

The AI Radar

INSIGHT **IPA**

Consuming AI
Autumn 2018



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Foreword



Sarah Golding | CEO & Partner, The&Partnership | IPA President

Welcome to the IPA Insight Centre's third AI Radar Report: Consuming AI.

It's not just the ad industry that needs to face up to how the interactions of people and AI will change the dynamics of the world in which we live.

This report exploring attitudes towards AI and customer experience is therefore very welcome. It kicks off with a news roundup to keep you up to date with key headlines from the world of AI. Following on, the latest wave of our bespoke data examines people's preferences when it comes to aspects of planning and making a purchase, plus a look at category-specific recommendations and how the overall experience could be improved.

Our research is complemented by four written perspectives; the regular contributors are the IPA's Head of Emerging Tech, Nigel Gwilliam and Foresight Factory's Marta Vilella. Then we have two guest writers: VMLY&R's Gracie Page provides this quarter's IPA member agency perspective; and Dan Simmons, founder of Propelia gives us his 'accelerator' perspective.

We hope you find this report and indeed the whole AI Radar series helpful and continue to be inspired by The Magic and The Machines agenda as we track the rise of Artificial Intelligence.

Accelerator Perspective



Dan Simmons | Founder, Propelia | *Will AI Challenge Who Influences Future Thinking?*

When Propelia launched in 2012 as the first dedicated Thought Leader Accelerator in the UK, it's principal goal was to elevate TED level thinkers, so that they could turn their smart thinking into the IP and branded assets that might long-term make them pivotal in articulating the future. The aim: combine Malcom Gladwell's ability to identify a big idea with the power of Blue Ocean Strategy, whilst in spirit be 'a record label for ideas' that nurtured Thought Leaders like artists!

*We had a theory at the time that not all Thought Leaders were created equal. That some were simply there following the money of the latest trends and creating sufficient content and awareness around that trend to be seen as influential and relevant. It's an overused word but let's simply call these "**Influencers**". However, we were more interested in those Thought Leaders that had an ever curious and insight driven journey into their market space. Let's call these "**Experts**". But what we hadn't anticipated was that a 3rd category would emerge. These are Thought Leaders who every day lived and thrived in the uncertainty of their disrupted sector. Who indeed used that uncertainty as a force to inform, explore and propel the edges of that sector as it iterated and moved forward. These are the ones that now occupy our full focus. We ended up calling these individuals "**Propellers**".*

As disruption has increased and along with it the associated future uncertainty, we posit that the aforementioned "Influencers" are becoming less and less valuable as gateways to a trend. Indeed we think it is likely that within the next 2-3 years AI might increasingly do a better job of being a conduit and a channel through the noise of trends, R&D and content (and who knows, perhaps some sort of 'TripAdvisor for Insight' could emerge).

Accelerator Perspective (cont.)



Dan Simmons | Founder, Propelia | *Will AI Challenge Who Influences Future Thinking?*

Indeed it is not unlikely that TED itself with its rich history and pedigree of Influencer and Expert driven Thought Leadership could develop just such an algorithm to launch just such a platform. Or Google could introduce a new search parameter for 'Influence'. Or indeed some new start up has a brighter idea of how to gauge and distribute smarter thinking. What's certain is that in the echo chamber of influence and associated content noise, there is increasing wariness and even apathy within the desired and targeted audiences to consume future insight and expertise in this way.

Of course this doesn't replace or transform all 3 Thought Leadership categories but whilst it potentially decreases the value of consuming Influencers it elevates the value of identifying and engaging with "Experts" and "Propellers". And perhaps this - if we think about all the current narrative and debate around what is real, what is authoritative and what is trusted - is a much welcomed distinction where AI could play a really valuable role in challenging who now influences future thinking.

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