



AI-Proven Creative: The #1 Factor for Ad Success (And How to Get It Right)

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About



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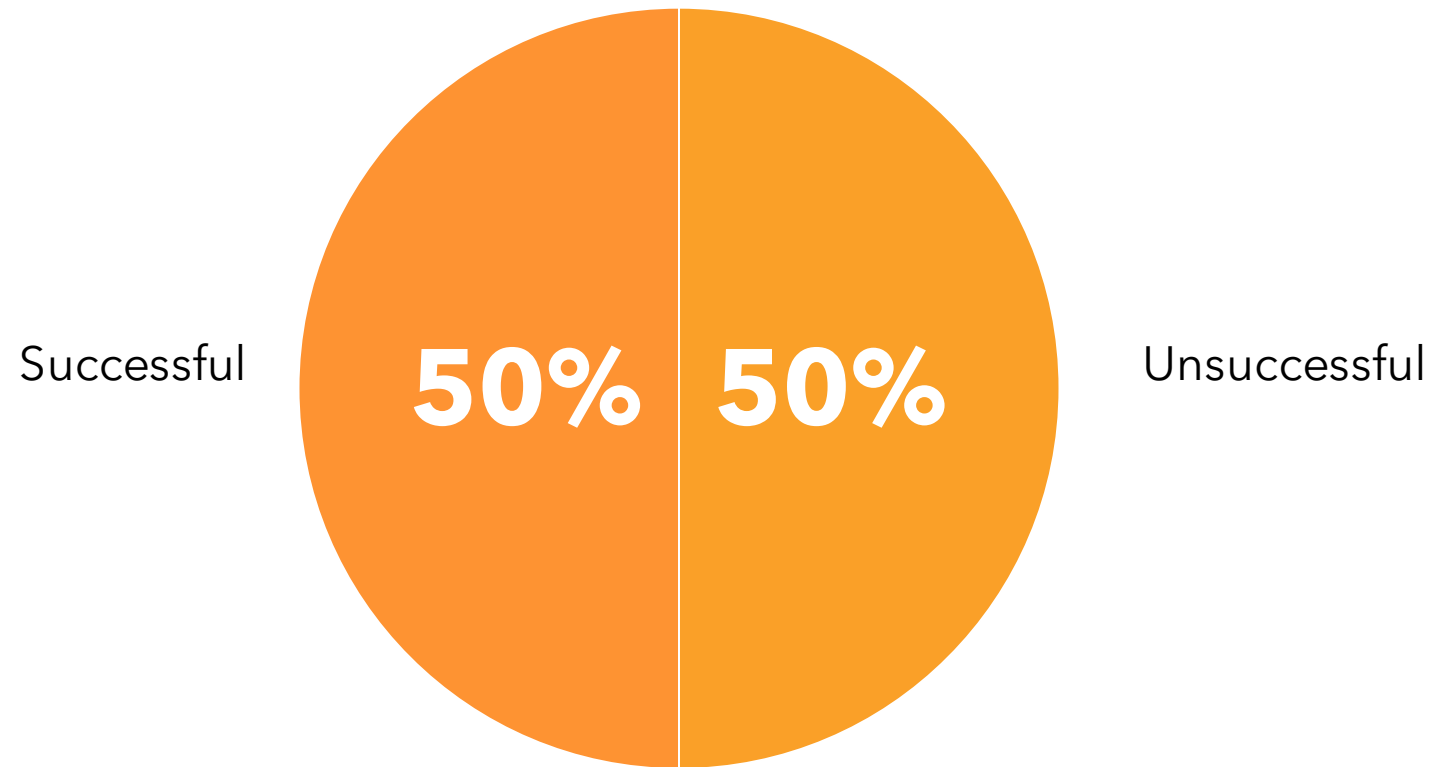
Vanessa Philipp

Senior Key Account Manager

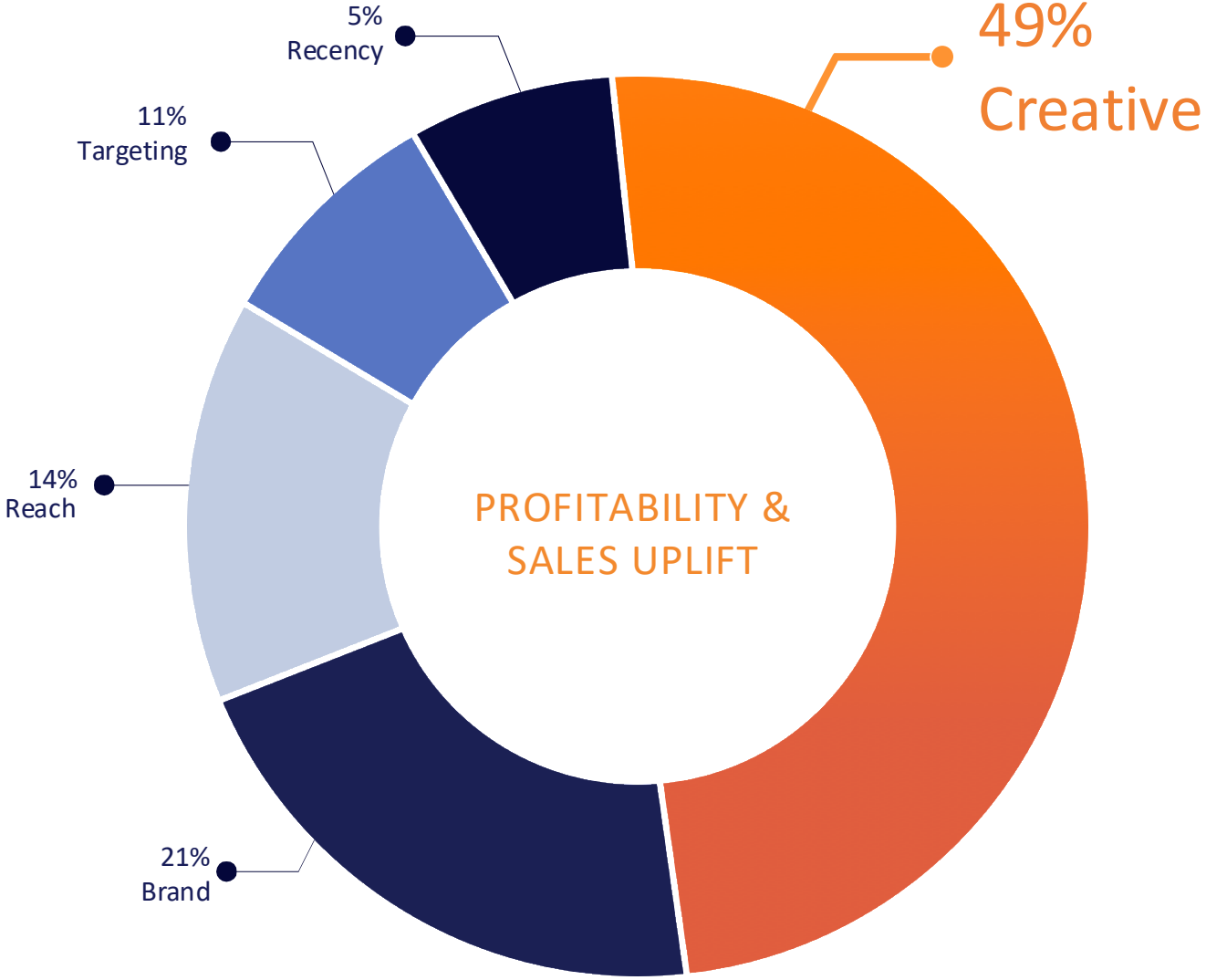
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Marketer's Dilemma

Your Ads & Marketing Budget



Improving asset effectiveness is the fastest and easiest way to increase ROI and grow the brand.



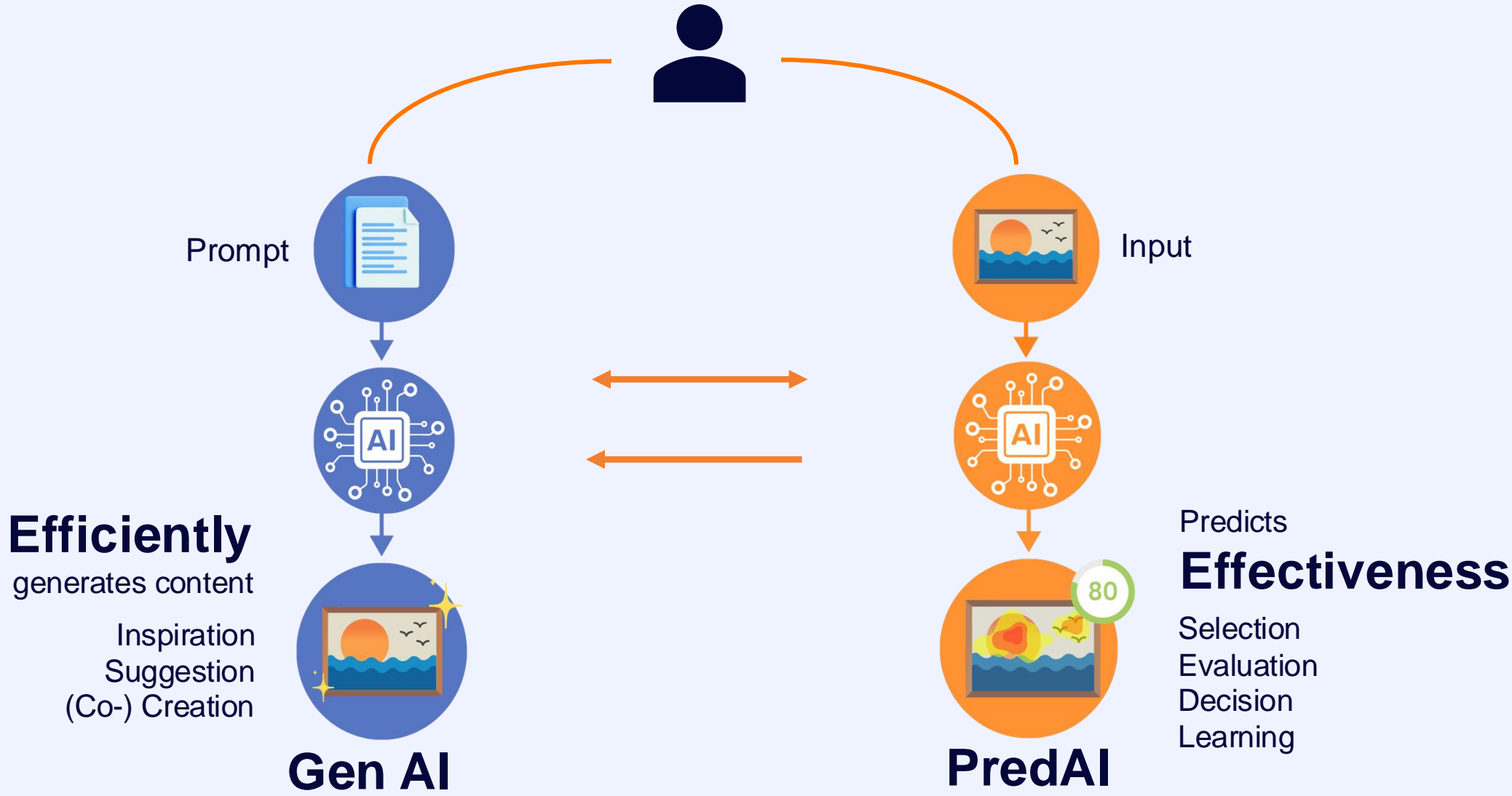
But Effectiveness is hard to manage



- 1 Complex & fragmented eco-system
- 2 Increasing number of assets & channel
- 3 No time and/or money to run consumer research
- 4 Decreasing effectiveness control coverage
- 5 Lack of data before money is invested
- 6 Lack of data to understand the WHY

How AI can help

Highest value use cases: Mix von Predictive AI & Generative AI



Benefits of AI-based, automated pre-tests



Speed

Results are available
in minutes



Scale

Low / no incremental costs

Coverage of assets at scale
due to automation

Integration into systems and
workflows via API

Data-based decision at scale



Low Cost

Low Cost due
to automation

Low/no incremental
costs per test



Actionability

Evaluate effectiveness
down to a very granular
level

How Neuroscience influences effectiveness

Neuroscience insights

Effective advertising understands how the consumer brain works on "autopilot"

From touchpoint...

ATTENTION

Is there anything?

UNDER-
STANDING

What is it?
What does it mean?

PERCEPTION

Subjective interpretation of input

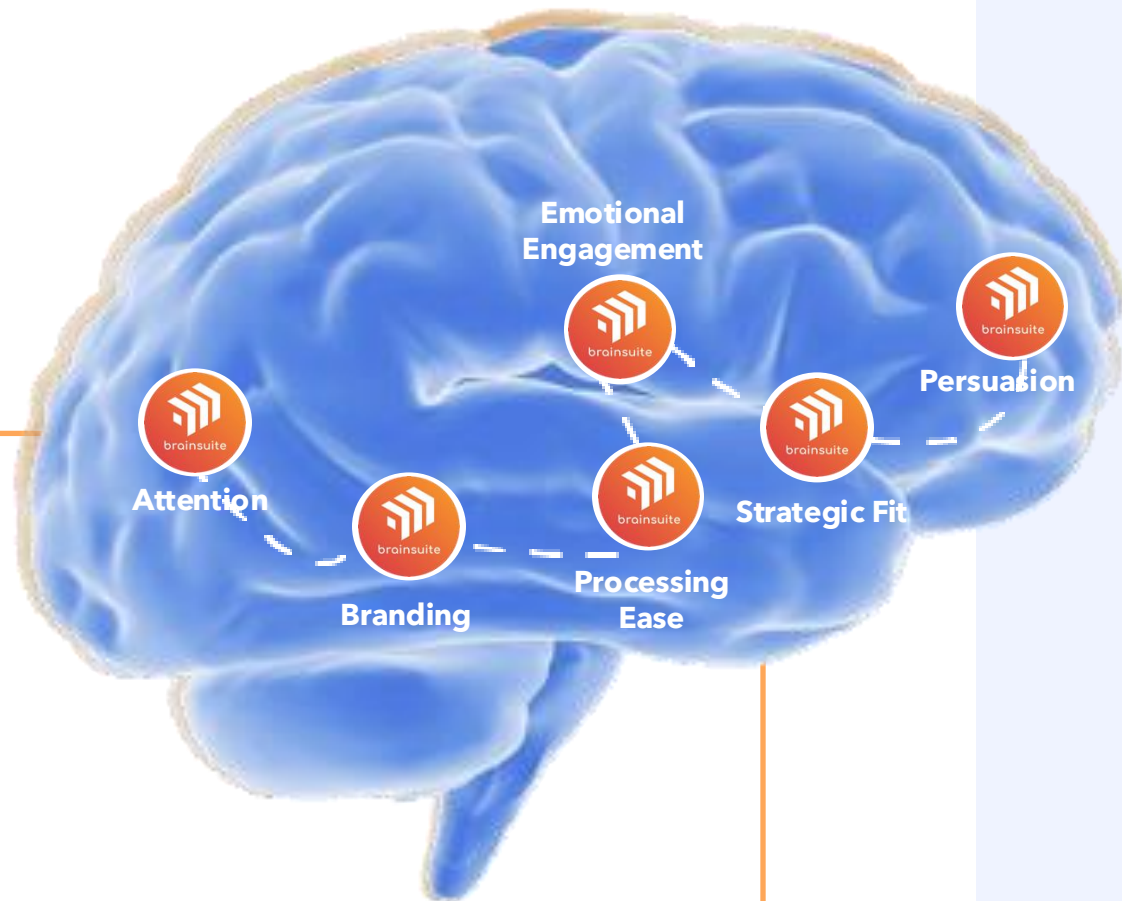
REWARD

What's in it for me?

...to behavioral impact

Neuroscience AI - deliver the *right* data

AI App predicts how the asset delivers against specific effectiveness drivers and channel best practices



ATTENTION

The asset captures consumer attention and ensures that the brand or product stands out in a crowded space?



BRANDING

Reinforces brand identity, ensuring instant recognition and association with key brand elements?



PROCESSING EASE

Information is easy to process, improving comprehension and increasing engagement and retention?



EMOTIONAL ENGAGEMENT

Incorporates human elements? Uses text sentiment and visual cues to drive emotional connection and resonance?



STRATEGIC FIT

Asset conveys the intended messages? Ensures the key brand association are activated?

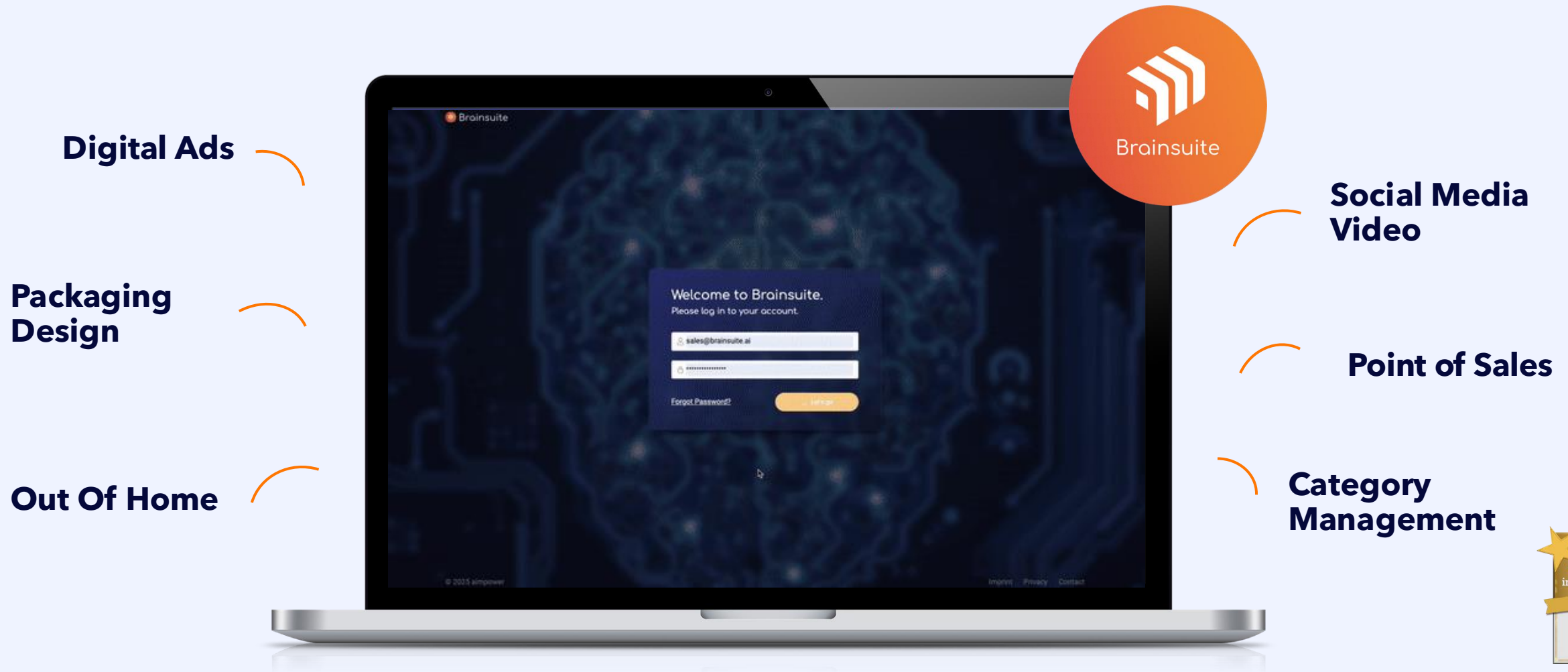


PERSUASION

Resonates with target group needs and leverages key tactical elements, such as a clear Call-to-Action (CTA) to encourage conversion?

1-Stop Effectiveness AI Platform

The leading AI app portfolio for every asset and channel—everything you need, all in one place



Trusted by global industry leaders like:

- Since 2020
- 50+ customers
- 400+ brands
- 35 countries
- 40+ languages



Super fast and easy: Briefing in **less than a minute.**

The screenshot displays the brainsuite dashboard. At the top left is the brainsuite logo. At the top right, there are navigation elements: a user icon labeled 'Demo', a building icon labeled 'airpower', and a hamburger menu icon. The main content area starts with a greeting 'Hello Demo' and a sub-greeting 'How are you today?'. Below this is a short paragraph: 'Below you find the brainsuite tools that are at your disposal. More AI-based marketing tools to facilitate your working day will be available soon!'. The dashboard features four main tool cards in a grid:

- ACE Pack:** Includes an image of three potato chip bags. Description: 'Maximise the effectiveness of the pack stand-alone and its shelf presentation. Make sure your pack stands out over competitors at the POS, online & offline.'
- ACE Social Media Video:** Includes an image of hands holding a smartphone. Description: 'Get actionable pre-flight insights on how to optimise and manage the effectiveness of your videos across all social media platforms and all your campaigns.'
- ACE Static Ad:** Includes an image of a laptop displaying a website and a product. Description: 'Get fast and comprehensive predictions on how any of your static creative assets will perform.'
- Attention Static:** Includes an image of a potato chip bag with a heatmap overlay. Description: 'Trained with human eye tracking data, our AI predicts if your assets stand out in context and if the right messages cut-through.'

At the bottom of the dashboard, there is a horizontal row of four smaller thumbnail images representing other marketing assets or tools.

Features of Brainsuite AI platform

Scope

**Image, Video
Language
Audio**

100+
AI Models

**Best-in-class, validated
with human data and
accuracy >95%**

>1Bn Training
Data

**Human data
Pre-training 1.6Bn
Finetuning: >1.3M**

200+
Features &
KPIs

**KPIs &
tailoring
options**

Tailored
Norms

**Brainsuite Memory
with 2.5M assets
Norms based on
>50M data points**

HOW clients leverage Brainsuite

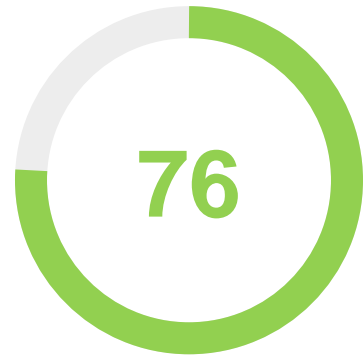
Use Cases along the process



Compete and learn from previous top performing campaigns

Job Data		Briefing Data	Results	Attention	Branding				Processing E...	Emotional E...	Persuasion	Strategic Fit ...
Creation Date	Static Image	ACE Score	Total Score...	Total Score...	Brand Attent...	Product Attent...	Iconic Color...	Color Distri...	Total Score...	Total Score...	Total Score...	Total Score...
Wed, 26 Feb 2025		74	50	75	10	43	N/A		80	63	100	100
Fri, 31 Jan 2025		65	75	33	7	15	41		75	75	N/A	100
Wed, 08 Jan 2025		67	75	50	7	15	N/A		67	75	N/A	100
Fri, 31 Jan 2025		56	50	33	7	14	41		67	75	N/A	100

Fit to Campaign Message



The visual shows a **high** fit to the intended message(s).

Intended Message	Score
Outdoor	90
Togetherness	73
Adventure	67



Why it matters:

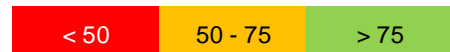


The visuals need to bring the winning proposition to life. Communication needs to use visual cues that intuitively prompt the intended association between brand and product to effectively bring the winning proposition to life.

How to achieve great results:

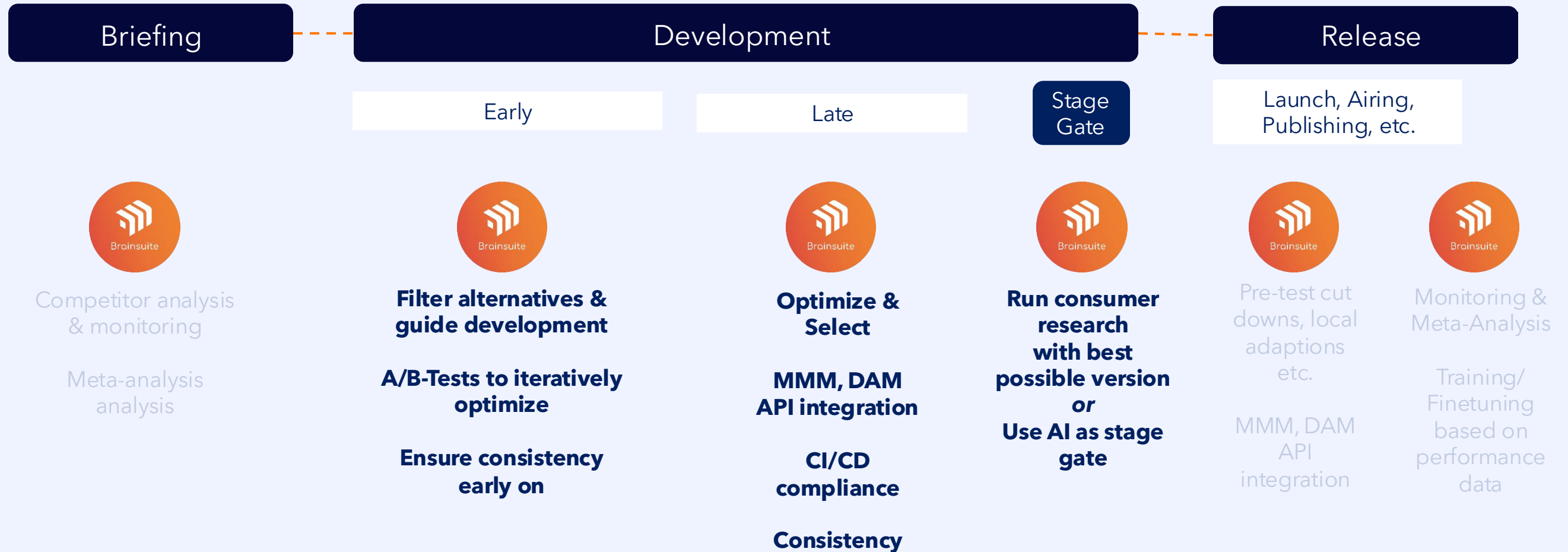


Use visuals, symbols or images that are intuitively associated with the message you want to convey.



Result based on the semantic fit between the visual (inpainted excl. text) and the respective words/phrases based on an AI model that has been trained with > 400M text-visual pairs. To learn more about the KPI, [click here](#).

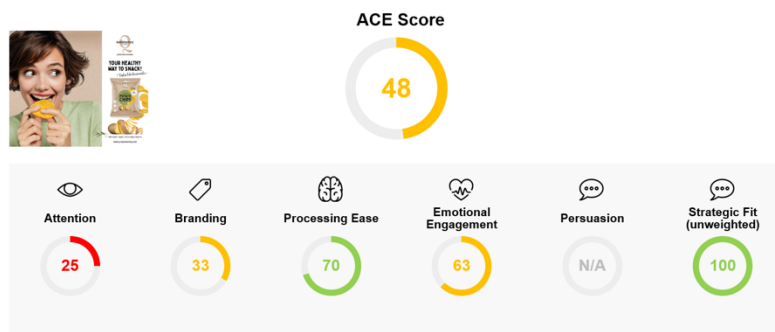
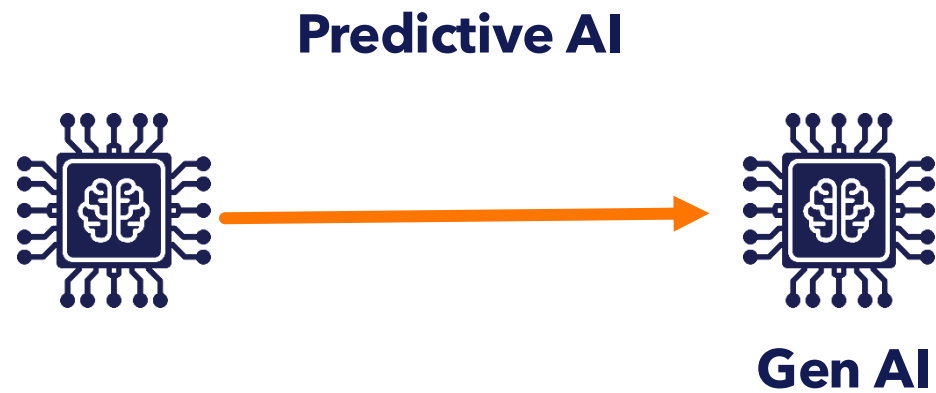
Use Cases along the process



A/B-Tests to iteratively optimize

Reference		Asset		Results	Attention	Branding	Processing Ease	Emotional Engag...	Persuasion	Strategic Fit (unw...
Reference Asset	Asset Name	Static Image	Environment Image	ACE Score	Total Score Attention	Total Score Branding	Total Score Processing Ease	Total Score Emotional...	Total Score Persuasion	Total Score Strategic Fit...
<input checked="" type="radio"/>	Topper_1			63	75	67	60	63	50	100
<input type="radio"/>	Topper_2			72	100	67	70	75	50	100
<input type="radio"/>	Topper_3			82	100	83	50	75	100	100
<input type="radio"/>	Topper_4			63	100	50	40	75	50	100

Actionability - Combining predictive & GenAI to build Synthetic Expert



Advice⁺

Synthetic Expert's generated Suggestions:

“The creative asset could benefit from enhancing attention to key elements, particularly the brand logo and product packaging. The emotional engagement of both visual and textual elements could be strengthened to create a more compelling narrative. Additionally, some aspects of processing ease, such as reading time and word familiarity, have room for improvement to ensure the message is quickly and easily understood by the target audience.”

Apply the recommendations based on the campaign goals

Advice's Recommendations

Enhance the visibility of the logo by increasing its size

Enlarge the product images and position them closer to the center



Simplify the layout by reducing the number of elements and creating a clearer visual hierarchy to improve memorability.

Incorporate more of the brand's iconic colors

First iteration



Effectiveness Score before implementing Advice's recommendations



Effectiveness Score after implementing Advice's recommendations

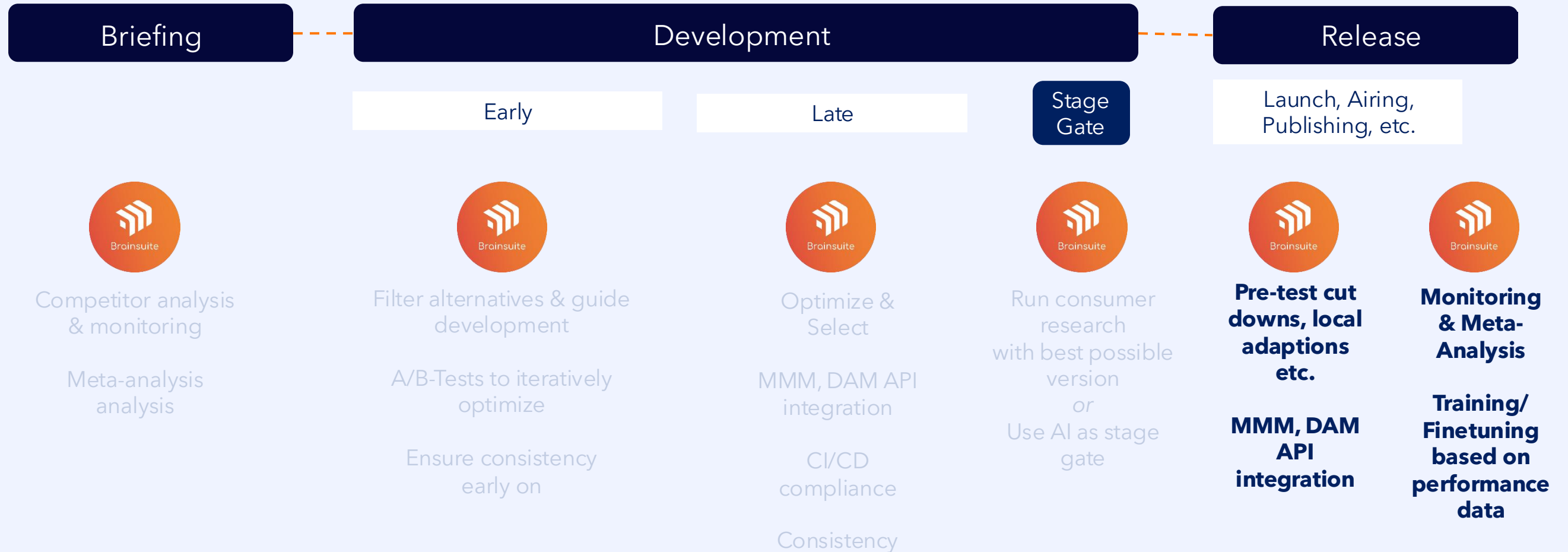


Result: 16% increase in Effectiveness!

The results improved from 62 to 72— a remarkable 16% increase.

Asset		Results	Recommendat...	Attention	Branding	Processing Ea...	Emotional En...	Persuasion	Strategic Fit (...)
Static Image	Environment Image	ACE Score	Total Score Recommenda...	Total Score Attention	Total Score Branding	Total Score Processing...	Total Score Emotional...	Total Score Persuasion	Total Score Strategic Fit...
		62	N/A	75	50	58	75	50	100
		72	N/A	75	83	75	75	50	75

Use Cases along the process



Increase coverage of effectiveness control

HIGH Significance
 high media spend, # of assets & impact on sales

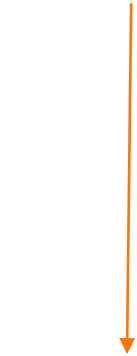
LOW Significance
 low media spend; low # of assets;
 low impact on sales

No or occasional pre-test

Systematic pre-testing

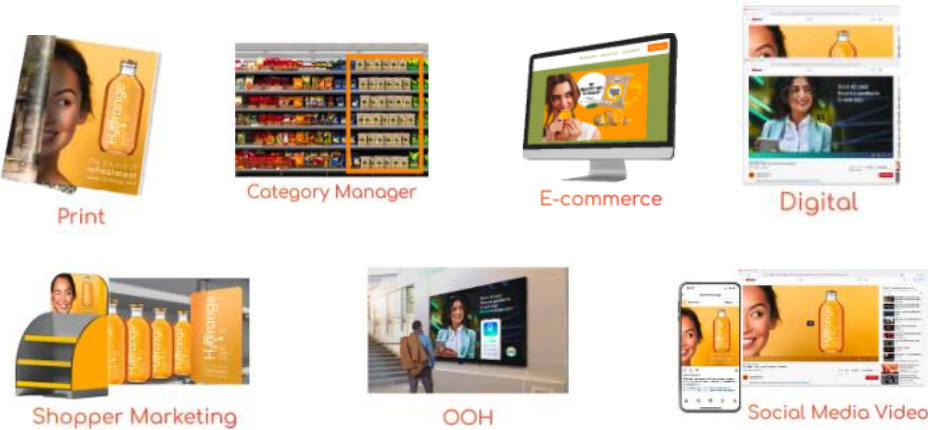
Iterate, optimize & select quickly
 Implement effectiveness control /
 stage gate at scale

Complement consumer research
 Iterate early to test optimized version
 in consumer research



No focus area

Test (untested) adaptations
 partly substitute costly consumer
 pre-test



Complementary perspective

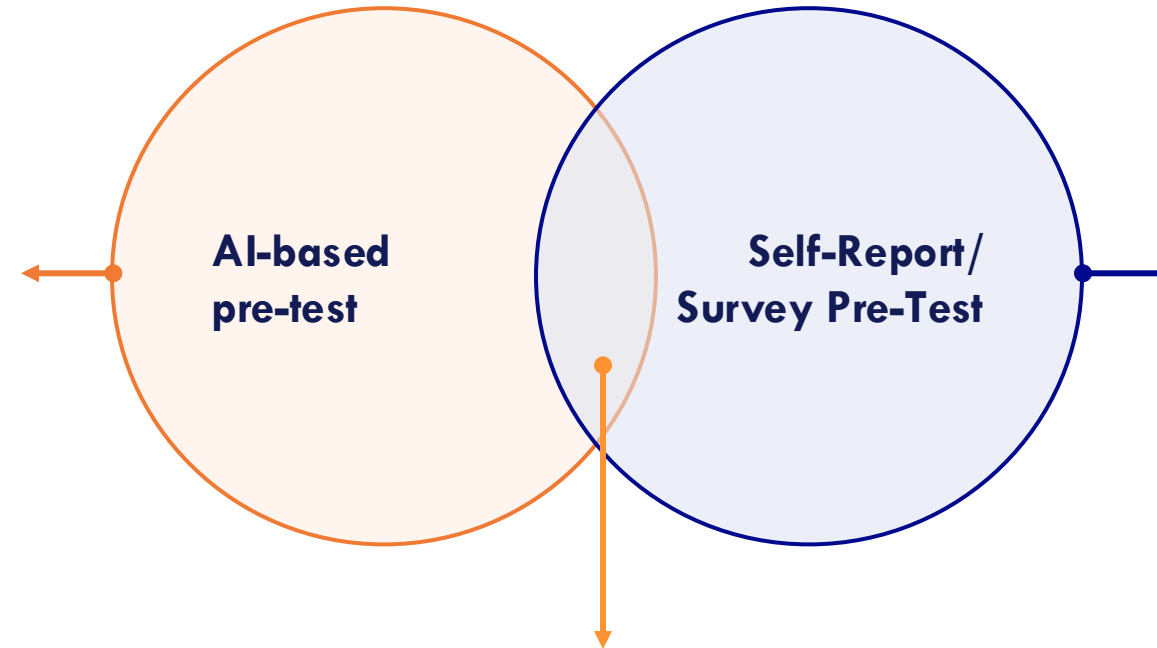
HOW & WHY

Information processing

Hard-wired, universal

- Attention
- Perception
- Cognition
- Persuasion Cues
- Consistency & Compliance (CI/CD, tone of voice, ...)

Limitation AI:
- need-based attention



WHAT

- **Fit to Needs:**
Does the asset bring the winning proposition to life?
- **Equity Building Potential:**
Are the intended brand associations activated?

Limitation AI: humour, irony, metaphors, (sub-)culture-specific cues

RESPONSE*

Resulting response

Target group specific

- Attitude & Liking
- Message Take-Out
- Relevance in the target group**
- Purchase Intention

* AI can be used to analyse the consumer responses (topic modelling, open-ended, persona chat-bot...).

** Relevance of the proposition should be validated at the beginning of the campaign – not at the end.

Successful AI pre-test implementation needs more than a ,good' AI model.

Algorithms



10%

Model quality &
accuracy

Technology



20%

IT integration
AI Platforms

People & Process



70%

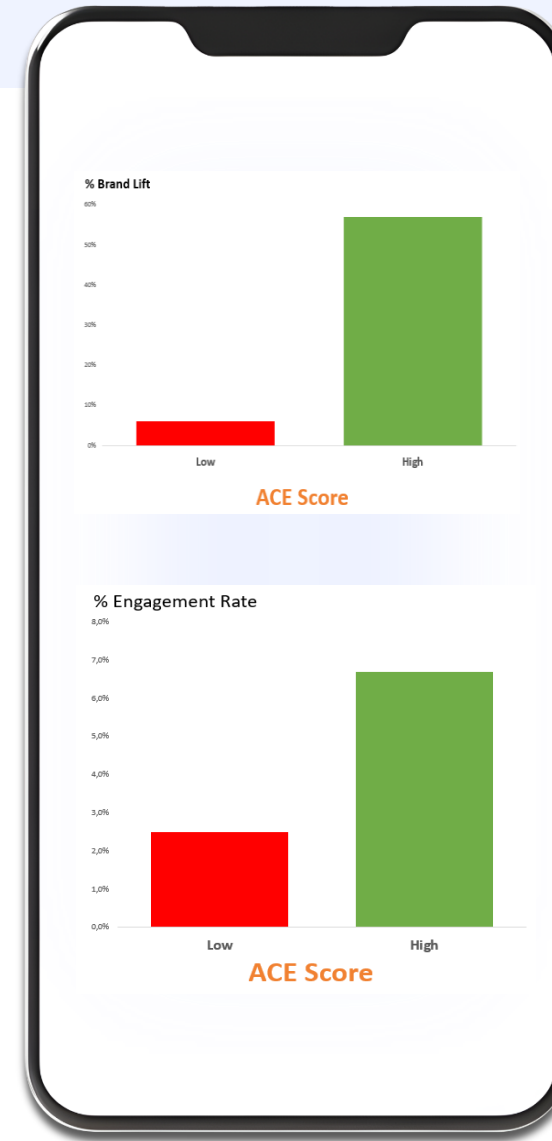
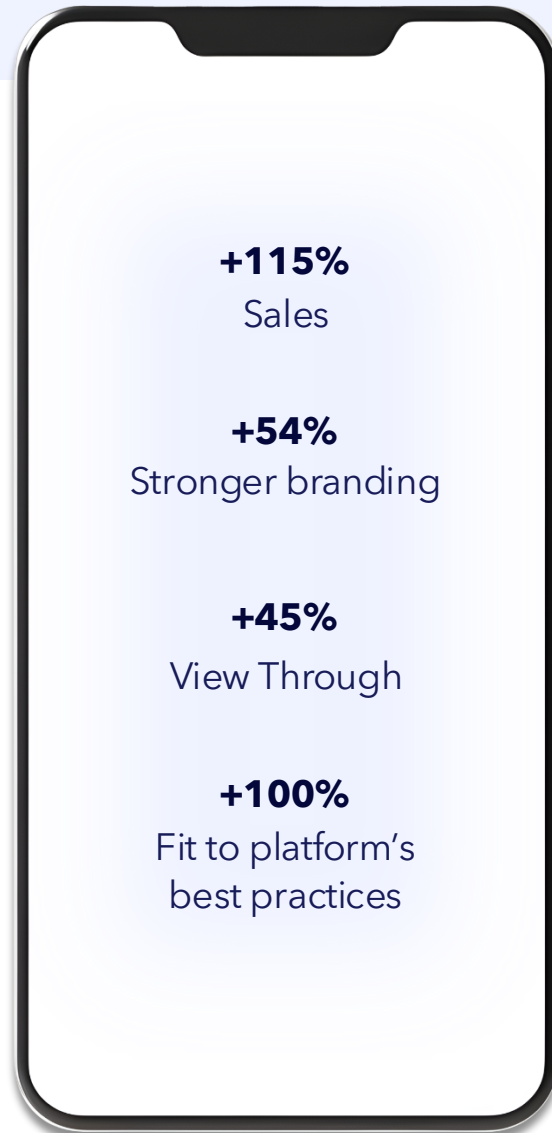
Change Management
Roles & Responsibilities
Data Management

Source: BCG Build for the Future 2024 Global Study (merged with DAI); n = 1,000.

WHY clients leverage Brainsuite

Social Media Video

Higher ROAS and sales impact for SMV and influencer ads



Shopper Marketing

+15% higher purchase intent after optimization



Boost the ROI of PepsiCo's 500mn. \$ budget for Shopper Communication **worldwide.**

Integrated with PepsiCo's **brand strategy** and **tailored to the POS**, Shopper AI app ensures Effectiveness and allows pre-test for POS material.

From first contact, to **global self-service usage in only 2 months.**



+200%
Brand
Attention

+34%
Campaign
Message Fit

+15%
Purchase
Intent

Why AI based pre-testing matters for your ad success

Business Value Driver:

- financial significance
- high amount of assets
- no pre-test/post-test possible
- best practice efforts
- long discussions

Implement Best Practice

Implement best practices without continuous training efforts

Benchmark against competition

Accelerated Process

Data-based decisions save times, reduce testing loops and enables faster time to market.

Pre-test automation at scale

Reduced number of consumer pre-test leads to time & cost savings

Implement Effectiveness control at scale

Higher ROI

Improve short-term performance increase

Improve long-term brand building impact of budget

Q&A



Looking forward to unleash the power of AI together



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