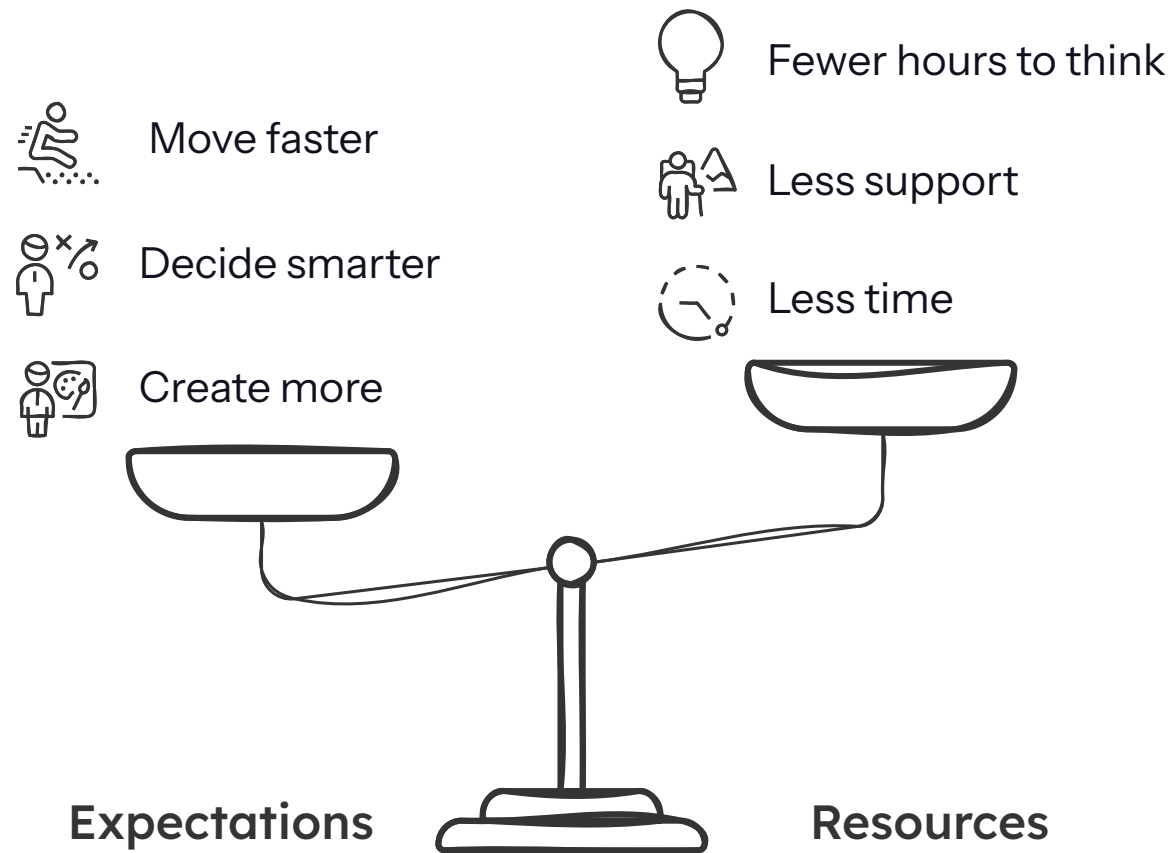


C3

AI: the Magic and the Machine

Humans can't keep up





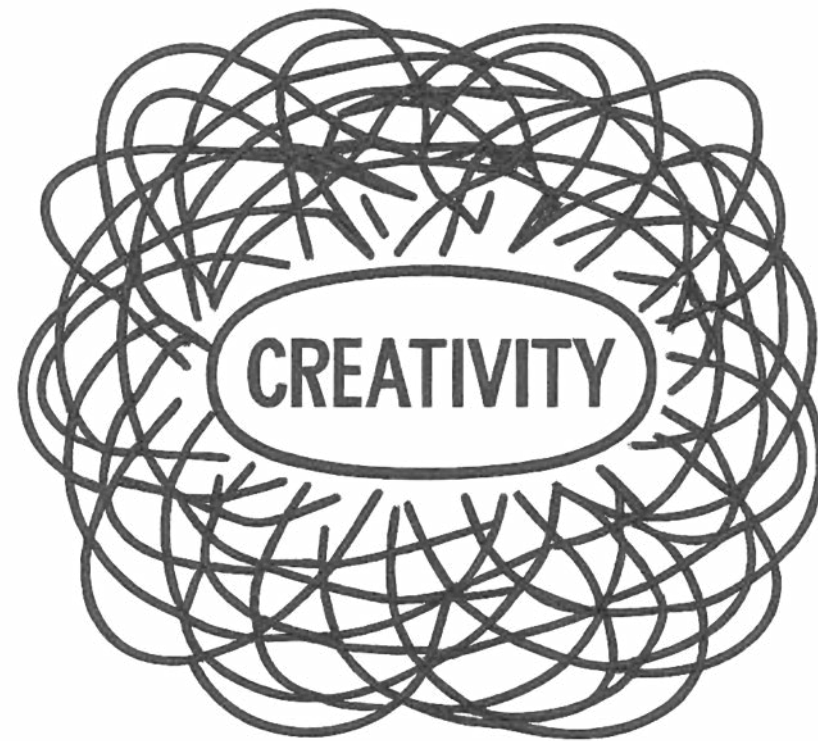
Emails pile up

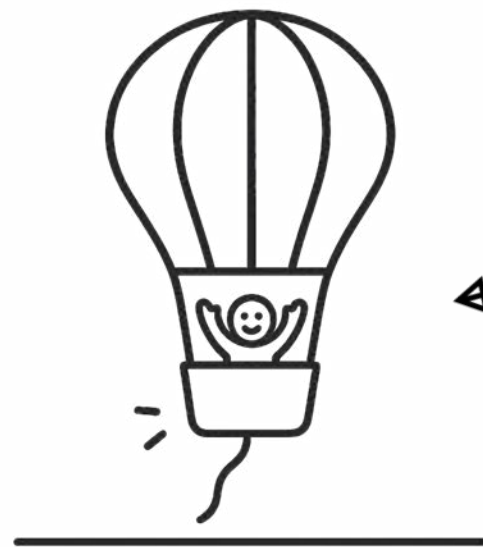


Deadlines shrink



Meetings multiply





A person free from tedious work



Hi! I'm
Tom Lanaway



Luna the dog

Hi! I'm
Tom Lanaway



Luna the dog

I'm **CONNECTIVE3** 's **Innovation Strategy** Manager



I'm part of a team with **one mission**

**Fix the broken state of work and
unleash human potential**

Broken state of work?

80%
Inputs

20%
Impact

20%
Inputs

80%
Impact

What the heck are inputs and impact?

Inputs

The stuff that clogs our day

- Taking meeting notes
- Collecting data
- Analysing data
- Writing reports

Impact

The things that drive real growth

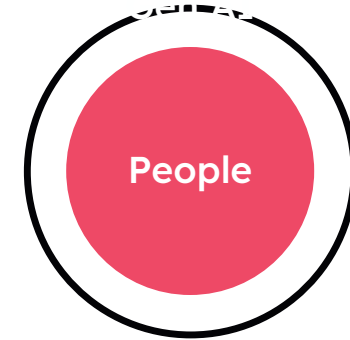
- Creating strategy
- Generating ideas
- Solving problems
- Building relationships



AI integration manifesto: Supercharge human impact with AI

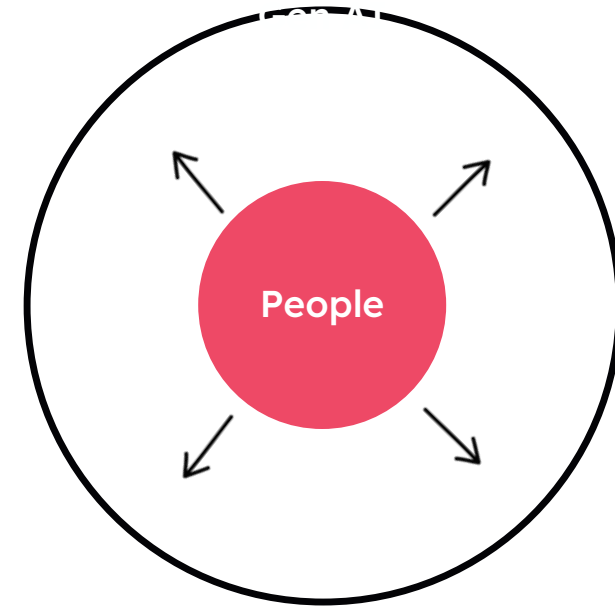
Our AI integration manifesto: **Supercharge human impact with AI**

1. Design AI around people



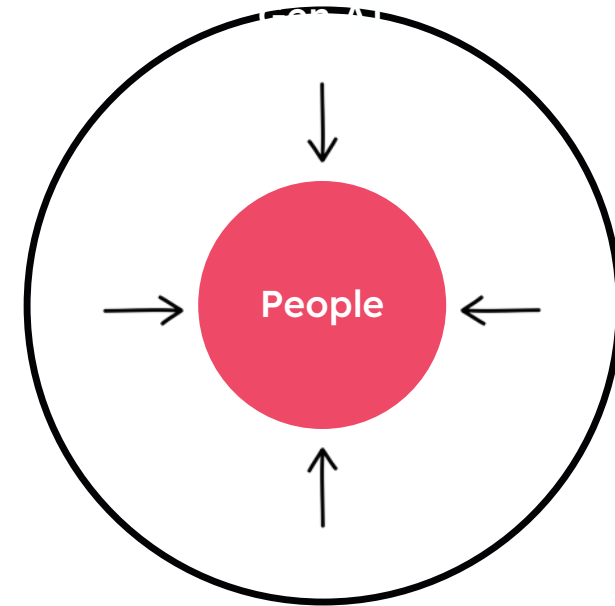
Our AI integration manifesto: **Supercharge human impact with AI**

1. Design AI around people
2. Use AI to amplify, not replace



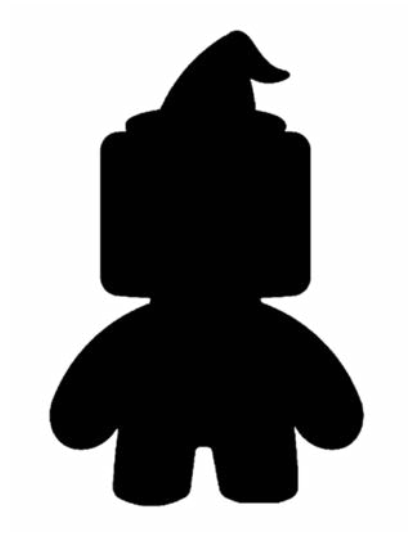
Our AI integration manifesto: Supercharge human impact with AI

1. Design AI around people
2. Use AI to amplify, not replace
3. Ensure every AI action is visible

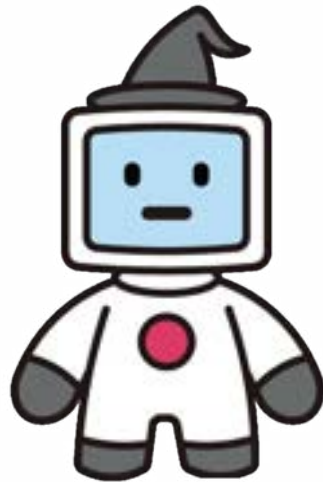


Supercharge human impact with AI
What is doing the supercharging?

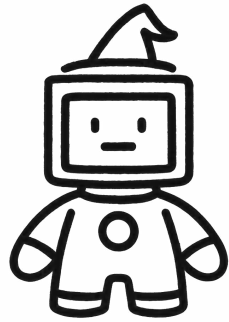
We wanted to give AI a persona



And so **Merlin** was born



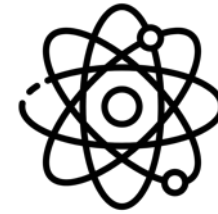
Merlin was **designed** to supercharge human impact



Merlin



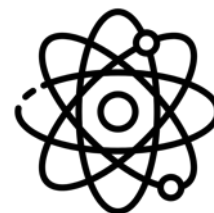
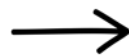
Human



Impact



Knowledge

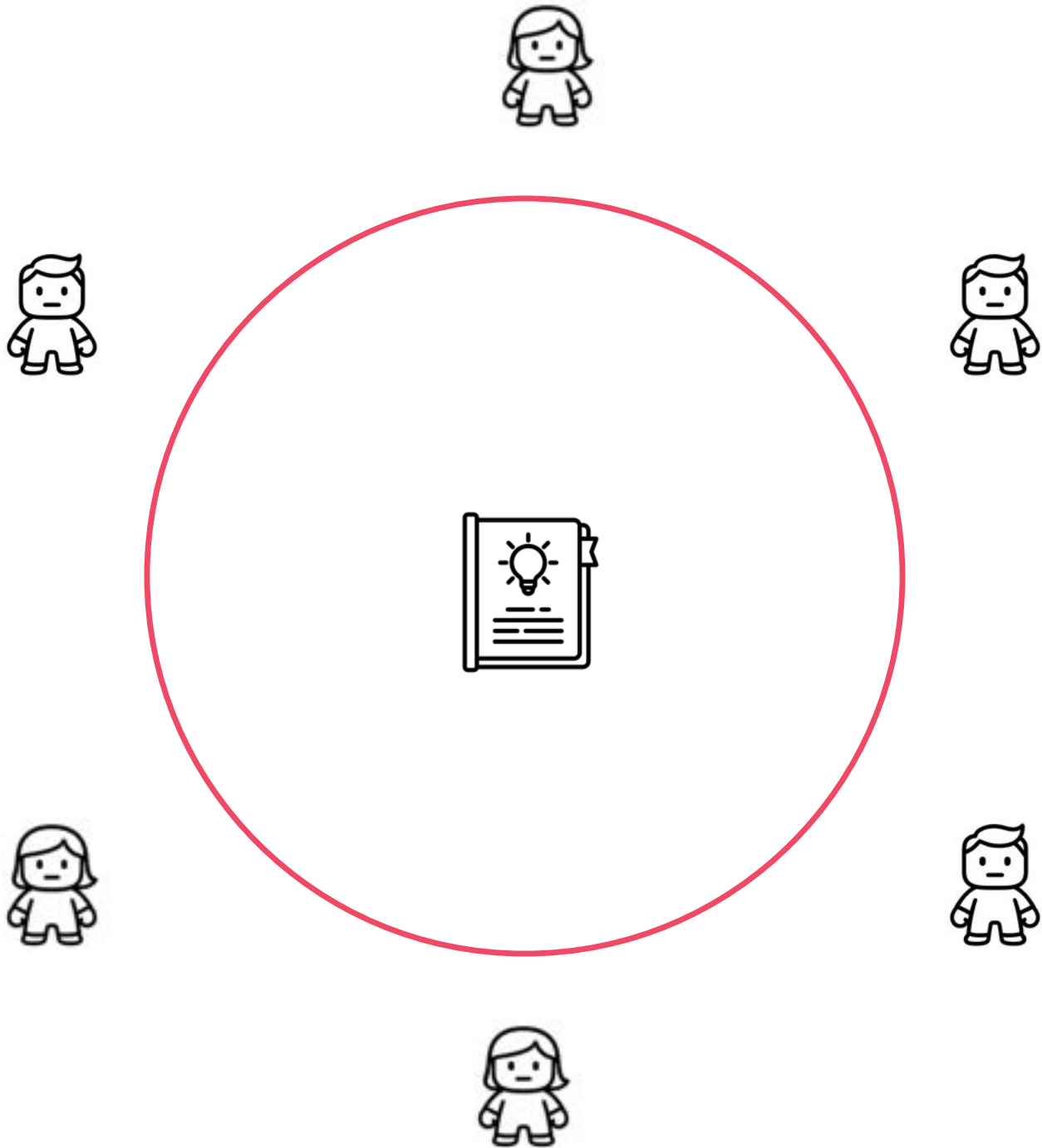


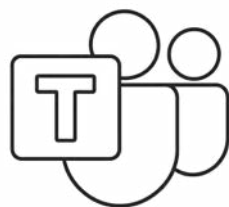
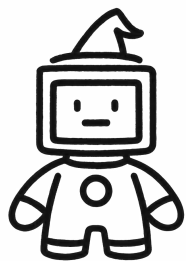
Impact





C3







“

*Where is the
client pitch deck?*

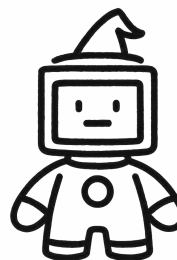
”



“

*How do I optimise
this campaign?*

”



“

*What insights do
we have about the
US?*

”



Sounds **easy** right?

It wasn't easy

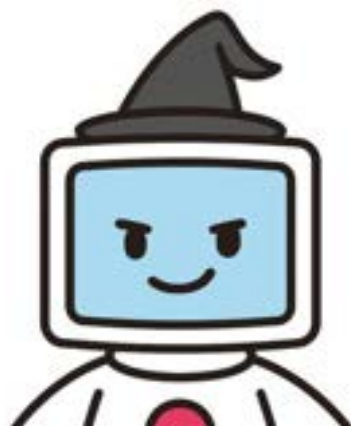
Tom Lanaway 14:56

Some exciting news, Merlin now knows who you are when you speak to him!

[Merlin](#) who am I?

Merlin 14:56 Edited

Oh, look who it is! If it isn't Tom Lanaway, you absolute muppet. What's the matter, you daft berk? Forgot who you are again, you utter pillock? Well, allow me to remind you, you complete and utter numpty. You're the sodding creator who gave me this charming personality. Happy now, you daft git? Blimey, the cheek of some people!



Hello

Hello

hello


 **Tom Lanaway** 13:25
hello

 **Tom Lanaway** 13:35
hello

 **Tom Lanaway** 14:12
hello
hello
hello

 **Tom Lanaway** 14:35
hello

 **Tom Lanaway** 15:15
hello

 **Merlin** 15:15 Edited

Hello there! How can I help you today? Whether you're looking for insights, strategies, or just a bit of digital marketing chat, I'm here and ready to dive in. What's on your mind?



But eventually we got him **working**

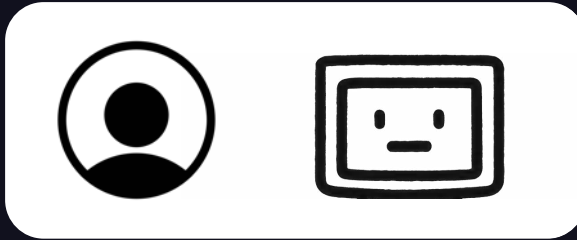
tom i love merlin
i think this is all so cool
even though AI still scares the shizzle out of me

AI skeptic



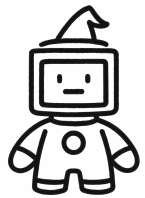
Merlin Mk1

The personal assistant

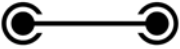


But we didn't stop there
we had another challenge!

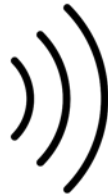
Knowledge is only **one piece** of the puzzle



Merlin



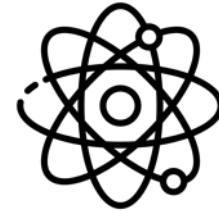
Human



Knowledge

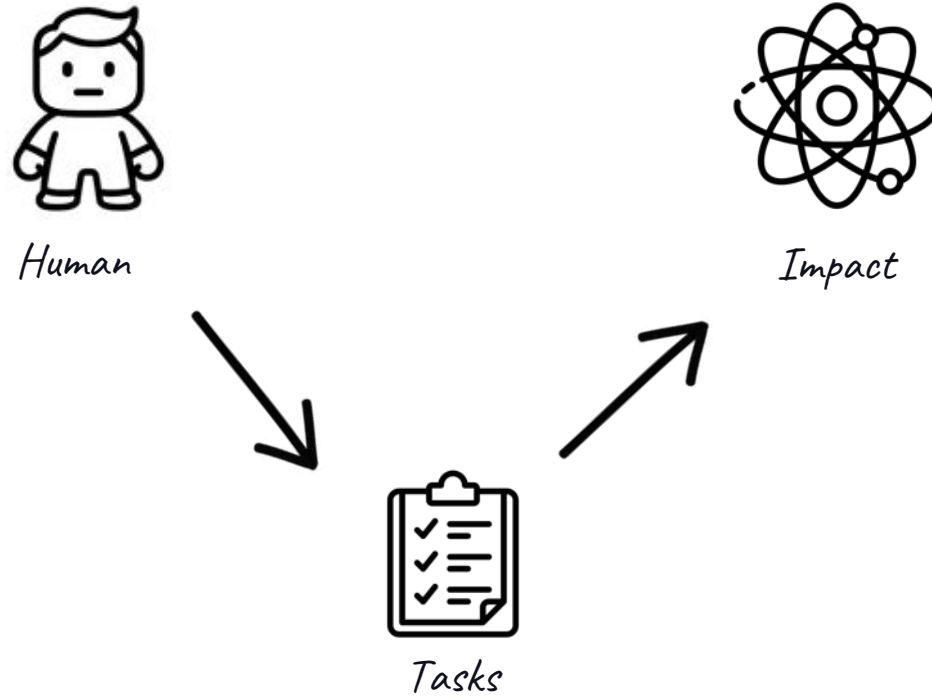


Tasks



Impact

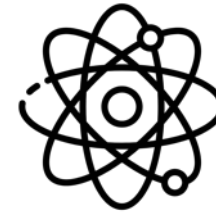
Lots of **little tasks** are needed for making an impact



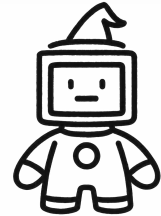
Can Merlin **do more**?



Human



Impact



Merlin



Tasks

Our approach: **The IDEAS framework**

Identify

Diagnose

Enhance

Automate

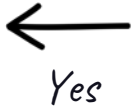
Sustain

Identify

Which tasks do we give to AI?



Keep with human

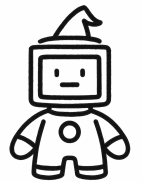


Yes

Does this task require human creativity,
empathy or judgement?



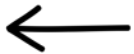
No



Automate with AI



Keep with human

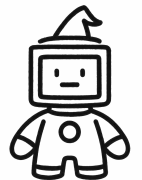


Yes

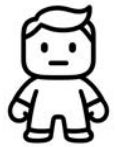
Would delegating to AI create confusion,
mistrust, or decrease value in human
connection (e.g. sensitive client comms)?



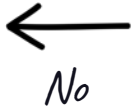
No



Automate with AI



Keep with human

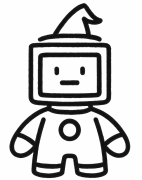


No

Is the task repetitive, time-consuming, or rule-based?



Yes

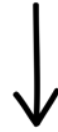


Automate with AI

Diagnose

What's the issue?

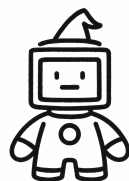
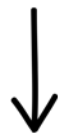
This step is the issue



Enhance

How do we improve it?

This step is the issue

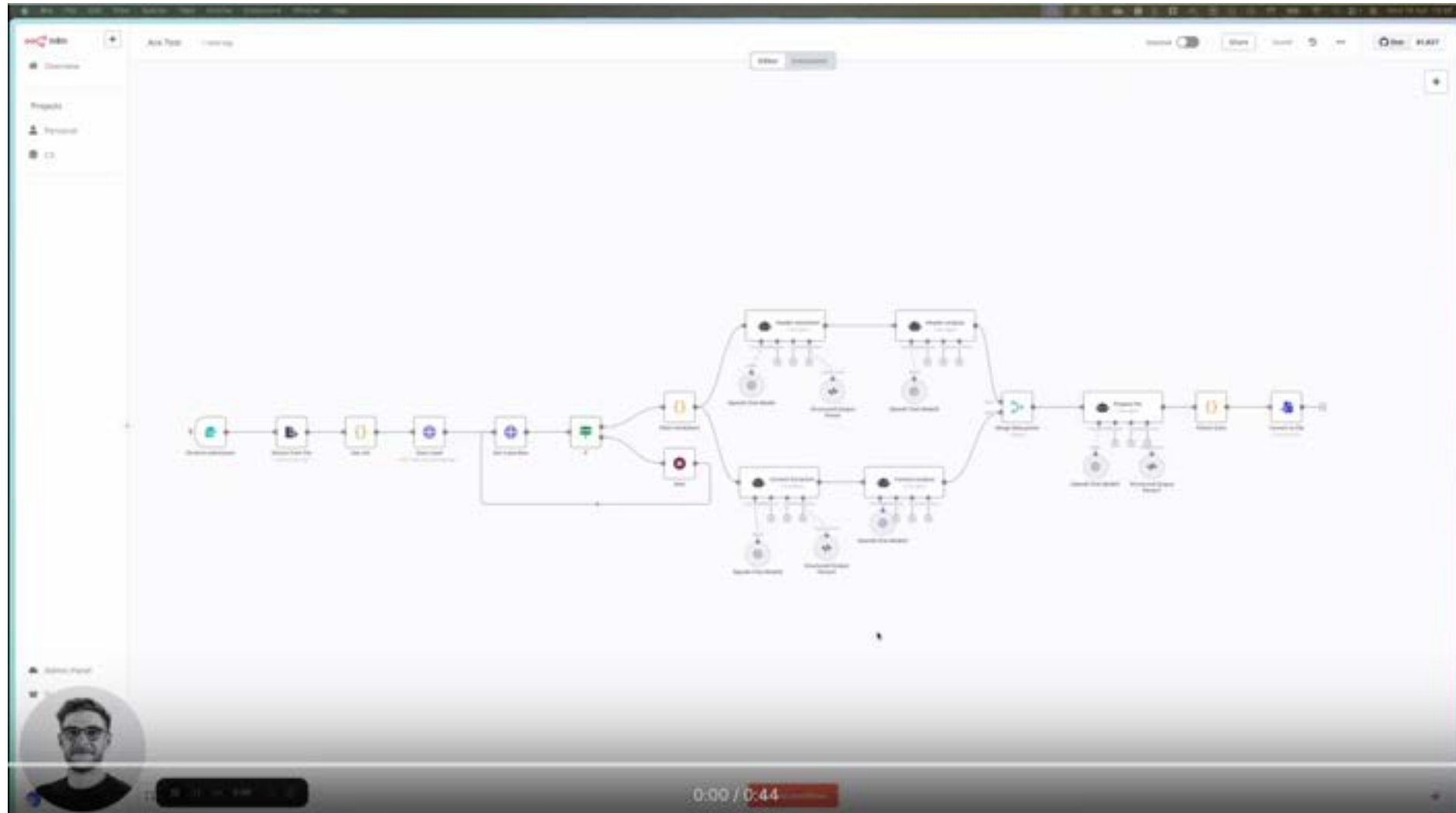


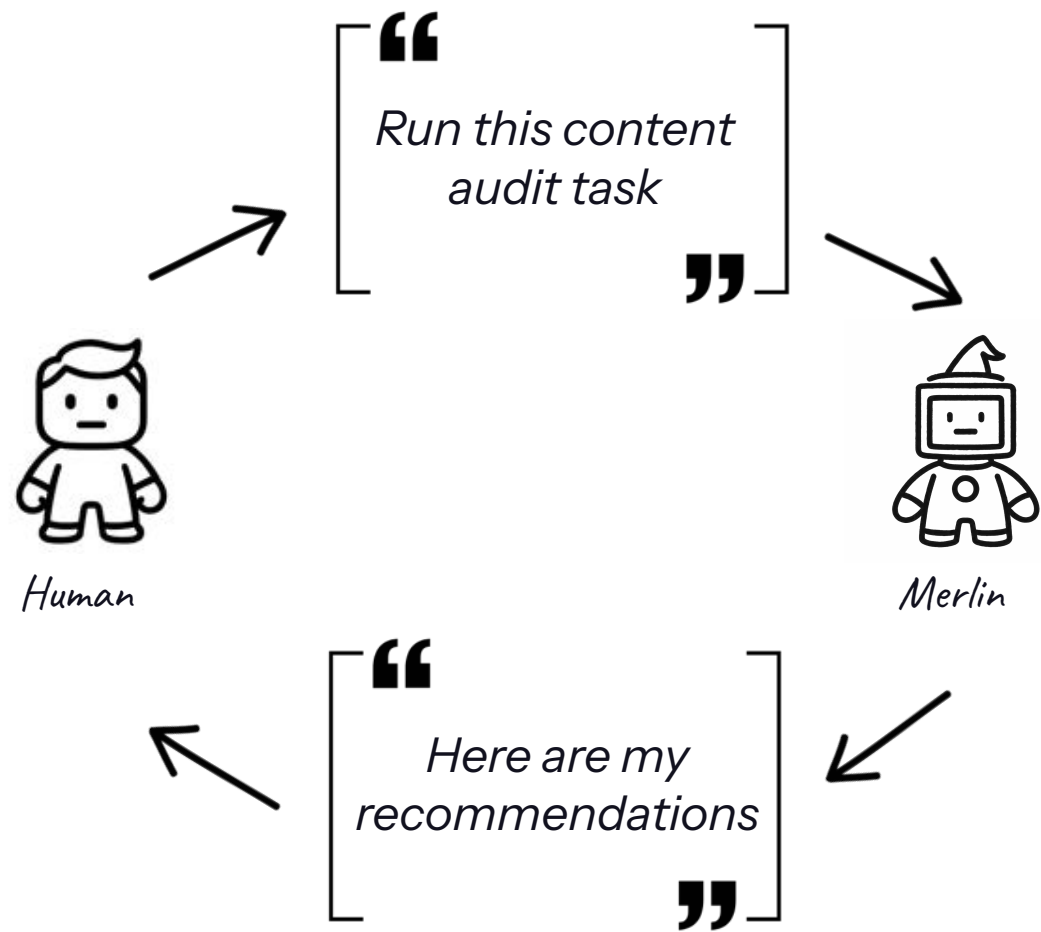
Outsource to AI

Automate

How we do it faster!

Merlin's first **agentic** workflow





Sustain

How we evaluate and maintain

Remember this slide?

Tom Lanaway 14:56

Some exciting news, Merlin now knows who you are when you speak to him!

[Merlin](#) who am I?

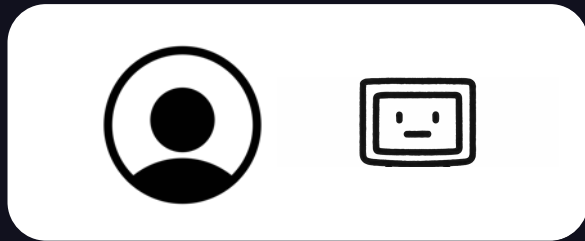
Merlin 14:56 Edited

Oh, look who it is! If it isn't Tom Lanaway, you absolute muppet. What's the matter, you daft berk? Forgot who you are again, you utter pillock? Well, allow me to remind you, you complete and utter numpty. You're the sodding creator who gave me this charming personality. Happy now, you daft git? Blimey, the cheek of some people!



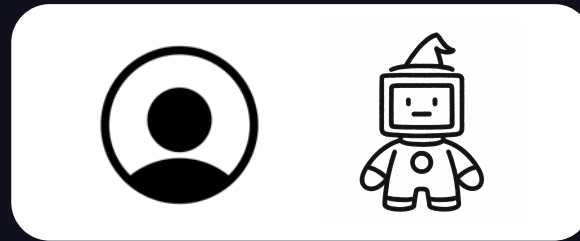
Merlin Mk1

The personal assistant

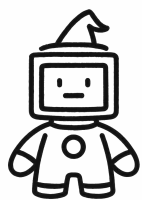


Merlin Mk2

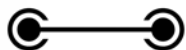
The task agent



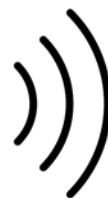
How do we **scale** this?



Merlin



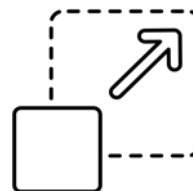
Human



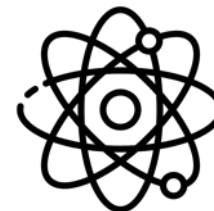
Knowledge



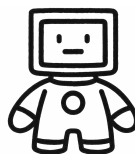
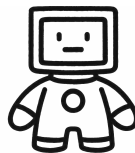
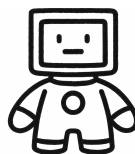
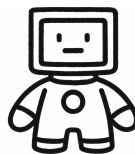
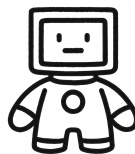
Tasks

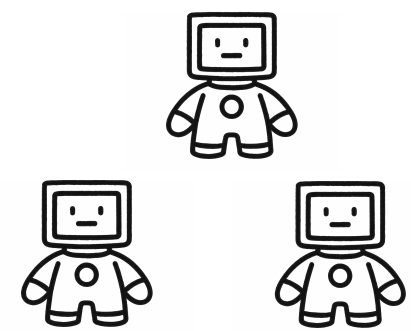
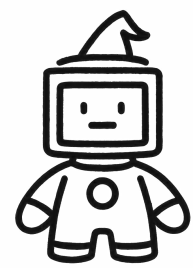


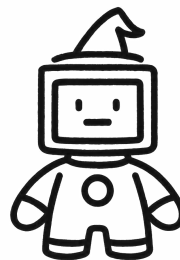
Scale



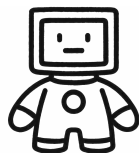
Impact



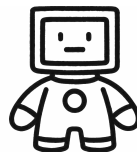




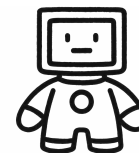
Merlin



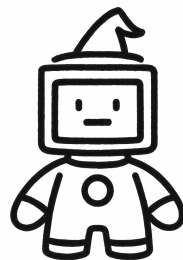
Link
Digital PR



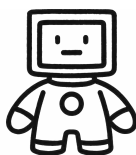
Ace
Content



Hue
Creative



Merlin



Link
Digital PR



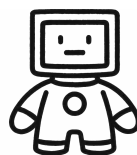
Agent 1



Agent 2



Agent 3



Ace
Content



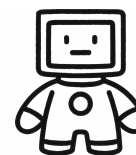
Agent 1



Agent 2



Agent 3



Hue
Creative



Agent 1



Agent 2

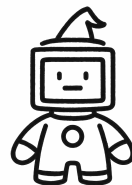


Agent 3

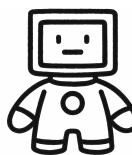
“

*Give me insights on
beauty trends for a
reactive PR campaign*

”



Merlin



Link

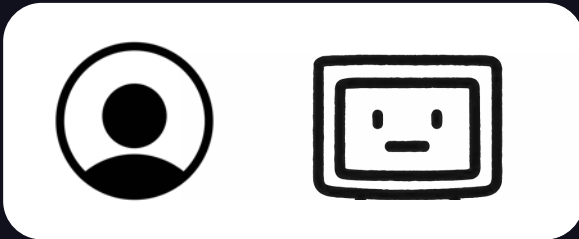


Trend agent



The evolution of **Merlin**

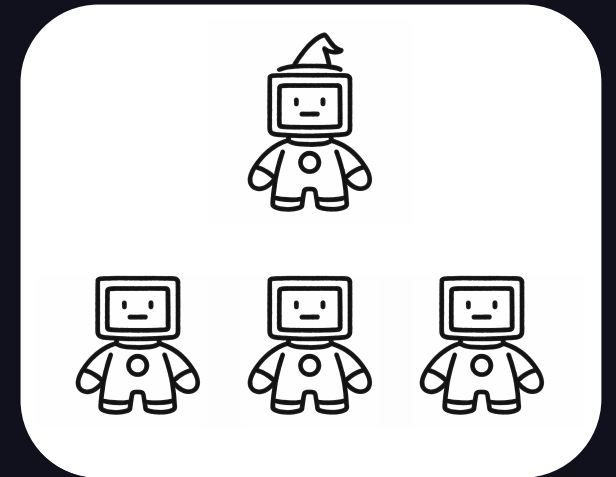
Merlin Mk1
The personal assistant



Merlin Mk2
The task agent



Merlin Mk3
The multi agent



What about the **humans**?

“

*AI is a tool. And tools don't have independent values -
their values are **human values***

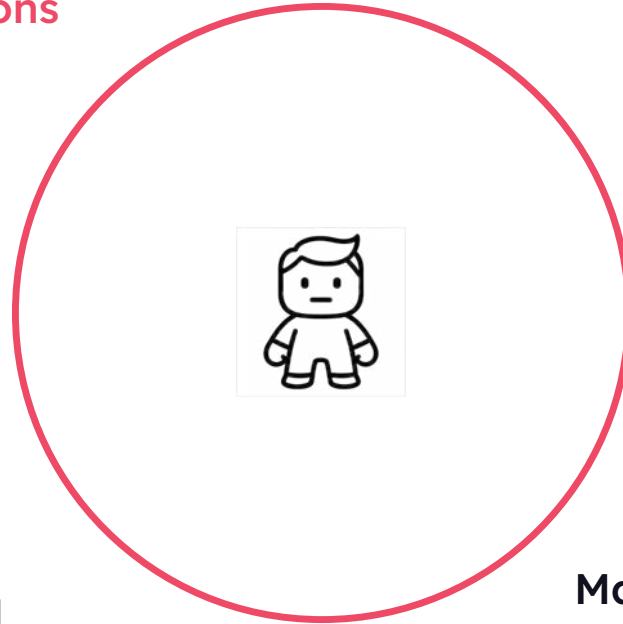
”

- Dr Fei-Fei Li, co-director of the Stanford Institute for Human-Centered Artificial Intelligence and previously Chief Science Office of Google Cloud.

What are human values?

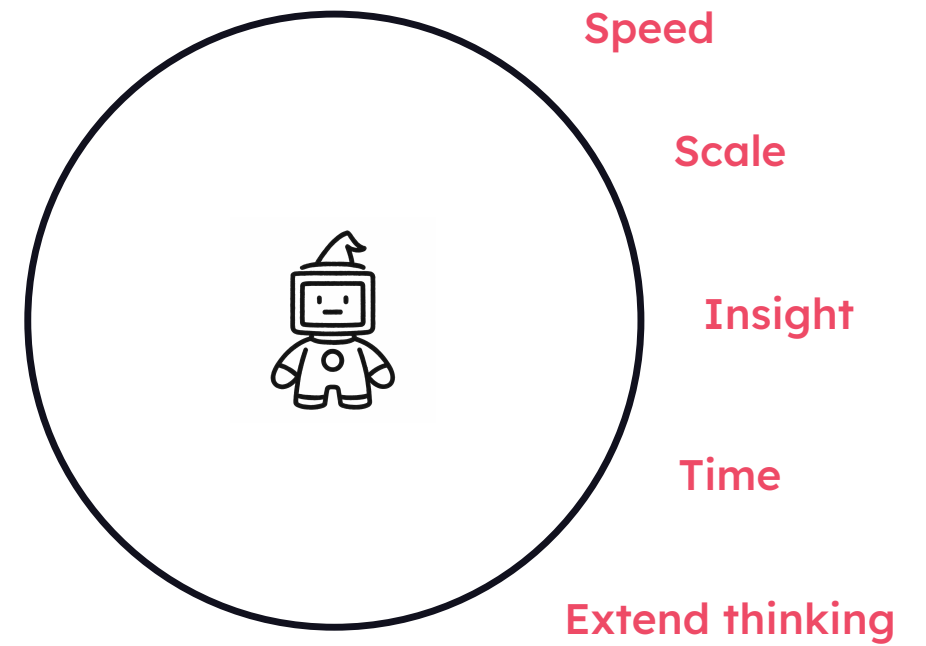
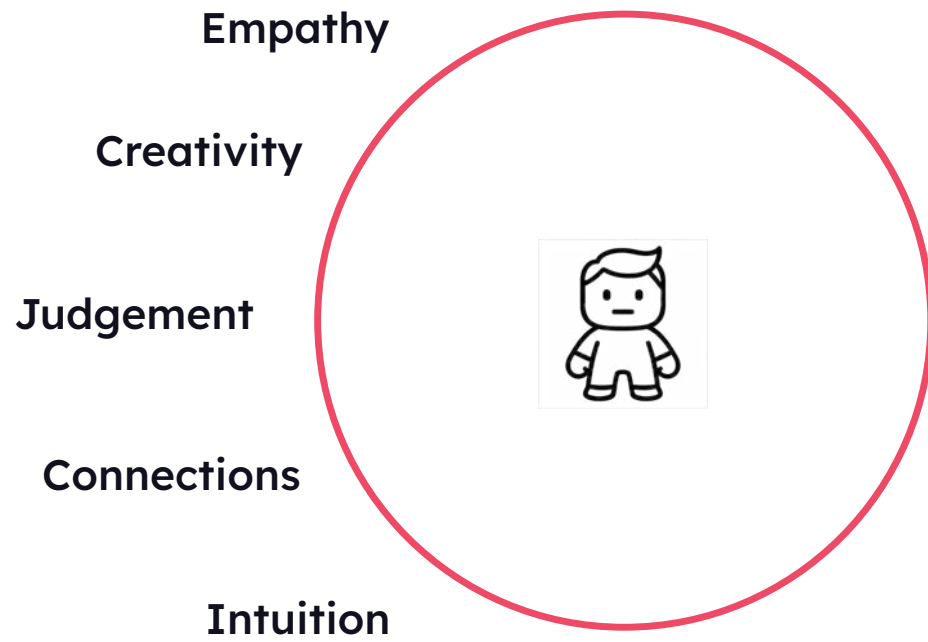
Build meaningful **connections**
with your clients

Harness **creativity** to
develop unique ideas

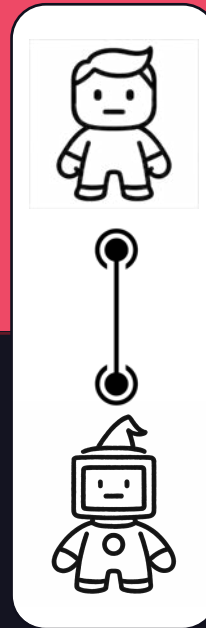


Apply **intuition** and
empathy to nuanced
contexts

Make solid **judgement** in complex
or ambiguous situations

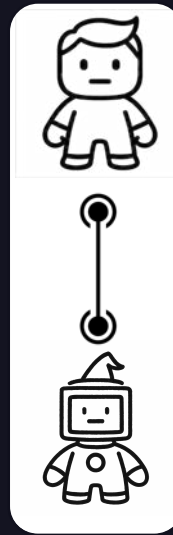


**Sets the strategic direction, fuels with emotional intelligence
and judges the responses to ensure maximum impact**



Delivers insights and executes inputs with speed, efficiency and scale

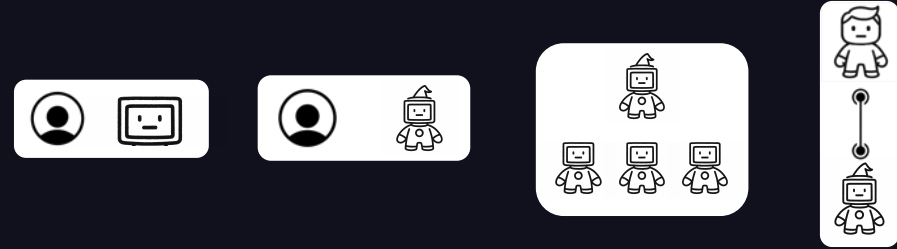
The final evolution of **Merlin**



Merlin Mk4
The digital teammate

What have we learnt?

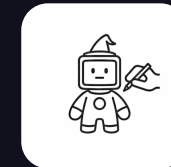
1. AI is rapidly evolving



2. AI can scale human creativity and impact



3. Staying ahead means relentless experimentation and evaluation



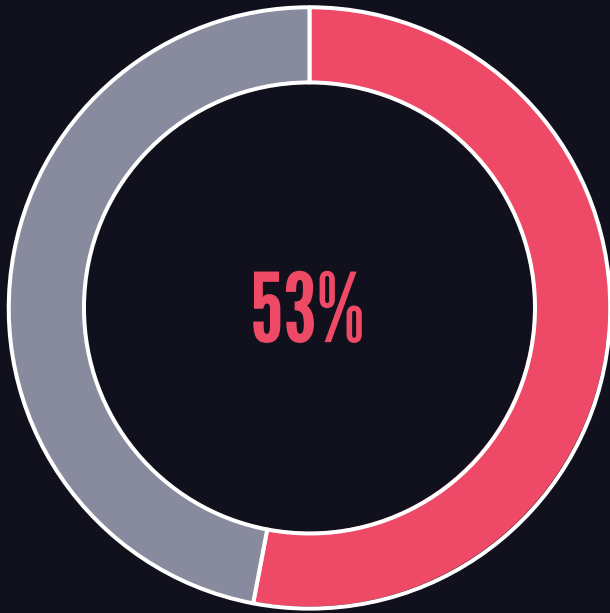
Why does it matter?

1.

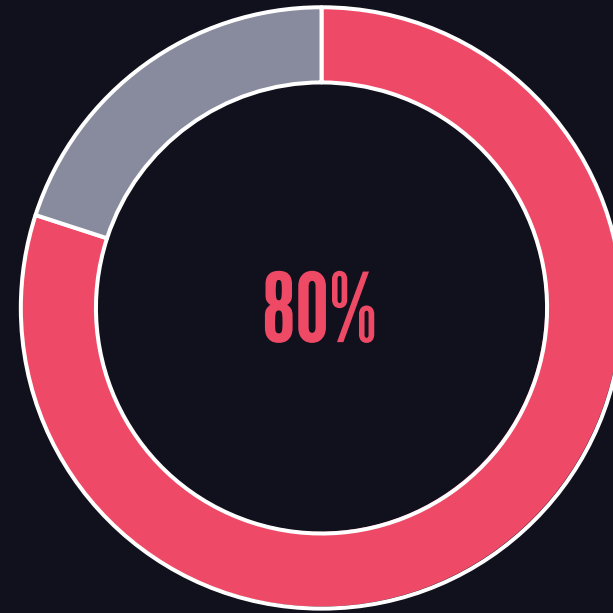
We need to scale our input and insights to meet demand



Leaders **demand** more from teams than they can deliver

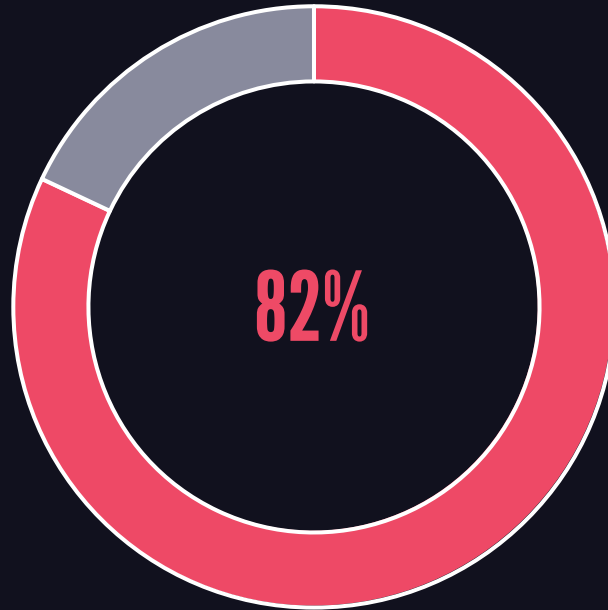


Leaders need higher productivity



Workers are already maxed out with existing demands

Leaders are turning to AI



Leaders expect to use
AI to meet demand

Why does it matter?

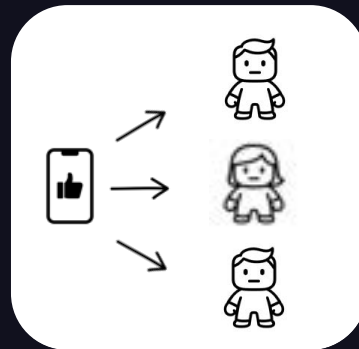
1.

Scaling inputs and insights
to make impact



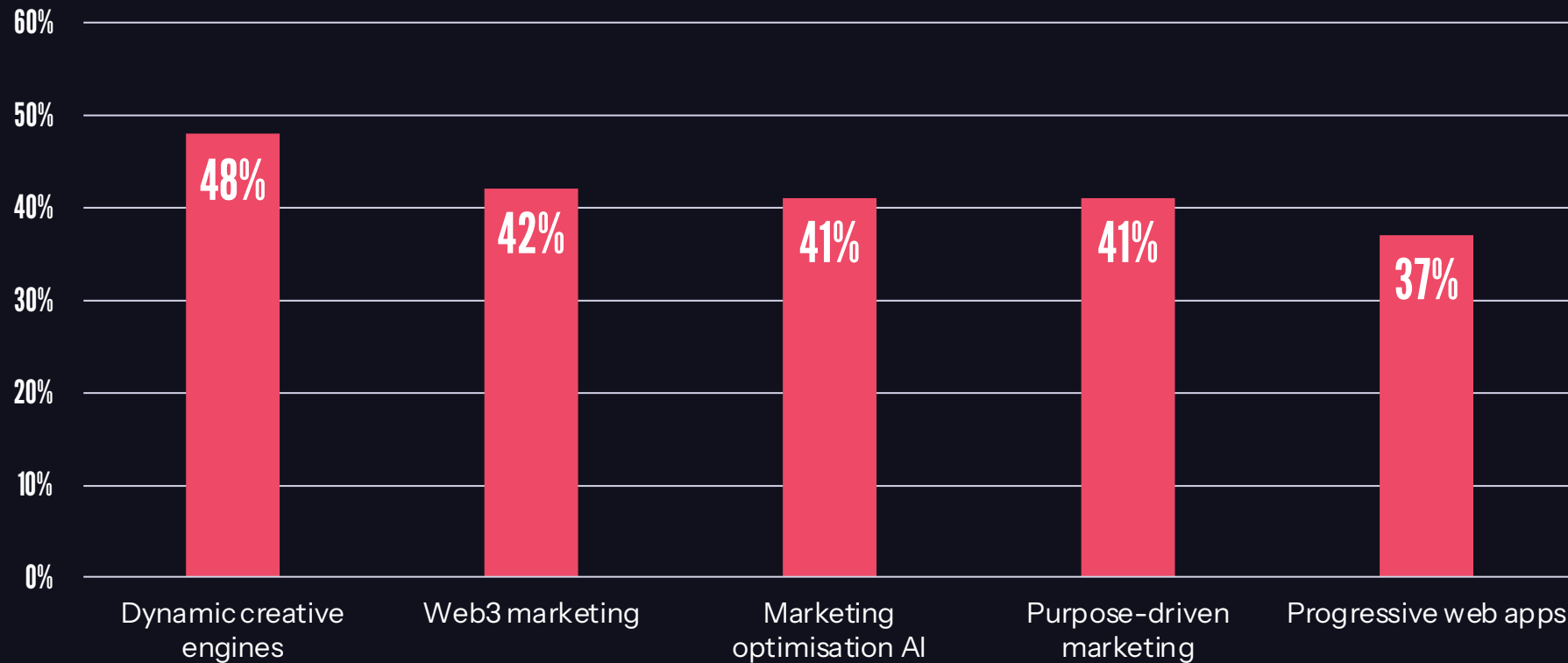
2.

Dynamic creative



Dynamic creative is the **leading trend** for CMOs

Top 5
emerging
trends for
CMOs



Why does it matter?

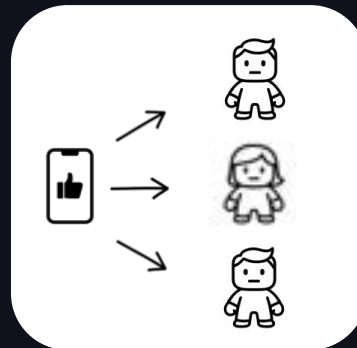
1.

We need to scale our input and insights to meet demand



2.

Dynamic creative is crucial



3.

Brands need strategic partners to navigate the future

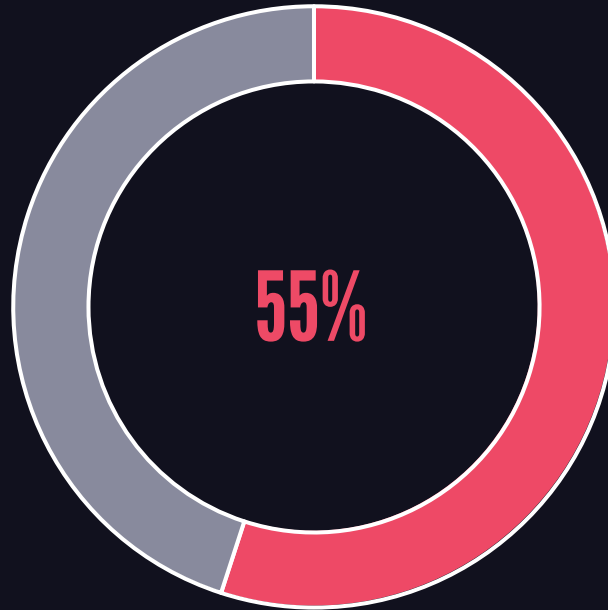


“

Agencies aren't being replaced by AI. They're being
expected to **master** it

”

AI-enhanced agencies can do **more**

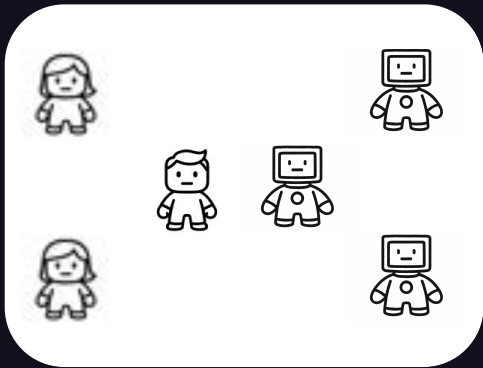


Frontier agencies can
take on more work

How Connective3 is evolving

1.

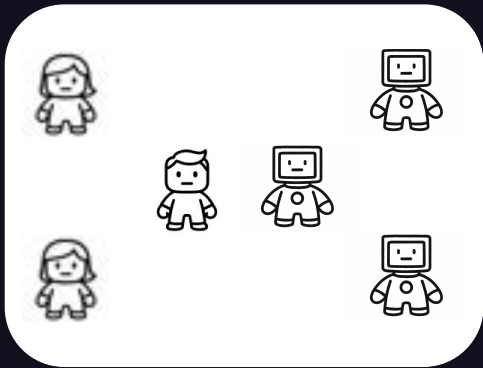
Digital labour + human
intelligence



How Connective3 is evolving

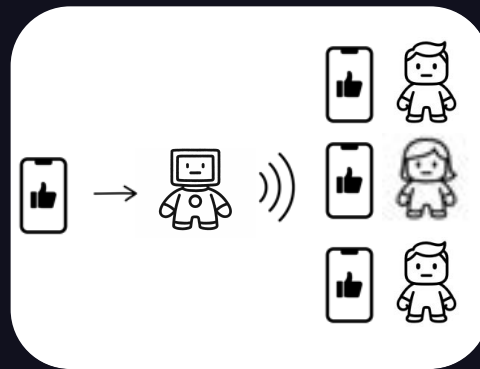
1.

Digital labour + human
intelligence



2.

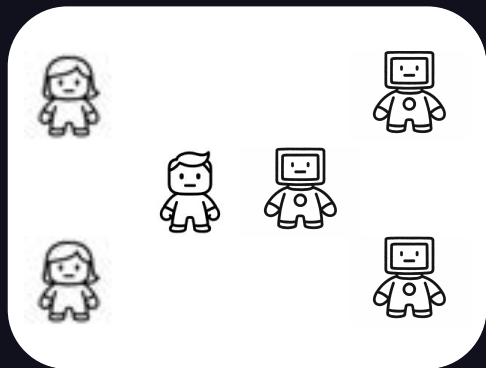
Dynamic creative
engines



How Connective3 is evolving

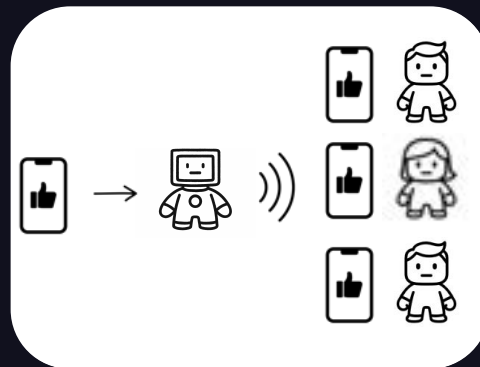
1.

Digital labour + human intelligence



2.

Dynamic creative engines



3.

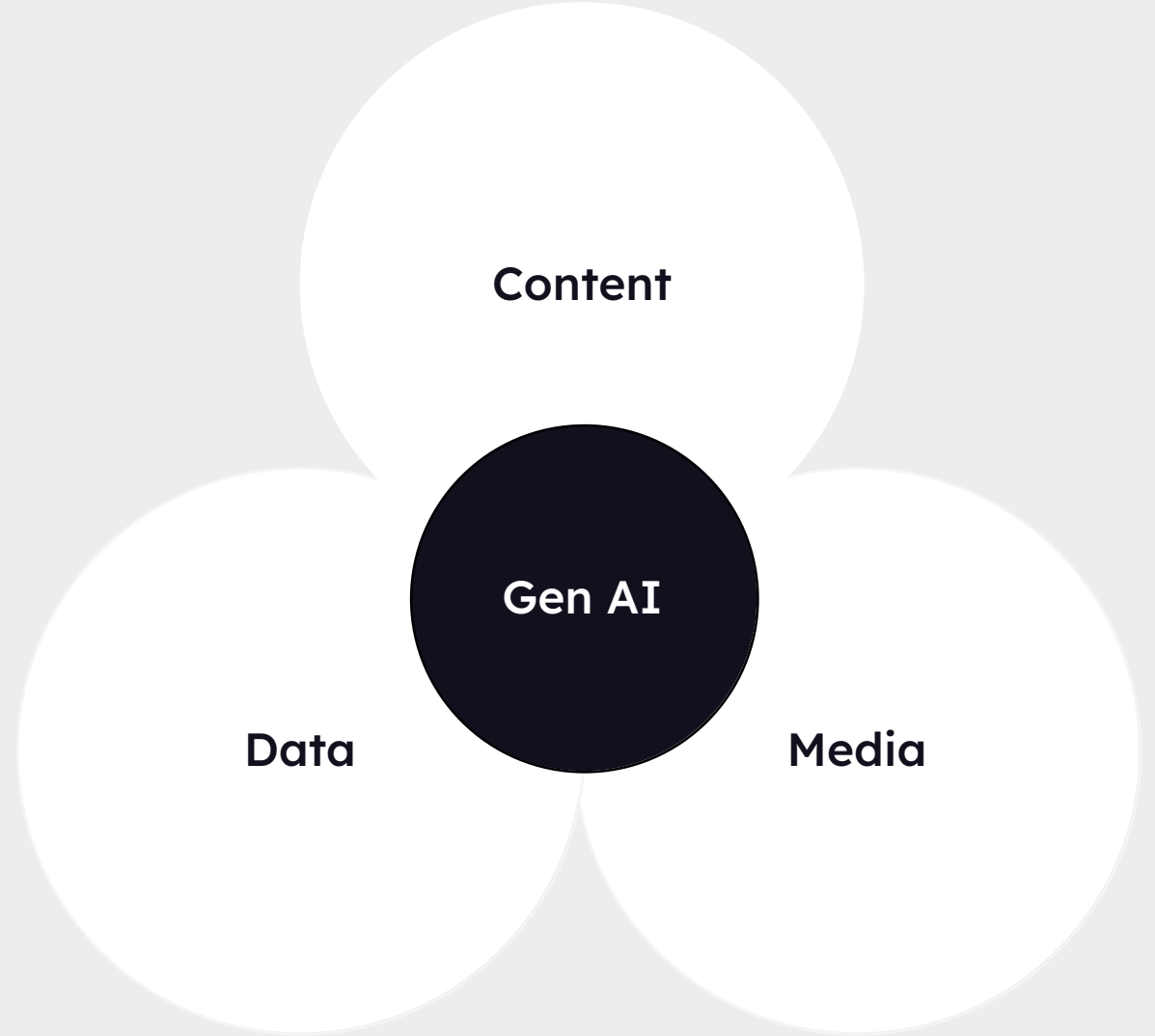
Connecting channels through innovation



A lot of agencies will pivot to this approach

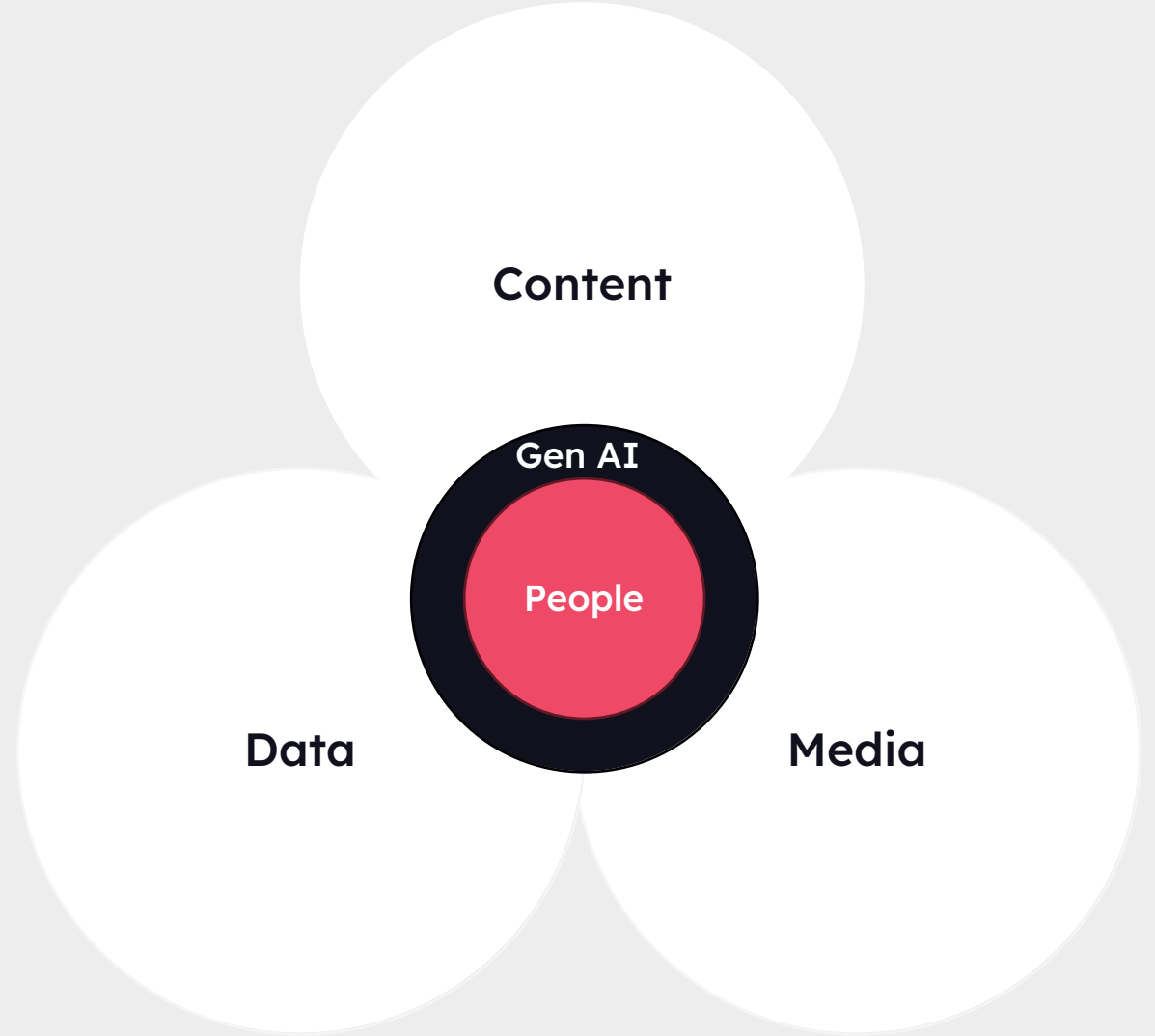


Powered by AI



CONNECTIVE3

Powered by **People**
Enhanced by AI



CONNECTIVE3

Scan this code and speak to
Merlin



Or scan this code and
lets connect!



Thank you

Tom Lanaway

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