

## The lowdown on ISBA's generative AI workshop

Generative AI (Gen AI) is becoming a gamechanger for brands as they embrace the technology to enhance creativity, drive production and operational efficiencies and optimise media. As more marketers start to use AI tools, ISBA partnered with Meta to run an experiential workshop on Gen AI. Hosted at Meta's London offices, the event was focused on educating and empowering attendees to embrace generative AI tools for business growth, while promoting responsible and ethical use of AI in marketing.

Opening up the workshop, **Derya Matras, VP UK, Northern Europe, Middle East and Africa, Meta** said some marketers are being driven towards Gen AI by fear of missing out (FOMO). However, she stressed the start point for any marketer to invest in AI has to be the identification of where it is going to deliver real business value.

Derya talked through Meta's AI tools that are driving ROAS and CPAs in media. She said that on average, ad campaigns using Meta's generative AI ad features resulted in an 11% higher click-through rate and 7.6% higher conversion rate compared to campaigns that didn't. Derya also revealed that more than 1 million advertisers are now using at least one of Meta's generative AI ad creative tools each month.

### AI has the potential to transform advertising & marketing

ISBA's **Director General Phil Smith** told delegates that AI could transform advertising and marketing, with the technology set to make a potential contribution of \$15trillion to the global economy (source: PWC). With AI moving at a rapid pace, Phil said that 20% of ISBA members now have an AI project on the go and 52% have a Gen AI policy in place. However, he cited a WFA stat that 80% of their members are concerned about how partners are using AI on their behalf. Advertisers seeking greater transparency in the use of Gen AI in their supply chains can download ISBA's [Generative AI Supplemental Agreement for Media Services](#) (Contract Terms template). Phil stressed that the industry has both a need and an opportunity to build consumer trust, so marketers have to be mindful of the risks involved with AI.

The workshop then moved on to a session hosted by Meta on how AI Can Spark Innovation. First up in this two-part presentation focused on creative catalysts, was **Jordan Rogers Smith, Business Engineer, Meta**. He told delegates about the growing importance of using Gen AI as an assistant. Jordan explained that while many of us are now familiar with using prompts to interact with Gen AI, he said that to get the most out of the technology we need to become adept as 'prompt whisperers.' Jordan showed the audience how to leverage "role, task, context and format" in prompting.

Using Meta AI (not yet available in UK), all attendees were then given a quick tutorial in prompt whispering. They were taken through the experience of writing a bedtime story for a child using different prompts. Jordan showed how the story could be changed by using specific prompts, such as "give me something that can be read in 60 seconds" and "my kid does not like fairies so use dragons instead."

### AI can enable marketers to be a 'weaver of culture'

**Barry Christie, Global Creative Lead, Meta**, then took a bigger picture perspective on how Gen AI is opening up creative potential for advertisers. He talked about how AI can now help marketers to derive insights that will transform the way they analyse creative impact. Barry said the opportunity with AI is to be a 'weaver of culture', but to succeed in this, brands must "originate from culture, collaborate with culture, and create at the speed of culture".

He said that through the application of AI, we are moving from having a big hero idea to embracing a system of ideas. "Creativity is the variable that can capture attention and AI is now transforming the nature of creation," said Barry.

### AI helps Reckitt become a better, leaner marketing organisation

**Sameer Amin, Global Director of Data Driven Marketing & Media, Reckitt** shared how Reckitt has approached Generative AI in their marketing operations, leaving attendees with real-life UK learnings from a fellow advertiser. Sameer also opened the floor to questions from the room which proved very popular.

### EU's new regulation is about creating trust in AI

The final session of the workshop was a panel on 'Navigating the AI Regulatory Landscape in the UK and EU'. **Roch Glowacki, Managing Associate, Digital, Commerce & Creative, Lewis Silkin LLP**, explained that the EU's new AI Act has a risk-based approach, regulating across supply chains, and is focused on creating trust in AI. He said that the new UK government has indicated that it wants to regulate AI, but no action has yet been taken.

**Gabrielle Robitaille, Associate Director, Digital Policy, WFA**, said that most marketing use cases in the EU's AI Act will be lower risk, as most brands won't be classed as AI providers, but rather deployers. The exception to this would be where a company offered a third party AI solution to consumers directly under their brand. She said that for most marketers, the AI Act will be very much about transparency and disclosure.

**Katie Eyton, Chief Ethics and Compliance Officer, OMG**, said that agencies will only be classed as providers when they develop AI solutions in-house. She warned advertisers about what regulators terms as 'manipulative action', and to be mindful of not unwittingly "manipulating people into ritualistic behaviour" by using AI.

**Nina Hamann, Public Policy Officer at IAB EU**, said that she welcomed the EU's risk-based approach. However, she highlighted the issue of regulatory overlap within the EU, and said that there is a need to address inconsistencies. She also voiced concerns about the potential of the AI Act to stifle innovation.

ISBA members can read a recent update on the EU and UK AI regulatory landscape from Rob Newman, Director of Public Affairs [here](#).

### Key takeouts for marketers in adopting Generative AI

- 1- If you have not yet done so, develop a AI policy to support how your AI strategy navigates potential opportunities and their implementation.
- 2- AI can unlock value across media, business reporting, content adaptation, content localisation and winning concepts
- 3- Invest in prompting skills and AI literacy across your teams to get the best results for Gen AI apps
- 4- Use AI to become a 'weaver of culture' across a system of ideas
- 5- Get on top of the EU's AI Act if you are selling products and services across Europe and watch this space for UK developments

If you would like to hear more go to ISBA Says Podcasts:

[Generative AI in Advertising: The Fight Against Bias](#)

[Generative AI in Advertising: Trust and Transparency](#)

