

Integrating AI: A New Operating Model

How AI Enhances Our Core Disciplines

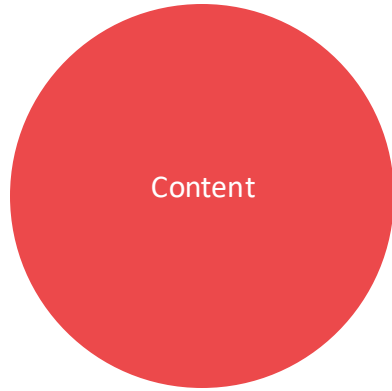
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Vimal Kaul

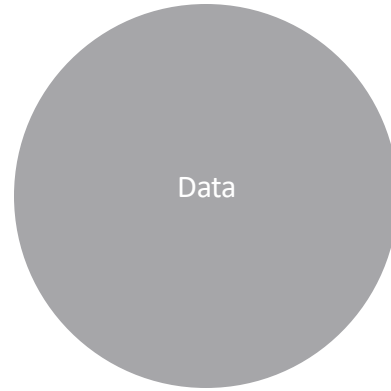
Chief Technology Officer, Sub Saharan Africa | Ogilvy Africa Network



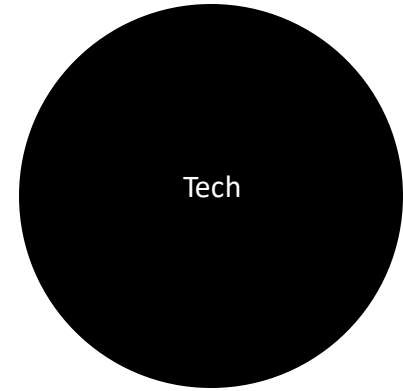
The Pillars of Modern Marketing



Creative narratives, messaging,
brand experience



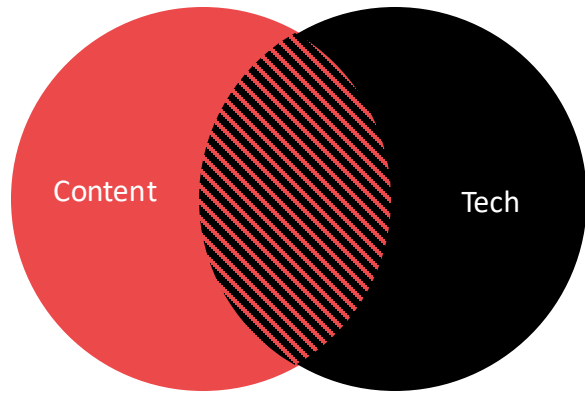
Insights, analytics, market
research



Infrastructure, platforms,
automation

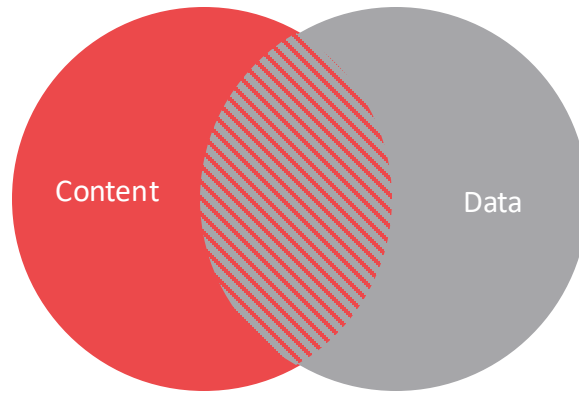


Strategy at the Intersection



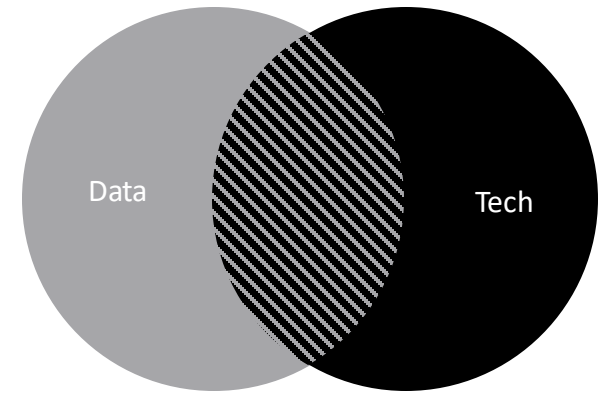
Efficient production & distribution

Example: A website with dynamic content driven by a CMS.



Personalization & targeted messaging

Example: Using audience insights to develop a social media campaign.

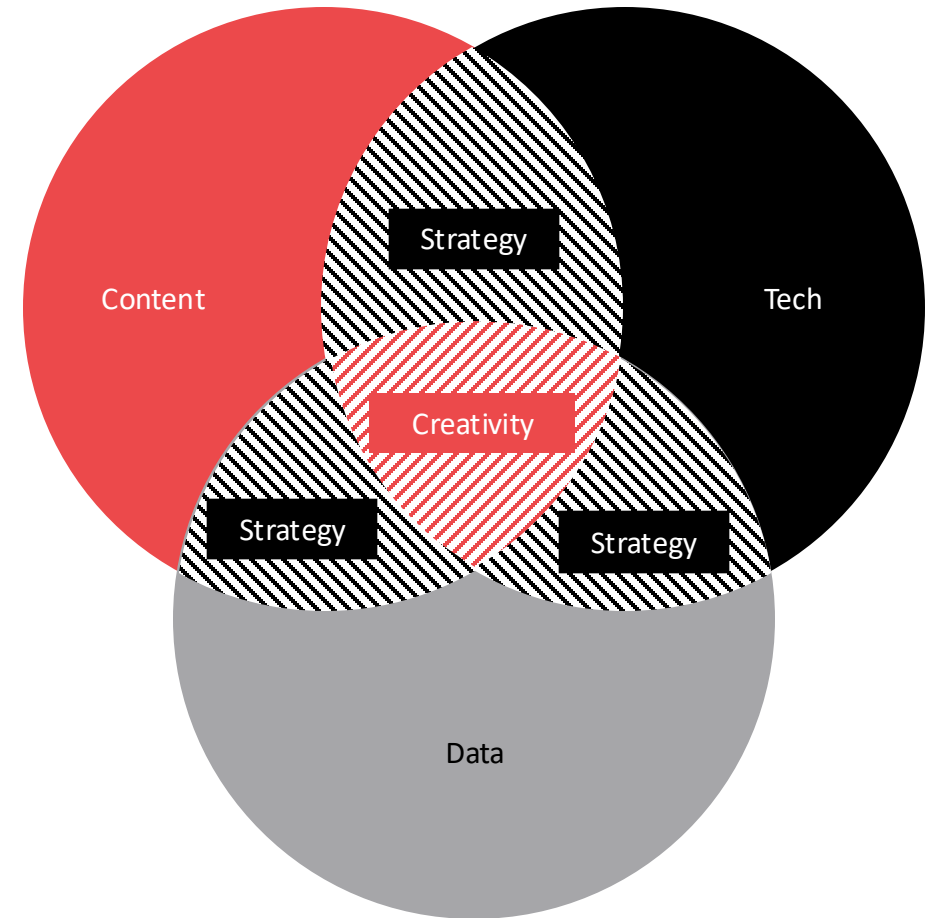


Real-time optimization & automation

Example: Marketing automation platforms that adjust campaigns based on performance data.

The Heart of Modern Marketing: Creativity

- Creativity is the spark that brings content, data, and technology to life.
- It's the ability to develop innovative ideas and solutions that resonate with audiences.
- In the modern marketing landscape, creativity is amplified by data and enabled by technology.



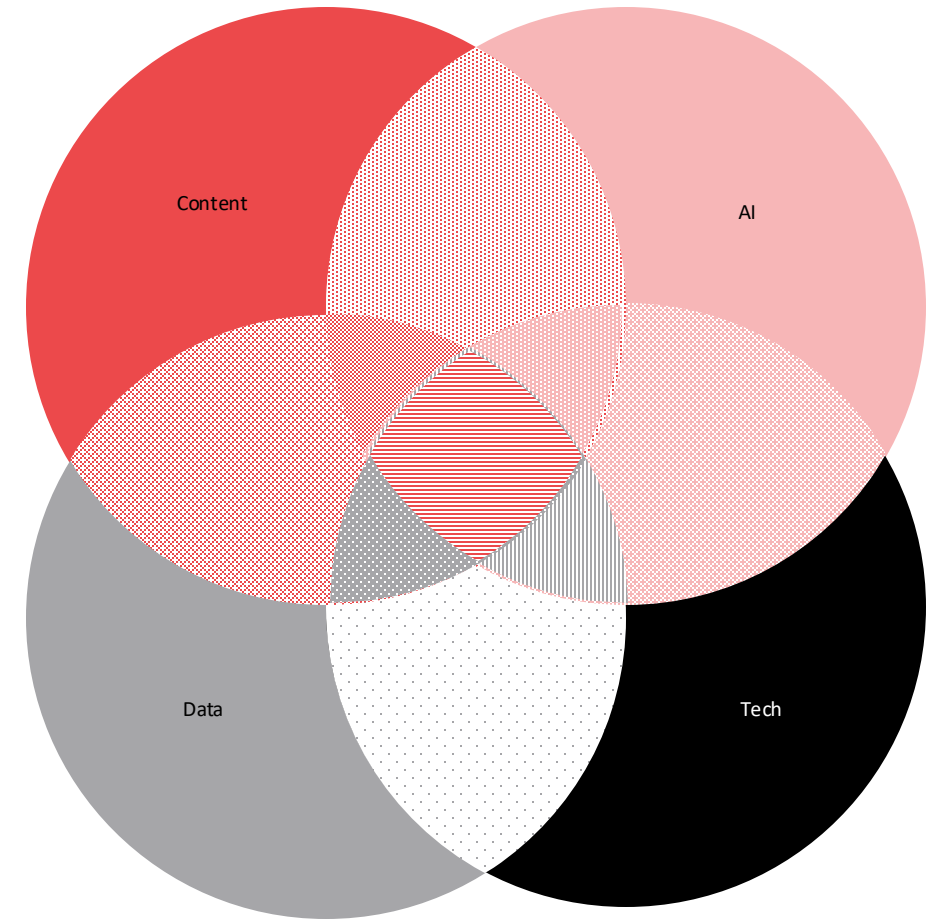
The AI Dilemma

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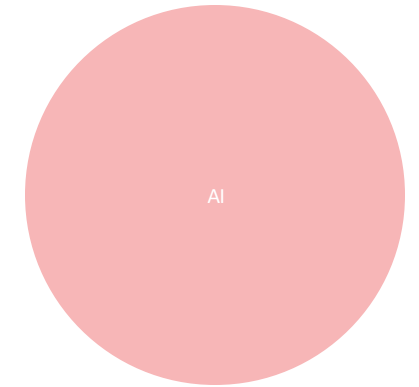
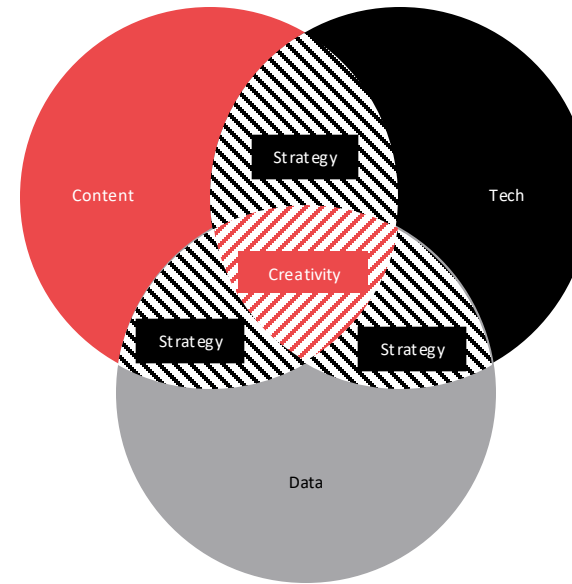
AI as a separate pillar

Imagine AI only being used for content creation. It could generate amazing blog posts, but it wouldn't be able to analyze data to understand which posts are performing well or optimize the website's technical SEO.



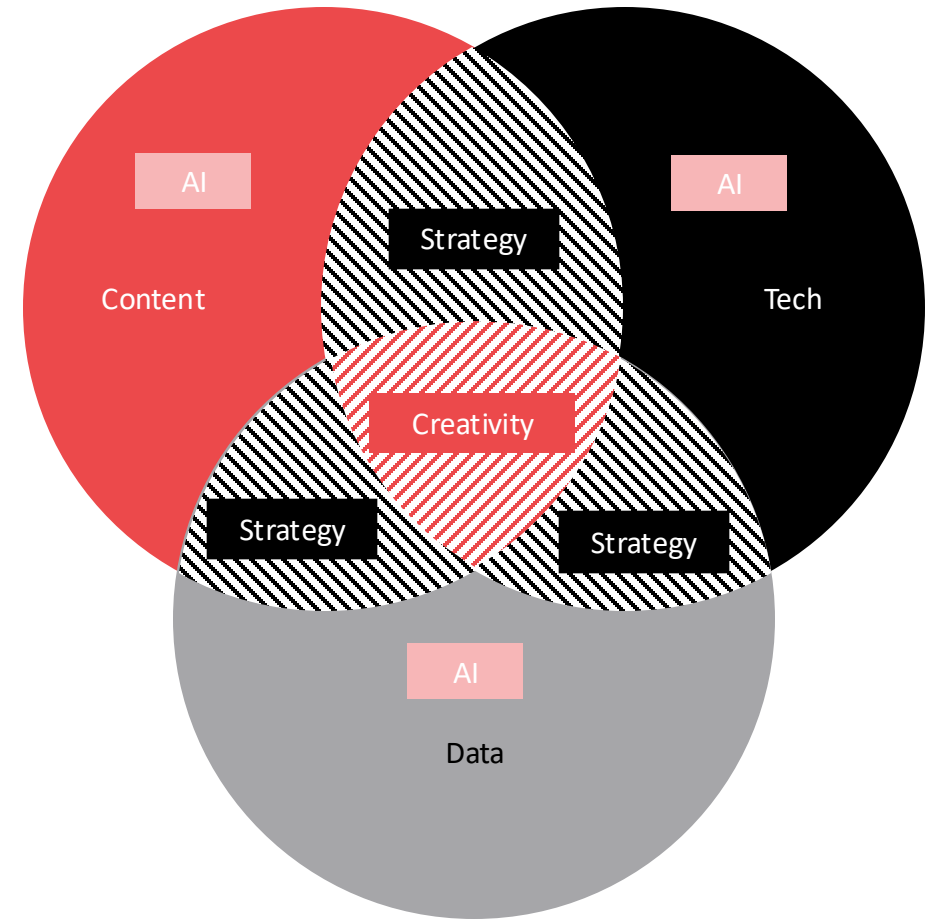
AI as a standalone pillar

Think of AI-powered analytics tools that are only used occasionally. They might provide valuable insights, but if they're not integrated into the daily workflow, those insights won't be used to inform decisions or improve campaigns.



AI woven in each pillar separately

Imagine AI identifying key customer segments through data analysis. That's great! But if we don't use AI to then personalize the content those segments receive, or optimize how they receive it through technology, we're only using a fraction of AI's power.



The AI Conundrum: More Than Just Tools

01

Explosion of AI: From a few tools in 2023 to thousands in 2025 – but tools alone aren't the answer.

02

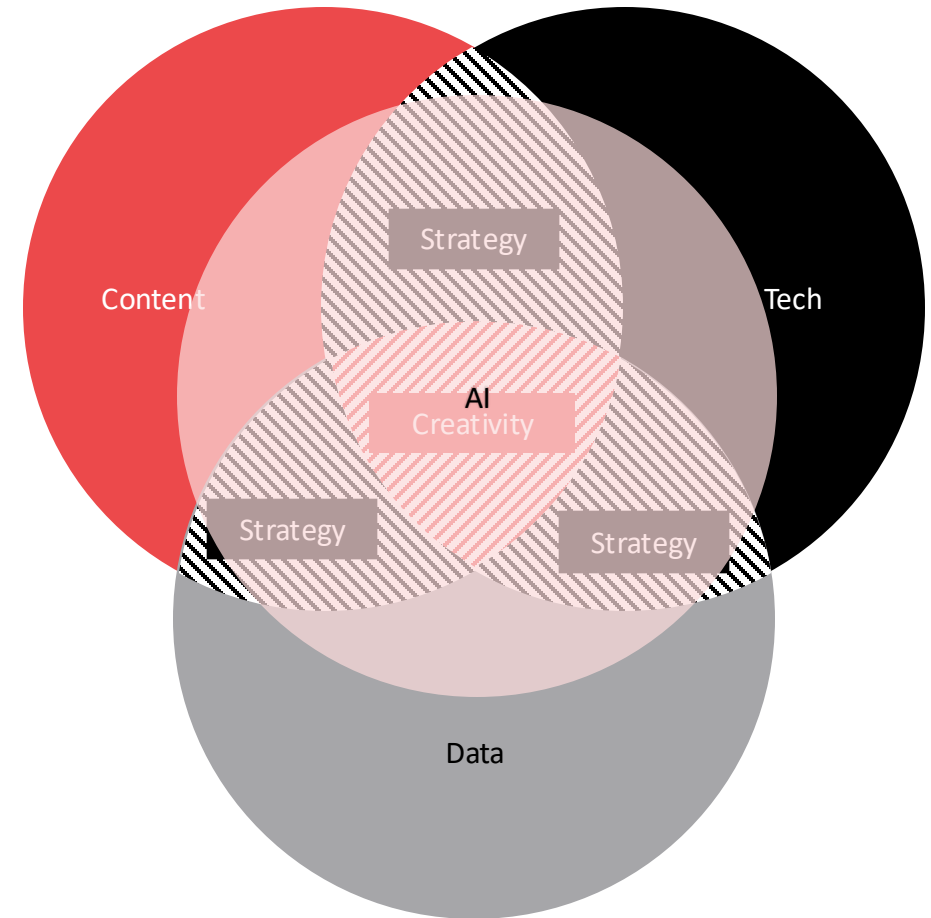
Human Enhancement: AI should enhance human capabilities, not replace them.

03

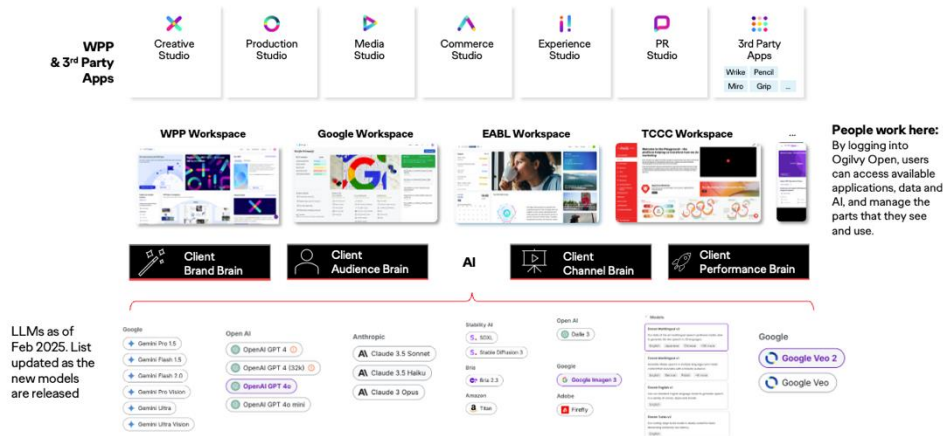
The Real Need: Not just models and tools, but an *AI-enabled workspace* that integrates them effectively.

AI: Enhancing Every Pillar of Modern Marketing

- AI is not a separate entity, but an enhancer of existing marketing functions.
- It fuels creative ideation, automates content production, personalizes experiences, optimizes campaigns, and provides deeper insights.
- AI bridges the gaps between content, data, and technology, creating a more connected and effective marketing ecosystem.



How we are approaching it



01

WPP Open is the platform that brings this vision to life, integrating process, AI tools, data, and talent in one seamless workspace.

02

It provides access to enterprise-level AI models for various marketing functions.

03

It ensures these tools are used effectively by providing a centralized platform and streamlined workflows.

04

It allows for flexibility and adaptability as the AI landscape continues to evolve.

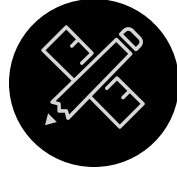
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Function first, Tools next



Process

Scale and smooth the flow of work with WPP Open orchestration



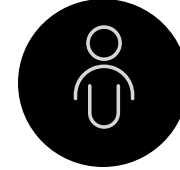
AI Tools

Plug in the best AI tools from across WPP and beyond into your workflow



Data

Simplify access to a wealth of WPP data sets, connecting them to your workspace



Talent

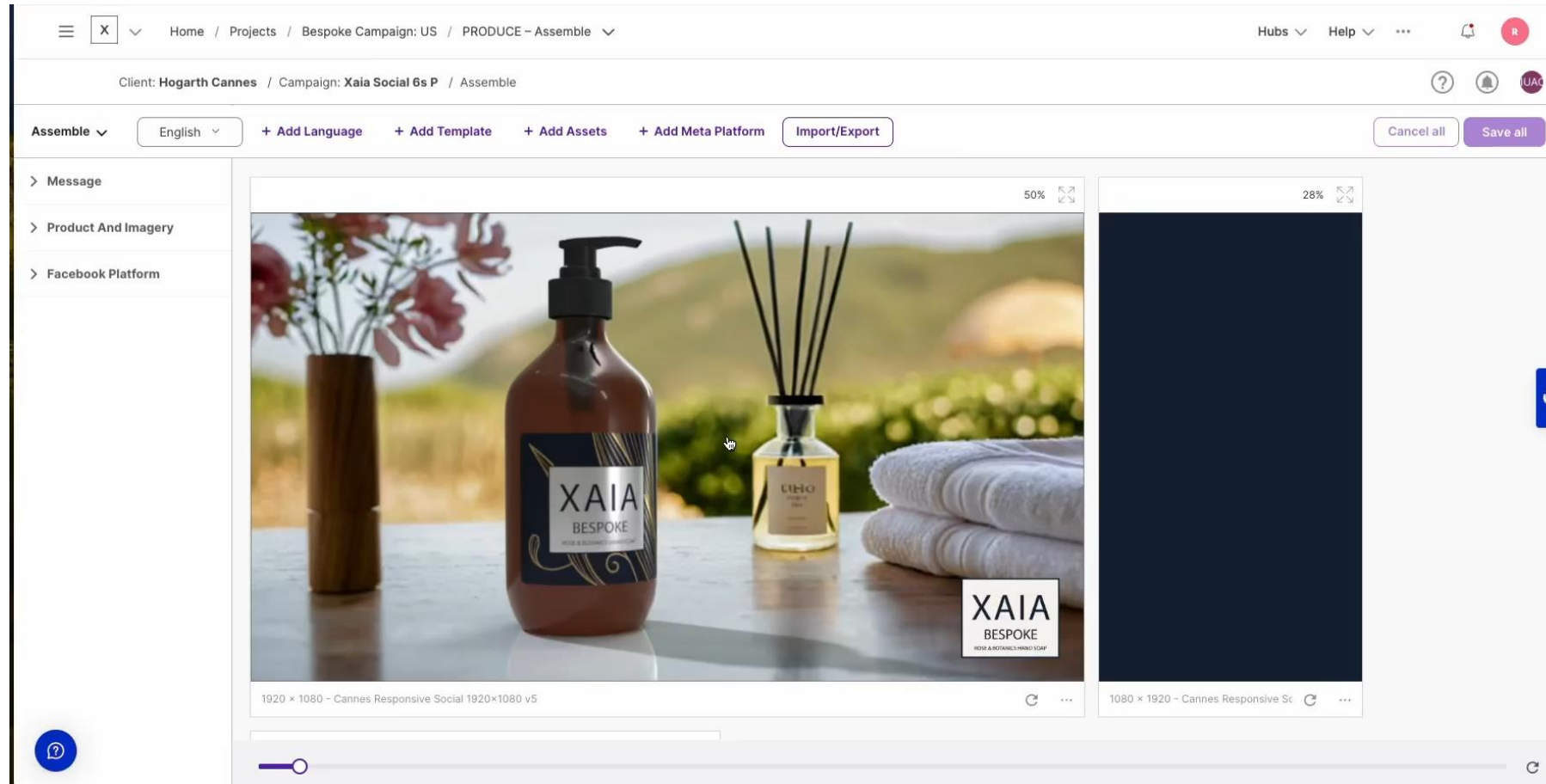
Match with the best talent for the job at hand



Supercharged by AI

Because WPP Open knows who you are and what you are working on, it makes intelligent suggestions that augment your creativity and optimize your ways of working

Demo of Content Creation at scale and Distribution



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Why does it matter

Common Client Challenges

Lack of performance transparency

Complex budget tracking

Inefficient workflows

Difficult onboarding

Communication gaps

The Solution

Live dashboards

Automated Reports

Centralized workflow management

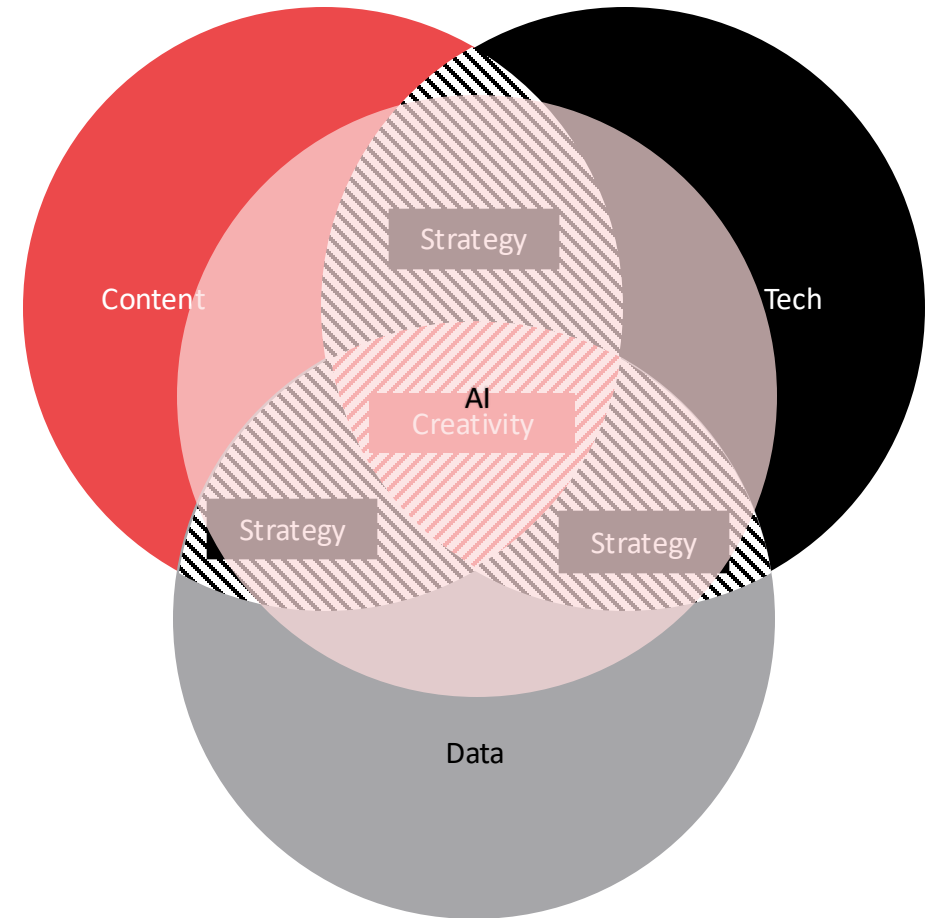
Onboarding modules & resource scaling

Integrated BI tools & AI-driven insights

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AI & The Future of Ogilvy

- **AI-powered products:** Optimus, Obrio, and other tools with embedded AI capabilities.
- **AI-powered creativity:** Enhancing ideation, content creation, and campaign development.
- **AI-driven efficiency:** Automating tasks, optimizing workflows, and improving productivity.
- **AI-enhanced talent:** Upskilling our workforce and attracting new talent with AI expertise.





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