

MARKETING

## AI can predict the future, but with power comes responsibility

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*Artificial intelligence will open new doors and opportunities for luxury. Image courtesy of Amazon*

By BRIELLE JAEKEL

NEW YORK It is imperative for marketers to carefully walk the line between beneficial and harmful implementation of artificial intelligence, says an executive from Havas.

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During the session "Lessons from the Frontline" at Ad:tech 2017 on Nov. 2, Havas' global head of marketing innovation explained that it would be vital for marketers to develop a set of ethics to navigate the murky AI industry. The benefits of being able to accurately identify consumers and who they are as a person through AI are endless.

"It's important to note there's a benefit and a risk that come with AI," said Jason Jercinovic, global head of marketing innovation at **Havas**. "Throughout the use of AI tools we have access to your information in a way than we ever have before.

"We as marketers know you better than you do," he said. "We're able to pull a deep understanding of who you are and apply that messaging.

"Over the past few years, we've been diving into this and it has always been about incomplete data. But now we have this very detailed structure of who you are as a consumer."

### Risk versus reward

Marketers can now develop extremely accurate campaigns and amazing experiences tailored to consumers' wants and needs with pinpoint accuracy.

However, with these privileges comes responsibility.

Mr. Jercinovic brought up a series of real life scenarios that marketers have developed in recent history.

For example, a whiskey brand toyed with the idea of targeting users online who have depression issues. This could be detected through the use of AI based on what the consumer had posted, because they are more likely to be susceptible to marketing from a whiskey brand.

These are scenarios that marketers need to think about in regard to whether or not it is okay for them to implement

an AI-powered strategy.

Developers in the future will likely be looking into how to use artificial intelligence ethically.

Mr. Jercinovic explained that it is important to establish self-regulation. The industry itself needs to come together and determine what is and is not acceptable.

Above all else, marketers need to be sure the brand is protecting the consumer.

Brands also need to operate with transparency. Informing consumers on how these algorithms work and allow them the option to opt in and out as they see fit.

Data integrity is the final notion that Mr. Jercinovic touched on, encouraging marketers to think about what data is off limits.

For instance, if an insurance company looks to Facebook and finds posts from a mother discussing a preexisting medical condition her child has, is it okay for the company to use this information and deny coverage?

Technically, at this moment in time this could happen with no legal repercussions.

#### Power of AI

Artificial intelligence can be extremely beneficial to marketers.

Havas recently created a solution for a publication partner that combed through Facebook posts to get an accurate look at the election.

In an era of fast fashion, latching onto trends quickly is key to successful apparel designs, but could AI designers make fast fashion even faster?

Amazon is also reportedly working on machine learning technology that can analyze what makes an outfit stylish and theoretically create entirely new designs along those lines. With this potential in mind, artificial intelligence could be a key factor in the future of even fashion design ([see more](#)).

The Internet has transformed what is possible, from taking photographs, producing content and even where we eat, but according to an IBM executive, this is only the tip of the iceberg for what comes next.

Considered the defining invention of our lifetime, the Internet has given way to the development of mobile devices, IoT and blockchain solutions as well futuristic autonomous vehicles. Speaking at Ad:tech 2017 as well, an IBM executive delved into what is possible for marketers in the "cognitive era," where technologies will augment humanity, rather than replace it.

The AI solution accurately predicted the outcome of the election based on consumers' posts about politics and the election ([see more](#)).

"With access to this amount of detail you can actually predict the future and some would say even make the future happen," Havas' Mr. Jercinovic said.