



**NEOMA**  
**ALUMNI**  
**CLUB MARKETING & COM**

# Le futur du marketing : l'IA générative en action

# Le Club Marketing & Com

## Une nouvelle équipe d'animateurs dynamiques



Christelle Martin



Dorothée Raffray



Fidy Ranaivoarivelo



Franck Mathais



Sami Bouhia



Virginie Croiset

7554 membres dont 5847 en France

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# L'IA, thématique des événements 2024 du club Marketing & Com

1. L'IA est en train de transformer notre société.
2. L'IA est un moteur d'innovation et de compétitivité pour les entreprises et les nations.
3. L'automatisation alimentée par l'IA transforme le marché du travail et nos métiers.
4. L'IA soulève de nombreuses questions éthiques et sociales.
5. L'IA gén nous passionne : 60 % utilisateurs en plus en 1 an, avec 70% des 18-24 ans, 47% des 25-34 ans et 22% des 35 ans et plus\*.

\*Baromètre 2024 Ifop pour Talan

# Table ronde 1 : Fondements et mécanismes de l'IA générative



**Alain Goudey**

DGA en charge du numérique et professeur (HDR) de Marketing à NEOMA BS. Entrepreneur (AtooMedia, Mediavea)



**Antoine Krajnc**

Fondateur CEO de Jedha



**Nicolas Jacquey**

Chief Revenue Officer (CRO) de Safe Brain, NEOMA PGE 93

## Table ronde 2 : Conception et mise en œuvre des stratégies marketing via l'IA générative.



**Coralie Dussart**

CEO et fondatrice de SPAAG.  
Membre de Comète.  
NEOMA PGE 2013



**Kareen Frascaria**

Responsable Social Media EMEA  
chez Intel et responsable du  
pôle Communication du  
TEDxSaclay



**Pascale Dray**

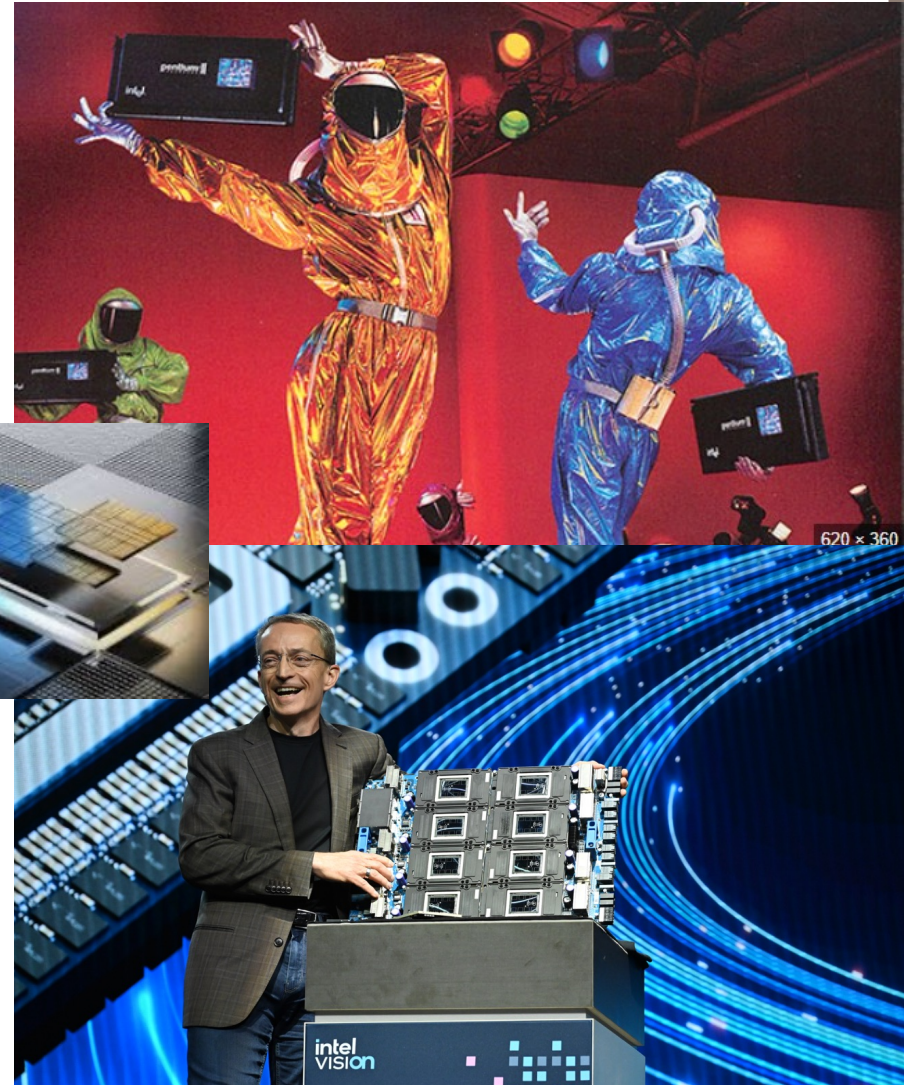
Directrice des programmes  
client sur la Customer  
Experience pour la zone Europe,  
Moyen Orient et Afrique  
(EMEA) pour Oracle

# 2 mensonges et 1 vérité



# Les semiconducteurs, l'or moderne essentiels à l'IA

- Un marché à 600 milliards de \$ en 2024 qui devrait dépasser 1000 milliards en 2030
- Sam Altman (OpenAI) veut investir 7 milliards
- Un enjeu géopolitique fort



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# Use Case : L'IA, impact maximal sur le marketing digital

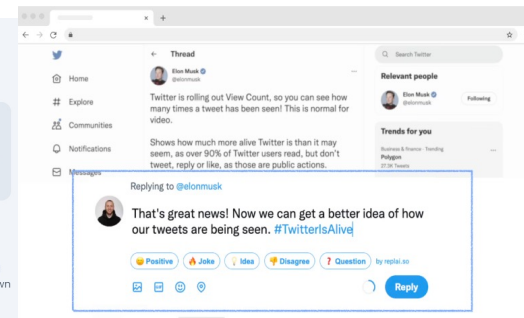
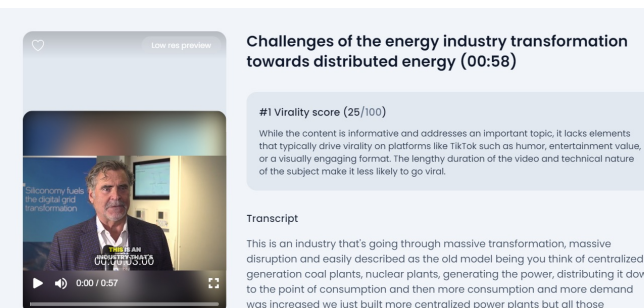
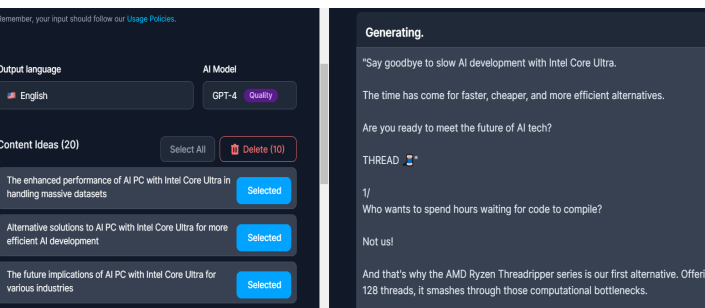
Le marketing se réinvente à tous les niveaux : Paid Media-Lead Gen-Inbound- SEO. Tout est en mode pilote. On choisit nos use case par rapports au gains de temps, de créativité, et gains de coûts.

## Test de l'impact sur le Social Media Organique sur 7 pays

- Contenus : recommandations & création
- Traduction multilingue
- Community management
- Analyse de sentiment
- Analyse prédictive
- Connaissance de l'audience

## Retour d'expérience

- Agences en péril ?
- Coûts divisés par 5 ou 10 / Temps divisé par 100
- +20% sur l'engagement avec automatisations
- Questions ouvertes : Ethique, Legal, brand safety
- La formation est clé
- Définir un cadre essential aligné avec la marque
- Limites : pas d'émotions, pas de convictions, manque de fiabilité





NOW...

# Generalist Generative AI

Everyone has access to it  
Doesn't know about your brand  
Unaware of your needs

NEXT...

# Predictive & Prescriptive Brand AI

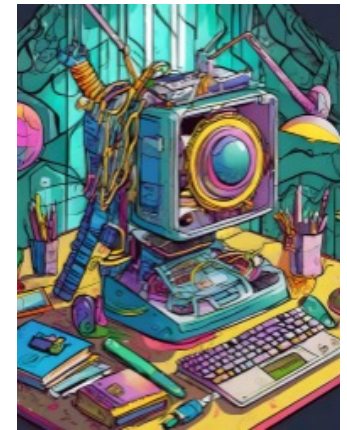
Only you have it  
Trained on your brand  
Built for your needs

Customized, up-to-date, AI models and pipelines

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# Brief. Créer l'image d'un PC dédié à l'IA

Même outil, même brief, 5 designers



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Oracle AI improves the entire customer experience lifecycle

Embedded AI is an easy path through the wilderness

ORACLE



Increased engagement by **42%**

Reduced by **34%** emails to expand channels



ORACLE

230% increase of leads through improved personalization resulting in a 5% increase in orders



# AI & GEN-AI Advantage of Oracle Marketing/CX



17

AI/ML **models**  
*(scoring, attribution, fatigue analysis, RFM, NBA, CLTV, etc.)*

80%

AI & GenAI features coming from our **customers**  
*(subject line and content generation, report creation, etc.)*

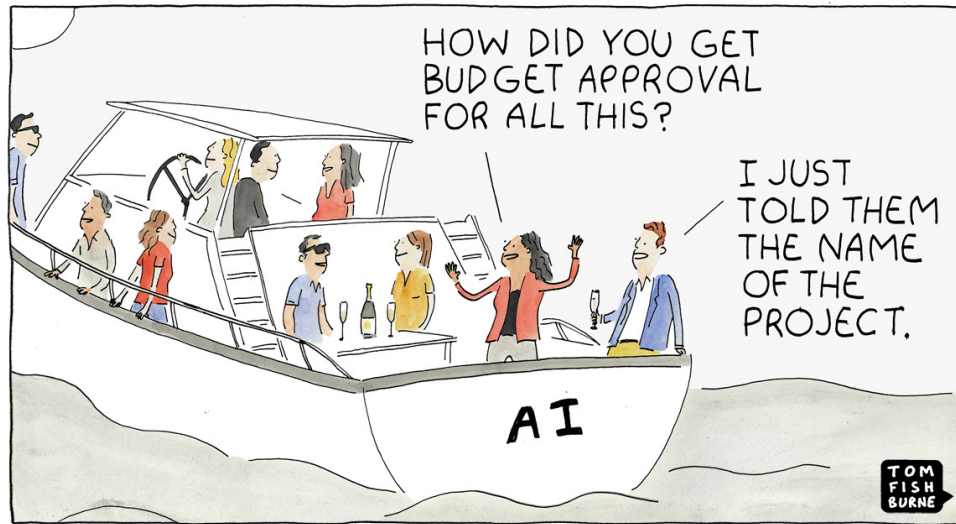
100%

AI driven – from **infrastructure** to **applications**  
ensuring scalability, performance and security

2

Delivery format: **Pre-built** AI/Gen-AI at low / no cost  
and AI **Toolkit** for self-build AI / Gen-AI





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# Leveraging IA for content production

# AI Employer Brand tool

Client's Employer brand tagline is ***"Everything you are, anything you want to be"***.

Through this AI platform, exclusively design for our client, our goal is to engage employees in experimenting with the tool and to creatively translate the concept, highlighting how our clients supports its employees to pursue their passions.

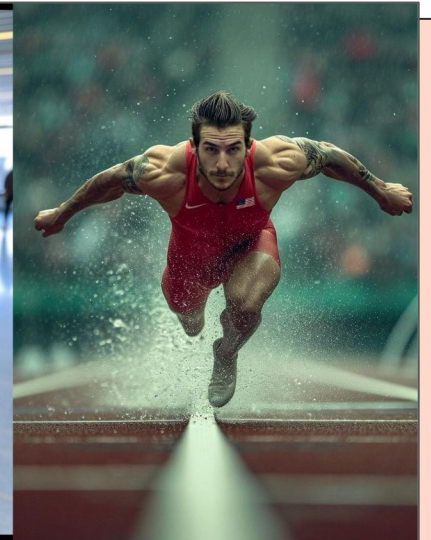
*IA sports image*



*employee picture*



*face swap result*



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## The process

# ChatGPT + Midjourney + Stable Diffusion

1

We describe the images we want, in all detail, in a process called prompt engineering.

We use ChatGPT to refine these prompts, and then use Midjourney to generate key concept images, and to visualize the possibilities and the visual qualities we desire in our final result.

After this process, it is necessary to curate these images and select the final prompts and looks we are hoping to achieve.

2

We then select a candidate with the best pose and characteristics, and move on to Stable Diffusion, where a whole new set of AI tools, models and customizations is available for our creative process. One of these amazing tools allows us to capture the pose of the selected image, and generate new images where the actor will have the same pose. Another one enables us to swap the face of the character into the new context, so he is consistent throughout.

3

This step results in the generation of a new set of images, that can have the same actor in completely different contexts. Finally, we are able to combine the images in an animation that emulates a camera moving in 3D space, using AI to decompose the image planes into different layers that are then animated. The result is an eye-catching series of short videos that encapsulate a series of concepts and ideas into a visually impactful campaign.

## AI Employer Brand tool

We're creating an IA-powered platform for our client 5 years anniversary campaign and the Olympic Games season.

Through this tailor-made tool, the 19,000 employees from the client, will be able to upload a picture of themselves and have their faces swapped into an office set-up and then into the body of an athlete.

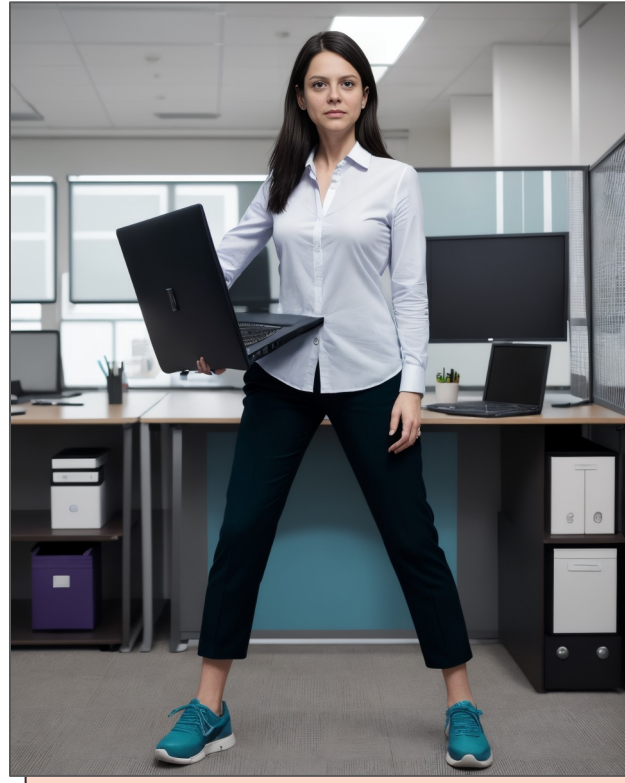


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## AI Employer Brand tool

- An opportunity for local content creation and personalisation. Unlimited variations possibilities, static or animated (background, people, etc)
- Faster process
- Lower shooting and royalties costs



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## Automotive industry

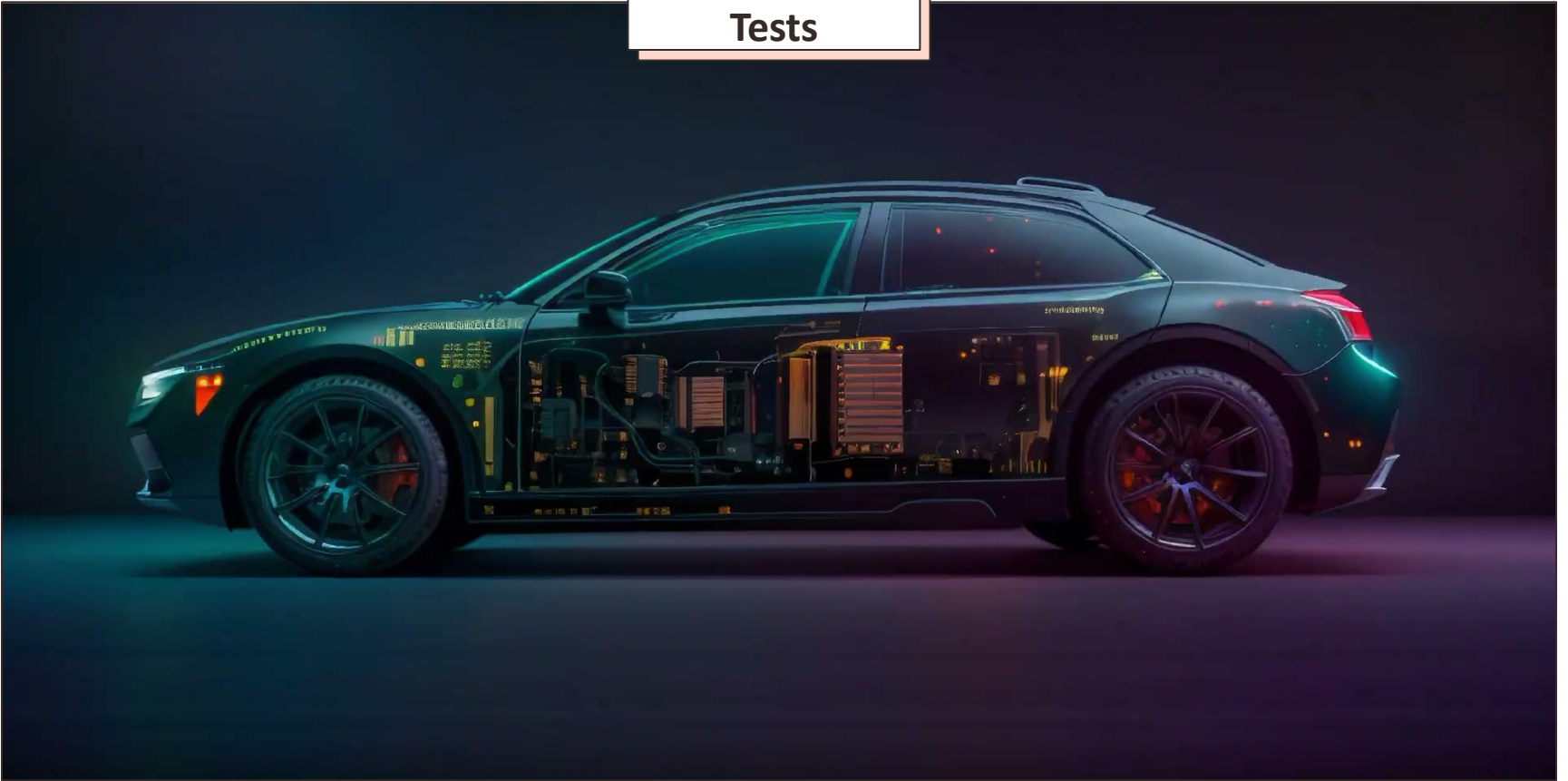
We have developed all key visuals from the first Software-defined Vehicles campaign with IA. In this process we have developed specific workflow on Stable Diffusion, worked on Midjourney and Photoshop to achieve on-brand results.



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## Tests



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mardi 23 avril 2024



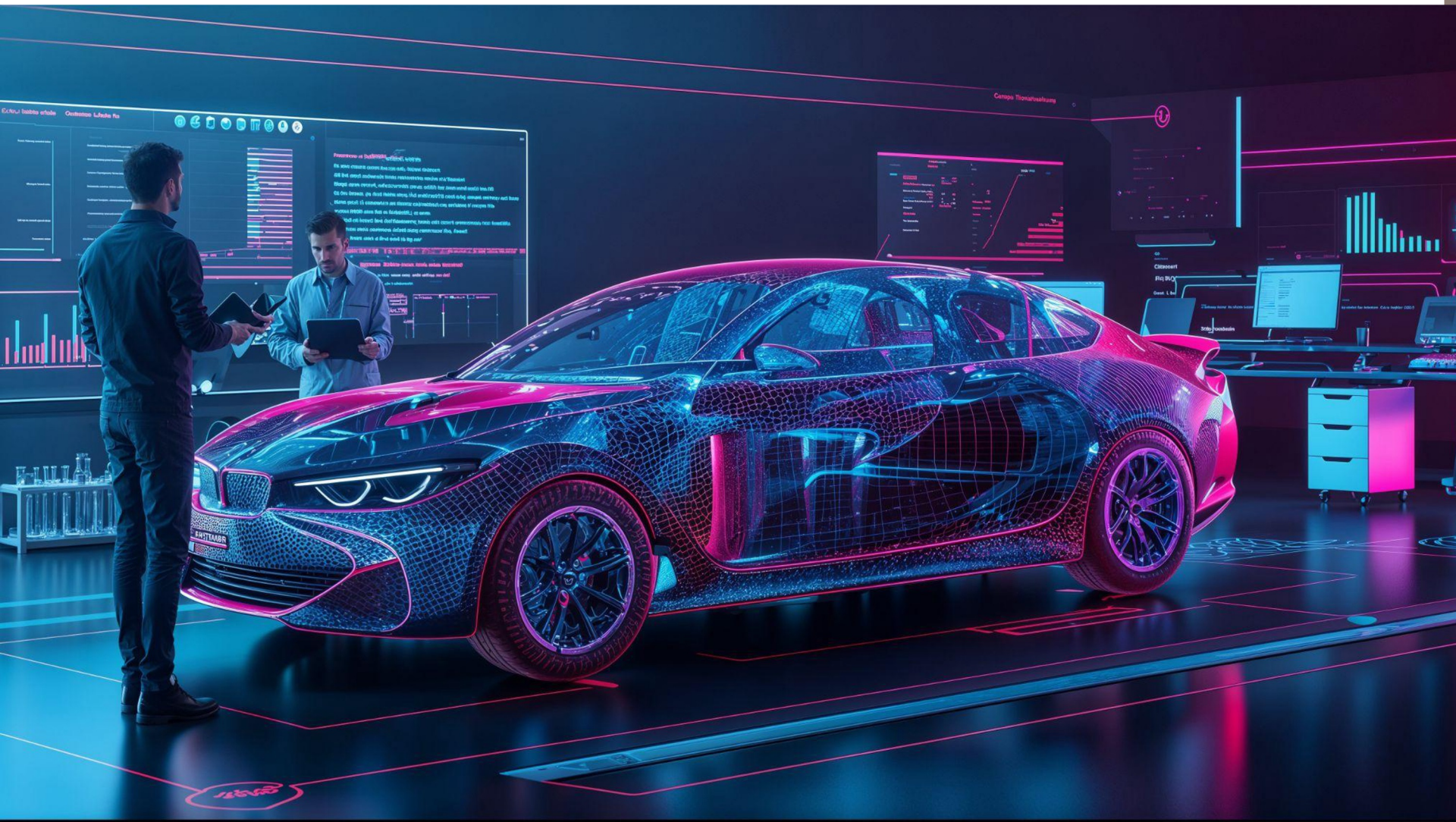
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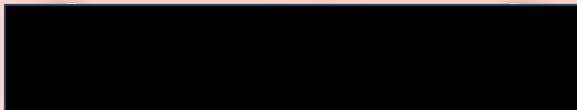




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Concept #1 - direction 1 - visual 3

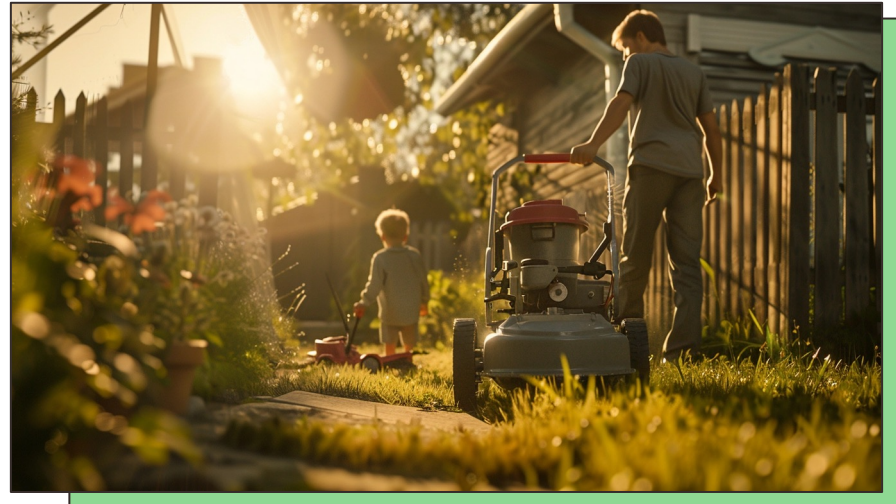


# An opportunity for local content & personnalisation ?

Unlimited variations possibilities,  
static or animated (background,  
people, etc)

Faster process

Lower shooting and royalties costs



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**Notre prochain RDV IA**  
**17/09/2024**