

## **AI and the new Innovative Advertising Opportunities**

It has become unequivocal the importance of AI within the digital universe. Especially, after the 2017 elections campaigns, in the USA and Brexit, in England, it became very evident that machine learning systems would no longer be a sci-fi future, but an increasingly realistic present.

In this context, there are certainly multiple uses for artificial intelligence, not only in the virtual environment, but for the entire planet. However, it would be remiss not to notice that the pioneering use of AI to attract audiences, although controversial, was a decisive game-changer in Marketing.

From then on, a whole new world was developed when it comes to the way a company can communicate with its public. As a matter of fact, Pandora's box of psychological advertisement was opened with big data-driven microtargeting being introduced to establish patterns and consumer behavior.

The applicability of such machine intelligence to innovative advertising opportunities is undeniable and it can work wonders to sway audiences towards guided unrestrained consumption. And one of the first projects that noticed early on the potential of Artificial Intelligence for Advertising was AIWORK. Take a look.

## **<h2> How does Digital Advertising worked up until now: the FAANG companies </h2>**

Undoubtedly, the Internet Ads market today is dominated by the 5 companies coined under the acronym of FAANG, which are:

- First of all, Facebook (Meta);
- Amazon;
- Apple;
- Netflix and
- Google (parent company Alphabet).

These companies are the major players in the tech industry game and they all have in common data harvesting as the basis to capitalize their own interests. Conversely, only Facebook and Google are the ad-based revenue companies from this list whereas the others are service/product-based companies.

In this regard, only Facebook and Google capitalize directly from the paid Ads distribution. And, thus, have become the largest platforms in the segment on the market today. In other words, any company that aspires to have a digital presence must do so through these industry giants.

So, the Ad managers design of both Facebook and Google are based on self-taught algorithms that are nothing if not Artificial Intelligences. In a very generic way, the algorithm works as follows: the advertiser/publisher includes previously selected data, such as keywords, language, location, target audience and the AI distributes the Ad content to people who share similarities with the concocted profile.

However, Facebook - which covers Instagram as well - and Google AIs still don't have auto-targeting or data-sorting capability. This means they can collect secret data, but they can't build profiles from scratch nor sort through content to decide which is factually best. Only better descriptive or engaging content through tags and metadata.

All profiling and audience segmentation, as well as content selection, is handled by other AIs and then placed as metrics into their platforms. As a result, new startups then arose, such as AIWORK, which noticed this gap in the market, as well as new and innovative Advertising opportunities.

## <h2> Content Globalization and Localization issues </h2>

One of the biggest market gaps left open by advertisement platform AIs and the FAANGs is content customizing. Which means, cultural and language accessibility of content, at a global and regional level, known, respectively, as Content globalization and localization.

In fact, most advertisers, marketing agencies and/or traffic managers don't bother about neither, settling for good old-fashioned basic target audience segmentation. In other words, the content produced, especially video content, is not customized according to the distribution area. And, no expertise is required to understand that cultural and language barrier greatly harms brand awareness.

Netflix, Amazon - both FAANGs -, McDonalds, Nike and some others. These big companies have better grasped the concept of globalization and localization, which goes far beyond simply translating a previously conceived campaign. So, whilst it is possible to identify said brands worldwide, whether by logo, slogan, visual identity, it is also possible to regionalize them, within the particularities of each country.

However, these companies spend millions of dollars to connect their brand message to every corner of the world. Otherwise, it becomes robotic Advertising, completely removed from the culture and references of each place.

Of course, that amount of money complicates, if not precludes for more common brands to start their global expansion process. Or even for large global companies to locally customize content.

In this sense, new and innovative Advertising opportunities have emerged for AIs that could truly customize content, such as AIWORK. Through AIWORK's groundbreaking blockchain technology for Advertising called Entertainment Identifier Registry (EIDR), the user can rest assured that their content will be, both globally and locally adapted. And all for a fair price.

From perfectly tailored idiomatic translations to imagery and even design, AIWORK allows brands to venture new markets. In addition to capturing different market shares throughout the globe.

## **<h2> AIWORK and brand safety </h2>**

Without doubt, it's common knowledge that the digital environment is oversaturated with all types of video content. Some of which are dangerous, even illegal and potentially harmful to people in general. Even more, kids.

And as previously mentioned, the major platforms, like YouTube and Facebook can't sort through them, in order to protect brands from having their Ads associated with such unsafe videos.

Bearing this in mind, AIWORK developers created one of its most important features: ContentGraph, which is able to ensure brand safety to advertisers. This strategy scores videos through decentralized AI computer network and verified crowdsourced open community. Thus, validating video content. Cool, right?

## **<h2> New and Innovative Advertising Opportunities with AIWORK </h2>**

Last but not least, with its blockchain decentralized, open-source technology and neural ecosystem, AIWORK can analyze the video at frame level. And as a result, produces a rich set of metadata with very precise extremely useful time-code to searching by scene. All associated with human experts, similar to Mechanical Turks, which mitigate any gaps eventually left unresolved by the AI.

When it comes to the incredible opportunities in Ads, AIWORK can provide publishers with:

### <h3> Aiwork and Digital Product Placement - DPP </h3>

Through AIWORK's scene detection, content producers are given quality information on time-coded placement opportunities for advertisers to insert videos, products, and banners.

Beyond that, the technology is capable of placing moving objects and even replacing products as they are handled by actors. Also, it enables objects to be naturally inserted post-production after the video has been filmed and edited, which lowers production costs as well as provides content localization.

That way, as far as the audience is concerned, a video which shows a person drinking a can of Coca-Cola is not the same one that shows a can of Vitasoy tea, in Hong Kong. But it is, all thanks to AIWORK.

### <h3> Aiwork's Ad Overlay </h2>

Secondly, the Ad Overlay is a feature that creates a semi-transparent overlay across the bottom of the screen, softening the acceptance of the Ad by the viewer. In addition to that, it also target audiences through analyzing the context of the watched video.

So, the target public will receive an Ad directly related to whatever they're watching. For instance, someone is viewing a car engine video on YouTube and a car dealership Ad is displayed on the screen. Obviously, it will have a much higher conversion rate.

### <h3> Interactive Touch Hotspots </h3>

The third innovative advertising AIWORK feature is a new native video concept. The Touch Hotspots allow viewers to interact and engage with the video Ad, mainly on mobile phones.

Content producers can leverage hotspots to increase monetization as interactivity and purchase influence at a greater level. When the viewer hovers over the product, additional information will appear allowing them to either click on it, read, save it for later or make a purchase of the product.

In conclusion, AIWORK is the greatest project in Advertising ever since Google Ads itself. It most definitely is the next step in the way brands communicate with the public. And it further refines the way a company can segment its audience, which, in the end, results in a significant increase in sales.