

Unlocking the Potential of Regenerative AI in Marketing

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“What is the power of Regenerative AI?”



In the world of marketing, Large Language Models (LLMs) stand as pioneers, reshaping the landscape of possibilities. It feels like just yesterday when orchestration was a buzzword, originally emerging in the early 2000s within the IT sector, only to evolve and permeate various industries, including advertising and media from the mid 2000's. Today, orchestration is the norm, seamlessly integrated into the marketing technology (MarTech) stack, and diligently executed at scale. This orchestration includes a rich array of sub-services, including robust monitoring and reporting of digital media. Notable platforms like Omni by Omnicom and plethora of in-house products that exemplify this ecosystem, which has played a pivotal role in large advertising agencies and corporations for the past 15 years, reaching maturity approximately a decade ago.

Let's talk market penetration win MarTech Before we dive into this, let's take a moment to consider the current landscape of companies providing orchestration and related services. According to a recent talk by Richard Goodger, the MarTech landscape boasts over 10,000 vendors worldwide. This proliferation of options, while fostering innovation, has also made it increasingly challenging for businesses to select the right solutions amidst the sea of promising offerings. In Japan alone, the number of MarTech vendors has seen a remarkable 120% increase from 1,317 in 2021 to 1,566 in 2022. With the advent of numerous digital touchpoints, from social media platforms to chatbots and mobile apps, companies now have access to an unprecedented volume of customer data. In fact, a staggering 70% of customer interactions are now digital, underscoring the importance of effective data management for staying competitive in today's marketplace.

So if this is the case, where do Large Language Models and Regenerative AI fit into this well-established framework? Why are they essential? When it comes to AI, why ask this question when the landscape of building highly intricate and valuable AI models has evolved significantly, primarily influenced by changes in cost and accessibility. The advent of cloud computing played a pivotal role in the rapid ascent of AI systems. As companies continue to invest in cloud technology advancements, AI is poised to deliver even greater business benefits. Most organisations utilise AI systems in a conventional manner, treating them as single, all-encompassing entities. These systems receive training data, absorb knowledge from it, and subsequently apply these models to perform predefined tasks. For instance, they may assess credit risks in a loan processing system, streamline supply chain operations to minimise inventory, or make stock selections for investment firms.

Nonetheless, the innovations confined within these standalone systems impose limitations on the overall potential of these monolithic AI setups. This constraint has sparked a push to integrate AI technology with other foundational business systems and additional AI systems, thus enhancing their value proposition. Yet despite the wealth of information available, there remains significant misconceptions. It's crucial to recognise that AI has been a part of our technological landscape for quite some time, and I can personally attest to using IBM Watson in 2013 and earlier versions of big data in 2007, effectively harnessing AI capabilities. Most enterprises typically deploy AI systems as monolithic entities and claim to already using AI, which learn from training data and apply those models to predefined tasks, such as assessing financial risks, optimising supply chains, or selecting investment assets.

Now, let's shift our focus to Large Language Models and Regenerative AI. While I recall reading an aspirational discussion paper from Open AI in 2013, it's astonishing to fast-forward to 2022 and witness the awe, fear, and rapid reactions evoked by these innovations.

The advent of supercomputing has ushered in the era of Regenerative AI, which I'd like to illustrate as follows:

“What is the power of Regenerative AI?”

“It's akin to possessing all the knowledge ever recorded, occasionally exhibiting a sense of sentience (though not yet sentient), offering insights, feedback, and information within the vast corpus of data.”

Yes this is true although the consumer has a filtered view by design while books and knowledge that have been lost cannot be rewritten, but only be rediscovered.

For those who harness these cutting-edge tools, the potential for gaining a competitive edge over those clinging to the belief that orchestration alone suffices is substantial. Regenerative AI introduces new paradigms and varieties of LLM AI & ML Orchestration. These loosely coupled systems can weave an intricate, immersive, and potent ecosystem around existing AI tools.

These have the potential to outshine and eventually render obsolete those established orchestration methods. For example, the orchestration of a complex ecosystem comprising multiple distinct AI systems and a vast array of 10's or even 100's of databases, facilitating seamless supply chain integration. This integration empowers decision-making processes with near-impeccable information and comprehension.

In isolation, AI possesses intrinsic value. However, the true potential emerges when AI is seamlessly integrated with other AI systems and diverse data sources. It is at this juncture that organisations can elevate AI to unprecedented levels of value generation. Furthermore, this integration serves as a foundational platform for embarking on exploratory journeys into the transformative capabilities of AI, thereby unveiling innovative values that remain largely untapped or unimagined by the majority of businesses disrupting the status quo. In essence, this marks the advent of a new era of LLM AI-first orchestration and ideation platforms, utilising conventional measurement methods while employing an all-encompassing perspective to monitor the evolving landscape, one area being risk.

As we delve into the possibilities of Regenerative AI when harnessed within a powerhouse ecosystem, we uncover a treasure trove of opportunities. There are the obvious things like the following:

Advertising and Marketing

Large Language Models (LLMs) can significantly contribute to various facets of advertising and marketing. They are instrumental in reviewing ad content, ensuring it aligns with industry regulations and advertising guidelines. LLMs are employed to monitor brand reputation through social media, news articles, and online forums, identifying any negative publicity or potential reputation risks. They play a crucial role in competitive analysis, tracking competitors' advertising campaigns and messaging to determine strategies that could pose a threat.

Customer interaction

LLMs analyse feedback and reviews to identify recurring issues or complaints that could lead to reputational risks. They are essential for detecting ad fraud by analysing large datasets to identify anomalous patterns indicative of fraud. Furthermore, LLMs can monitor keywords related to a brand or industry to identify emerging trends, potential issues, or shifts in public sentiment, aiding in real-time content moderation and data privacy compliance.

Content optimisation

LLMs can analyse industry publications, news articles, and blogs to keep businesses informed about emerging trends, market dynamics, and potential disruptors. They are vital for assessing the quality and accuracy of marketing content, identifying issues like misleading claims, outdated information, or inaccuracies that could pose reputational risks.

Automated alerts and notifications can be set up to ensure that relevant stakeholders are promptly informed about potential risks identified by LLMs.

Brand safety and ad regulation

Monitoring updates and changes in advertising and marketing regulations is another area where LLMs are indispensable. They help businesses stay informed about evolving compliance requirements that could impact campaigns. Additionally, LLMs are used for continuous improvement, refining risk monitoring strategies by incorporating insights from LLM-generated data and adapting to evolving industry standards and consumer expectations.

Content creation

Integrating these propositions into an ecosystem using LLMs, including regenerative AI, provides several benefits. LLMs can generate various marketing content types, ensuring consistent tone and style, and creating personalised marketing messages tailored to individual customer profiles. They assist in A/B testing, trend data analysis, SEO keyword research, and editing marketing copy for grammar, style, and tone, thereby saving time and resources.

LLMs offer valuable industry insights by analysing market reports, news articles, and competitor strategies. They assist in content localisation, translating, and adapting marketing content for international audiences. Leveraging historical data and market trends, LLMs provide predictive analytics to make recommendations for future marketing strategies and generate natural language insights within marketing dashboards for non-technical stakeholders.

Audience Analysis: <ul style="list-style-type: none"> Use LLMs to analyse social media data, comments, and reviews to gain insights into audience sentiment, preferences, and demographics. Understand what topics resonate most with your target audience. 	Content Performance: <ul style="list-style-type: none"> Analyse the performance of advertising campaigns, blog posts, videos, and other content types using LLMs. Identify which content generates the most engagement, conversions, and shares. 	Trend Identification: <ul style="list-style-type: none"> Monitor news articles, social media conversations, and industry publications with LLMs to identify emerging trends and topics relevant to your advertising and media campaigns. 	Competitor Analysis: <ul style="list-style-type: none"> Utilize LLMs to track and analyse competitors' advertising strategies, messaging, and customer sentiment. Identify strengths and weaknesses to inform your own campaigns. 	Content Optimization: <ul style="list-style-type: none"> Generate insights on how to optimize your advertising and content strategies. LLMs can suggest improvements to ad copy, headlines, and content based on audience preferences.
Keyword Research: <ul style="list-style-type: none"> Conduct keyword research with LLMs to identify high-impact keywords and phrases for SEO and content optimization. Discover trending keywords in your industry. 	Media Buying Strategies: <ul style="list-style-type: none"> Analyse market trends and historical data to inform media buying decisions. LLMs can help identify the most effective channels and time slots for advertising. 	Ad Targeting: <ul style="list-style-type: none"> Leverage LLMs to refine audience targeting for advertising campaigns. Analyse data to identify the characteristics and behaviours of your most valuable customers. 	Content Localization: <ul style="list-style-type: none"> Use LLMs for efficient content translation and localization for international markets. Ensure that content is culturally sensitive and resonates with local audiences. 	Predictive Analytics: <ul style="list-style-type: none"> Employ LLMs to predict future trends and audience behaviours based on historical data and market dynamics. Use these predictions to adapt advertising strategies proactively.
User Experience Insights: <ul style="list-style-type: none"> Analyse user-generated content, reviews, and feedback using LLMs to gain insights into user experience and satisfaction. Identify areas for improvement. 	Brand Perception: <ul style="list-style-type: none"> Monitor social media and news mentions of your brand to assess brand perception and reputation. LLMs can help identify positive and negative sentiment. 	Campaign ROI Analysis: <ul style="list-style-type: none"> Use LLMs to analyse the return on investment (ROI) of advertising campaigns. Assess which campaigns are delivering the best results and why. 	Content Strategy Recommendations: <ul style="list-style-type: none"> Generate recommendations for your content strategy based on LLM insights. Identify content gaps, distribution channels, and content formats that can be more effective. 	Visual Content Analysis: <ul style="list-style-type: none"> Analyse the effectiveness of visual content, such as images and videos, using LLMs. Identify the visual elements that resonate with your audience.
Content Trends and Formats: <ul style="list-style-type: none"> Monitor emerging content formats (e.g., short videos, podcasts, live streams) and trends using LLMs. Assess their potential impact on your content strategy. 	Ethical and Social Responsibility: <ul style="list-style-type: none"> Use LLMs to ensure that your advertising and media content align with ethical and social responsibility standards. Identify and rectify potential issues. 	Custom Insights: <ul style="list-style-type: none"> Develop custom LLM models to address specific industry challenges and extract unique insights tailored to your organization's needs. 	Reporting and Visualization: <ul style="list-style-type: none"> Create reports and visualizations that communicate LLM-generated insights to stakeholders in a clear and actionable manner. 	Data Privacy and Compliance: <ul style="list-style-type: none"> Ensure that data collected and analysed by LLMs complies with data privacy regulations and ethical standards.

For risk monitoring, LLMs are leveraged in various ways. They review ad content for compliance and potential risks, monitor brand reputation, and analyse competitor activities. LLMs assist in detecting ad fraud, moderating content, ensuring data privacy compliance, and assessing content quality. They are also vital for monitoring regulatory changes, analysing ad campaign performance, ensuring ethical marketing practices, and supporting the development of incident response plans.

LLMs support ongoing refinement of risk monitoring strategies and analyse audience sentiment and demographics for risks. They assess the performance of content, identify emerging trends that may pose risks, track competitors, and suggest optimisations to reduce risks. Additionally, LLMs are used for keyword research for SEO and risk, ensuring a comprehensive approach to risk management in advertising and marketing.

In conclusion, Large Language Models are transformative tools in the advertising and marketing sectors. They offer diverse applications, from content creation, competitor analysis, and trend identification to risk monitoring and compliance management. Integrating LLMs into the ecosystem enables businesses to stay ahead of market dynamics, while ensuring compliance, and optimise their strategies for better engagement and business results.

In this era of transformative change filled with opportunities, risks, and rewards, those who fearlessly embrace and harness these tools will thrive. As we speak, engines of innovation are being crafted in silicon and code, paving the way for a new breed of tools that capitalise on these opportunities. So, rather than fearing the future, it's time to embrace and empower ourselves.

These are just the tip of the iceberg in a sea of change peppered with opportunities, risk and reward for those that will not fear these tools but harness, curate and empower themselves. Those that don't will likely fail. As we speak, engines are being forged in silicone and code a new breed of tools to exploit these opportunities. Don't fear them, embrace them. For what lies ahead, this is one of the biggest tectonic changes to the technology industry as was the birth of the transistor; the great grandmother to the world of technology that currently immerses us.

Thanks for reading.

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