AI NOW: HOW AI IS IMPACTING THE AD INDUSTRY

Presented by ANOKI
AI will be the Key to unlocking new opportunities

Consumers – Richer experiences

Content Owners – Unlocks new markets, enhances production efficiency

Advertisers – Data-driven insights and AI-powered creativity
Personalized Discovery: From Haystack to Hidden Gems
Selection is dynamic & personalized

Tasha loves reality TV, especially after 10pm

Eduardo is an avid fan of comedy & telenovelas
The Data-Driven Edge: AI Ignites Advertising Effectiveness

- precision targeting
- context IQ
- ad curation & creation
EXAMPLE: GENAI TODAY

AI artist used Midjourney to reimagine “Friends”, Indian-style

images by user ShadyKaran + Midjourney
Cola ad custom-made for a romantic moment, informed by demographics & location.
The future of advertising – Powered by AI, Driven by Human Creativity
THANK YOU

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