



COMMERCE CONTENT CULTURE

VIDEO TRANSCRIPT

Edmond Handwerker [00:00:09] Thank you, everyone, for coming to this session today. We're going to be talking about the intersection of creative content, commerce, culture, how it all kind of works together through the lens of a generative AI exploratory, probably a very hot topic that many of you are hearing about. You're learning about. You're getting conflicting information about you're actually engaging with. It's a really exciting opportunity to dive a little bit deeper under the surface and see how we work together with our partners and how we're thinking about the evolution of generative. I want to do a small introduction for myself. My name is Edmond Handwerker. I'm part of Accenture Song, Managing Director based out of New York City, and I head up content innovation under the global content function for Jamie Poznanski and within North America on Adam Beckerman's team.

Edmond Handwerker [00:01:01] So one thing that you probably keep hearing every sort of quarter is that there's a new paradigm shift. There's a new marketing collision course that's happening, but it is in fact true that it is happening faster than ever before, especially when we see all of the available tools and the nuances out in market when consumers and brands and brand marketers and technology stocks all kind of collide. Really, it is true when we say that the notion of concept in creating, producing, testing, training, syndication, everything is really transforming the way that we're interfacing with one another. And so as we start thinking about what are those elements out

in the world that are affecting this, there is, in fact, something driving that change. And it is this concept of the evolution of a content generation, content automation and omnichannel experiences. It is truly affecting the way that we create content. It's affecting the way consumers are consuming their experiences and the content that's out in market today. And we've got a few accelerators in place, one of them being chat. I think you've heard about it. You've played around with it. ChatGPT is one of, if not the fastest consumer applications that has been released to date with over 100 million users. And this statistic was from January 2023. And so that's that's changed significantly since then. Another one probably less accessible. So for for many people, it's still kind of on the fringe out there, but still being leveraged by many consumers is daily with 2 million images being generated today. I don't think there was ever a time that you could get onto any social media network and not see someone with an AI portrait of themselves that they paid \$10 for. And then this one, which I think is really important, this whole notion that 10% of all data produced in 20 by 2025 is going to be produced by generative AI. That is all data writ large. That is a tremendous amount of data. And so it leads us to this last point here, which is 71% of consumers still have that expectation that anything that's marketed to them online needs to be personalized in some way. And that number only increases, right? The more that the more the shift happens, the more you realize that brands and consumers need to kind of converge at some point in order



for relevance to really, you know, gain grounds and be able to communicate to your consumers a bit more effectively. And so since in creating that last slide, actually what was really interesting is that things have actually dramatically changed. And we're only in March, right? The chat about four or four rather, being released since then, Microsoft announcing that Bing has now integrated GPT functions as a native function within the browser itself. That's a huge disruption to the search model we live in. In a world now where many consumers have been conditioned to use Google in a way where there is a simple request that goes out into the Google platform and, you know, responses are returned requiring consumers to go and navigate through search results. This is more contextual and sort of interaction based. And so being able to leverage that into, you know, a proprietary search system is going to fundamentally change the way we see search going forward. This second point here, I think is fascinating. Scoring from an adversarial from the adversarial testing program within GPT four went from lower 10% to upper 10%. What does that mean? That means that GPT now is passing LSATs, GMAT degrees, any sort of exam given to it, it is scoring in the upper ten percentile. So education and. The two nations are scrambling to figure out, you know, how do we leverage this? Do we ban this? Do we promote it? Do we get people thinking differently about engaging with technology? Or do we sort of, you know, have an allergic reaction and shift away and stay with the old? And then these last two points really start talking about the evolution of the capabilities itself. So you think about the requests that are being asked people. I think that this 82% reduction in response for disallowed content was really interesting about this. One is they had examples of people saying, show me how to make a bomb. Right. And saying, I'm actually not going to give you that information. But then also a 29% increase in health aspects. So someone going into saying how, you know, potentially having a mental health crisis, can you help me? And so she being able to recognize that and deliver content that is helpful. So we're already seeing

not going to give you that information. But then also a 29% increase in health aspects. So someone going into saying how, you know, potentially having a mental health crisis, can you help me? And so she being able to recognize that and deliver content that is helpful. So we're already seeing shifts in how, you know, society writ large can approach the betterment of information and how it's displayed and rolled out to consumers and to people in general. And then also how the health care industry can fundamentally be transformed from something like this. So there are big themes that are happening in the generative AI world. And I think just in terms of generative AI, you know, in general. So we've got it's the everything everywhere platform generating texts, voice code, audio, lots of if there is, I think there is nothing that is going to be untouched from, from generative AI going forward, human and machine. So we have this notion that we grew up alongside with our machines. It's, you know, you've got your car and some people really love their car, they name their car, they've got a relationship with it. And then some people just think of it as a tool to get them from point A to point B. What's really great about this is it truly is the mesh of human ingenuity and technology coming together. The third point here, to me at least, is one of the most fascinating. It's instant and it's open. If we think about everything leading up to today, a lot of it has a foundation of, you know, closed gates of behind the wall of the approach to creating proprietary experiences and proprietary systems that don't really allow consumers to see what happens on the back end. This is not that this is actually something that is completely instant and open. Anyone and this is this is great, actually, for even small businesses because it's no longer a big technology stack that they don't understand and has to be decoded for them and makes it sort of unattainable, but rather creating something that allows people to interact and leverage those tools to instantly activate against their brand needs, against their educational, against their medical, against any sort of needs that an individual would, would need to



possess. The area next on automation and creation is quite fascinating. It's sort of an accelerator. I like to use an example that so before my life here at Accenture and before my life in the agency world, I was a fashion designer and I went to 50 after I graduated university. I come from a family of Couturiers and I remember my professor giving me a sort of exam. And the exam was you have to come up with a full collection. And the topic is military meets the goddess. And then you have to figure out what that means. And so Military meets the goddess entailed that I had to pick my butt up and go over to the Metropolitan Museum of Art and walk the Grecian Antiquities and look at all of the statues of the goddesses and try to understand hemlines, shoulder lines, drapes, anything you could possibly imagine that would fasten clothing together, anything that would look like jewelry, anything that would look like, you know, the shoes from the shoes that they were wearing to the hairstyles that they were wearing. And then it also required that I went to the main public library and started looking up every book on, I mean, pick a war era. But I had to look up all military dress codes from the 1700s to 1800s, 1900s and so on. And I had to actually take it upon myself to consolidate all of these findings and then come up with an inspiration for it. Generative AI does that instantly. It's still the same process of going out and aggregating and researching and delivering an idea in the end based on what we know throughout history. So I think that's a really key component over there on the accelerator, the accelerator, the acceleration component of of generative A.I., and then the last area here on innovation and ethics. It's really important. You know, we're diligently as Accenture and as decent humans who want this to survive in this new world. We want to make sure that not only is this accessible to everyone, but that the world that we're creating using generative A.I. as a foundation for all of the new experiences and data that's going to be designing this new world is one that is fair and just. So we look at examples of what generative AI's creating. Today we've got concept art typing in Carrot Parrot. This is what you got right?

Carrot Parrot made a carrots essay writing. So I'm sure if you've ever looked up a recipe for lemon pie on the internet, you have to sort of read through 17 paragraphs of my trip with Grandma to the Amalfi Coast to go and just give me the recipe. I just want to know what are the ingredients and how do you make it? But funny enough, everything that you're sort of reading, whether it's written for the Internet or if it's students that are now writing up their essays, it's happening through chat, which of course arises the need for creating tools to circumvent and figure out how do you how do you actually stop this in some way? Marketing creative so AI-powered image generation and copyright tools to help marketers create new content. We've got software that's being written up. I can go into chat right now and get every piece of code that I need to make an application just by asking it. And if I ask it, how do I make this? And it's something that is displayed that I don't understand. I can ask it contextually to elaborate on that and drive me closer to what my end result is. And it will do that email responses. So this is really great. I mean, if you're a marketer and you're thinking about how do I, how do I sort of create, you know, CRM at scale, this is this is definitely a way that we're seeing brands think about leveraging this and then, of course, video creation. So with the release of GPT four, it's now in addition to just text based inputs, also using image based inputs and video based inputs. And so that is sort of three dimensional izing the way that we're thinking about chatbots and GPT capabilities. So I always like I like the slide because it makes me feel like I'm in an action movie where I get to say the title of what this is. We've got culture, creative content and commerce sitting at the center right this these are these are drivers, in fact, of what the value impact of this new enterprise reinvention is. And if you've if you've gone to Accenture dot com or if you've heard Julie Sweet discuss total enterprise reinvention, one of the core components here is how brands, constituents and the ecosystems are merging together and creating what value looks like going forward for



many brands. And this is a differentiator for brands that will survive versus the brands that will fade away. You know, the interesting part here about collective ownership is that it is no longer a one way dialog with brands that have one way dialogs with their consumers are dead in the water. It has to be something where there is a collaboration between the brands and the constituents. We think about brand and ecosystem. In the fluid assembly, you're going to learn a lot about content supply chain here today. You're also going to learn a lot more about these areas of life force monitors and how those are drivers into how content is being generated for brands for the needs of their of their products, for the needs of how consumers want to consume content for them, and then how culture and creative are driving, in fact, what those messages are and how you approach creating those messages. Right. Like you wouldn't think ten years ago that communicating in a meme would be effective, but here you are where brands are actually leveraging memes out in market, licensing them and going out and creating stories for consumers. And this is certainly not a trend. It's, you know, it's I remember when digital was sort of the word everyone was throwing around because they thought like, okay, digital is a channel, right? And we we kind of took up positioning that actually now digital is not just a channel, but rather digital is a capability and it's a capability that will be fully ingrained in everything that we touch in our lifetime. This is just the same and we see the maturity curve here and everyone loves a good curve chart, you know, from the internet to gain its maturity. You had your good, you know, 20, 30 years before it. You know, we are where we are today. I remember the Internet is certainly not what it was back then. I think for better or for worse, mobile phones had a similar adoption scale, but generative AI is slated to hit nearly the same peak by 2030, which is pretty statistically significant. And if we look at how it was, you know, sort of maturing back in the forties is really when it started. But really only the last over the last ten years have the training models and other language learning models

been active. Against against generative capabilities where we've gone from deep learning, image net all the way into GPT three and now, you know, stable diffusion, mid journey and chat and other capabilities being more commonplace than ever before. And so where we are today is really interesting because we're in a democratized A.I. phase. What's great about the democratization of it, as I mentioned before, is that it's truly allowing the human ingenuity to define how the capabilities, progress, how we think about leveraging A.I. to also touch every part of our of our daily lives. We go from there from the race to scale. I mentioned before, about 10% of of data being produced, right? 30% of outbound marketing messages are going to be synthetically generated. That's that's pretty much I mean, there's a scale and efficiency opportunity to be said through that. And then we move into areas like superhuman capabilities. That's by 2030. I actually think that's going to happen a lot quicker. I'll tell you why in just a bit. But essentially that business and consumer DNA is really what we are going to be seeing. You know, I think this is this is something that really is going to shake up the way that we think about being inspired, being creative, being data driven, and being able to kind of live together and have a better understanding from a societal perspective, just to have sort of more of that communication between human and machine, but also human and human, because those are what the machines are learning off of. And what I get really proud from in from my perspective, just working with the content team and working with with Accenture, because we really do leverage these different types of capabilities like generative A.I., like commerce and social and mobile, all of these different channels that we we've been able to go out and bridge brand and commerce together across across the board. And the way we do that is through these life centric consumer experiences with and with generative AI being an accelerator to accelerate it, just creating those experiences. And part of that is introducing new models. It's new studio capabilities for many of our clients who are



looking to set up new capabilities. But it also is the ability to identify and strategize of how you go out to market and personalize at scale, right? This is a new generate. This is a new dawn of the era of content generation. And again, it's truly not just a channel, but it is a capability. I don't think this this slide is going to surprise anyone. But effectively, this is sort of the way that many brands would have approached creating content. Right. You come up with your concept, you create your assets, you've got to create variants, multiple languages, so that you can personalize and then deliver a piece of content across every channel. To do this in an effective way costs a tremendous amount of money. But we've got lots of statistics here that I won't read verbatim that show that, look, these are the challenges that brands are experiencing when it comes to delivering personal, personalized content and personalized experiences. And so because of that democratization and because of this new shift in terms of the capability versus the channel and the, you know, the ability for us to democratize the platform, there's many different capabilities and emerging tools out there that are bridging on speech, on music, right? Being able to just generate music from attacks like examples that we've seen, as, you know here, write something in the style of a specific artist or, you know, have a chat bot discussion with a you know, with a chat based doctor or create video. We've done examples of video creation where we've taken a client product and then placed it into a fictional environment, right? And so each one of these partners and each one of these different emerging tools are out there creating something really specific on on these training modules. And, and truly, while it is very exciting, it also is going to become quite overwhelming because everyone is out there trying to both capitalize, but also create based on these capabilities. However, generative A.I. is only one branch of content A.I.. I'm going to walk through those different areas. So the first one, the first two areas here are virtual production and intelligent art direction. If you're familiar, if any of you watched The Mandalorian, you've probably seen

the fact that it's been filmed in a virtual studio, right? Everything in the background is generated with CGI, and what you're going to start seeing is instead of having set. Designers, you're actually going to just be able to type up a vision for what a set needs to look like, right? That's a huge that's a huge timesaver. It's highly efficient. It also is truly the art of the possible, right. If you wanted to see cherry blossoms at the tip of Machu Picchu and that's where you're going to film your movie, you can create that even though it doesn't exist, but it will exist for the sake of of a creative direction and then with an intelligent art direction. Intelligent art direction is very much focused on how do you leverage a brand portfolio to create your your best performing assets? How do you think about a creative vision going forward for for a brand? And kind of like the example that I was telling you before was, you know, how I derived my inspiration when I was a designer? What does that look like for for brands going forward who need to, you know, leverage their historic archives and create a vision going forward? Part of the content supply chain, we look at dynamic content and fluid assemblage, right? This is all through atomization of of assets that against a user profile, you can go out and create multiple variants. You know, for anyone who understands DCO, this is not all that different to DCA, although this is significantly accelerated. It also is a lot more individualized and unique in the sense that you don't no longer need to just create a master asset, but the master asset is being created on the fly, which is two different things predictive design and content intelligence. So we have tools such as Chris and Mark that show, you know, hot spots and give really deep insights back to creative designers and to brand marketers on how to how to actually optimize the content that they've got in out in market and see how you can create new content from their content and auditing another area that's affected and that we've we've been using to try to leverage AI capabilities to accelerate the process. And when we look at the application, at least of what we're seeing today and brand and content marketing,



right, these are all different areas like visual identity, naming inspiration, long and short form copy, synthetic talent tagging, right? And in some way, shape or form, there is a maturity curve that is happening against each one of these capabilities. But the sum of all of these parts is how you get to content at scale and being able to deliver personalized experiences at scale. And so how we think about the content production lifecycle today is within planning like moodboard inspiration, content production. So co-writing, generating captions from images, helping a lot with tagging scenarios, which is a huge bottleneck for many, many brands and clients who can't seem to get all of their vendors in order to ensure that they can tag appropriately and that the data hygiene is clean content review and QA and then of course refresh and updates. And then we've got this last area here on the omni channel experience. And you know, if we think about where Adobe fits in with, with many opportunities, like when you think about operations, you think about experience and channel diversity, asset production, content assembly and Q and then omni channel distribution. There is each step of the way benefits in some way, shape or form how generative I can help facilitate and connect a lot of the missing links between these functions, which at many times for many of our clients sit independently from one another. And so I'm going to end on on these three points here. Number one is the notion of survivorship in a bias. We're in a sorry survivorship bias in a digital world, if you're familiar with survivorship bias, it's when we walk by a beautiful building like the Parthenon or the Vatican or anything, and we say, Man, you know, things were really beautiful back then. Why don't we build buildings like this anymore? And the reality is not everything was beautiful back then. Actually, what survived was beautiful, but what didn't survive kind of wasn't right. And so we have to start thinking about what we're creating today. And if what we're creating today, in fact, is something to be remembered in the future. Right. And just because you can create so much at scale doesn't necessarily mean that you have

to or that you should write. It's all about the strategy of how do you create to approach and create experiences for consumers that allow people to remember and, you know, be a bit more funds going forward and thinking through what experiences you've generated for them. The areas also around importance of data hygiene, obviously clean data yields, clean results and then the legal can. Iteration. So, you know, you've got copyright infringement and plagiarism. So all of these different areas, depending on how risk averse a client may or may not be in generating the content from generative AI and then using that in their marketing campaigns are using that to create brand identity. What's really fascinating about this is like the US Patent Office coming out and basically saying, you know, hey, anything generated from stable diffusion can't be patented, right? And so we're still in an area we're still in a gray area where there are really no laws that are determining who owns this information. And, you know, working around areas of bias and and misinformation, obviously. And we're obviously seeing them track towards, you know, getting getting to a place where misinformation is reduced and bias is sort of eliminated from from the results. And then the last point here, I'll leave us on on a short video to watch. But we had an event in New York City. I, I worked with our account leadership to throw a fashion show at Accenture, which was kind of unheard of, but quite exciting. We showcased the next studio of the future, which included a lot of generative A.I. capabilities where we had neural creative, and I help define and design what we were going to illustrate as part of our Tik-tok compilations, as part of the content that we created for the designer, we showcased Metaverse Production studios, we showcased visual effects and storytelling. We did showcase the A.I. generative tools. It was really exciting. So I'm going to leave us on on that video, and I'm happy to answer any questions for anyone afterwards, But this is what we did.



Video audio [00:26:52] So I've always thought there's some power out there to utilize technology as a tool to really change the way we consume clothes and make a more informed decision with how we engage in fashion. But I've never had the bandwidth and the opportunity as the brands grown to really highlight that.

Video audio [00:27:11] Tonight is all about a celebration of creativity. One of the things that is really special to us that makes Nature song is our ability to work with other creative minds.

Video audio [00:27:21] Our culture of continuous innovation puts creativity at the. Everything that. We are proud to be the world's largest tech powered creative group. Consumers today have more agency and influence of the world around them than ever before. Jonathan had different customer cohorts in which we created experiences designed to resonate with those audiences.

Video audio [00:27:47] We are continuously pulling insights to see what's working, what's not working. It's our job to partner with creatives all the way from ideation through campaign execution and to optimize content in real time. We want to put content on platforms in the way that we view it ourselves. We want to create extremely authentic experiences from the first time they see and add to the full circle of the product lifecycle.

Video audio [00:28:14] And we are thinking about the full sensorial experience.

Video audio [00:28:18] Trending sounds are the way you get to use. It's the way you get known.

Video audio [00:28:22] One of the key things that we talk about when we're doing sonic branding is the discovery phase. What the brand likes, What's their own little melody? I have a question for you, Jonathan.

Video audio [00:28:35] I know that we've set you

up with a social calendar. You've got content rolling out. I heard something's going to be happening.

Video audio [00:28:43] Through Harlem's Fashion Row champions Bipoc talent in fashion partnered with Macy's. They are doing three windows for three designers that sort of represent the future of fashion. Yeah, I'm excited about that. I hope. And I'm hoping we get to work on making my window astronomically better than the other designers.

Video audio [00:29:00] Tech-enabled and customer-centric and sounds amazing. So yeah.

Edmond Handwerker [00:29:15] So that was that was in New York City was a really interesting event. We did use generative AI to help us Moodboard the music you heard, we actually scored that music using generative AI influences. We have an Emmy Award composer on our team who helped create that and, and pretty much everything. Everything that we saw there was influenced in some way, shape or form by generative A.I., and it was a really exciting event. We're going to have one in in a few months out in L.A. as we showcase new capabilities that come into the fold. And we're really excited. We hope we can have you all there. Thank you so much. And any questions, please reach out.

Copyright © 2023 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.