

# *Generative AI Webinar*

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10.24.2023

- 01 GENERATIVE AI - CONTEXT
- 02 WORKING WITH GENERATIVE AI
- 03 MAJOR PLAYERS IN MARKETING & ADVERTISING
- 04 EARLY READ: CONSUMER BEHAVIOR
- 05 Q & A

## Presenters



### Conor Elliott, CTO/EVP

Conor currently oversees the Information Technology, Reporting & Analytics and Software Development teams incorporating teams of data scientists, developers, engineers, and analysts.

Conor has helped transform Harmelin's media services and products, sponsoring the development of custom software, advanced analytics, and machine-based buying and is leading Harmelin's AI initiatives.

Conor attended Quinnipiac University and The University of Pennsylvania.



### Joe Fedorowicz, Director

Joe leads the System Integration team with a primary focus on large scale data operations and server and software administration. In his 12 years with Harmelin, Joe has stewarded the digital transformation of the organization by implementing enterprise solutions across every major department.

Joe is an expert in Python, JavaScript, React and PowerShell.

Joe attended La Salle University.

## Presenters



### Ashley Walsh, VP

Ashley joined Harmelin Media in the fall of 2022 and is focused on measurement and performance. She brought with her a wealth of experience from her previous position as the head of a global performance marketing organization spanning across 53 countries.

In addition to holding a Ph.D. in Social and Engineering Systems from MIT, Ashley has also completed two post-doctoral programs, further cementing her expertise and scientific approach to marketing.



### Gwen Lovekin, Director

Gwen leads Harmelin Media's Research team, specializing in Consumer, Market and Competitive research. With over 10 years of experience, Gwen has mastered the art of transforming data into actionable insights that drive strategic decision-making for our clients. Her expertise in consumer behavior analysis, market trends, and competitive intelligence is unparalleled in the industry, making her an invaluable asset to our team and the clients we serve.

In addition to her Gwen's commitment to understanding audiences and leveraging innovative research methods has been instrumental in guiding our clients' successful advertising campaigns.

**01 GENERATIVE AI - CONTEXT**

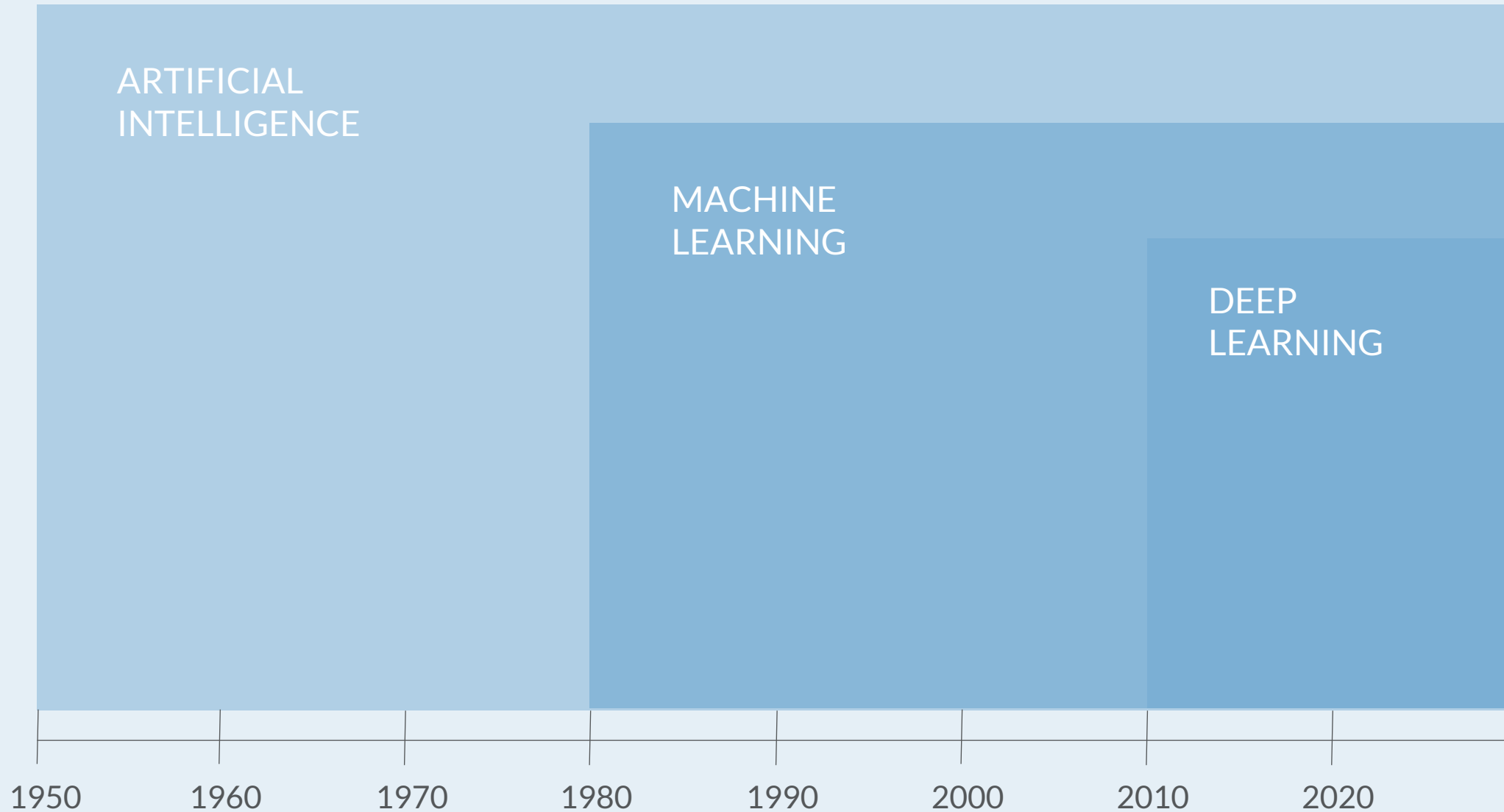
02 WORKING WITH GENERATIVE AI

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05 Q & A

# *A brief history...*



# Three categories of Artificial Intelligence



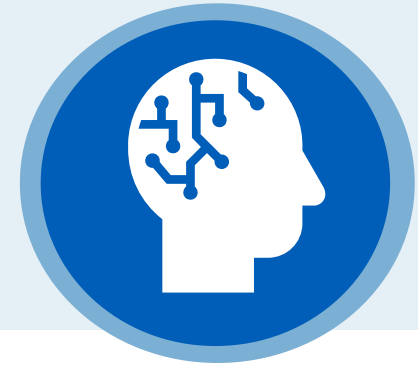
## Narrow Intelligence

refers to AI systems designed and trained for a specific task or a limited range of tasks, excelling in their designated area but lacking the ability to perform tasks outside of their predefined scope



## General Intelligence

represents an AI system with human-like cognitive abilities, enabling it to understand, learn, and adapt to a wide range of tasks and domains, similar to the broad capabilities of a human being



## Super Intelligence

a theoretical concept, describes an advanced form of AI that surpasses human intelligence in all aspects, including problem-solving, creativity, emotional intelligence, and self-awareness

# *We live in a world of Narrow Intelligence*

EMAIL SPAM  
FILTER

BAYSIAN  
CLASSIFIER

BAYES'  
THEOREM



# *We live in a world of Narrow Intelligence*

DISPLAY  
OPTIMIZATION  
ENGINE

LOOKALIKE  
MODELING

K-MEANS  
CLUSTERING  
ALGORITHM

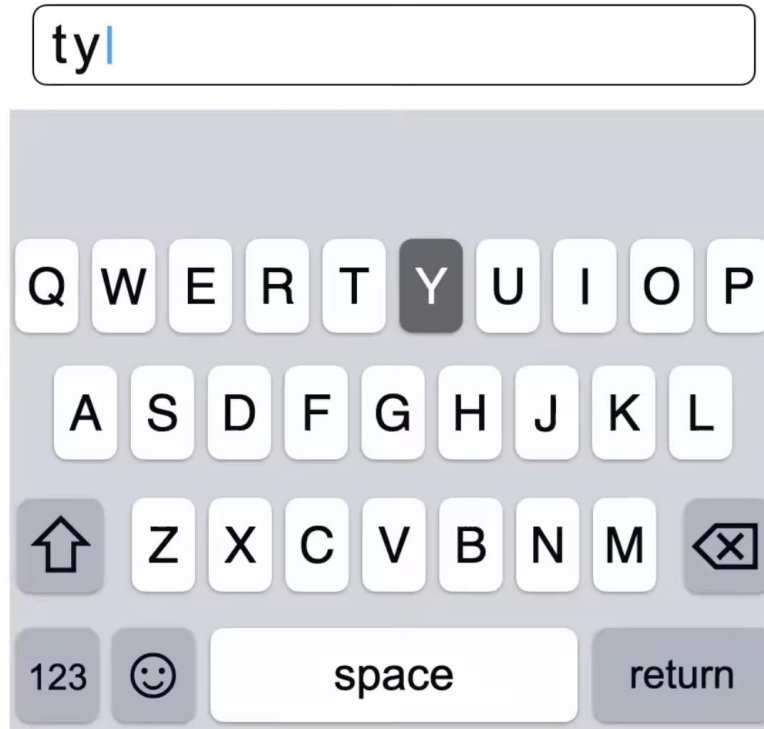
# *We live in a world of Narrow Intelligence*

GENERATIVE AI  
[TEXT]

LARGE  
LANGUAGE  
MODEL

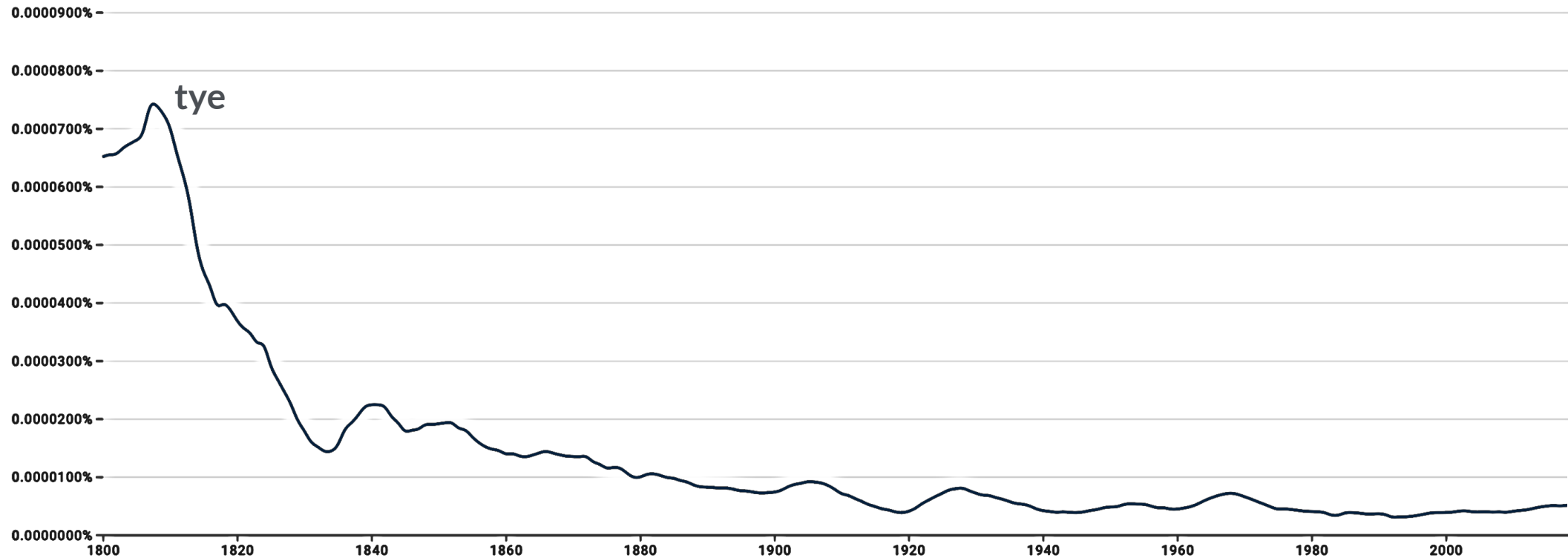
NEURAL  
NETWORKS

# How Large Language Models Work...



tye  
type  
tycoon  
typhoon  
tympanic  
typography

# How Large Language Models Work...



# How Large Language Models Work...



- 0.0000052224% **tye**
- 0.0148257168% **type**
- 0.0000374782% **tycoon**
- 0.0000396270% **typhoon**
- 0.0000606981% **tympanic**
- 0.0000397285% **typography**

# How Large Language Models Work...



- 0.0148257168% type
- 0.0000606981% tympanic
- 0.0000397285% typography
- 0.0000396270% typhoon
- 0.0000374782% tycoon
- 0.0000052224% tye

## *How Large Language Models Work...*

Early one morning the sun was shining I was laying in bed  
Wondering if she had changed at all if her hair was still red

- Bob Dylan, *Tangled up in Blue*

## *How Large Language Models Work...*

Early → one → morning → the → sun → was → shining → I → was → laying → in → bed

Wondering → if → she → had → changed → at → all → if → her → hair → was → still → red



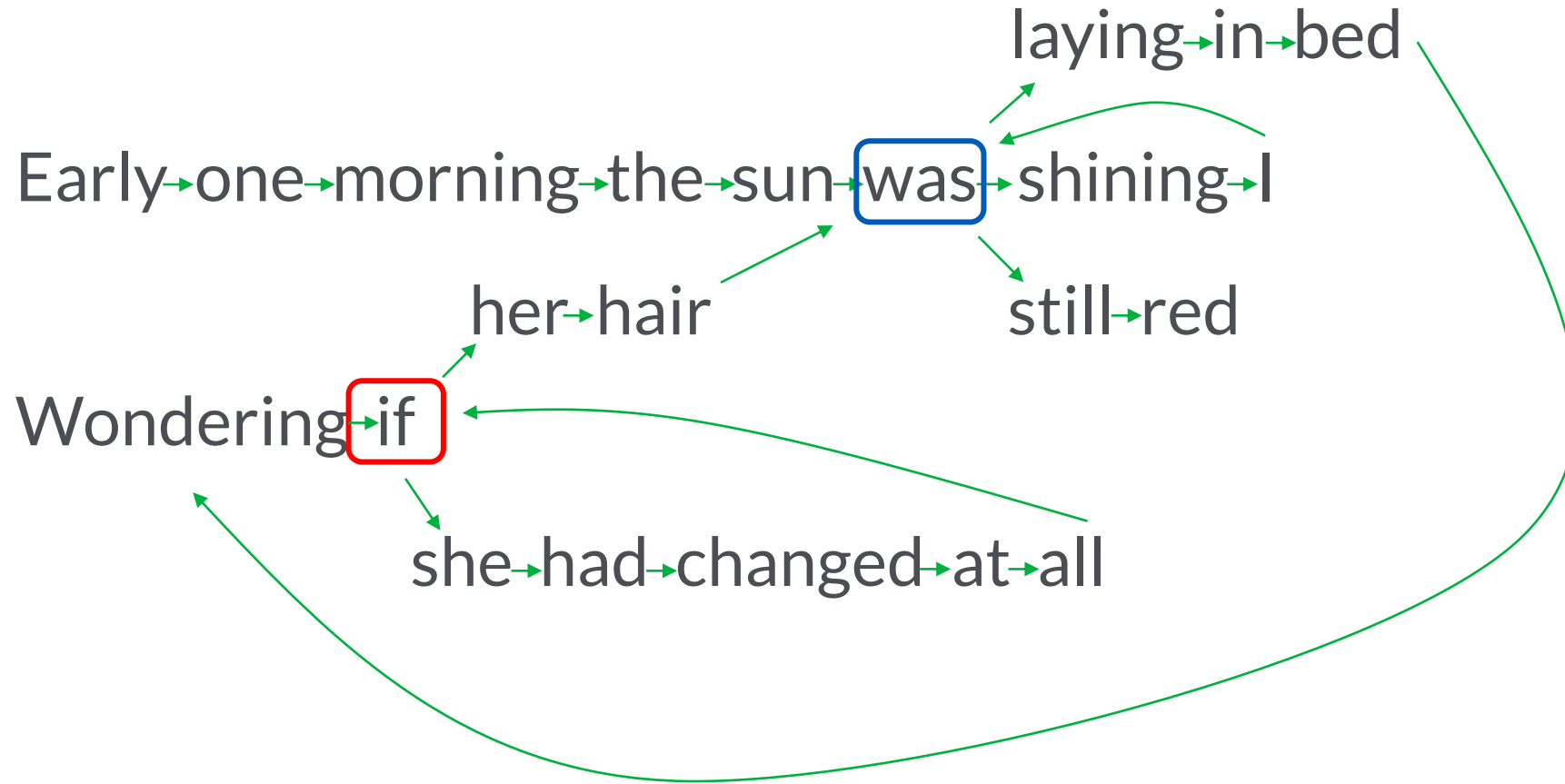


## *How Large Language Models Work...*

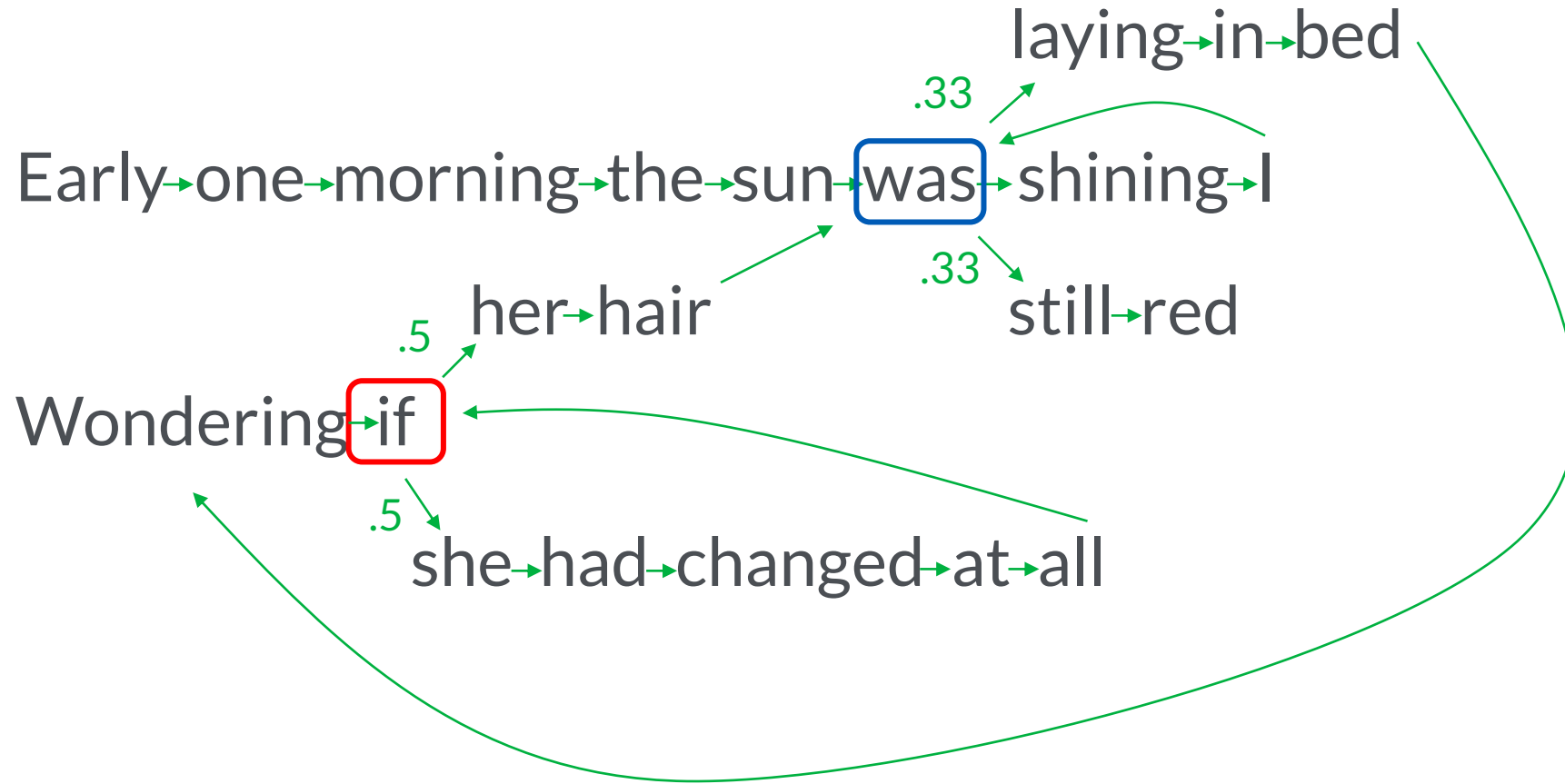
Early → one → morning → the → sun → was → shining → I → was → laying → in → bed  
Wondering → if → she → had → changed → at → all → if → her → hair → was → still → red



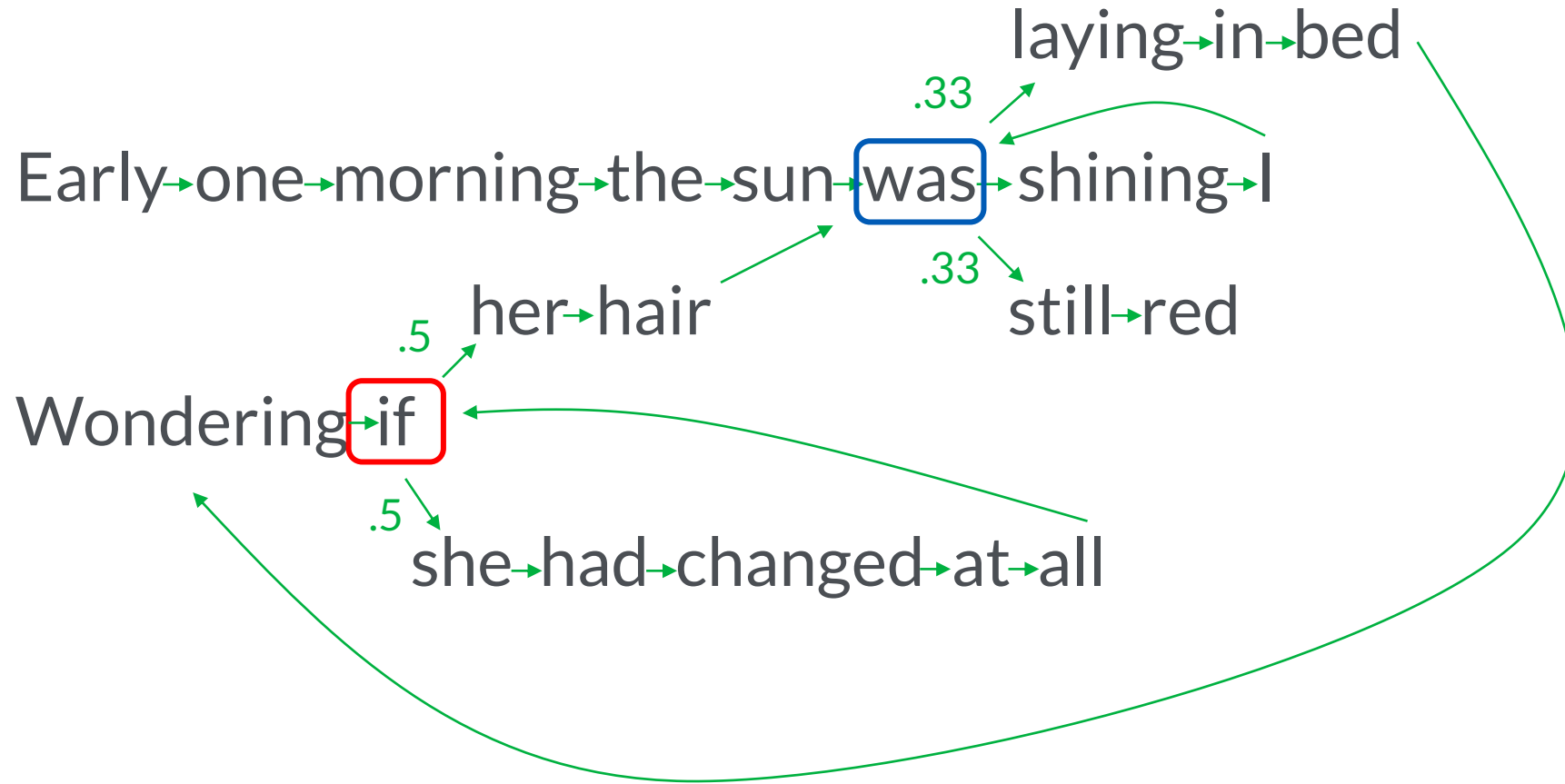
# How Large Language Models Work...



# How Large Language Models Work...



# How Large Language Models Work...



Language Model

# How Large Language Models Work...

laying in bed

Early one morning the sun was → shining I

her → hair

still red

Wondering if

she had changed at all

# *How Large Language Models Work...*

laying in bed

Early one morning the → sun → was shining I

her hair

still → red


Wondering if

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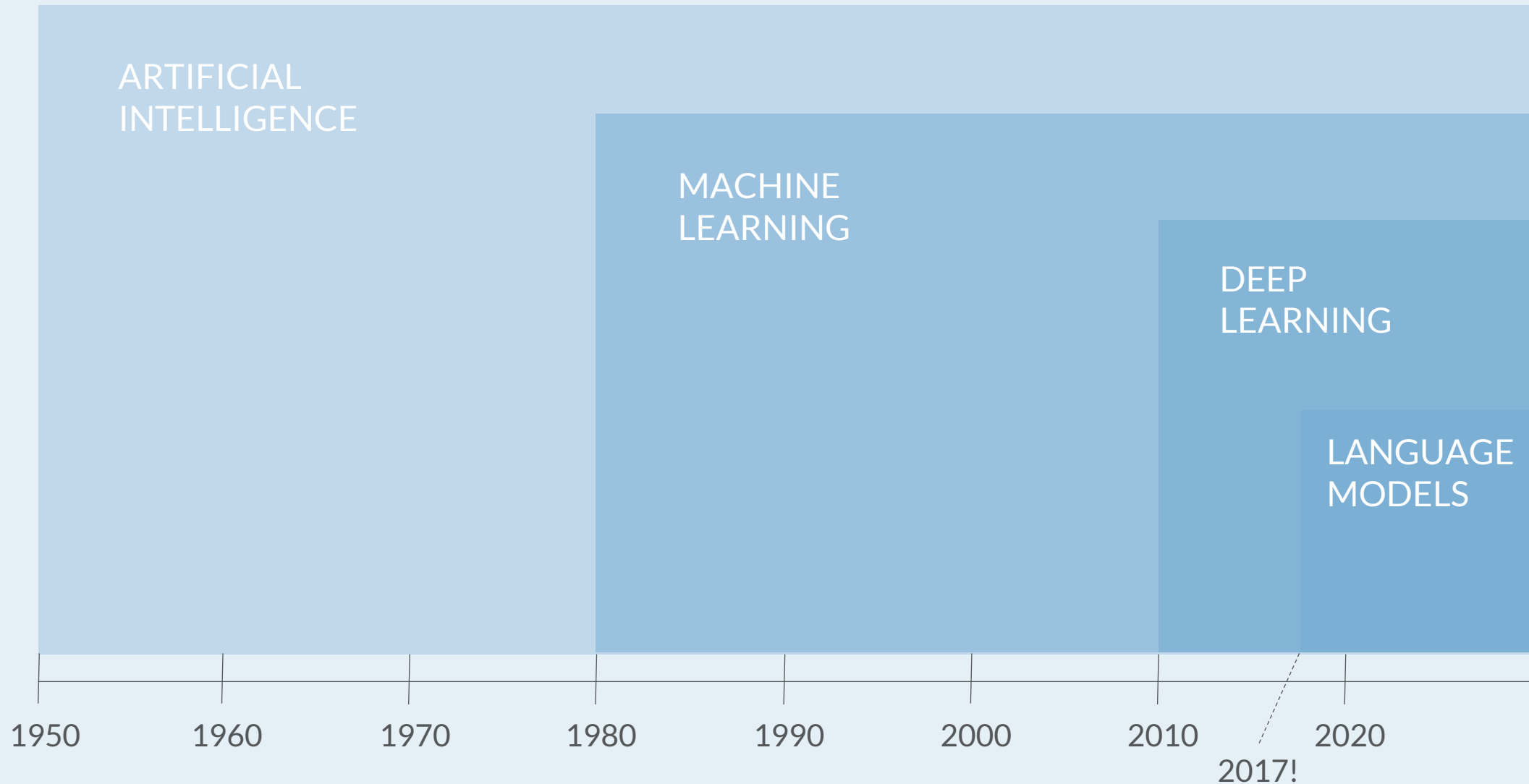
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laying in bed

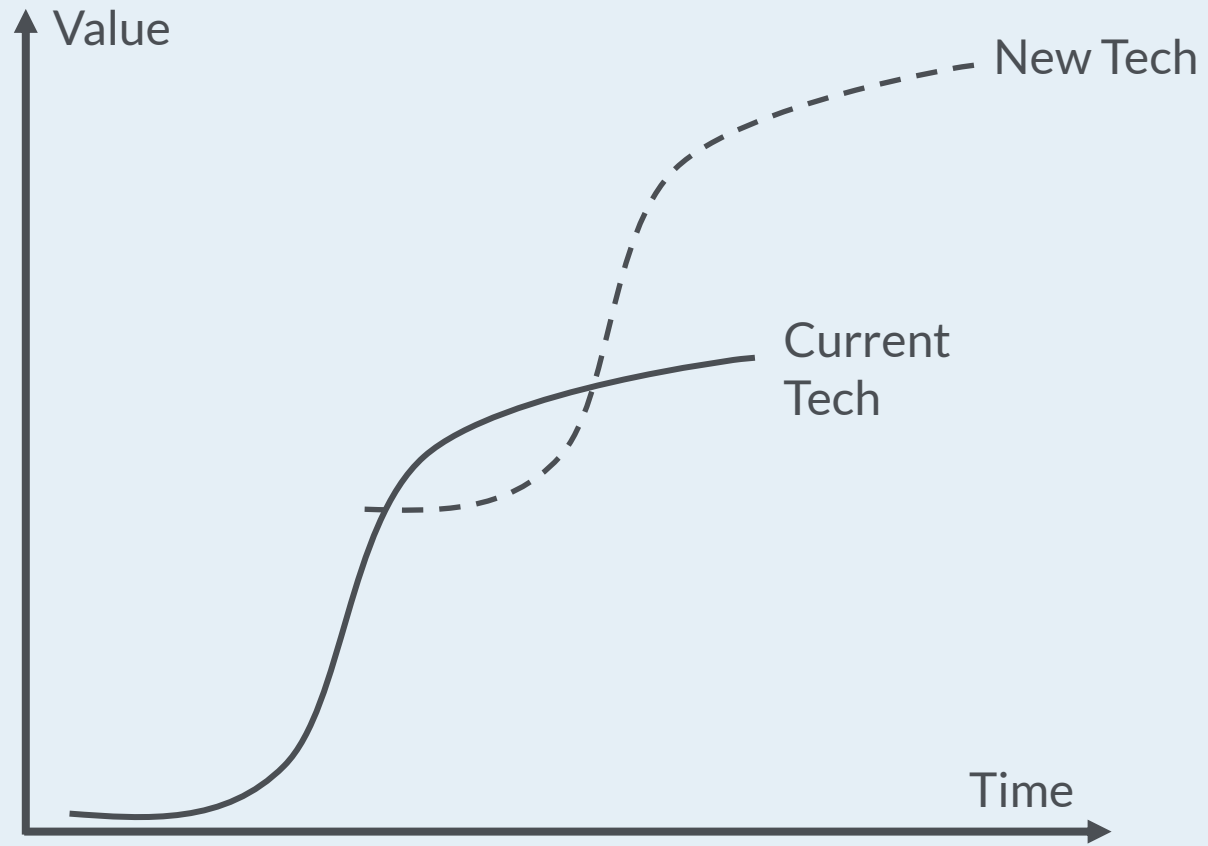


# *A Recent Achievement*

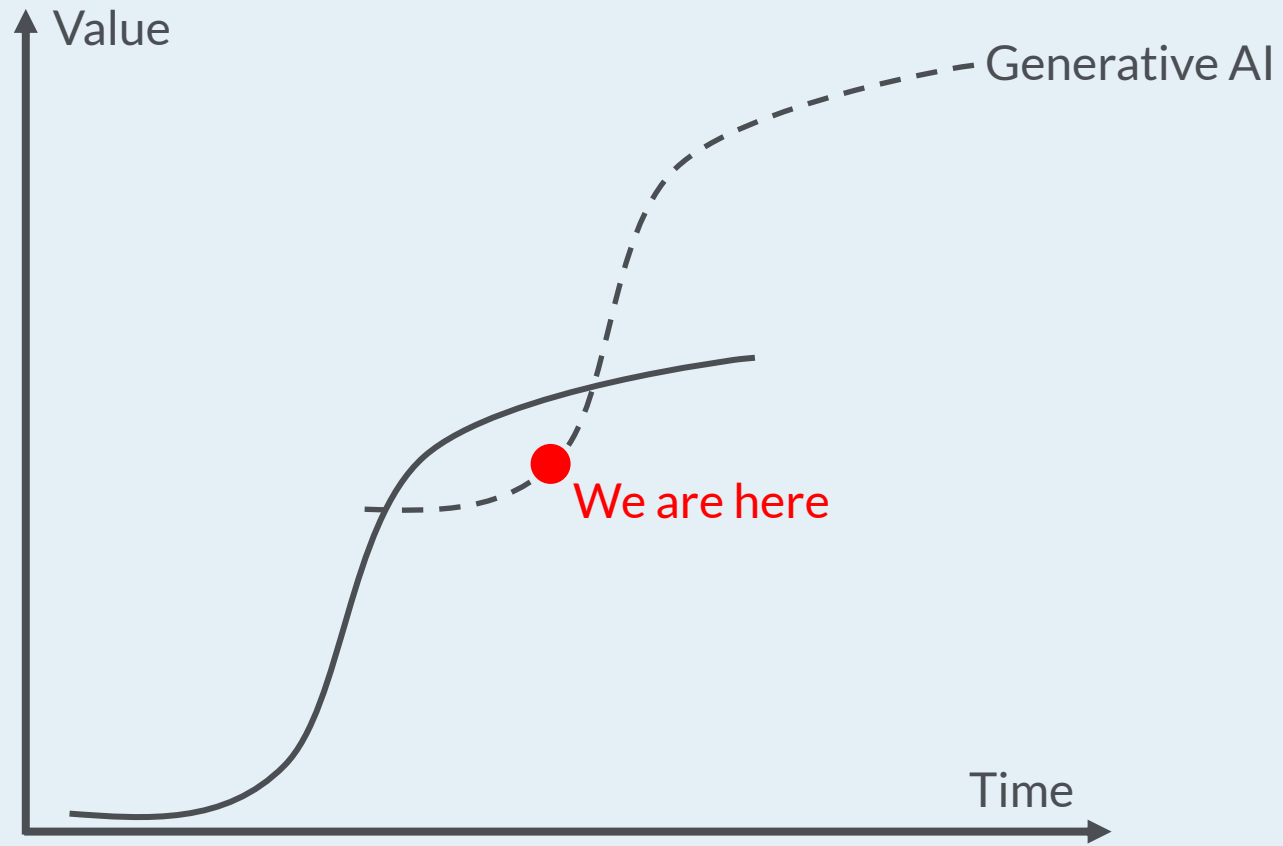




# Technology Advancement



# Technology Advancement



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# *Introduction to Generative AI Models*

- Many different public-facing models that handle text, speech, audio, video and images
- These models include:
  - Language Models:** ChatGPT, Claude, Bard, Llama
  - Image Models:** Dall-E, Midjourney, Stable Diffusion
  - Audio Models:** Stable Diffusion, Assembly AI
- Most offer paid interactive elements or access to programming APIs

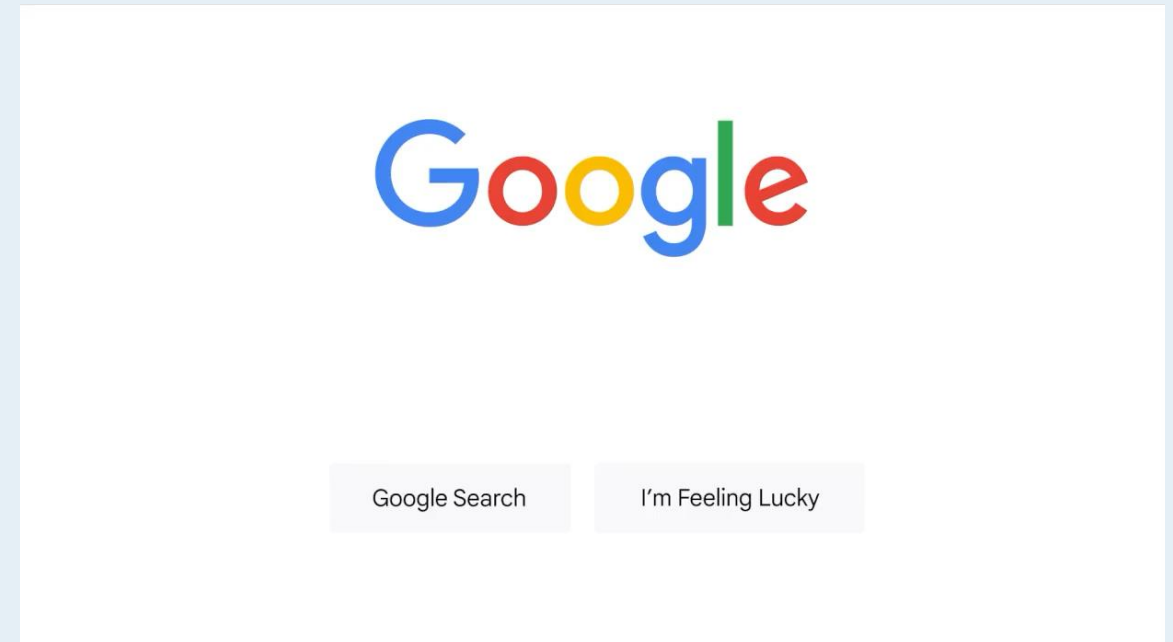
# *Chat GPT & Harmonee Demo*

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# Google Search Generative Experience (SGE)

SGE is Google's *AI-Powered Search* Experience which aims to *revolutionize* how users interact with and receive assistance from both organic and *paid Search*.

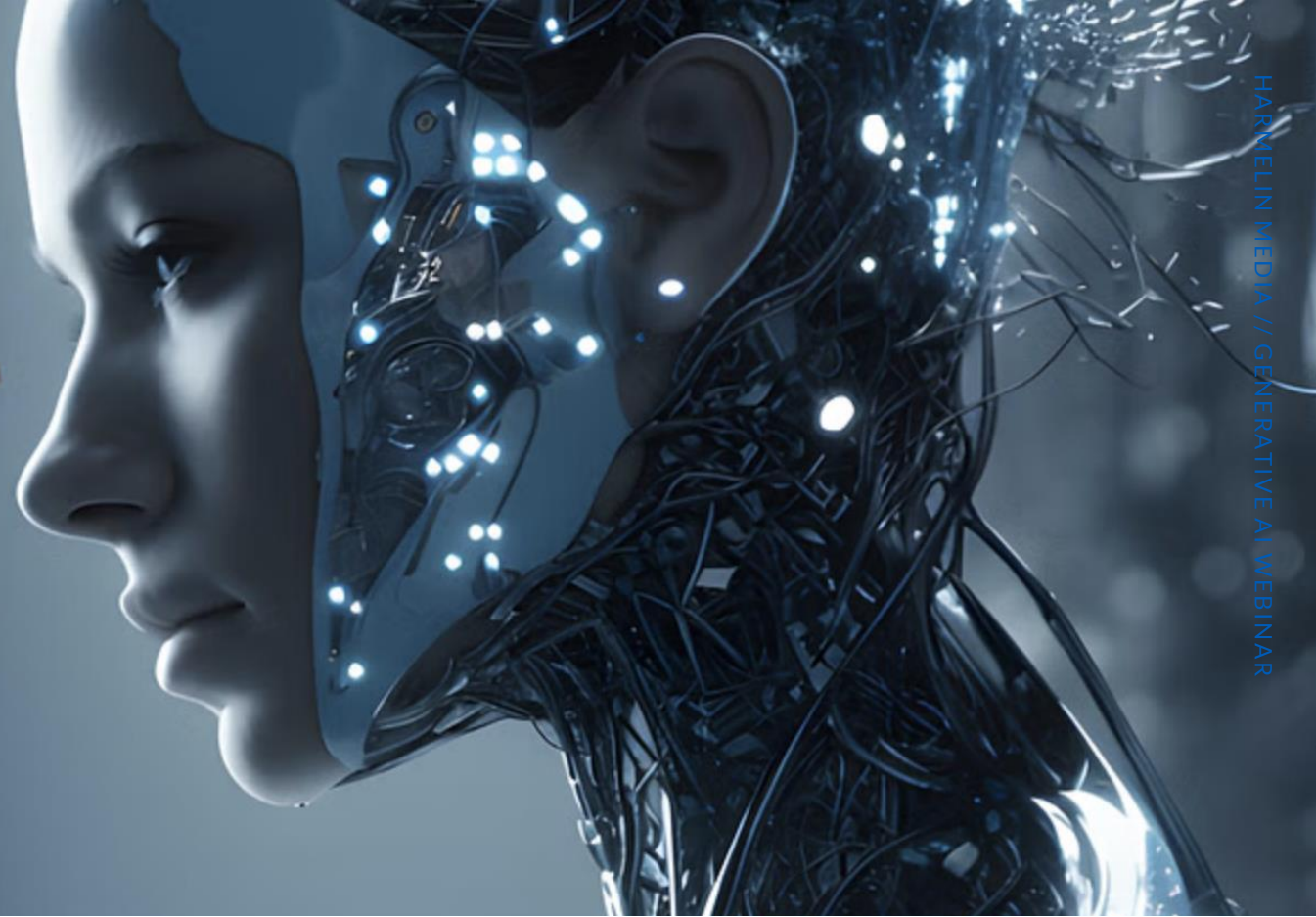
1. Enhanced Search Functionality
2. Image Creation
3. Writing Assistance
4. Responsible AI Use



\*Currently available in English in the U.S. for users 18+ who have opted into the experiment.

# Google™

## GEMINI



- **Summarization:** Gemini quickly distills key points from extensive text, audio, or video content, aiding rapid comprehension.
- **Translation:** Gemini translates between languages and data types, even turning text into images or 3D models.

- **Generation:** Gemini produces diverse content, from essays and images to music.
- **Reasoning:** With powerful problem-solving and decision-making capabilities, Gemini draws conclusions by integrating various data types and tasks.



# Microsoft

Microsoft's extensive array AI project encompasses a broad spectrum of technologies and applications, all meticulously integrated across numerous products and services. All in service of enriching user experience and maximizing conversion rates in marketing and advertising spheres.

- **Intelligent Ad Placement**
- **Enhanced User Experience**
- **Creative Content Generation**
- **Predictive Analytics**
- **Fraud Detection and Prevention**
- **Conversational Advertising**
- **Multichannel Integration**
- **Automated Bidding Strategies**

# Compare & Decide Ads in Bing Chat

**Engage & Evaluate:** Presenting Compare & Decide Ads, a novel experience empowering users to assess and contrast options based on personal preferences and criteria.

**Conversational Experience:** Leveraging the interactive nature of Bing Chat for a more engaging and informative advertising journey.

I'm looking for an SUV with a strong safety record that is also fuel efficient. Can you help me?

- ✓ Searching for: **safest SUVs 2023**
- ✓ Generating answers for you

According to the safety ratings from the National Highway Traffic Safety Administration (NHTSA) and the Insurance Institute for Highway Safety (IIHS), the **2020 Honda CR-V** has the best safety features out of the top SUVs. It received a **5-Star Overall Safety Rating** from NHTSA and a **Top Safety Pick** award from IIHS. It also has a **standard automatic emergency braking system** and a **standard lane departure prevention system**.






The **2020 Volvo S90** is also a very safe car, with a 5-Star Overall Safety Rating from NHTSA and a Top Safety Pick award from IIHS. It has standard blind spot detection system and a standard lane departure warning system.

The **2017 Nissan Rogue** and the **2020 Volkswagen Passat** are both rated as Top Safety Picks by IIHS, but they have lower ratings from NHTSA. The Rogue received a **4-Star Overall Safety Rating** from NHTSA, while the Passat received a **5-Star Frontal Crash Rating** but only a **4-Star Rollover Rating**. Both cars have an **optional blind spot detection system**, but only the Rogue has a **standard lane departure warning system**.

I hope this information helps you compare the safety features of these cars. If you have any other questions, please let me know.

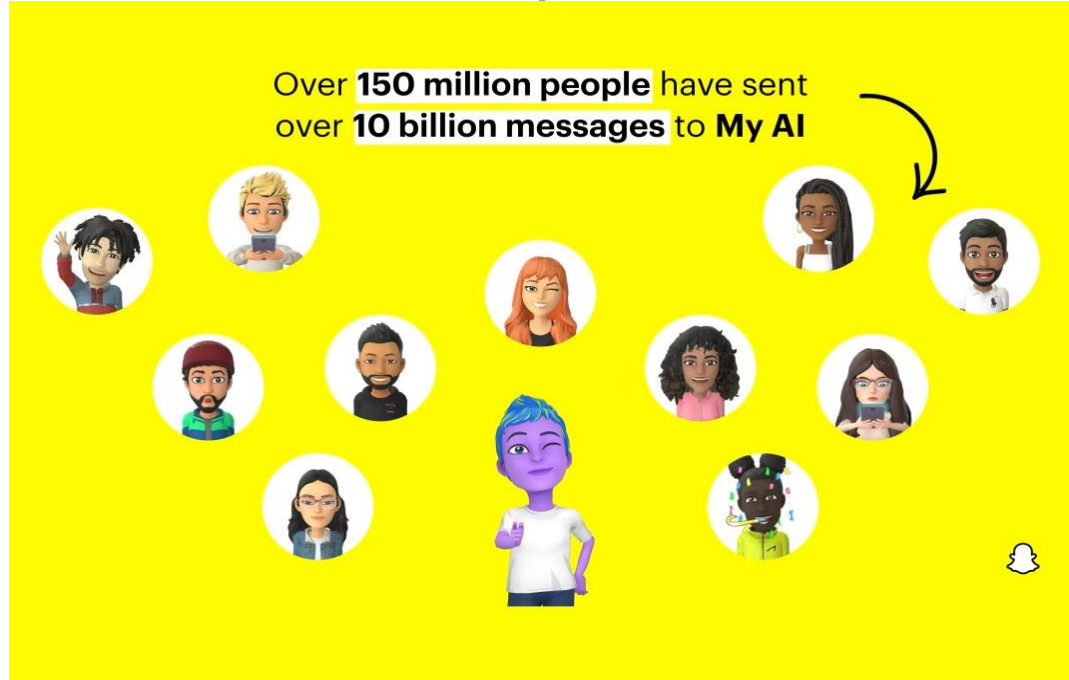
Learn more: [1. vehiclehistory.com](#) [2. thecarconnection.com](#) [3. iihs.com](#) [+2 more](#)

Here are some options near Seattle, WA:

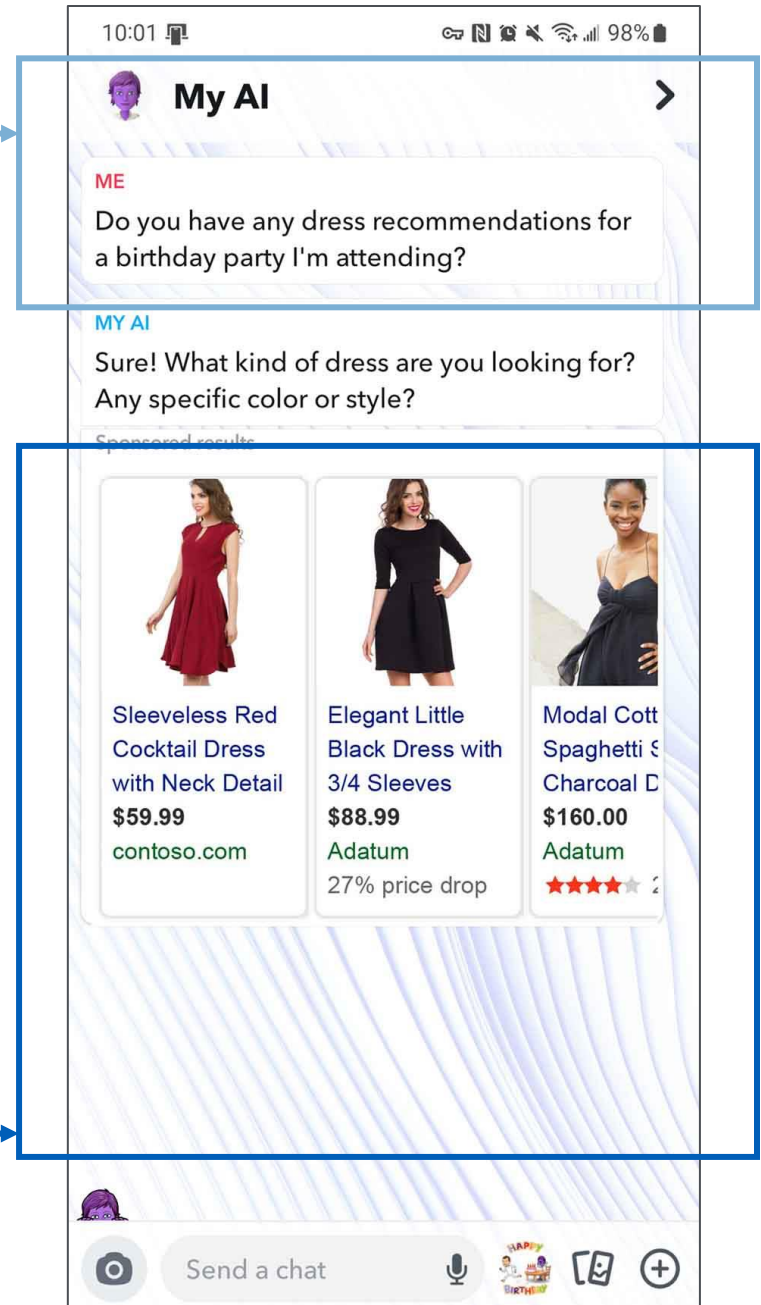
2020 Honda CR-V EX	Volvo S90 T6 R-Design 4D	New Tucson 2023	Nissan Rogue S	Volkswagen Passat 2.0T
				
<b>\$32,991</b> <small>from \$35,000</small>	<b>\$38,455</b> <small>from \$63,500</small>	<b>from \$547</b> <small>7mo+ Lease</small>	<b>\$13,999</b> <small>from \$63,500</small>	<b>\$21,438</b>
20,324 mi	24,480 mi	0 mi	107,282 mi	42,029 mi
2020	2020	2023	2017	2020
Northwind Traders	Fabrikam	Northwind Traders	Contoso	Tailwind Traders
Condition Used	Condition Used	Condition New	Condition Used	Condition Used
<b>Average Fuel Efficiency</b> 28 mpg city/34 highway	<b>Average Fuel Efficiency</b> 33 mpg average	<b>Average Fuel Efficiency</b> 25 mpg city/32 highway	<b>Average Fuel Efficiency</b> 24.5 mpg average	<b>Average Fuel Efficiency</b> 21 mpg city/32 highway
Fuel Gasoline	Fuel Gasoline	Fuel Gasoline	Fuel Gasoline + EV	Fuel Gasoline
Transmission Automatic	Transmission Automatic	Transmission Automatic	Transmission Automatic	Transmission Automatic
Exterior color Gray	Exterior color Gray	Exterior color Gray	Exterior color Silver	Exterior color Gray
Interior color Black	Interior color Camel beige	Interior color Gray	Interior color Gray	Interior color Gray and red
Body Compact SUV	Body Sedan	Body Compact SUV	Body Compact SUV	Body Sedan
Trim level EX	Trim level R-Design	Trim level XRT	Trim level S	Trim level D
Dealer Northwind Traders	Dealer Fabrikam	Dealer Northwind Traders	Dealer Contoso	Dealer Tailwind Traders

Ask me anything...

User enter AI driven chat conversation



User receives Bing Ad as result



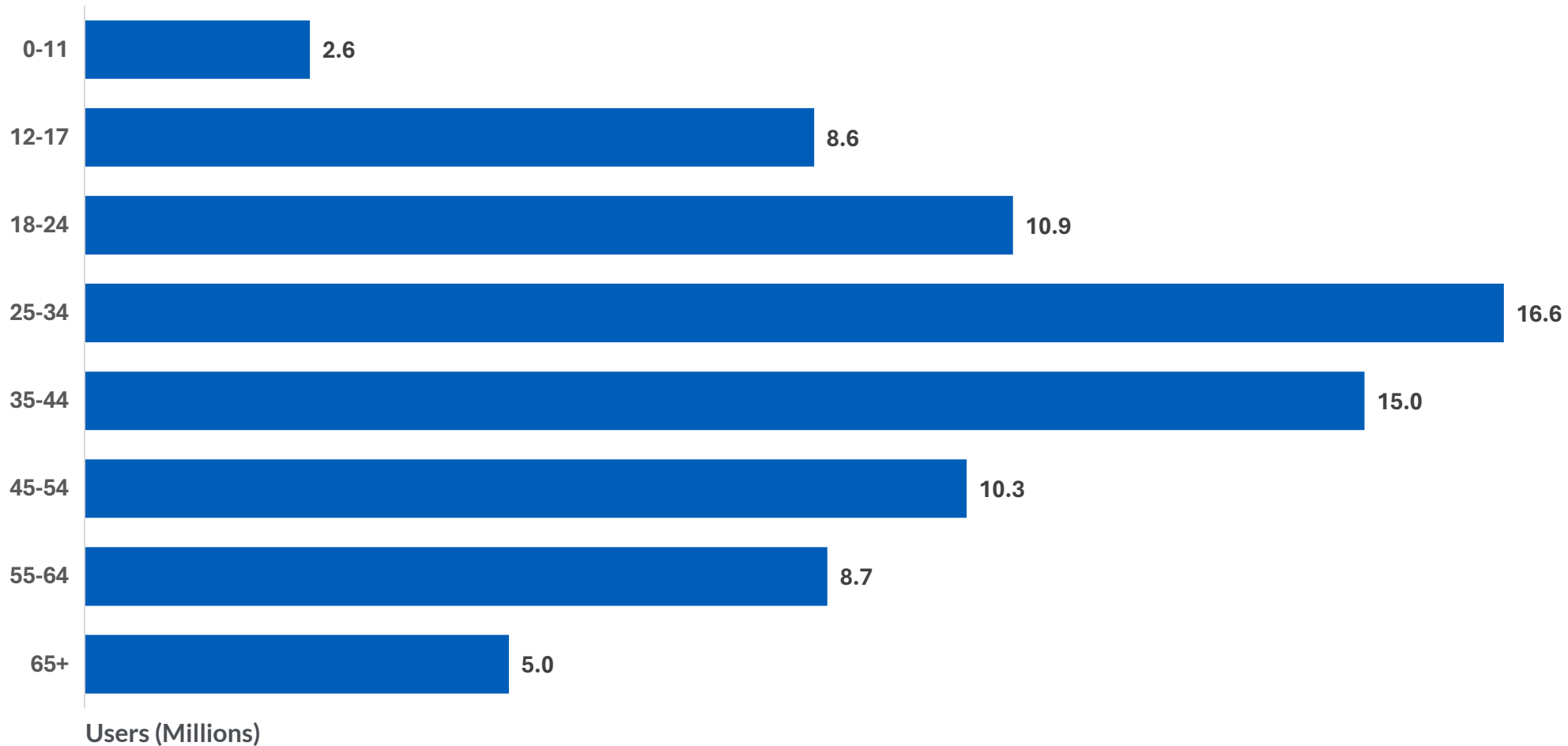
# Aluminum.



*Artificial Intelligence is a powerful new ingredient for every part of your marketing and advertising strategy.*

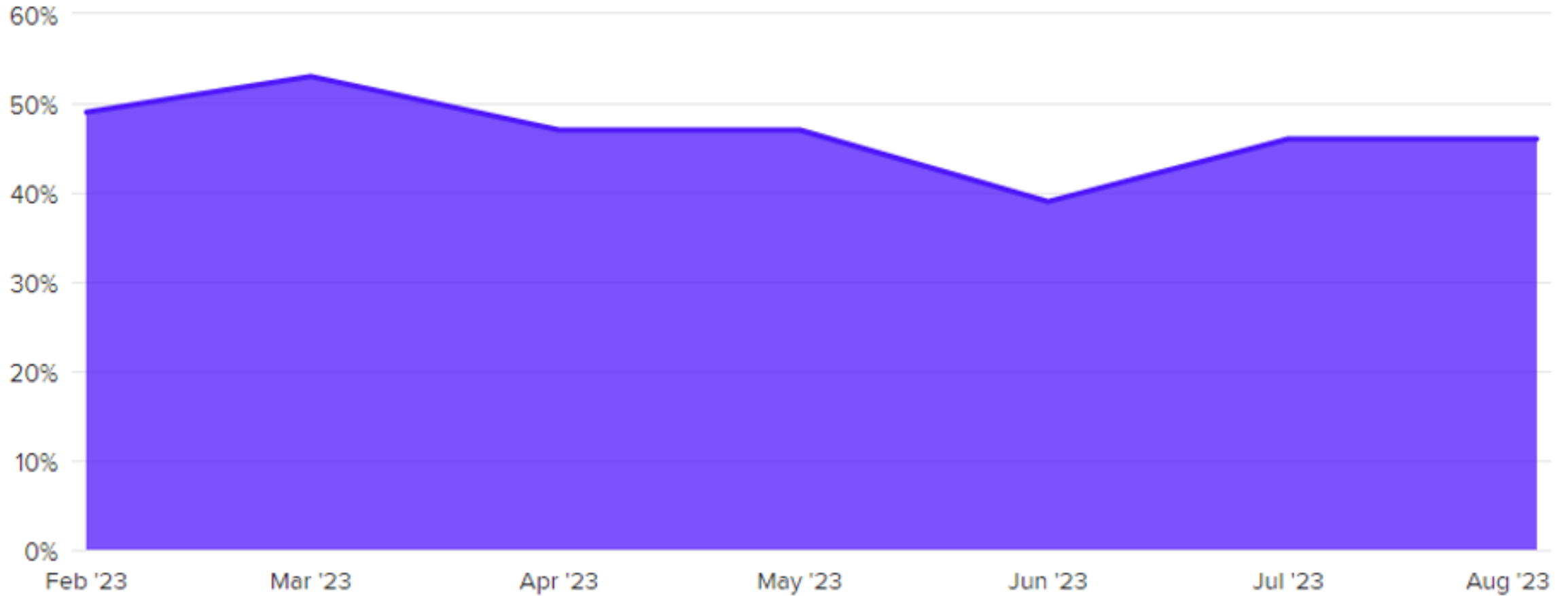
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# Generative AI Users, by Age (US)



Source: eMarketer, June 2023

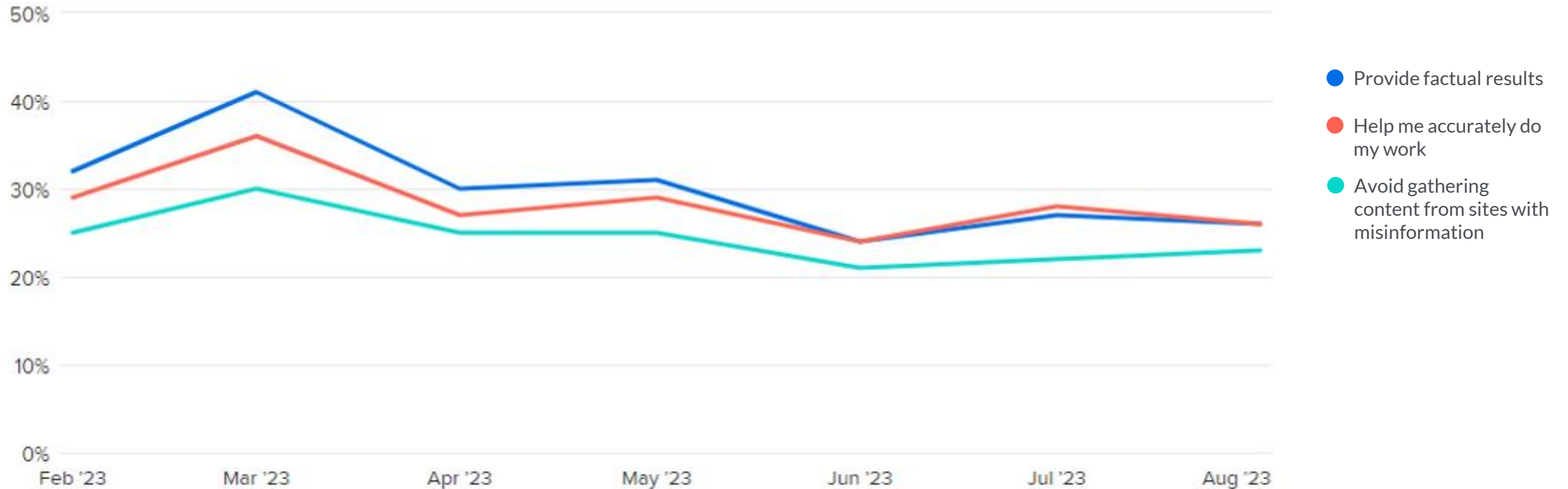
# Interest in AI-Powered Online Search



Source: Morning Consult, September 2023

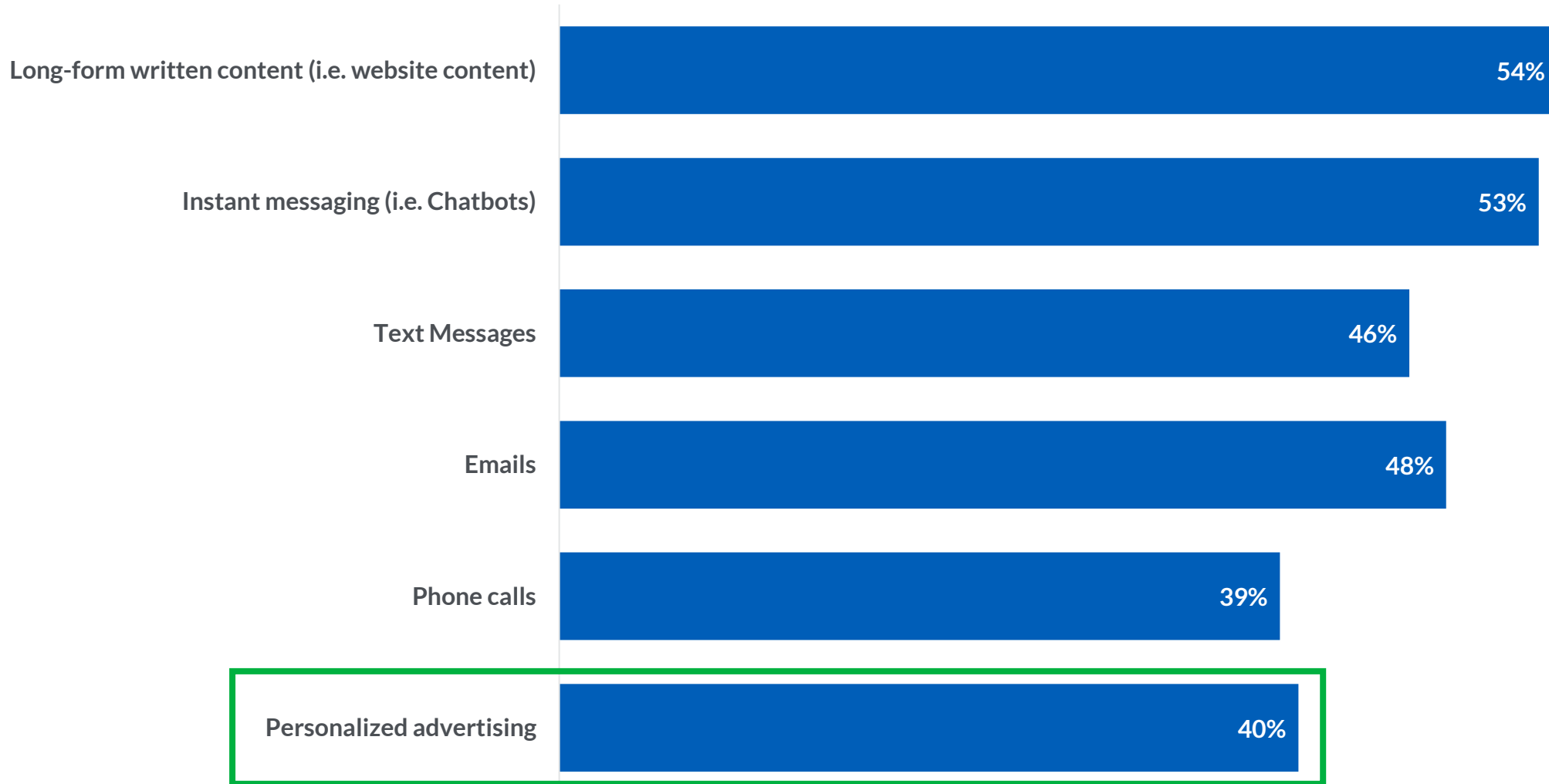


# Share of Adults who “completely” or “mostly” trust Generative AI



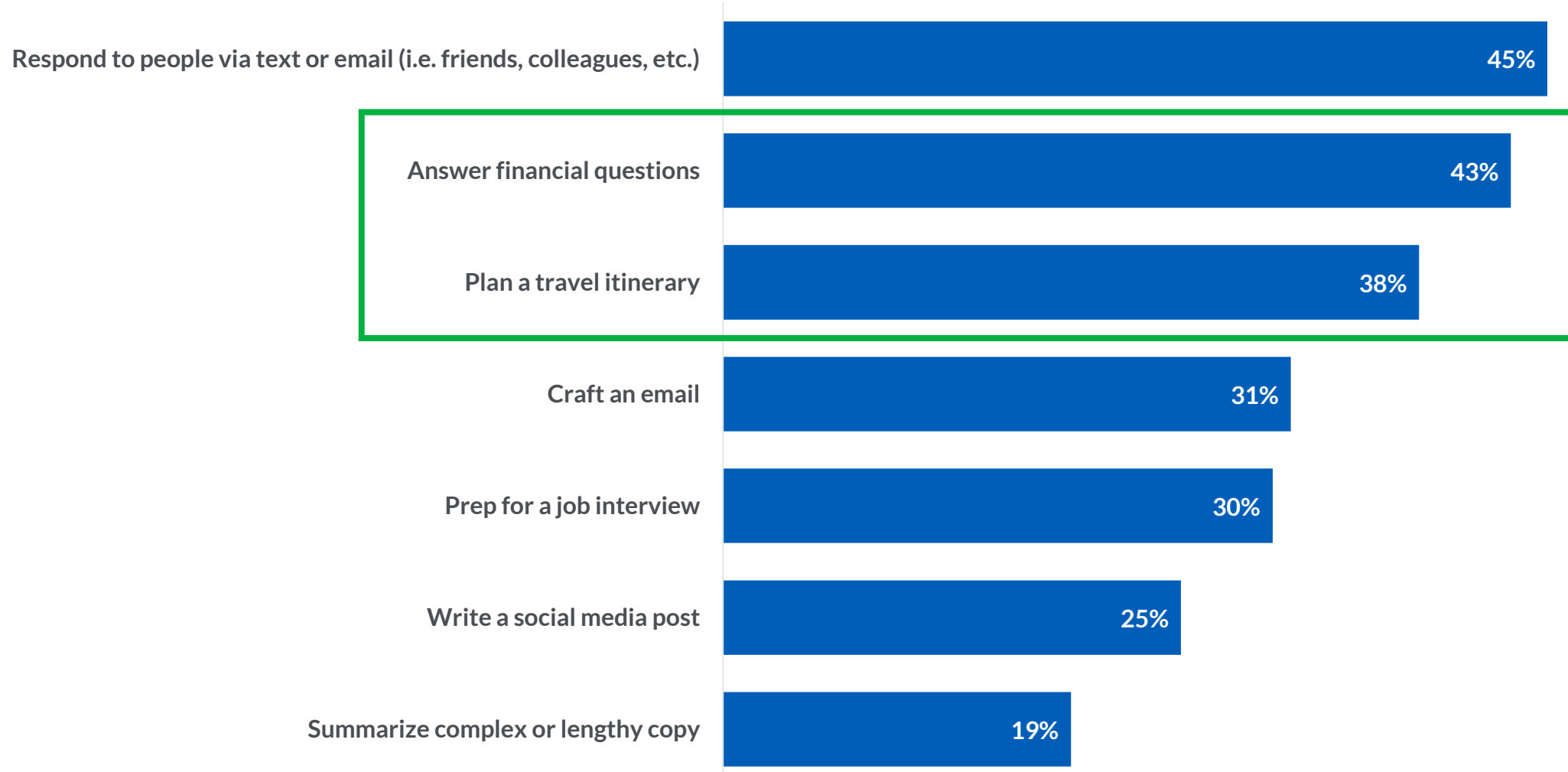
Source: Morning Consult, September 2023

# Where Consumers want to interact with AI



Source: "Over 75% of Consumers are Concerned about Misinformation from Artificial Intelligence" Forbes, July 2023

# Most Common Way Consumers Use AI



Source: "Over 75% of Consumers are Concerned about Misinformation from Artificial Intelligence" Forbes, July 2023

*Thank you*

# About us



Harmelin Media specializes in strategic media solutions and has more than 39 years of experience helping clients navigate a rapidly changing media landscape across digital, traditional and lifestyle forms. The firm has grown with a diverse client roster including many Fortune 500 companies across an array of industries and is now one of the largest independent media service firms in the United States.

Harmelin's expertise is in managing the massive data sets that our clients and campaigns generate to develop strategic, channel-agnostic recommendations that generate business results and positive return on investment. We accomplish this while maintaining a long-term business focus, providing superior customer service and operating with 100% transparency in our operations. Our approach has resulted in unprecedented retention rates with both employees and clients.

Harmelin's current media billings exceed \$800 million across all digital and traditional channels on a local, national and international basis. We are a Google Premier Partner, Meta Business Partner and proud member of the ANA.

For more information, please contact [info@harmelin.com](mailto:info@harmelin.com) or visit [www.harmelin.com](http://www.harmelin.com).