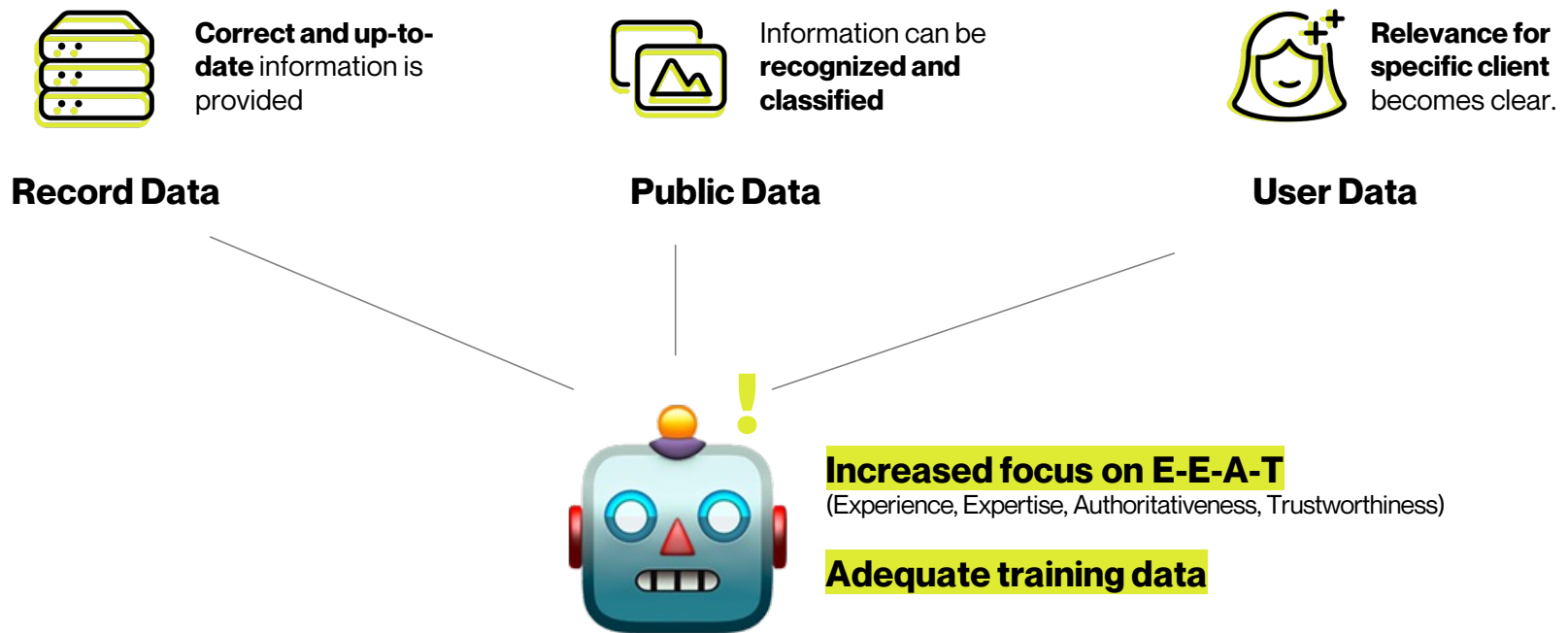
User Data

Information about the user who will receive the input.

Cookies/Tracking | First Party
Data

Direkteingabe, CRM, Cookies,
Analytics

The agents' most relevant data sources



Data liquidity is the key to AI-readiness



- ✓ **Uniformly structured data.**
- ✓ **Fully maintained data.**
- ✓ **Standardized tracking.**
- ✓ **Interfaces between the systems to exchange and change data flexibly.**

Reality often looks different.



Record Data



Public Data



Userdata

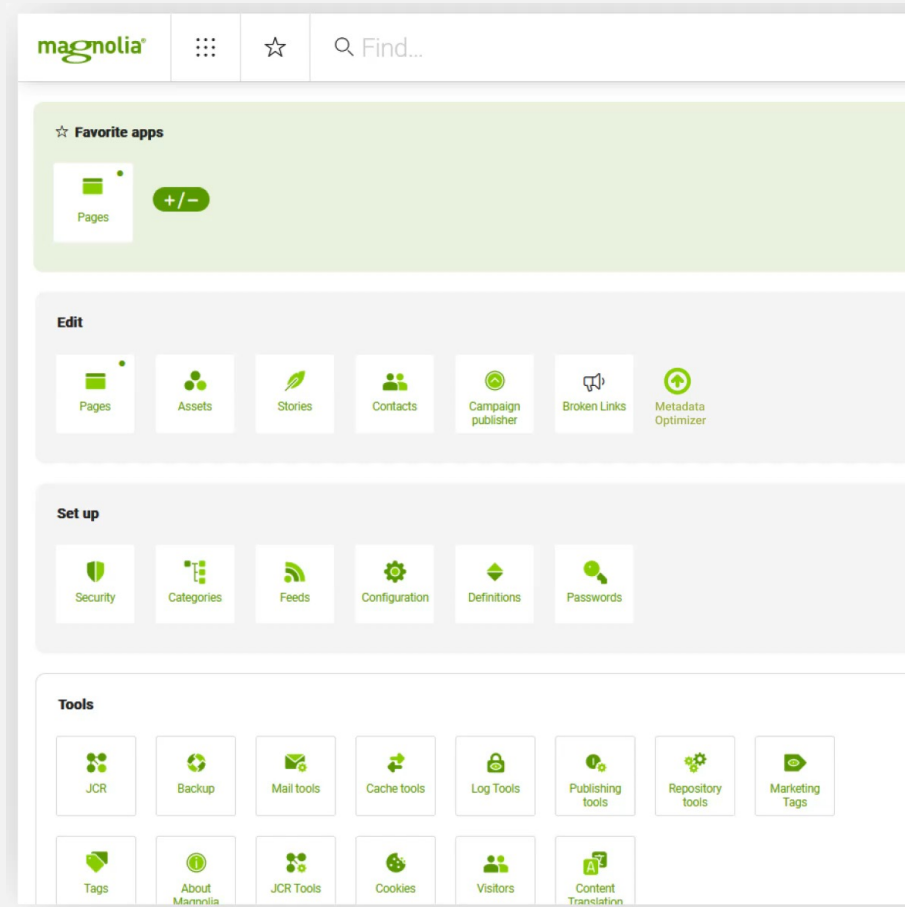
-
- X Differently structured data silos
 - X Incomplete maintenance
 - X No interfaces between data
 - X Too little data / no access to existing data
 - X Interfering data from outside

If you want a robot to work in your room, you need a clean floor.



Use AI to improve data quality in crucial points.

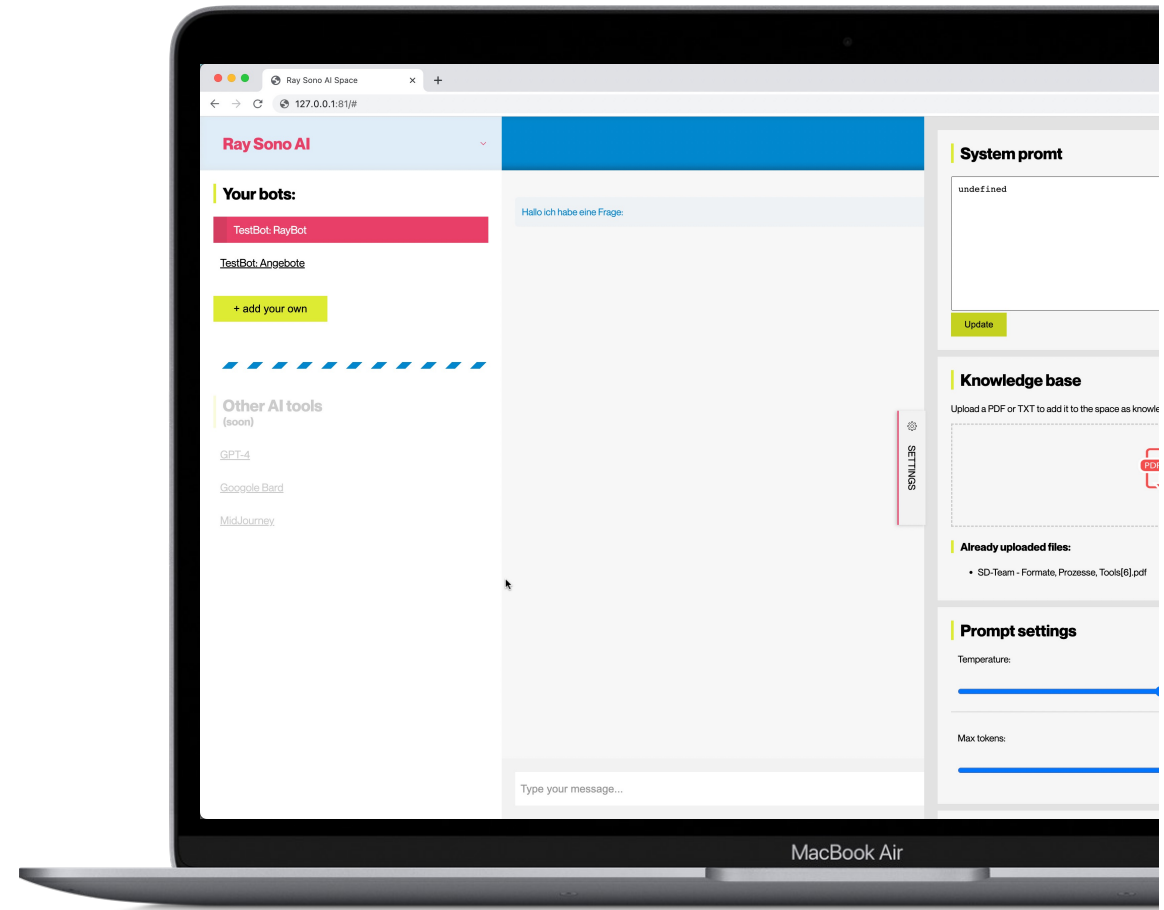
AI assisted metadata creation prevents errors during data entry and improves the quality of content data.



Make AI-relevant data sets accessible in the knowledge base

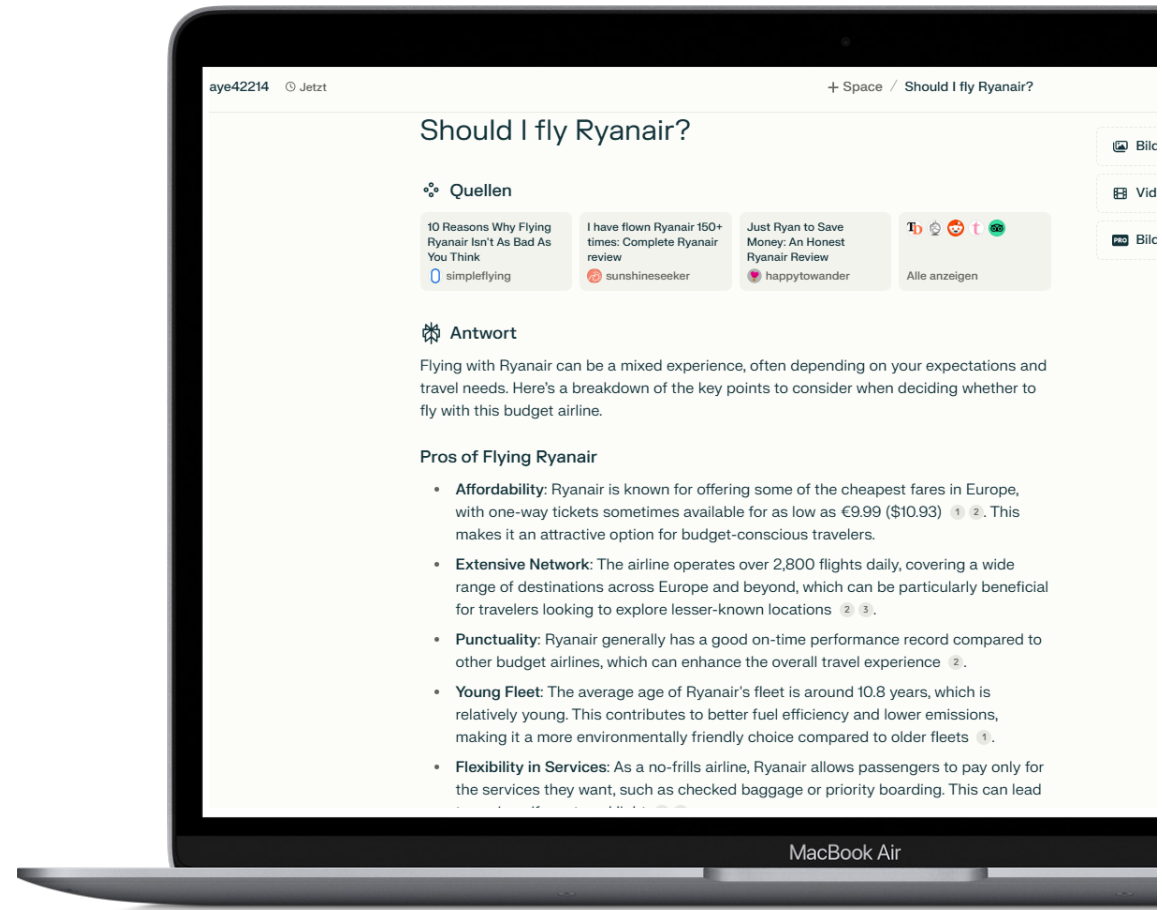
A centralized source of information in a manageable, defined space, in which central data areas are structured and stored in a way that can be used by AI.

The data is technically accessible, can be continuously updated and can be called up flexibly.






Take community management and public data very seriously

Well-maintained community management and a high visibility of the brand in public touchpoints will be an important asset for the evaluation by AI.



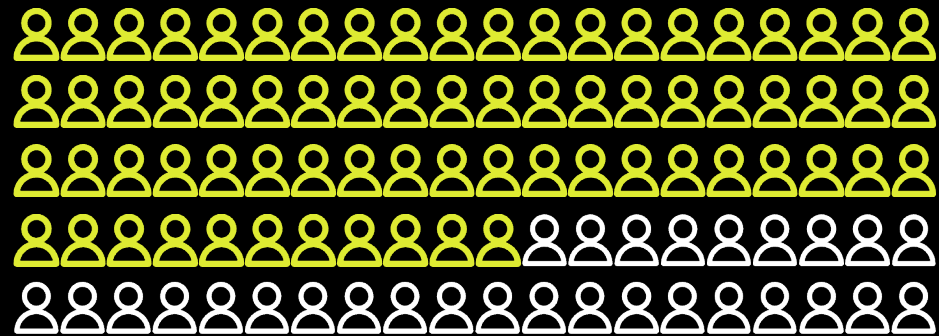
Checklist: Dealing with AI Agents

-  Make an assessment about **which agents might play a relevant role** in your marketing system and **check your data quality accordingly**.
-  **Raising data quality mustn't only mean big data projects.**
Distinguish **quick wins** and **long term necessities** to be able to act quickly and plan on the long term at the same time.
-  Set up **data improvement projects** that benefit you most.

**Do you take a
smart approach to
automation?**

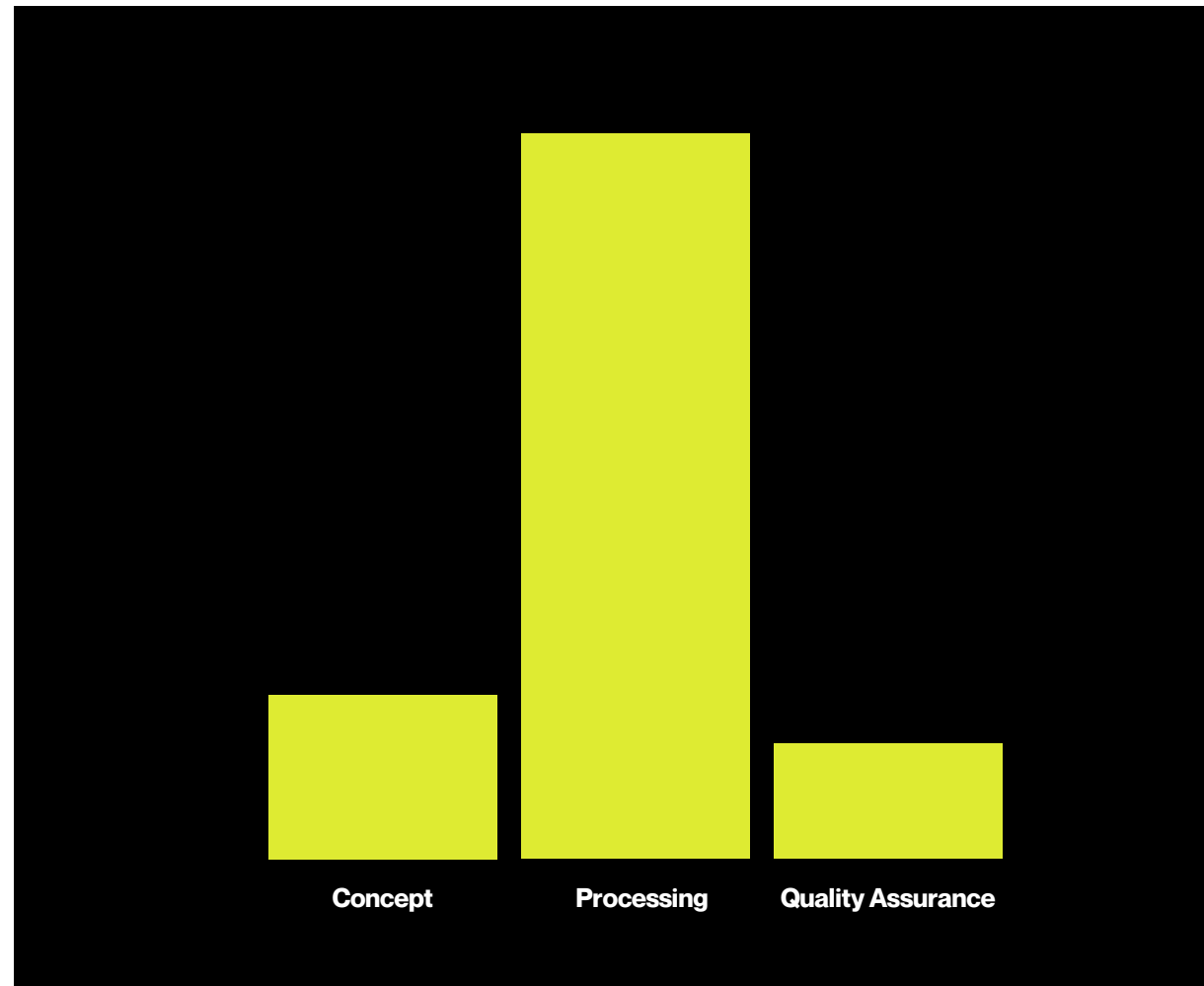
**Personalisation is
a must have.**

71 %
...of users expect
personalized communication

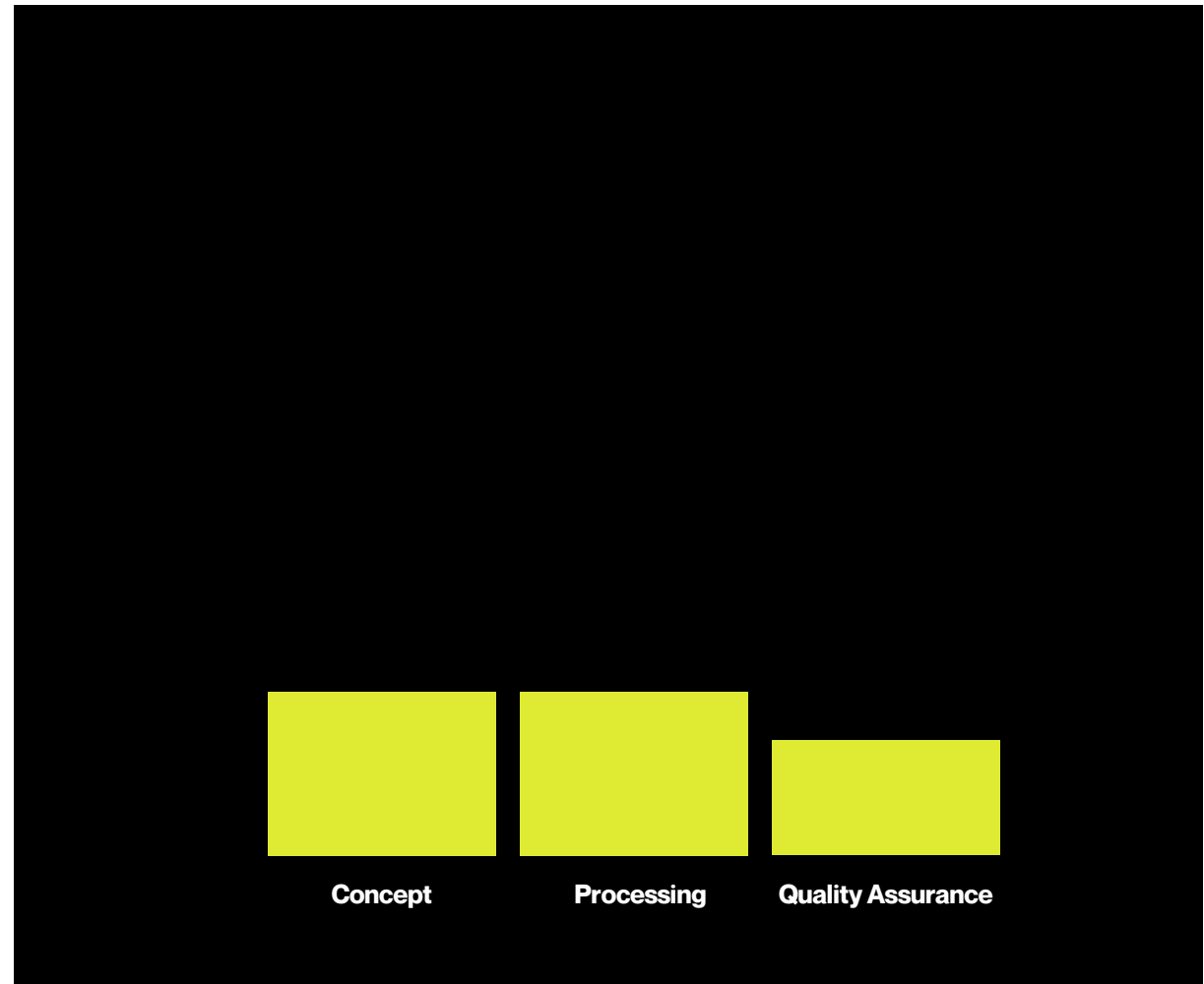


Source

**A common mistake:
The approach to
automation is
focused on reducing
costs.**



**A common mistake:
The approach to
automation is
focused on reducing
costs.**



**How could
this go
wrong?**

**How could
this go
wrong?**

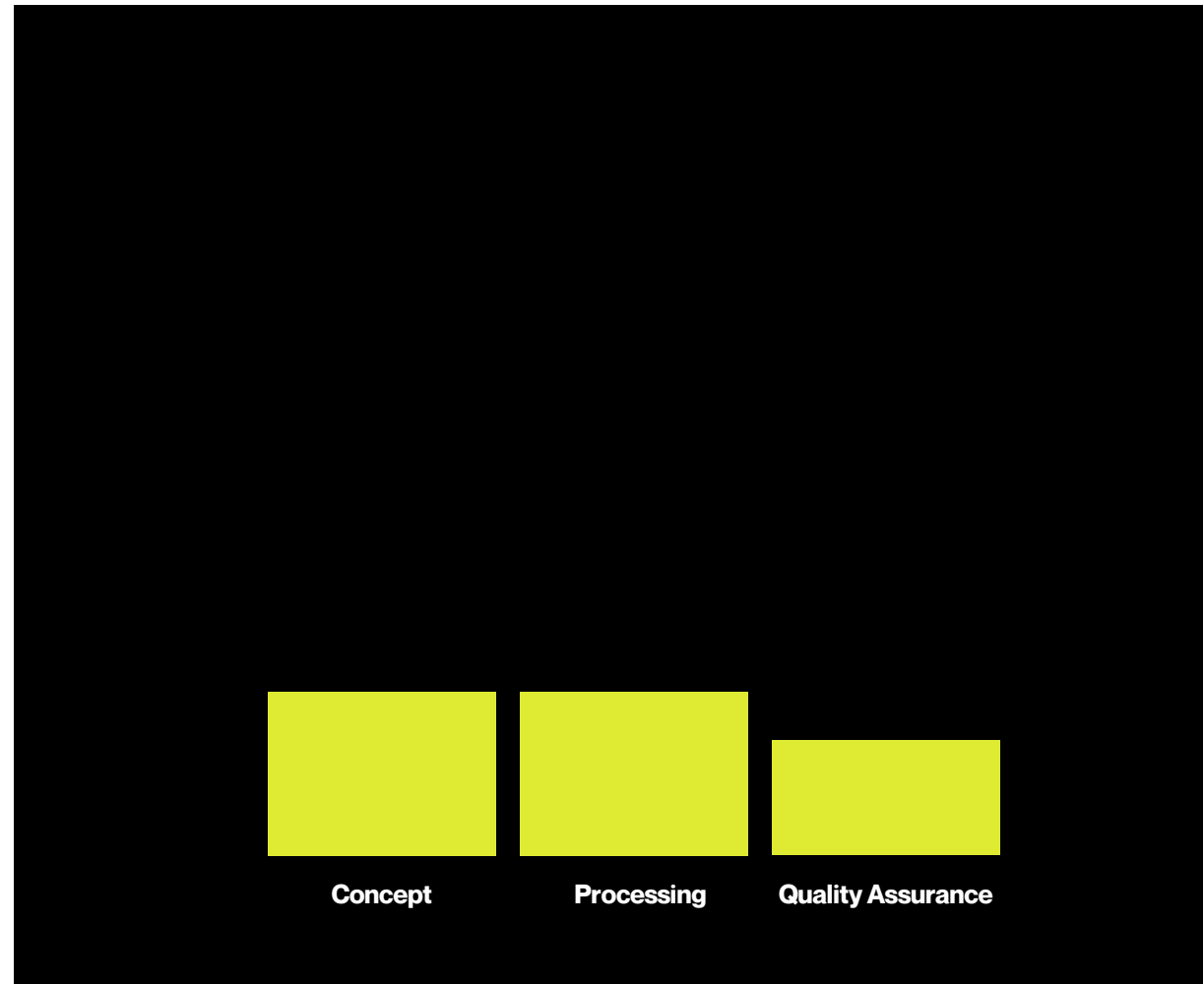


**Every prompt
consumes 10
to 50 ml of
drinking
water.**

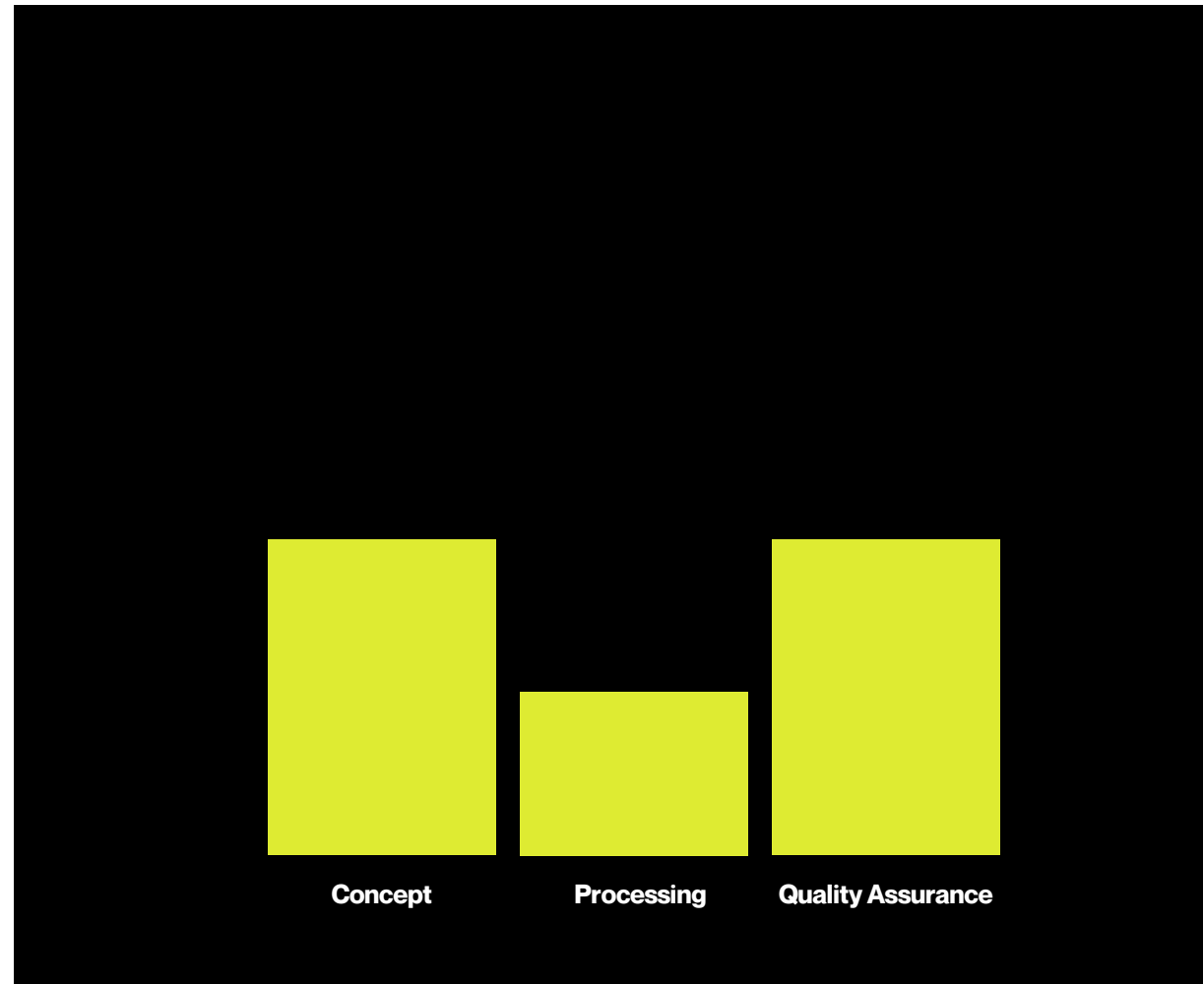
Shaolei Ren
TED AI Vienna, Oct. 2024



Secure value in high
quantity by
investing in **concept**
and **quality**
assurance.

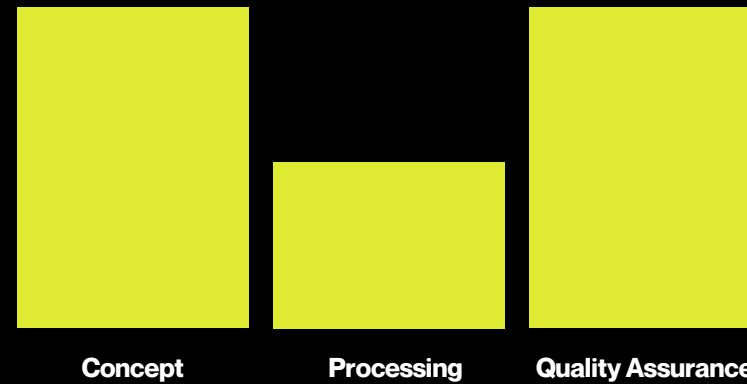


Secure value in high quantity by investing in concept and quality assurance.



Secure value in high quantity by investing in concept and quality assurance.

- Relevant and scalable **use cases**
- **High-quality master content**
- Deep, empathetic **understanding of the customer**
- Ensuring **technological feasibility**
- **Channel and content strategy**



Welcome to DAIN Brain



Media Marketing Demo

Generate marketing messages for media brands, based on selected campaign type options and using brands' own 'tone of voice'.



Shift Report Demo

Create a shift report in a voice conversation with the AI. The AI will keep asking questions until it gathered all information needed for the report.

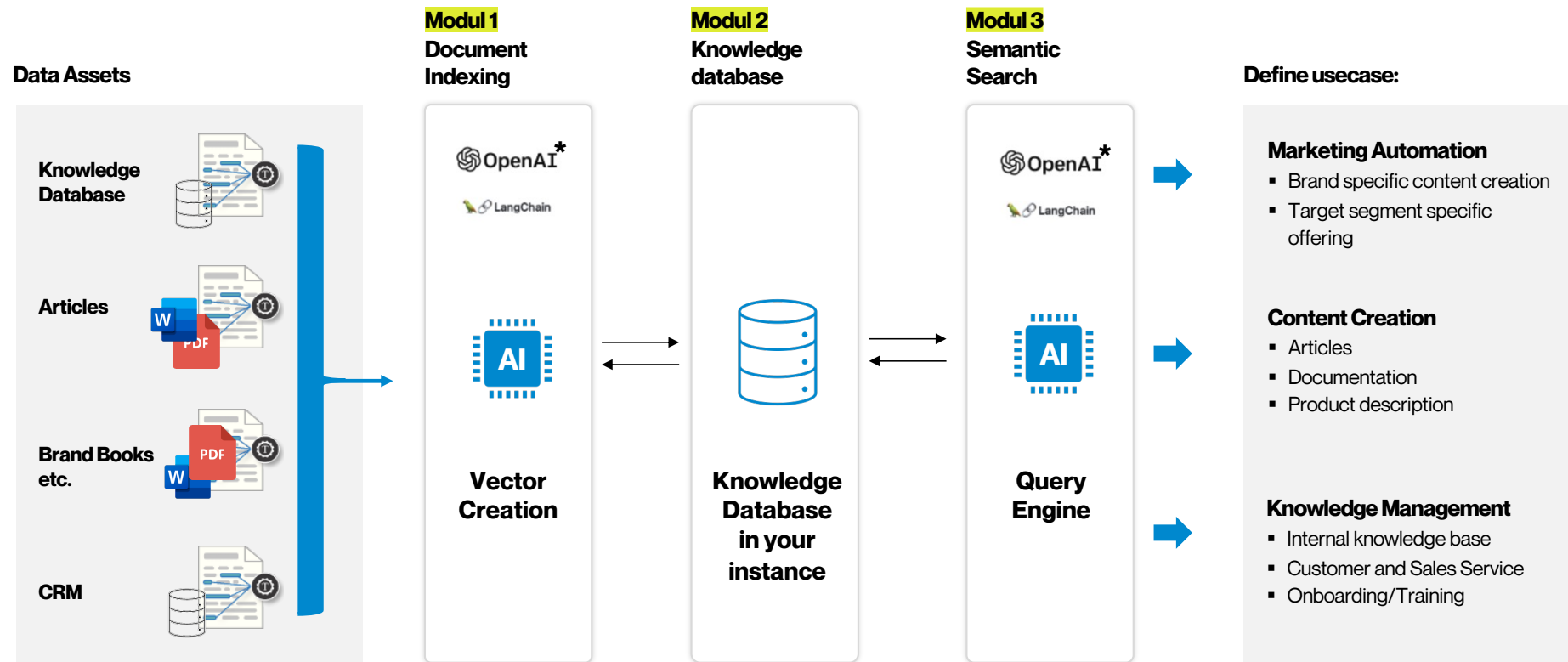


Meeting Report Demo

Create a meeting report in a voice conversation with the AI. The AI will keep asking questions until it gathered all information needed for the report.

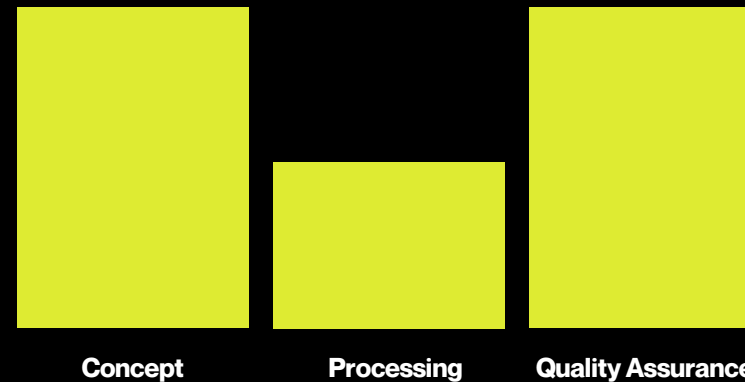


Scalable automation is complex and expensive

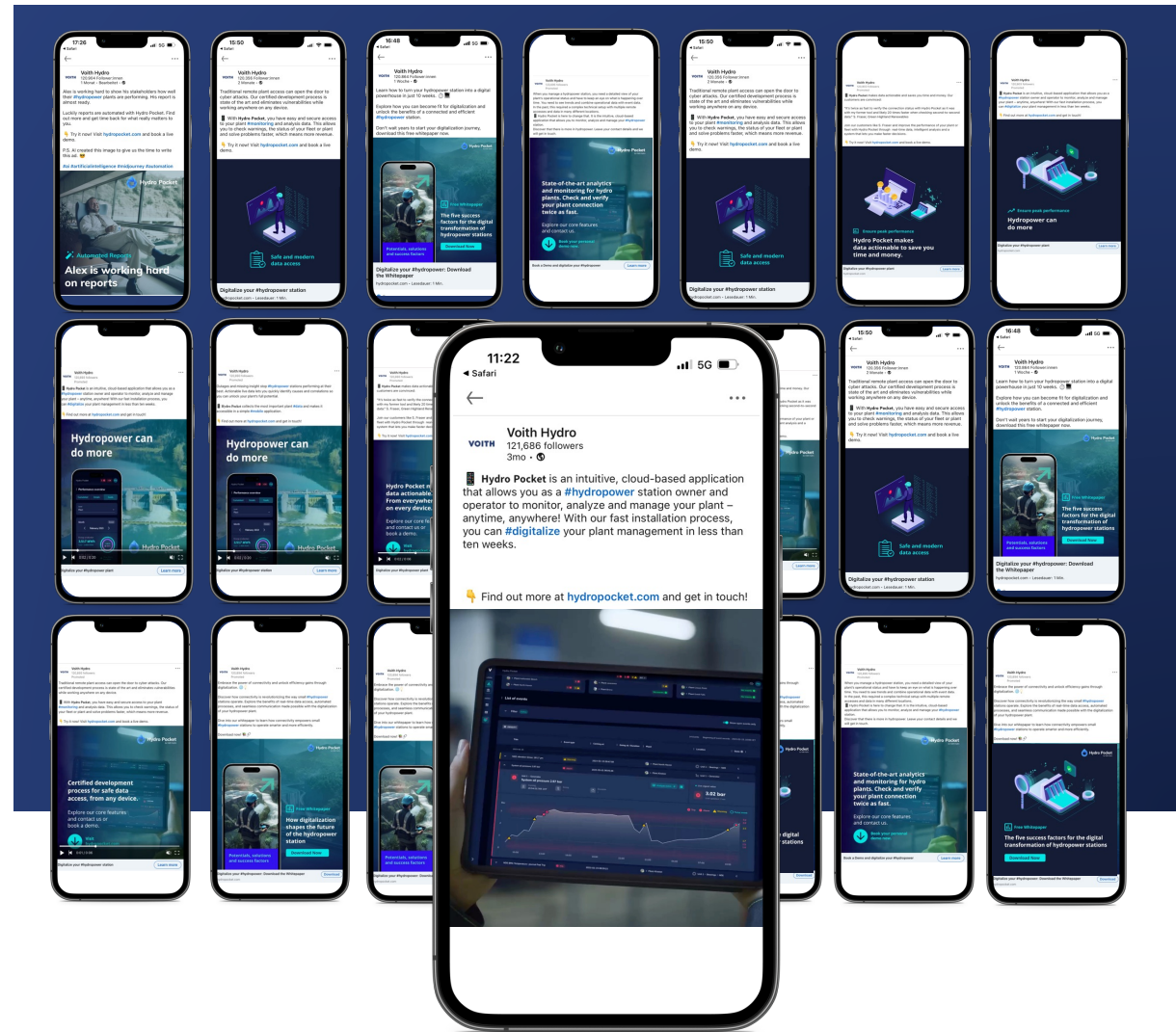


Secure value in high quantity by investing in concept and quality assurance.

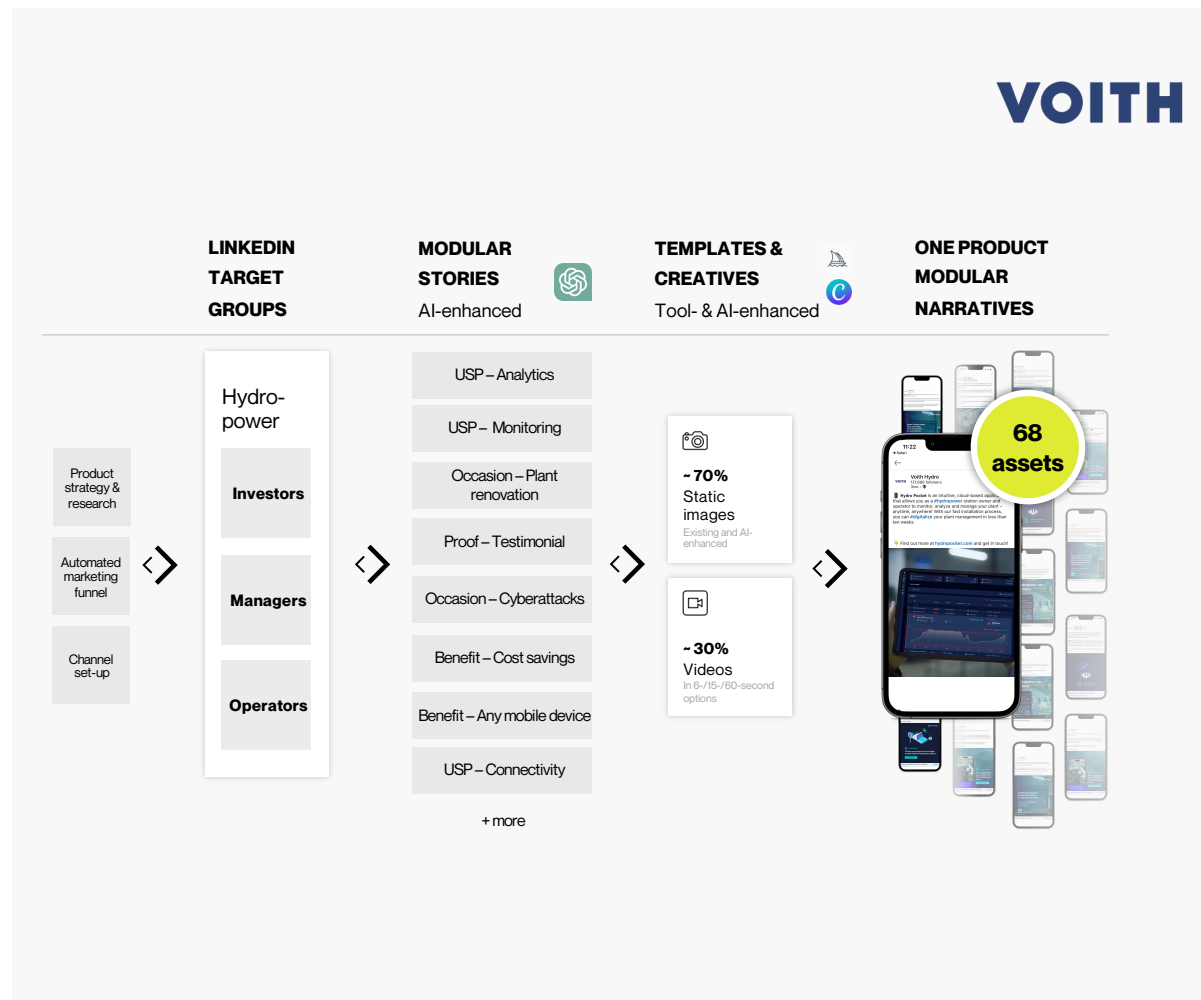
- Relevant and scalable **use cases**
- **High-quality master content**
- Deep, empathetic **understanding of the customer**
- Ensuring **technological feasibility**
- **Channel and content strategy**
- Excellent **data structure**
- Known **processes and roles**
- **Clean and accessible content rules** (CI, ToV, etc.)
- Knowledge of **regulations**



Use controllable but
scalable spaces for
prototypes.



Use controllable but scalable spaces for prototypes.



Checklist: A smart approach to automation

- ☒ Notice that AI automated marketing activities have different conceptual requirements. A **strong technical and content fundament** with **clear use cases** and a **high degree of user centricity** are a prerequisite.
- ☒ Your current quality assurance process might be too inflexible. **Create clear, simplified responsibilities in the AI-supported production process.**
- ☒ An **excellent database** is the basis for high efficiency and a low error rate

**AI projects are always
change projects**

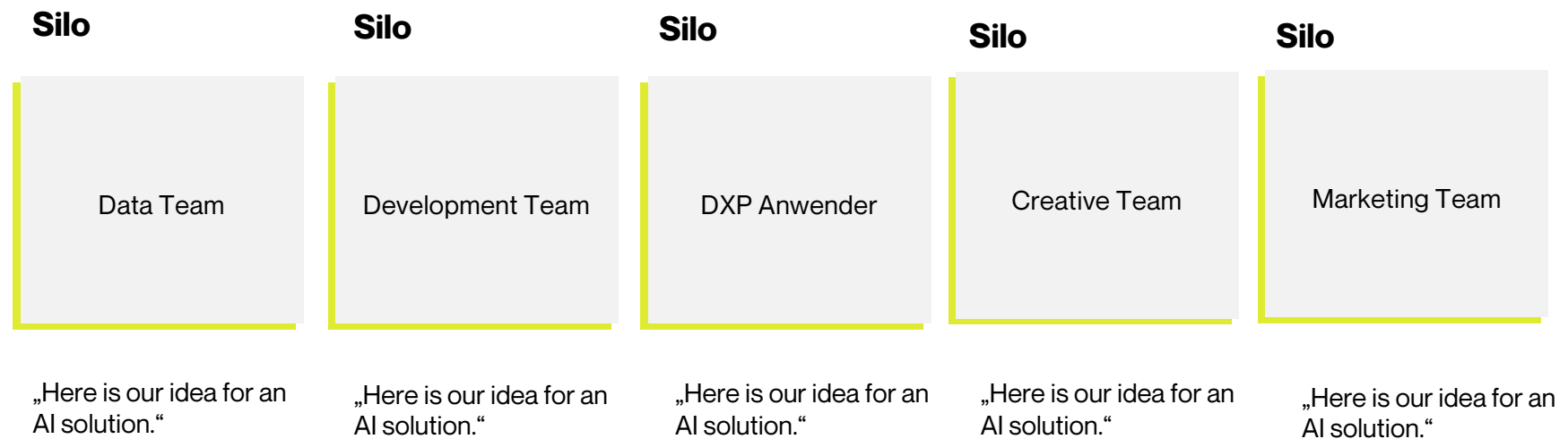
**„AI won't replace you.
But someone using AI will.”**

Everybody on LinkedIn

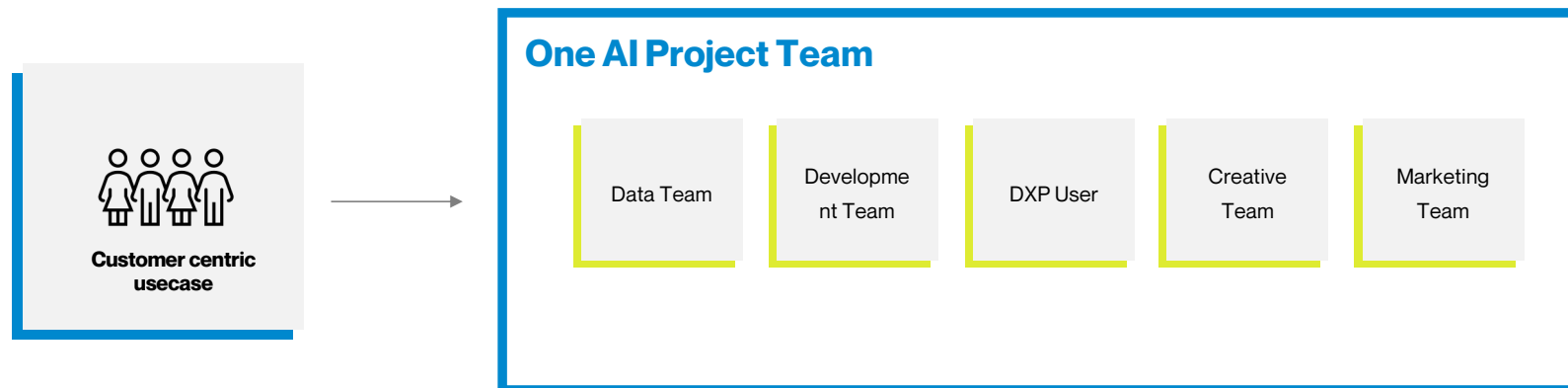
**„AI won't replace you.
But someone great teams using AI will.”**

Everybody on LinkedIn

Your usual approach to prototypical AI projects

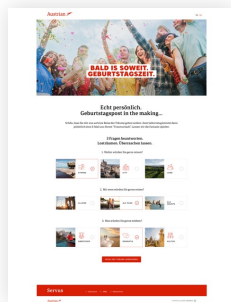
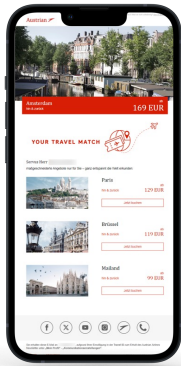


Better: Joint operative team with customer-centric usecase.



- Development of **usecase** and **business requirements**
- Clarification of **data requirements** and development of **data concept**
- Design and development of **technical AI implementation**
- Development of **creative and implementation concept**
- Evaluation and development of **publishing mechanics in DXP**

Two examples for a joint approach to data and AI.



Agency as connector and translator

LH Digital
Hangar

Ray Sono
DXP Team

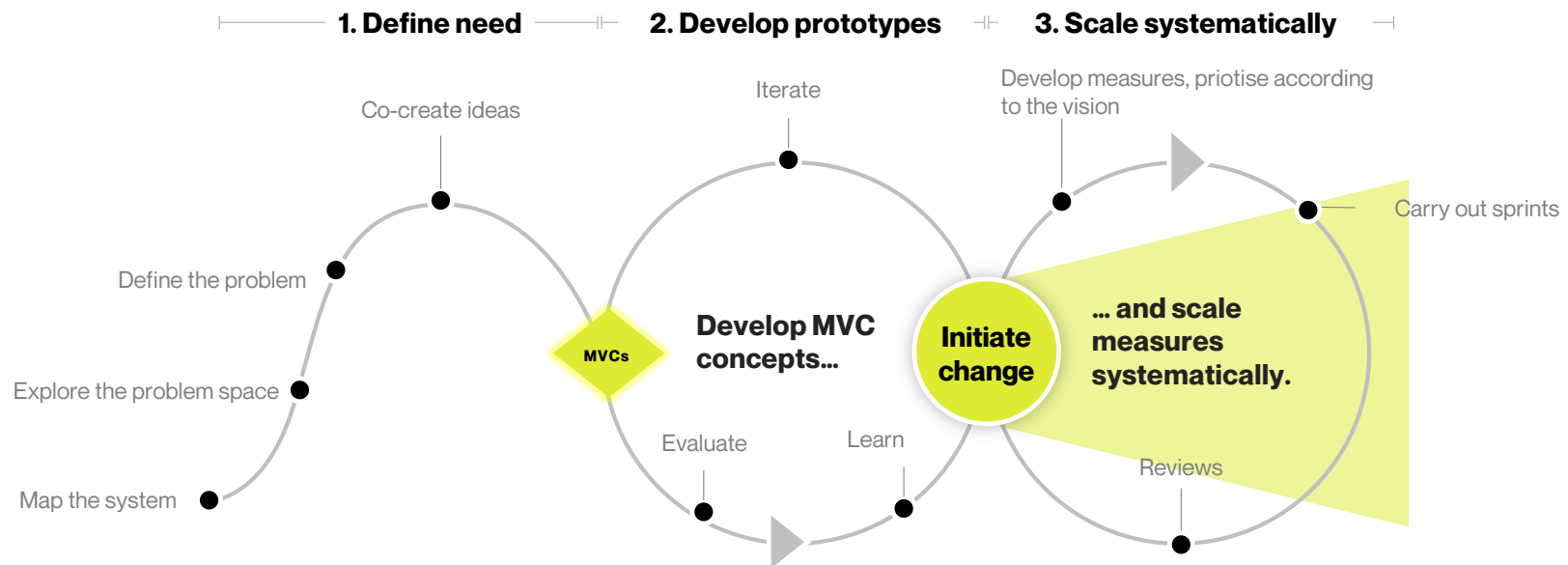
Ray Sono
Creative
Team

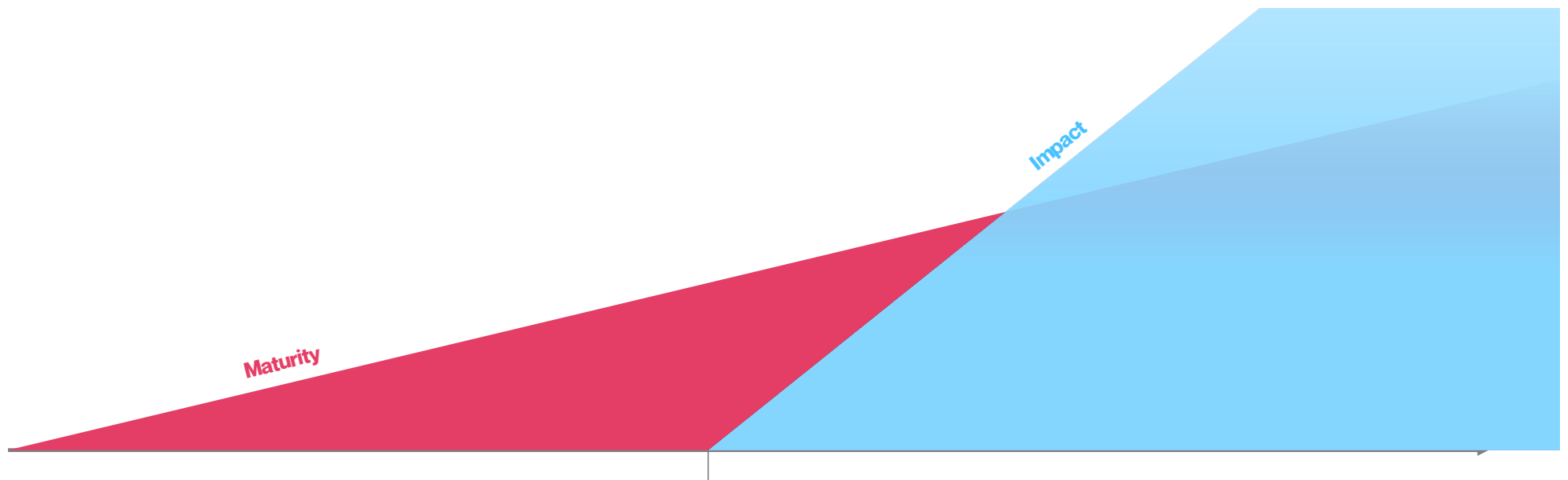
AUA
Marketing
Team

Functional and user centric use of AI and data

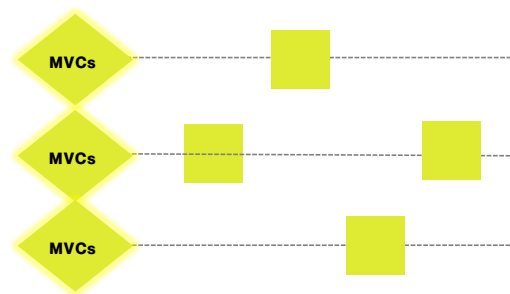
- Development of **usecase** and **business requirements**
- Clarification of **data requirements** and development of **data concept**
- Development of **creative and implementation concept**
- Evaluation and development of **publishing mechanics in DXP**

Scaling Prototypes in organizational development

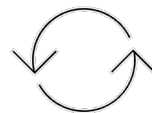




MVO Prototypes / Quick Wins (Early Adopters)



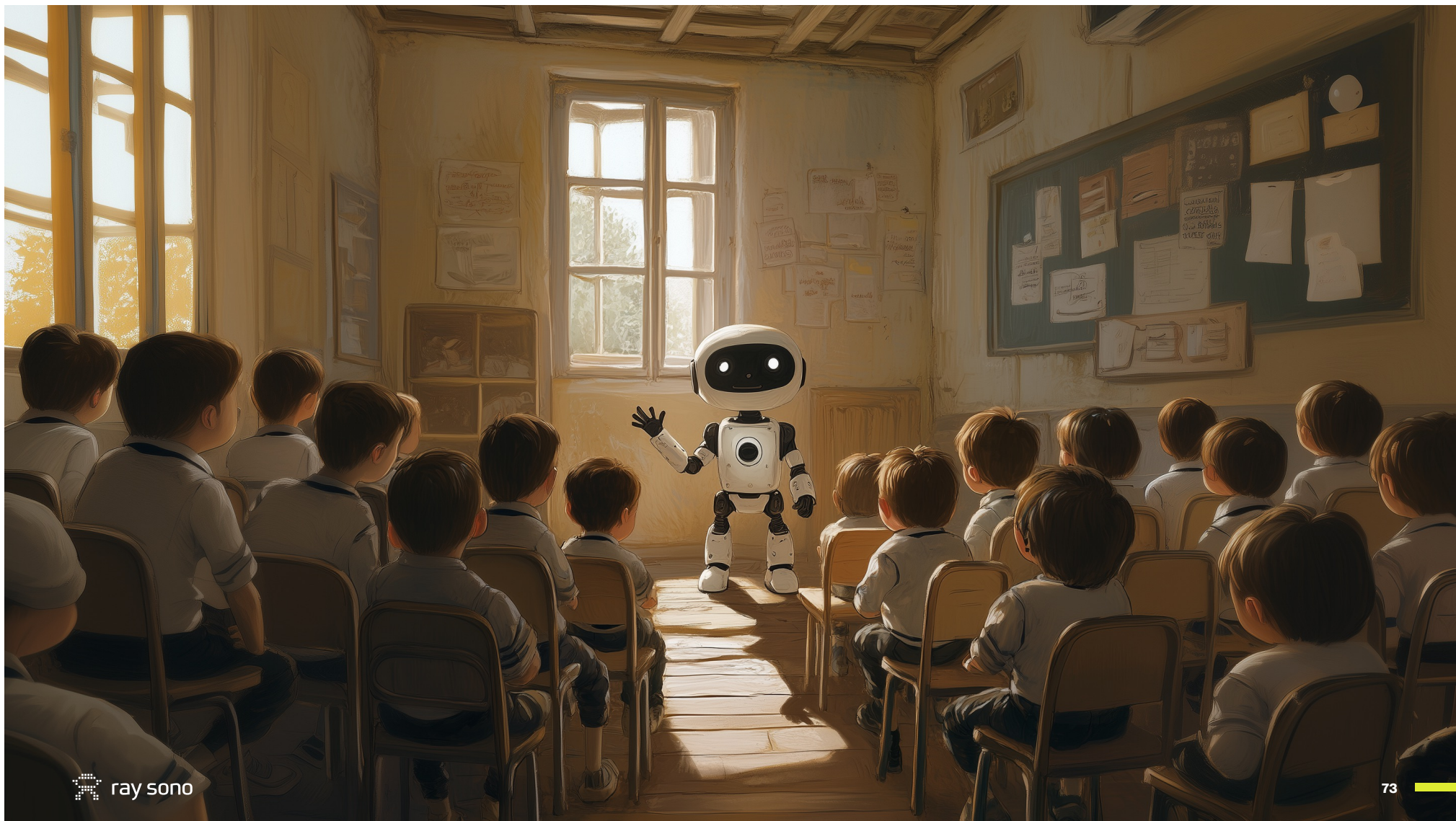
Learning Sessions



Rollout / Skalierung (Early Majority)



Constant Training and Development



Thank you!

Johann Bayerl

Division Lead Digital Communications

johann.bayerl@raysono.com

Get in touch



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