Searching for Higher Machine Enhanced Marketing IQ

@JasonMillerca
NEVER MIND THE BOLLOCKS

HERE'S THE

Sex Pistols
Alan Mathison Turing
1912-1954
Father of Computer Science
Mathematician, Logician
Wartime Codebreaker
Victim of Prejudice

"Mathematics, rightly viewed, possesses not only truth but supreme beauty, a beauty cold and austere like that of sculpture." - Bertrand Russell
With the cracking of Germany's Enigma code:

- Shortening the war
  - 2 - 4 years
- And saving an estimated
  - 14 – 21M lives
New £50 note celebrates 'war hero and father of computer science' Alan Turing

Alan Turing is the new face of the £50 which will go into circulation in 2021 CREDIT: BANK OF ENGLAND
A wounded deer leaps highest,  
I’ve heard the daffodil  
I’ve heard the flag to-day  
I’ve heard the hunter tell;  
‘Tis but the ecstasy of death,  
And then the brake is almost done,  
And sunrise grows so near  
Sunrise grows so near  
That we can touch the despair and  
frenzied hope of all the ages.

A spider sewed at night  
Without a light  
Upon an arc of white.  
If ruff it was of dame  
Or shroud of gnome,  
Himself, himself inform.  
Of immortality  
His strategy  
Was physiognomy.
Artificial intelligence is here and it’s getting more sophisticated every day. But Artificial Creativity doesn't exist....
“If you want to future-proof your brain, make it more creative”

Dr. Michael Bloomfield
List of Most Important Skills 2015

#1 Complex problem solving.
#2 Coordinating with others.
#3 People management.
#4 Critical Thinking.
#5 Negotiation.
#6 Quality Control.
#7 Service Orientation.
#8 Judgment and Decision Making
#9 Active Listening.
#10 Creativity.
List of Most Important Skills 2020

#1 Complex problem solving.
#2 Critical thinking.

#3 **Creativity.**
#4 People management.
#5 Coordinating with others.
#6 Emotional intelligence.
#7 Judgement and decision making.
#8 Service orientation.
#9 Negotiation.
#10 Cognitive flexibility.
CAN A MACHINE BE BETTER THAN US?
COLLABORATIVE NOT COMBATIVE
LEXUS PRESENTS
A FILM WRITTEN BY ARTIFICIAL INTELLIGENCE
Creativity is the highest form of intelligence because it goes beyond knowledge recall and extends into knowledge creation
Part 1:
Tapping the potential of AI tools and experiences
Cortana’s suite of AI Cognitive Skills
Give your intelligent agents a human side

**Vision**
- Computer Vision
- Content Moderator
- Face & Emotion
- Video Indexer

**Speech**
- Translator Speech
- Speech
- Speaker Recognition

**Language**
- Bing Spell Check
- Translator Text
- Text Analytics
- Web Language Model
- Linguistic Analysis

**Knowledge**
- QnA Maker

**Search**
- Bing Autosuggest
- Bing Image Search
- Bing News Search
- Bing Video Search
- Bing Web Search
- Bing Entity Search

**Labs**
- Project Gesture
- Project Event Tracking
- Project Academic Knowledge
- Project Local Insights
- Project Knowledge Exploration
- Project Entity Linking

**CUSTOMIZATION**
- Custom Vision
- Custom Speech
- Language Understanding
- Custom Decision
- Bing Custom Search
I can understand the content of any photograph and I'll try to describe it as well as any human. I'll analyze your photo, but I won't store or share it. Learn More.
I think it's Glen Matlock standing posing for the camera.
I think it's Ed Kowalczyk holding a wine glass posing for the camera.
How-Old.net
HOW OLD DO I LOOK? #HowOldRobot
Coca-Cola’s glass bottle turns 100 and parties with Microsoft’s #HowOldRobot

NOVEMBER 24, 2015 by Tanya Dua
Microsoft

How-Old.net

Search Faces...

Use this photo

Use your own photo

Microsoft

P.S. We don’t keep the photo

Tweets

The magic behind How-Old.net

Privacy & Cookies | Terms of Use

how-old.net/#

Happy #CokeBottleBirthday!

Learn more about the iconic Coca-Cola Bottle

Sorry if we didn’t quite get it right – we are still improving this feature.

Try Another Photo!

how-old.net/#results
Marmite: Delicious sandwich spread or disgusting toe jam?

M. Paramita Lin
1/01/18 9:11am • Filed to: FOOD

Photo: Ben Stansall/AFP via Getty Images
The real Marmite effect? Man captures disgusted reactions of Japanese people as they eat savoury British spread for the first time in hilarious video... and they HATE it

- Chris Broad has been working as a teacher in Japan for the past two years
- Filmed horrified reactions of people there trying Marmite for the first time
- One man declares: 'This can't be real.' Another says repeatedly: 'This is terrible!'

By MARGOT PEPPERS FOR MAILONLINE
It looks like chocolate.
This can't be real.
DON'T JUST RECOMMEND STYLES AND SIZES. OFFER CONSUMERS THE POWER TO CREATE AND CUSTOMIZE THE CLOTHES THEY WANT. IN A ZYSE™ THAT FITS.
Part 2:

Quantifying the unquantifiable to empower creative decision-making
Video Indexer
What's in your content
### Feature set

<table>
<thead>
<tr>
<th>Feature Set</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spoken language identification</td>
<td>Detect spoken language &amp; support multi language content</td>
</tr>
<tr>
<td>Linguistic Transcript</td>
<td>Convert speech to text in 10 languages and allow extensions</td>
</tr>
<tr>
<td>Captioning</td>
<td>Create captions in three formats: vtt, ttml, srt</td>
</tr>
<tr>
<td>Two channels processing</td>
<td>Auto detect, balancing, separate transcript and merge to single timeline</td>
</tr>
<tr>
<td>Noise reduction</td>
<td>Clear up telephony audio or noisy recordings based on Skype filters</td>
</tr>
<tr>
<td>Transcript customization</td>
<td>Fit to Industry, market and domain specific terms</td>
</tr>
<tr>
<td>Keyframe extraction</td>
<td>Auto detection of stable keyframes in a movie</td>
</tr>
<tr>
<td>Speaker statistics &amp; statistics</td>
<td>Statistics for speakers’ speech ratios and who spoken when</td>
</tr>
<tr>
<td>Visual text recognition</td>
<td>Extract and group text that appears in video as overlay, slides or background</td>
</tr>
<tr>
<td>Keyword extraction</td>
<td>Find out the keywords discussed in each segment</td>
</tr>
<tr>
<td>Sentiment analysis</td>
<td>Compare levels of positive vs negative spoken or written moments over the timeline</td>
</tr>
<tr>
<td>Visual content moderation</td>
<td>Detect explicit visuals such nudity and racy content</td>
</tr>
<tr>
<td>Labels identification</td>
<td>Tag objects such as cat, table, car, ball etc. when they appear</td>
</tr>
<tr>
<td>Face detection</td>
<td>Detect and group faces in the video</td>
</tr>
<tr>
<td>Celebrity identification</td>
<td>Identify celebrities and see their biography</td>
</tr>
<tr>
<td>Custom face identification</td>
<td>Customize face identification model via image or video</td>
</tr>
<tr>
<td>Shot detection</td>
<td>Detect when a shot starts/ends based on visual analysis</td>
</tr>
<tr>
<td>Black frame detection</td>
<td>Identification of black frames in a movie</td>
</tr>
<tr>
<td>Audio effects</td>
<td>Identify audio effects such as clapping, silence, speech</td>
</tr>
<tr>
<td>Thumbnail extraction</td>
<td>Automatically extract best face selection image</td>
</tr>
<tr>
<td>Artifacts</td>
<td>Rich next level of details via artifact files</td>
</tr>
<tr>
<td>Brand detection</td>
<td>Track brand mentions in speech or on screen overheads with option to customize</td>
</tr>
<tr>
<td>Search</td>
<td>Understand the context of search results</td>
</tr>
<tr>
<td>Inline editing</td>
<td>Make manual fixes for errors detected</td>
</tr>
<tr>
<td>Translation</td>
<td>Immediate translate of source to 54 languages</td>
</tr>
<tr>
<td>Topic inference</td>
<td>Identify main topics of the video multi model</td>
</tr>
<tr>
<td>Emotions identification</td>
<td>Detect emotions expressed in speech vocal signals</td>
</tr>
<tr>
<td>Text content moderation</td>
<td>Detect explicit text in audio</td>
</tr>
<tr>
<td>Widgets</td>
<td>Easily embed delightful widgets of the insights and player</td>
</tr>
<tr>
<td>Recommendations</td>
<td>Find more videos with similar people discussing similar topics</td>
</tr>
<tr>
<td>Rest API</td>
<td>Easily integrate with your application with REST API</td>
</tr>
<tr>
<td>Multi language transcript</td>
<td>Transcript based on multiple auto identified languages</td>
</tr>
<tr>
<td>Animation detection</td>
<td>Identify animated characters in videos</td>
</tr>
<tr>
<td>Rolling credits</td>
<td>Identify closing rolling/static credits in the video</td>
</tr>
<tr>
<td>Scene detection</td>
<td>Identify semantic scenes in the video</td>
</tr>
<tr>
<td>Sub-clipping</td>
<td>Source video is stored once for multiple playlists of videos segments</td>
</tr>
<tr>
<td>Subtitle</td>
<td>Source video is stored once for multiple playlists of videos segments</td>
</tr>
<tr>
<td>Copyright</td>
<td>Microsoft Corporation. All rights reserved.</td>
</tr>
</tbody>
</table>
Extract the transcript, speakers diarization, sentiment analysis and brands mentioned
Zone TV Becomes the Pandora of Video Content
Dynamic Search Ads
Dynamic Search Ads

Automatically target relevant search queries based on the content of your website

Through Dynamic Search Ads, Bing identifies searchers intent and dynamically creates an ad to take advantage of those searches and sends the person to the most relevant page on the advertiser's site.

Example:

{Dynamically generated headline}
Ad contoso.com/Travel
This sample ad demonstrates DSA
Dynamic Search Ads: What are they?

ENTER YOUR WEBSITE

CHOOSE YOUR TARGETS

SPECIFY AD TEXT ONLY

BING ADS Chooses the best landing page and generates the best title from the landing page

Last minute travel – Find Great Rates in Seconds.

Ad: contoso.com/Travel - 780,400+ followers on Twitter

This sample ad demonstrates DSA
Why should I use Dynamic Search Ads?

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net new volume</td>
<td>+10%</td>
<td>Clicks</td>
</tr>
<tr>
<td>On average, customers are seeing a 10% incremental increase in clicks, compared with their regular text ad campaigns.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Higher click-through rate</td>
<td>+4%</td>
<td>CTR</td>
</tr>
<tr>
<td>Dynamic Search Ads have a 4% higher CTR than ads with non-exact match type keywords.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower cost per click</td>
<td>-50%</td>
<td>CPC</td>
</tr>
<tr>
<td>Dynamic Search Ads have a 50% lower CPC than ads with non-exact match type keywords.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Microsoft internal data; pilot performance data on Bing owned and operated traffic, August 2017.*
Dynamic Search

Broad Match

Exact Match
“Advanced teams overlay this type of campaign on existing campaign layers and configure all the existing keywords as negative match in order to harvest new unknown keywords they can then add to their campaigns. Nice hack 😊” – Anders Hjorth
Part 3:

Storytelling with Chatbots and Intelligent Agents
Connect cross platforms

The Bot Connector allows you to reach your customers where they are.
Get started quickly

From FAQ to Bot in minutes.

Build, train and publish a simple question and answer bot based on FAQ URLs, structured documents, product manuals or editorial content in minutes.
Making bots discoverable
80,000 unique videos

Tons of press, several awards

38% Increased the use of the app “Kwitt” by 38%.

1¢ All this costing less than a cent per video view
By 2020, the average person will have more conversations with bots than with their spouse.

-Gartner

Source: Gartner Predicts a Virtual World of Exponential Change, Oct 2016
Nunchuck skills
Bow hunting skills
Computer hacking skills
The popularity of cocktails is rising.
AI can democratise the opportunity to be creative like never before. That’s the real opportunity here.
Empower Marketers and Brands to Take More Risks
Guinness’s ‘Surfer’ ad didn’t do that well in research ‘but we ignored it’ youtu.be/rLAykbFugEl @MarketingWeekEd - in a world of data, research and testing, we mustn't sacrifice intuition, creativity & risk-taking to tell stories. 👏👏 #IconicAdvert
The perceptual intelligence power of machine learning
Key Takeaways

- Collaborate with machines to unlock creativity, don’t combat
- AI and machine learning are becoming democratized
- Infuse your apps, websites and bots with intelligent algorithms to see, hear, speak, understand and interpret your user needs through natural methods of communication
- Add IQ +EQ to create an emotional connection
- If you want to future proof your brain learn how to be more creative
- Take more creative risks. We have to be better marketers
I watch people who are not driven by creativity any more, and I think how dull it must be to produce the same kind of thing.

If you don't feel you're reaching something new, then don't do it.

George Michael
The original
WELCOME TO THE FUNNEL

#1 BEST SELLER!

"Storytelling, rock ‘n’ roll, and secrets to creating remarkable content. B2B marketing just got sexier. Pay attention, marketers! A must-have guide to creating content that rocks is here."

- Ekaterina Walter, author of the Wall Street Journal bestseller Think Like Zuck and co-author of The Power of Visual Storytelling

welcometothefunnel.com
Alive & Amplified

How to stand out from the marketer next to you and become a linchpin for your organization.

COMING SOON

JASON MILLER