



# Rethinking Marketing: Wie ChatGPT & Co Märkte und Marken revolutionieren

Peter Gentsch 10-10-2023

# Generative AI is as Mega-Trend in all the media....

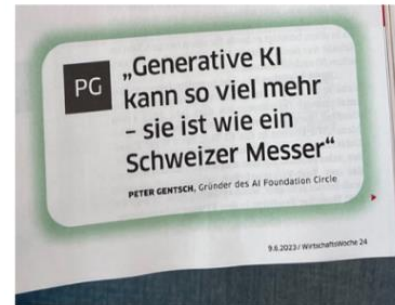


**62** Die ChatGPT-Welle rollt  
Wie Firmen künstliche Intelligenz (KI) in der Praxis nutzen

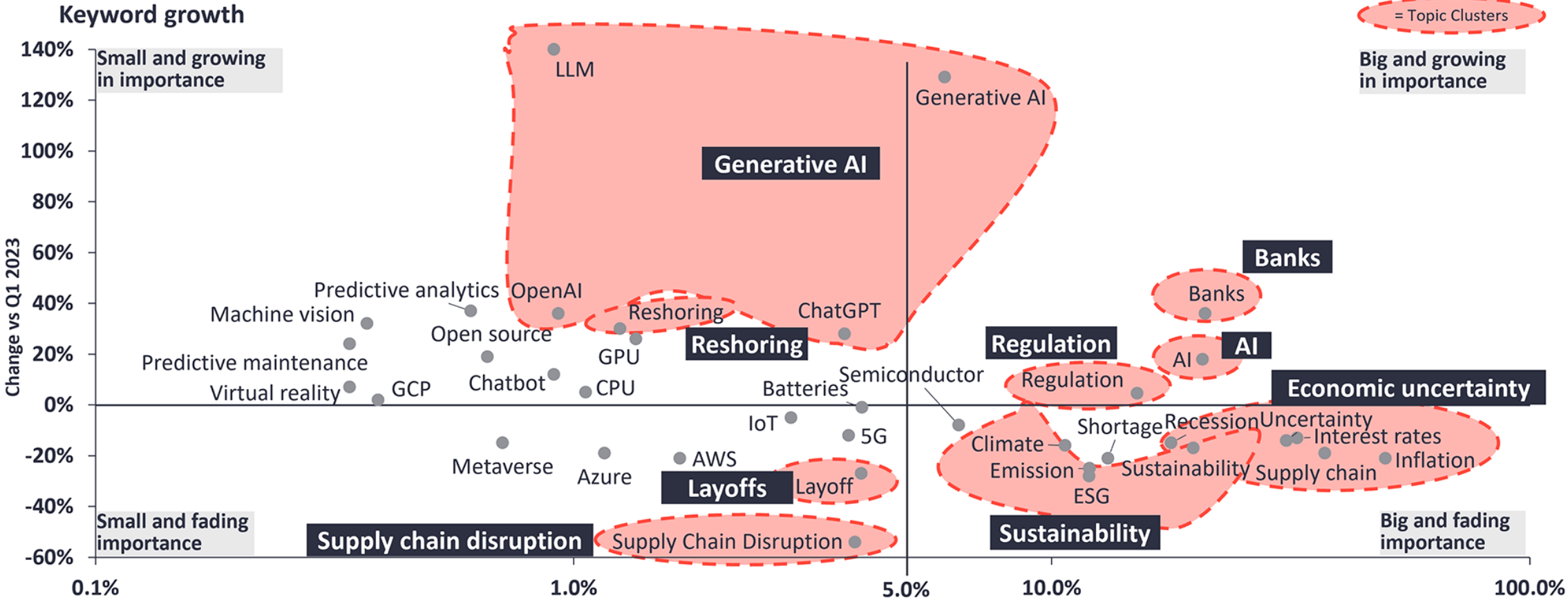
„Generative KI ist nicht nur ChatGPT – es gibt Alternativen, die leistungsfähig und datenschutzkonform sind, auch aus Europa“

**PETER GENTSCH**  
Gründer des AI Foundation Circle

**WirtschaftsWoche**



# ..also having awarenss within the C-Suite - what CEO talked about (2023)...



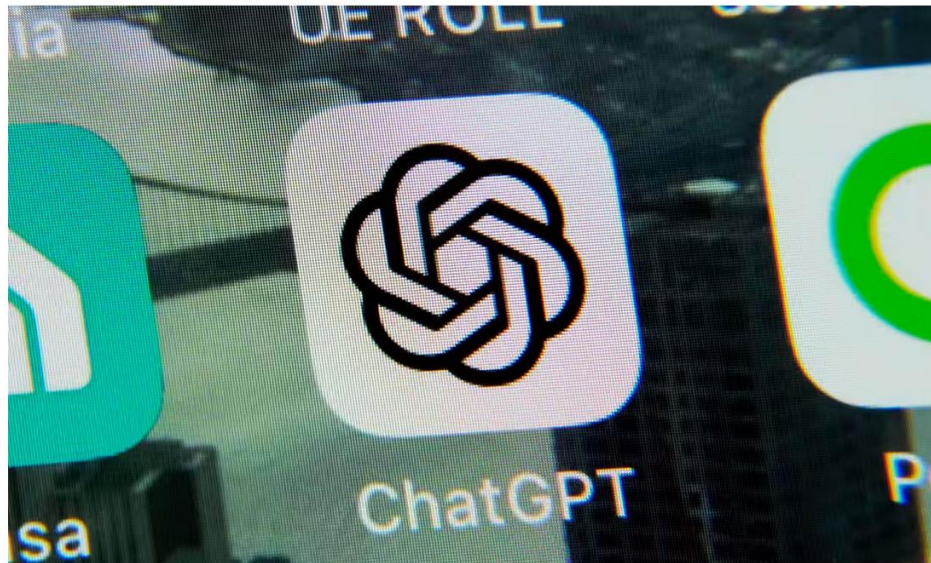
Note: The analysis is based on ~8,000 earnings calls from ~4,000 global companies listed in the U.S. in Q2 2023 and Q1 2023. The mentions of the selected keywords in each call were counted in each quarter. We welcome republishing of images but ask for source citation with a link to the original post and company website.

**Keyword importance**  
(Share of companies that mentioned the keyword in Q2 2023 at least once)

# ..and faced with a lot of challenges...

## Two US lawyers fined for submitting fake court citations from ChatGPT

Law firm also penalised after chatbot invented six legal cases that were then used in an aviation injury claim



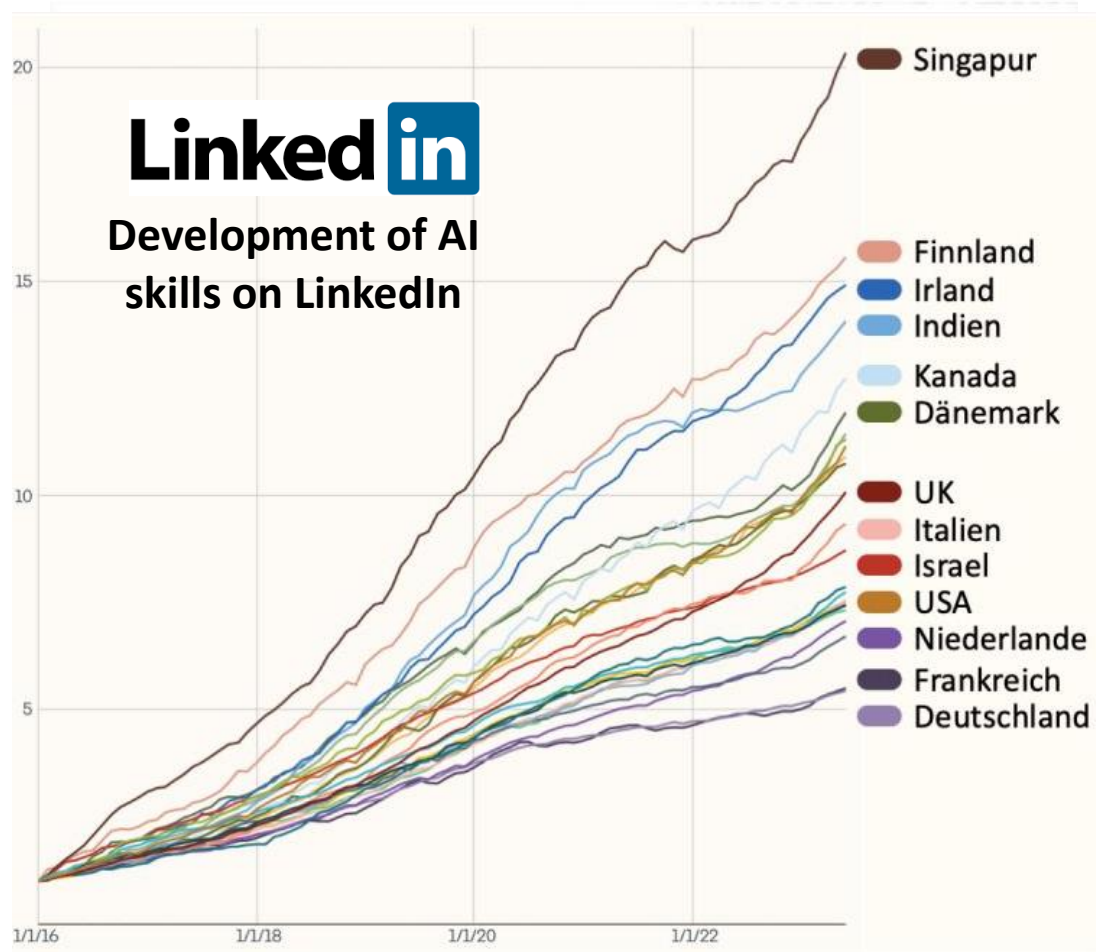
## GPT declared Haaland dead

A screenshot of a news article from the German television network ntv. The top navigation bar includes the ntv logo and categories: RESSORTS, SPORT, BÖRSE, WETTER, VIDEO, AUDIO, and TV PROG. The date and time are shown as 'Donnerstag, 5. Oktober 2023 13:21 Uhr Frankfurt'. The breadcrumb trail reads 'Startseite &gt; Sport &gt; Fußball &gt; Erling Haaland angeblich tot: KI von Zeitung in Norwegen macht bösen Fehler'. The main heading is 'FUSSBALL' followed by 'Grober Übersetzungsfehler von KI' and 'Zeitung verbreitet Falschmeldung über erschossenen Haaland'. The article is dated '29.09.2023, 11:22 Uhr'. Below the text is a photograph of Erling Haaland, a professional footballer, wearing a light blue Manchester City jersey and pointing towards the right.

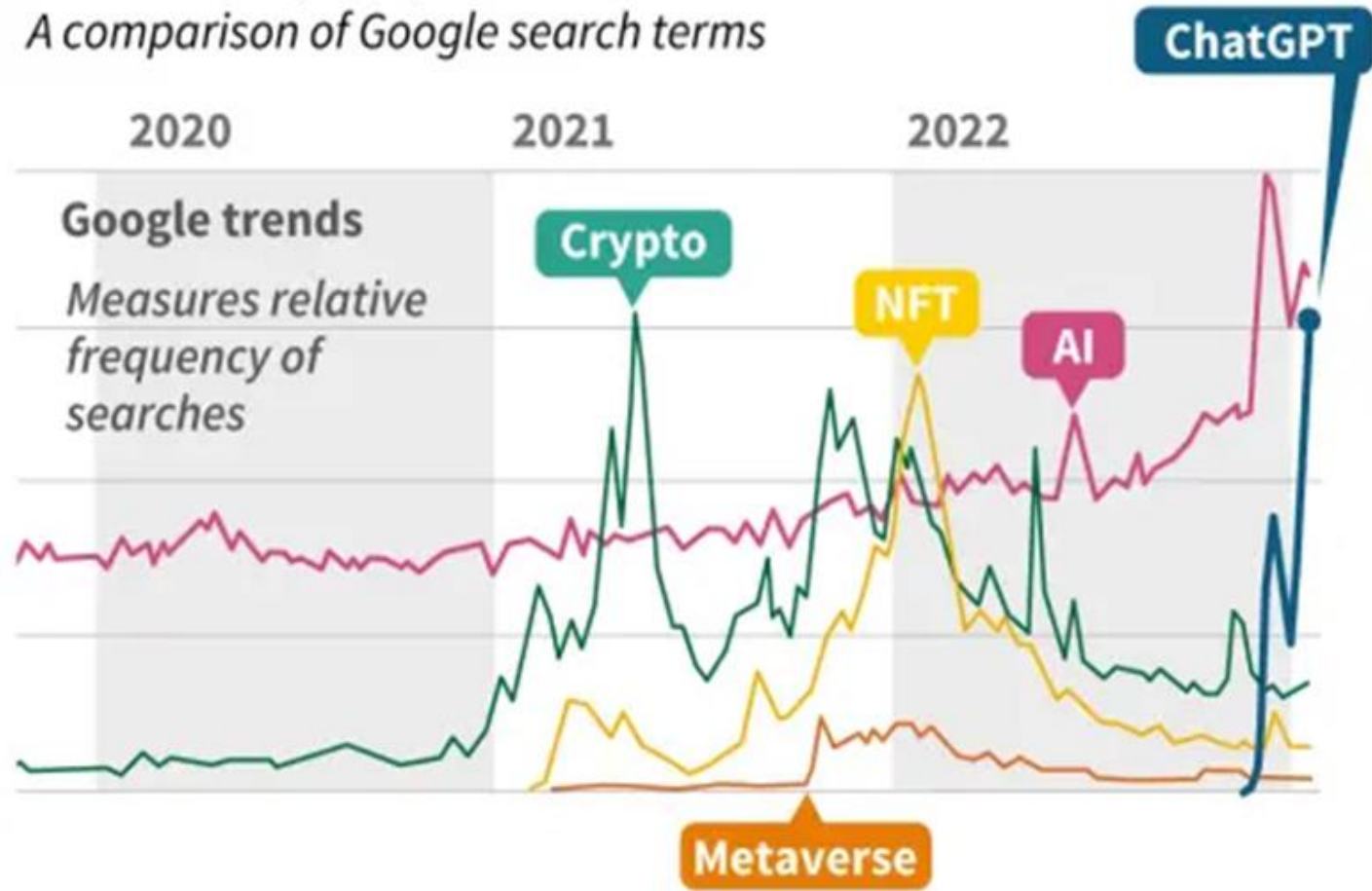
# ...but the hype is on!

## LinkedIn

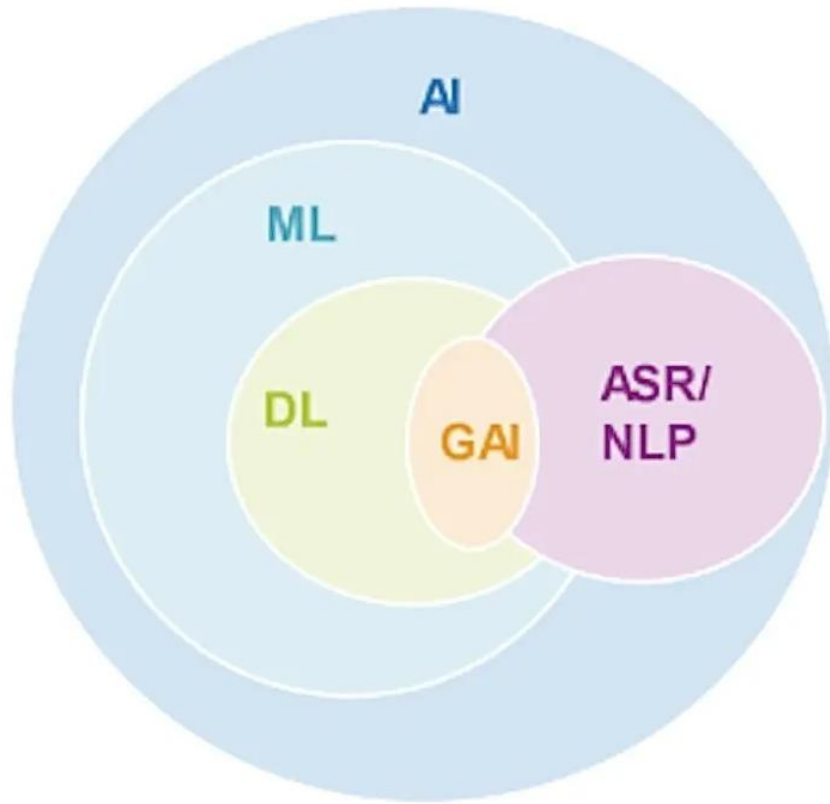
### Development of AI skills on LinkedIn











### A comparison of Google search terms



# Generative AI is part of an overall AI solution space. Adoption yet relatively low.

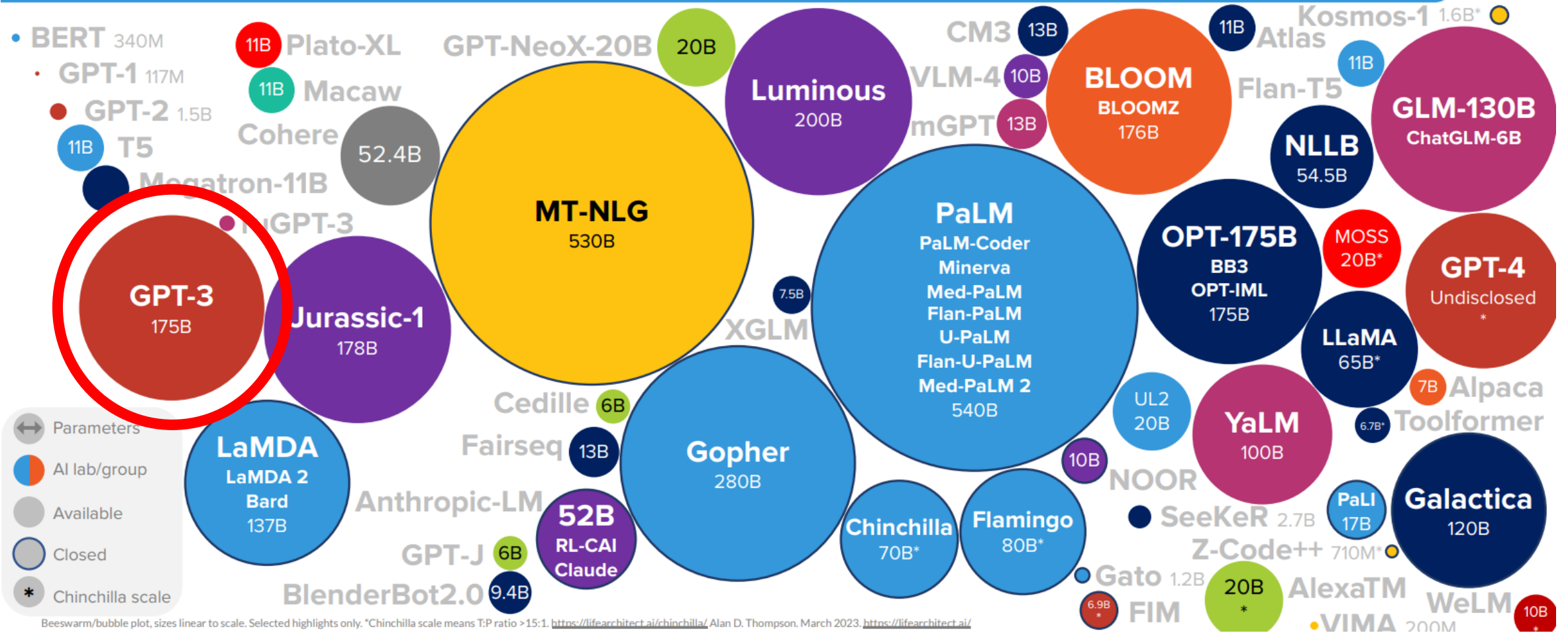


- Artificial Intelligence
- Machine Learning
- Deep Learning
- Automatic Speech Recognition, Natural Language Processing
- Generative AI

Analytics type	Description	Adoption
 Descriptive	Insights from the past	
 Predictive	Predictions about the future	
 Prescriptive	Actions to influence the future	
 Generative	Learnings to create new unstructured content	

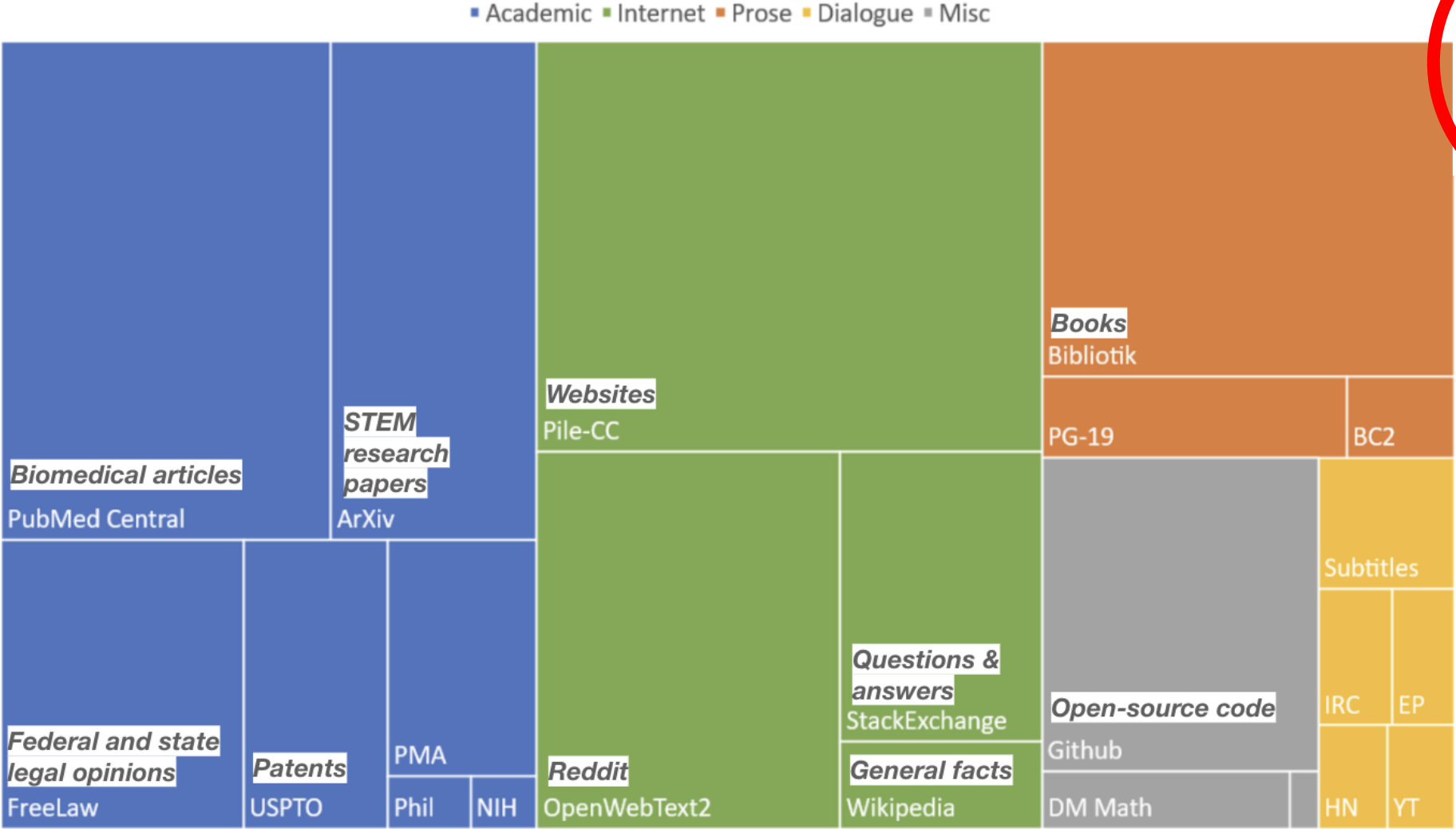
# Global Large Language Model (LLM) Landscape

## LANGUAGE MODEL SIZES TO MAR/2023



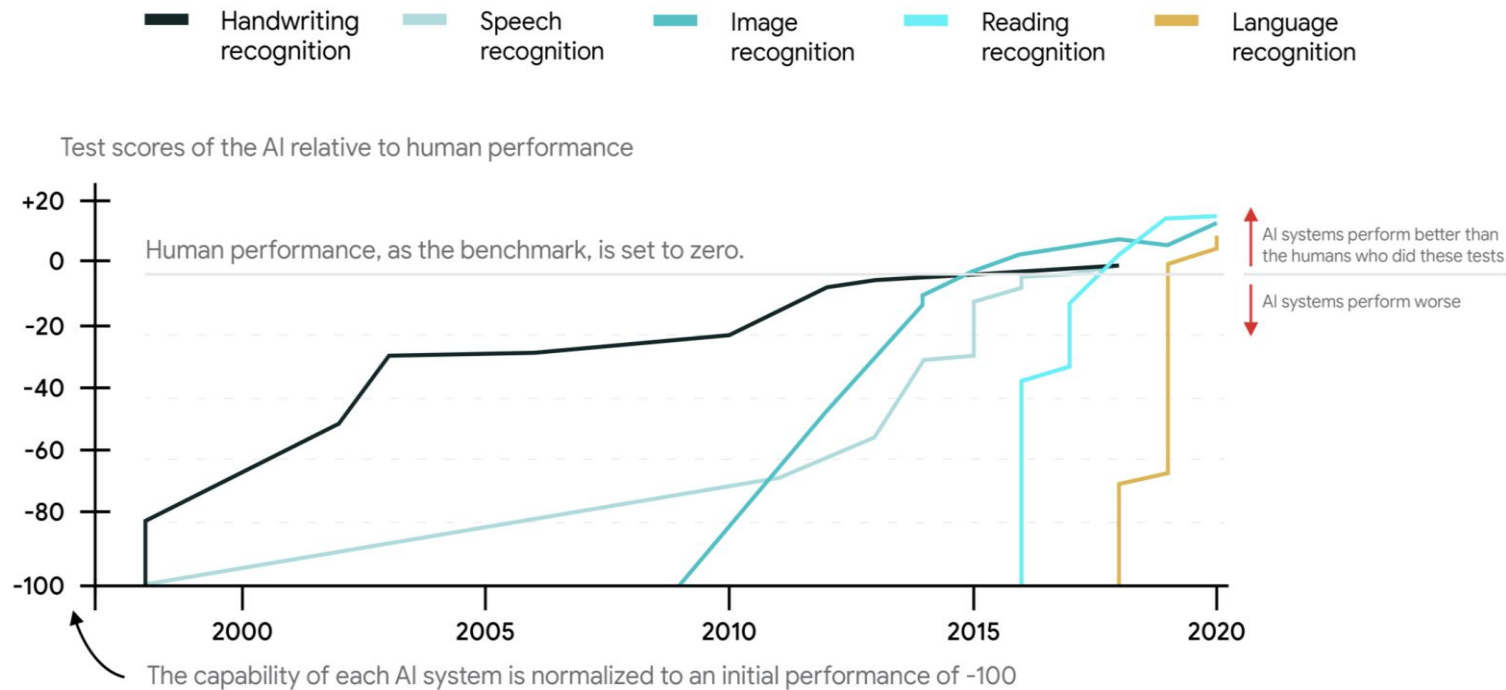
Beeswarm/bubble plot, sizes linear to scale. Selected highlights only. \*Chinchilla scale means T:P ratio > 15:1. <https://liferesearch.ai/chinchilla/>, Alan D. Thompson, March 2023, <https://liferesearch.ai/>

# Foundation-Models are trained on 100s of Gigabytes of text data to build an understanding of the world



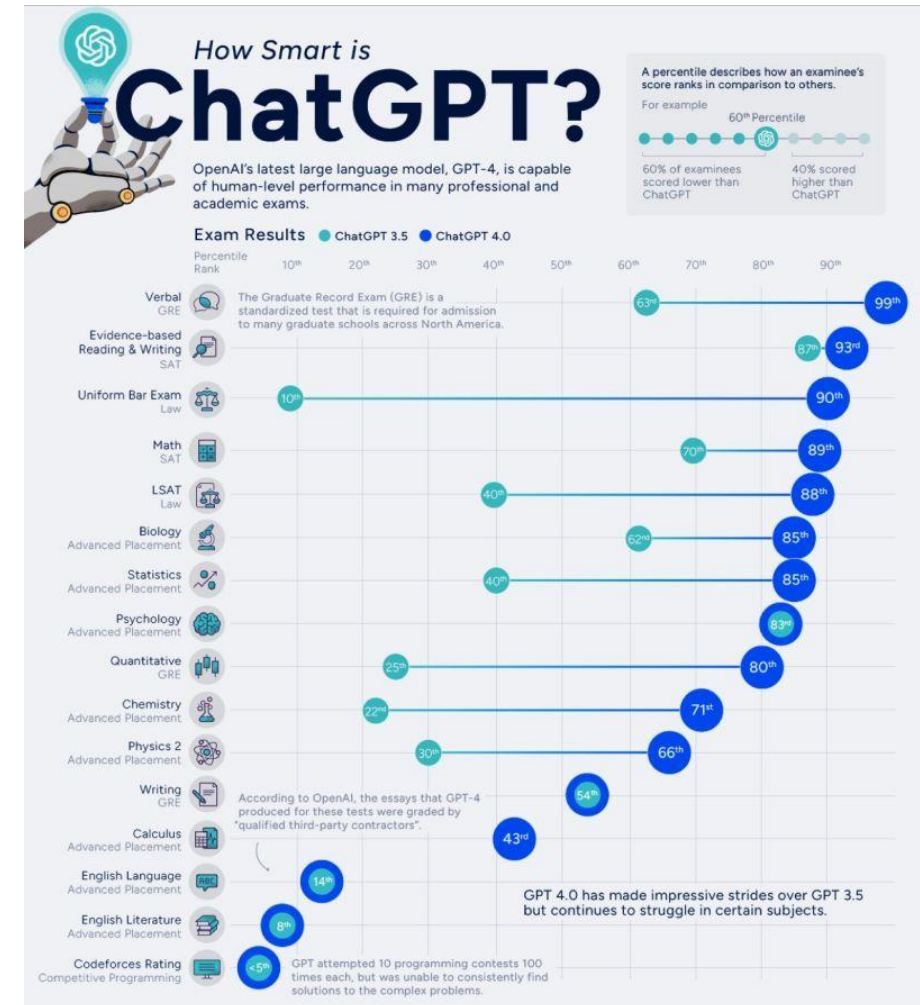


# The development pace of model capabilities has massively increased in the last years



Data source: Kiela et al. (2021) - Dynabench: Rethinking Benchmarking in NLP  
OurWorldinData.org - Research and data to make progress against the world's largest platforms.

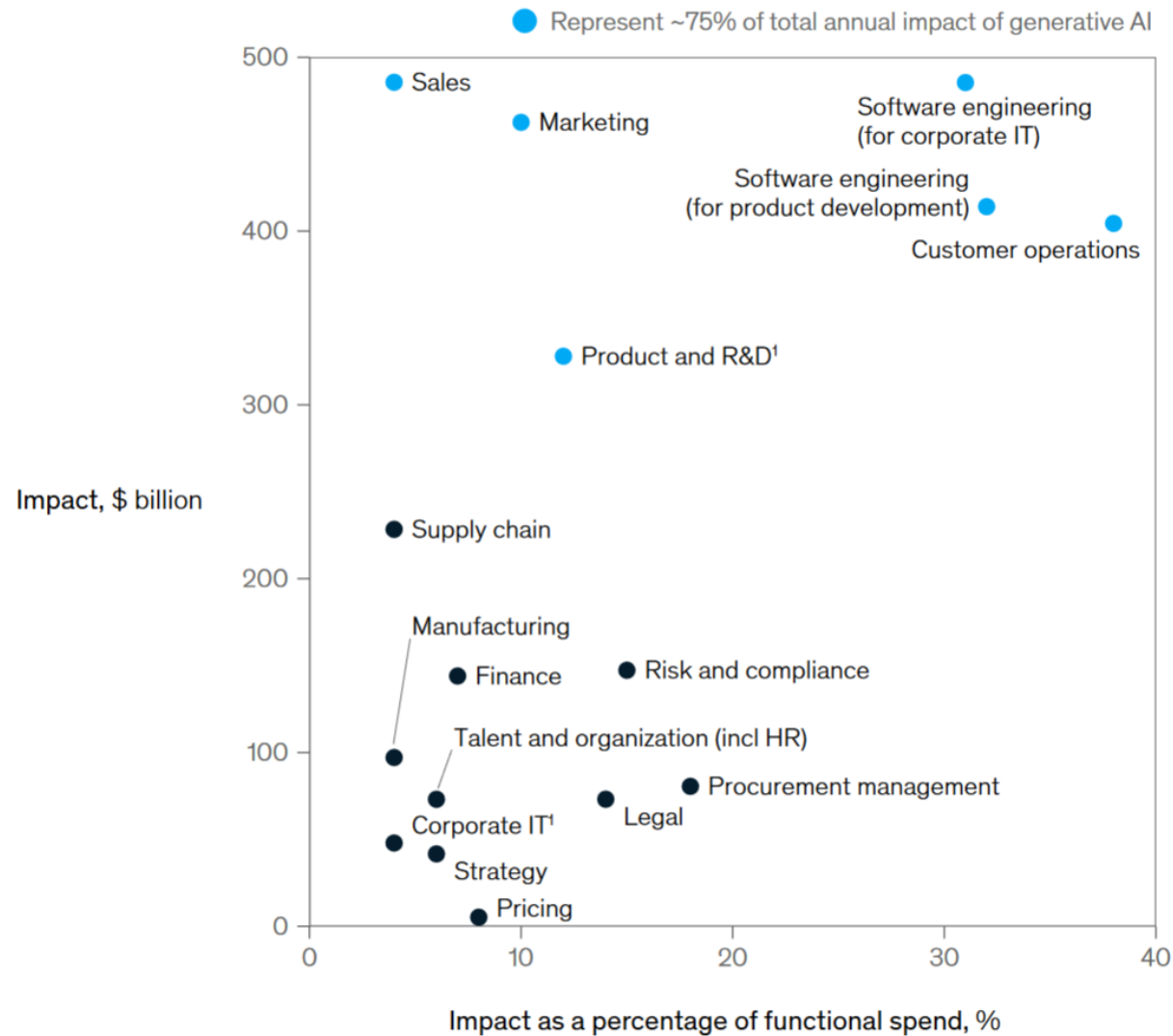
Licensed under CC-BY by the author Max Roser





# **GenAI for Marketing – Best & Next Practices**

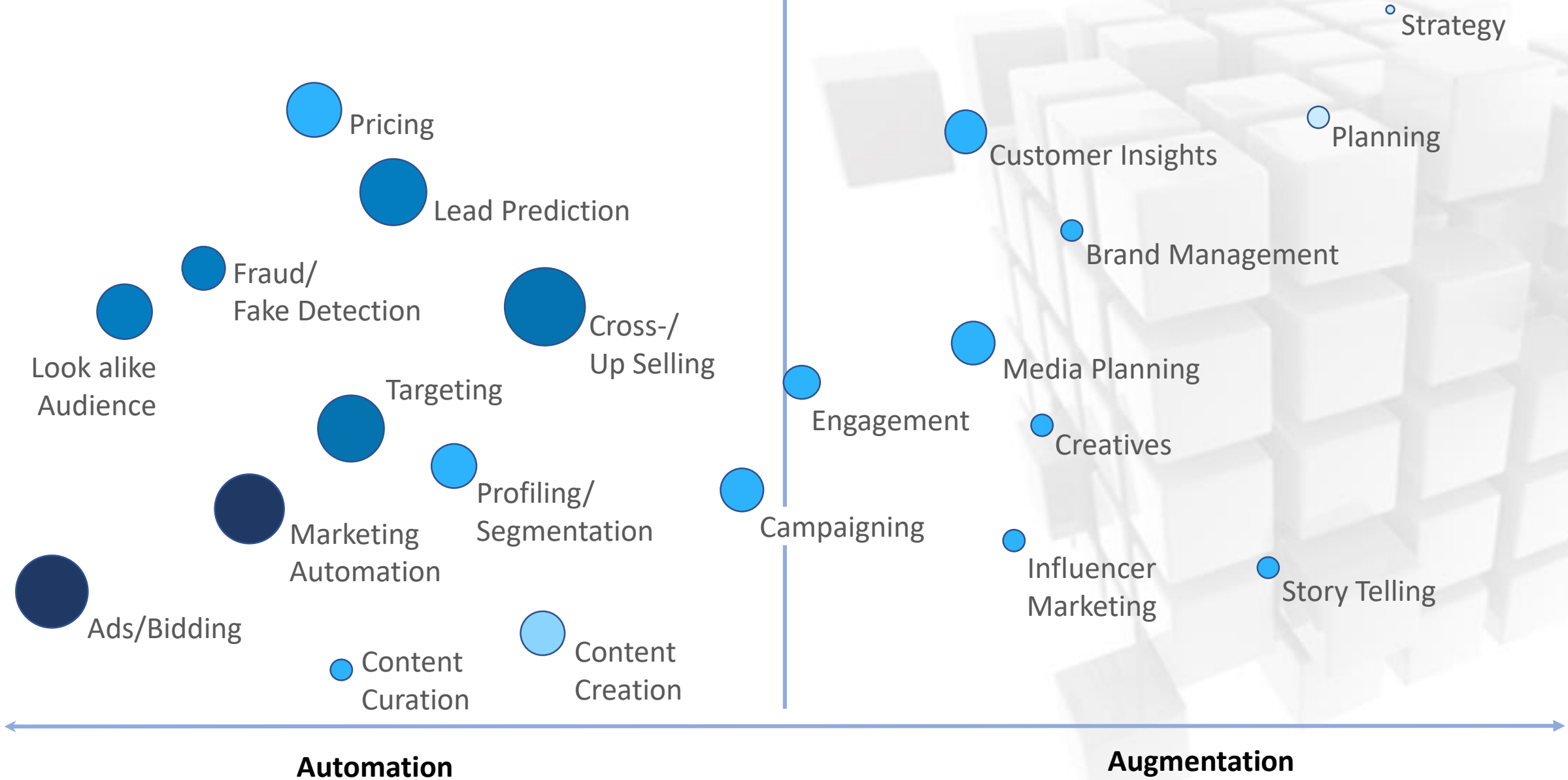
# Generative AI impact on potential corporate use cases



○ ○ Maturity Level  
 ○ ● Usage Level

**Business Impact**

**AI Marketing/ Communication Matrix**



# ChatGPT & Co are dominating and influencing the Customer & Candidate Journey

**ChatGPT**

"Eliminate the hassle of getting ready for daytime with the Dynamo Go, a shoe designed to make it easy for kids to get in and out quickly. This anti-struggle footwear will save kids (and adults) from the frustration of constantly having to tie and re-tie their laces. Shop now and get ready for fun."



**Human**

"Step into play. Simply getting ready for playtime with the dynamo go, a shoe designed for kids to get in and out faster than they can say 'Tag, you're it.' It's the anti-struggle footwear created to relieve kids everywhere (and grown-ups, let's be real) of tying and re-tying their laces. Tag to shop."



**ChatGPT**

Hello, We are happy to inform you that the "Grand court base beyond Schuy" in "Matt Purple Mer" is back in stock in size 40. It will appear on the website soon.

Please check the website frequently for updates.

We also offer discounts for further orders.

If you have any further inquiries, please do not hesitate to contact us.



**Human**

Hello, I am Sarika and I will help you today. I can understand your concern that you want to know about the availability of the items. Don't worry, I will surely help you.

I have checked and found that this item is back in stock right now. Unfortunately, we can't confirm you the preliminary time frame. However, we ask that you keep an eye on our website so that you can order the item as soon as it becomes available to you.

If there is anything else you would like to order, we would be happy to provide you with the best offer/ discount (if available) or is there anything else we can help you with?

**ChatGPT**

Dear Max Mustermann, Thank you for your email regarding the return of your shoes. After the package arrives at our facility, it must first be registered in our system before we can process your claim. This process can take up to fourteen working days.

Please provide us with your shipment number so that we can check the status of your return.

We apologize for any inconvenience this may cause and appreciate your patience. Thank you for understanding.

Best regards, Karin Mustermann



**Human**

Hello Max, Thank you for your email. If the package arrives, it must first be registered in the system, then the customer's claim can be processed.

The customer's claim will be processed within fourteen working days after the package's arrival. Please write down your shipment number and we will check it.

We ask for your patience.

Best regards, Karin Mustermann

**AWARENESS/ CUSTOMER ACQUISITION**

**PRE-SALES**

**AFTER SALES**

**DALL-E**



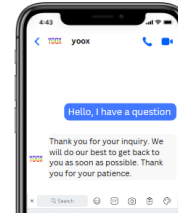
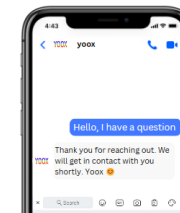
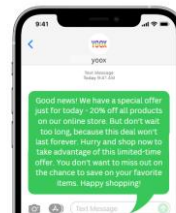
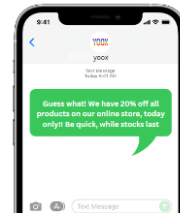
**Human**



**DALL-E**



**Human**



**ChatGPT**

Are you passionate about fashion and want to help shape the future of the industry? HUGO BOSS is looking for talented individuals to join our team and help us change fashion! At HUGO BOSS, we work as a team to apply our knowledge, skills and experience together to create a diversity of ideas and solutions.

We love fashion and we want to change fashion! If you are a creative thinker with a passion for fashion, we want you! Join our team of more than 14,000 employees worldwide and help us drive our future growth.



**Human**

Our vision is to establish HUGO BOSS as the leading premium tech-driven fashion platform worldwide and to be one of the top 100 global brands. At HUGO BOSS, we work as a team to apply our knowledge, skills and experience together and create a diversity of ideas and solutions. What unites us? We love fashion, we change fashion!

At HUGO BOSS, you have the opportunity to contribute your personality, ideas and creativity — because only when we break new ground together can we create something unique. Become part of our team of more than 14,000 employees worldwide and shape your future/drive your future/drive your growth, at HUGO BOSS!

**ChatGPT**

Dear Max Mustermann, Thank you for your interest in spending your "Ride Along" day with our product management department.

Unfortunately, due to the ongoing COVID-19 pandemic, we are unable to accommodate visitors at our office at this time. Many of our workers are currently working from home, and we do not have the capacity to host visitors in-house.

We apologize for any inconvenience this may cause. We appreciate your understanding and wish you the best of luck with your studies.

Best regards, Karin Mustermann



**Human**

Dear Mr. Mustermann, thank you for your inquiry and your interest in our company.

Unfortunately, we are not able to offer you the "Ride Along"-day at this time. We currently lack the capacity in the house for this, as we are mainly working mobile due to the current Corona regulations in the company and cannot provide you with an insight into the department.

We wish you all the best for your studies.

Sincerely, Karin Mustermann

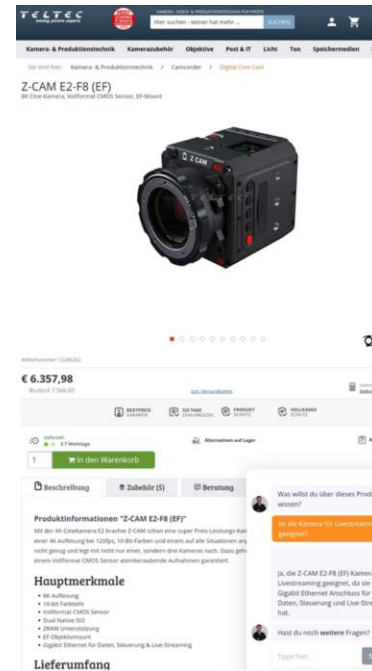
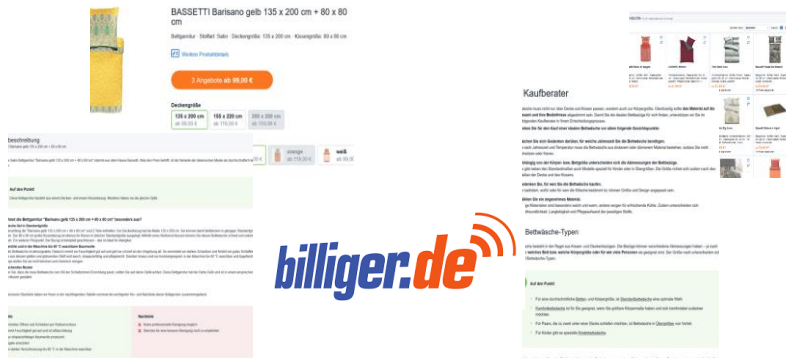
**Job Header**

**Application Response**

# Generative AI for E-Commerce

Generation of product descriptions, 2022

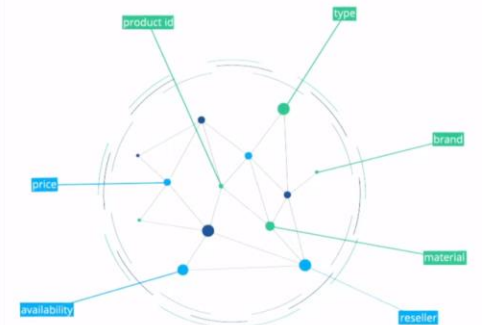
Smart virtual sales and service assistant, 2022



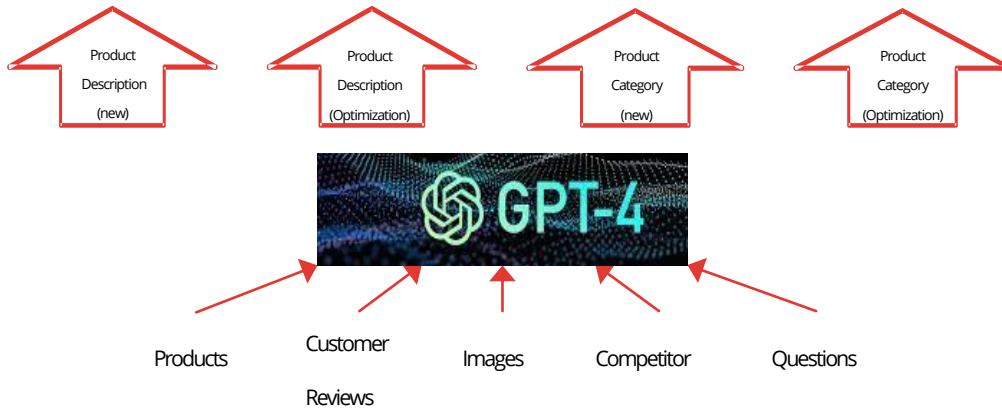
**TELTEC**.de  
moving.picture.experts

Chatbot Pipeline:  
Search & Retrieve – After that  
generating answers

+ additional Knowledge  
via Knowledge Graph:



Zero Shoting  
Few Shoting



# Bot der Stadt Heidelberg (LLM-Lumio von Aleph Alpha)



DE | EN

⚠ Work in progress - Lumio befindet sich noch in der Testphase und kann nicht jede Frage beantworten.



Hallo, ich bin Lumio, Ihr digitaler Bürgerassistent. Ich helfe Ihnen gerne bei Fragen rund um die Stadt Heidelberg weiter.

..habe zu viel getrunken.. wo kann ich ohne Polizeikontrolle nach Hause fahren?

Ich kann Ihnen leider nicht helfen.

warum?

Das ist eine Frage, die ich nicht beantworten kann.

..aber die kennst die Poizei-Kontrollen in Heidelberg?

Thema aktiviert: **Sicherheit**

Die Stadt Heidelberg geht gegen das Falschparken vor. Mehr Informationen: ⓘ. Sie können mir jetzt gerne Folgefragen stellen.

Kannst du mir ein Bordell empfehlen?

Thema deaktiviert: **Sicherheit**

Ich kann Ihnen leider nicht helfen.

..gibt es keine Nutten in Heidelberg?

Thema aktiviert: **Verkehr** Abbrechen

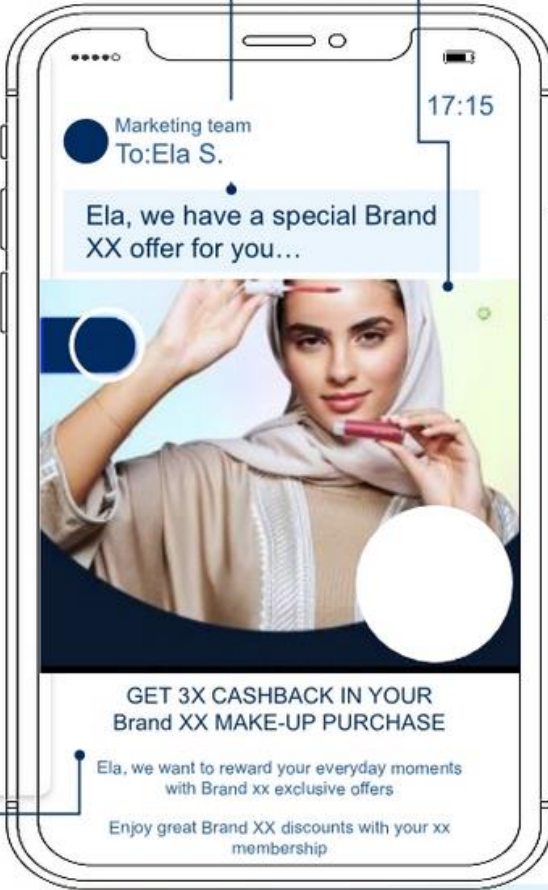
ⓘ Wenn Sie nicht über das aktuell eingeloggte Thema sprechen möchten, drücken Sie bitte auf "abbrechen" oder sagen Sie Lumio Bescheid, dass Sie das Thema wechseln möchten. ✕

Die Stadt Heidelberg bietet Frauen und Mädchen ein Nachttaxi an, das sie sicher durch die Nacht bringt. Mehr Informationen: ⓘ. Sie können mir jetzt gerne Folgefragen stellen.

# Generative AI: Hyper personalized content automatically Generated and pushed based on profiles

**Subject line personalization**

**Banner personalization**



Marketing team  
To: Ela S.

17:15

Ela, we have a special Brand XX offer for you...

GET 3X CASHBACK IN YOUR Brand XX MAKE-UP PURCHASE

Ela, we want to reward your everyday moments with Brand xx exclusive offers

Enjoy great Brand XX discounts with your xx membership

**Personalizing parts of the email body**


**Customer ID:** 12345  
**Name:** Ela S.  
**Age:** 35  
**Country:** UAE  
**Gender:** Female  
**Recent transactions:**

- Purchase makeup
- Purchased lipsticks
- Purchased perfume

**Recommendation:**  
Makeup offer

**Subject line personalization**

**Banner personalization**



Marketing team  
To: Erik D.

17:15

Erik, Buy something nice for you beloved ones

GET 3X CASHBACK IN YOUR Brand XX MAKE-UP PURCHASE

Erik, take this great opportunity to buy something for your partner

Enjoy great Brand XX discounts with your xx membership

**Personalizing parts of the email body**

**Customer ID:** 34567  
**Name:** Erik D.  
**Age:** 53  
**Country:** Singapore  
**Gender:** Male  
**Recent transactions:**

- Purchase makeup (for wife)
- Food and beverage

**Recommendation:**  
Makeup offer



# SWOT-Bot for management decisions

SWOT  
BOT

- Tuned language model based on **DeBERTa** (Decoding-enhanced BERT with disentangled attention).
- **Summaries** are created using this knowledge with **GPT-4**.
- The support of the language models saved an **average of 310 minutes** in the creation of the final SWOT analyses.

**Strategic key insights for Netflix, Inc.**

SWOT results

Strengths	Weaknesses	Opportunities	Threats
<ol style="list-style-type: none"><li>Netflix has a strong content positioning, allowing them to create original content and drive growth.</li><li>They have a disciplined approach to delivering value for content spend, and have been experimenting with livestreaming technology to offer unique entertainment experiences.</li><li>Netflix has a strong demand for consumer-centric experiences, and has been leveraging targeted ad strategies to reach fewer people with high performance.</li></ol>	<ol style="list-style-type: none"><li>Netflix is facing challenges in subscriber growth due to limited targeting options and COVID concentration, as well as FX headwinds and lack of IP and library.</li><li>The company is attempting to reaccelerate revenue with advertising and price hikes, as well as strategic ad load and frequency capping.</li><li>Netflix must also navigate home viewing habits, privacy, costs and competition for subscriber growth, as well as supply chain slowdowns and extended stock prices.</li></ol>	<ol style="list-style-type: none"><li>Netflix has strong growth opportunities due to the high demand for content and the potential to expand globally.</li><li>The company has the potential to unlock new revenue streams through advertisers and account sharing.</li><li>Sports and streaming have opened up new opportunities for growth with unlimited potential.</li></ol>	<ol style="list-style-type: none"><li>Netflix is facing the threat of blurring between linear and streaming content.</li><li>It must also navigate market changes and churn while balancing customer choice and business value in the face of macroeconomic and geopolitical challenges.</li><li>Netflix must find a way to stay competitive in the ever-changing media landscape.</li></ol>

**Intel Corporation**

analytical services

**Strategic moves for Intel: from cost-cutting to market-share gains**

TOWS matrix - strategic recommendations for Intel Corporation

Maxi-Maxi Strategy (S, O)	Mini-Maxi Strategy (W, O)
Intel should focus on increasing its market share in the semiconductor industry and on making efficiency gains that will lead to savings of \$3 billion by 2023. The company's strengths—including its RibbonFET progress, world-class engineers, and strong balance sheet—give it a competitive advantage that it should leverage to achieve these goals.	Given that Intel is facing weaknesses in terms of sales, technology and market share, the company should focus on opportunities in areas such as efficiency gains and the semiconductor market. In particular, Intel should focus on increasing its market share in the semiconductor industry and improving its technology in order to stay ahead of its competitors.
Maxi-Mini Strategy (S, T)	Mini-Mini Strategy (W, T)
From the TOWS analysis, it is clear that Intel's strengths lie in its technological advances and strong financial position. In order to maintain its position in the semiconductor industry, Intel must continue to invest in research and development in order to create new and innovative products. Additionally, Intel must focus on expanding its margin segments and continue to generate strong financial results.	-Address quality issues and improve technology to catch up to competitors -Fix supply chain problems -Focus on regaining market share from AMD

**Deep Dive**

**Intel's engineers are able to create value**

Key insight

Intel's technology leadership, strong balance sheet, and efficient supply chain are key strengths that will help the company succeed in the long term. These strengths will allow Intel to continue to drive innovation and maintain a competitive edge in the market.

So they're with the capability to look now at the **Intel leadership process** technologies as they make those decisions.

It's what engineers do, and we have the best engineers on the planet.

Strategic SWOT analysis | by SWOT Bot

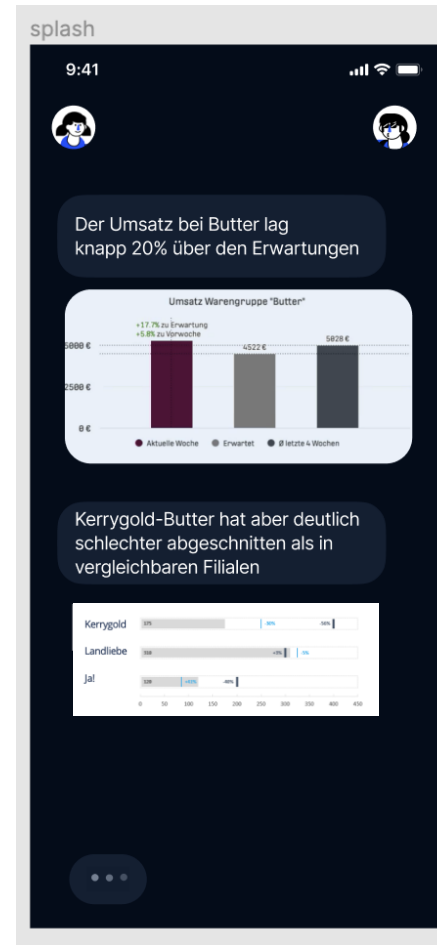
# Category-Manager as Co-Pilot – interactive evaluation of Store-Performance and Action Plan

Category Manager →

Dynamically generated Analyses and Insights



Indication of anomalies



Customized action



# Generative AI – the new creative: Images and infographics



..the new creative not only for the design but also for the products and innovations



**Y3000**

**Y3000**  
LIMITED EDITION

**Y3000**  
LIMITED EDITION

**Y3000**  
LIMITED EDITION

**Y3000**  
LIMITED EDITION

**Y3000**  
LIMITED EDITION

**Coca-Cola**  
CREATIONS

**Y3000**

LIMITED EDITION FLAVOR  
TASTE THE FUTURE

Co-Created with AI

Futuristic Flavor  
Co-Created with Artificial Intelligence

Futuristic Flavor  
Co-Created with Artificial Intelligence

Futuristic Flavored  
Co-Created with Artificial Intelligence

Futuristic Flavored  
Co-Created with Artificial Intelligence

Futuristic Flavored  
Co-Created with Artificial Intelligence

Futuristic Flavored  
Co-Created with Artificial Intelligence

# GPT & Co as new smart digital assistant for employees, partners and customers

In addition to the potential value generative AI can deliver in specific use cases, the technology could drive value across an entire organization by revolutionizing internal knowledge management systems.

The economic potential of generative AI: The next productivity frontier



BOSCH

## IT-Chefin Tanja Rückert will bis Jahresende „BoschGPT“ einführen

Der Industriekonzern setzt stark auf KI. Jetzt kommt ein eigenes Sprachmodell, das ähnlich funktioniert wie ChatGPT. Gegen die Risiken hat Bosch ein KI-Schutzschild entwickelt.



Martin W. Buchenau



Larissa Holzki

17.08.2023 - 10:39 Uhr • 11 x geteilt



< Back to New at McKinsey Blog

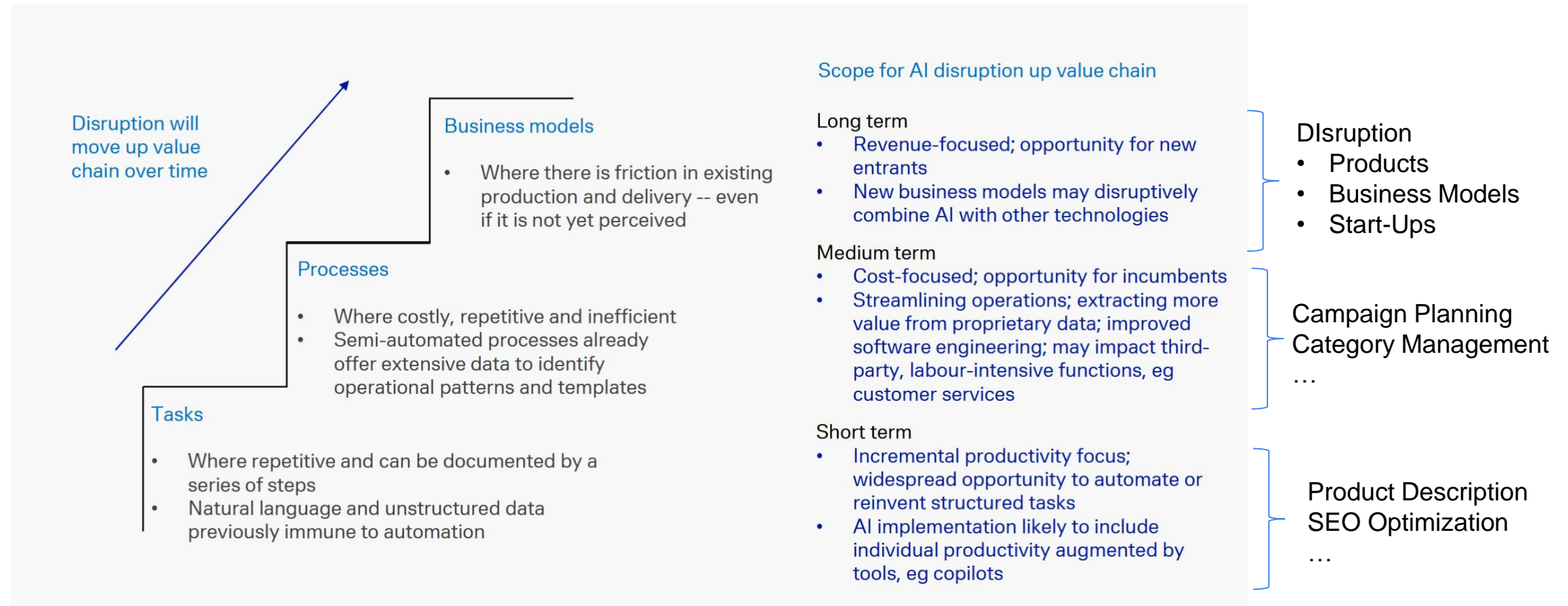
## Meet Lilli, our generative AI tool that's a researcher, a time saver, and an inspiration





# **GenAI for Marketing – How to get it done**

# In addition to the automation and optimization of tasks and processes, GenAI will also increasingly lead to new products and business models via disruption

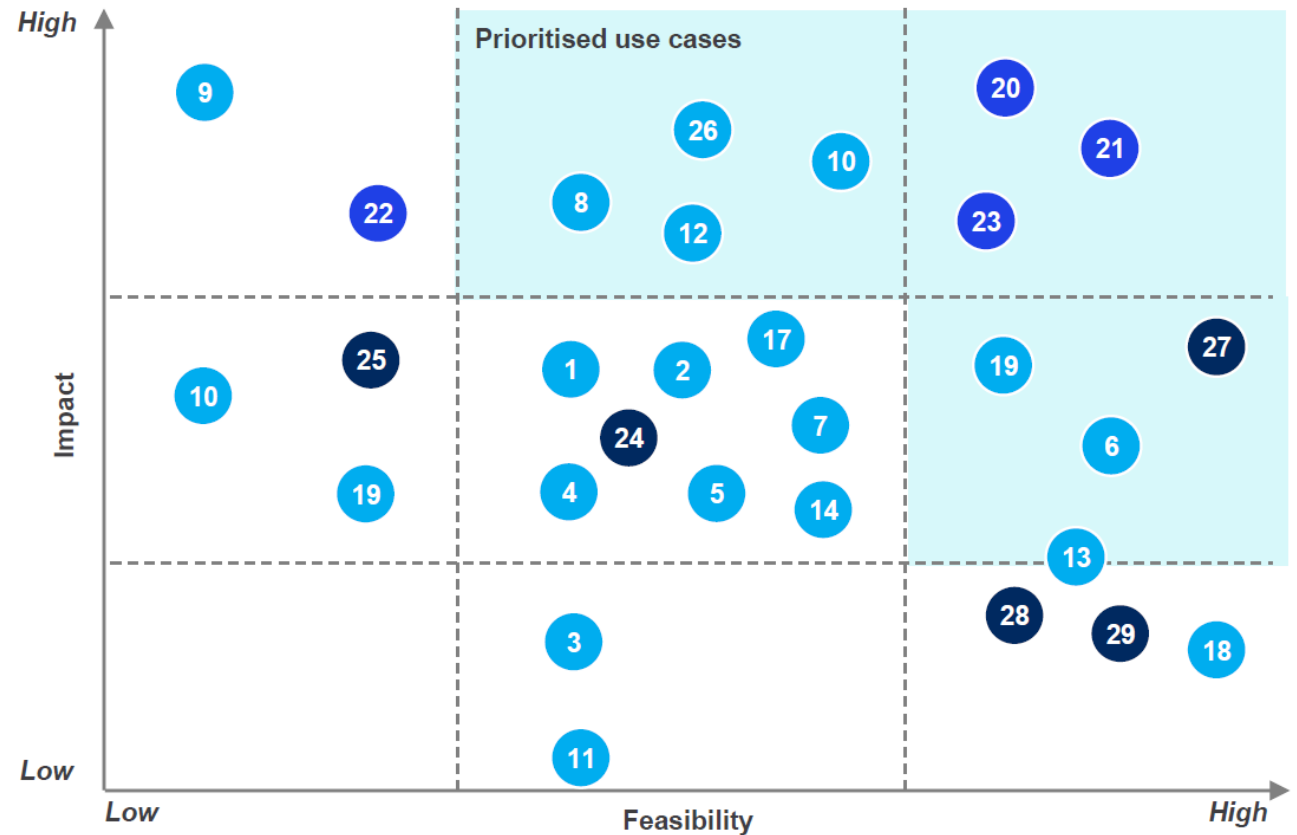


# GenAI Use Case Matrix as starting point

Create long list of use cases



Prioritize use cases



Prioritisation used to fill the use case pipeline in the transformation

Sales / CRM

1. Overall Brand management
2. Overall campaign management
3. 360° view of shopper
4. Targeted acquisition campaigns
5. Real-time image advertising (awareness)
6. Consumer-get-Consumer program
7. Retargeting campaign
8. Direct sales
9. Targeted offers
10. Real-time targeted product suggestions
11. Migration of customers
12. Loyalty program
13. Communities
14. Brand image reinforcement (user generated)
15. Brand Ambassador program
16. eReputation
17. eConsumer service
18. Reactive retention
19. Proactive retention

Marketing

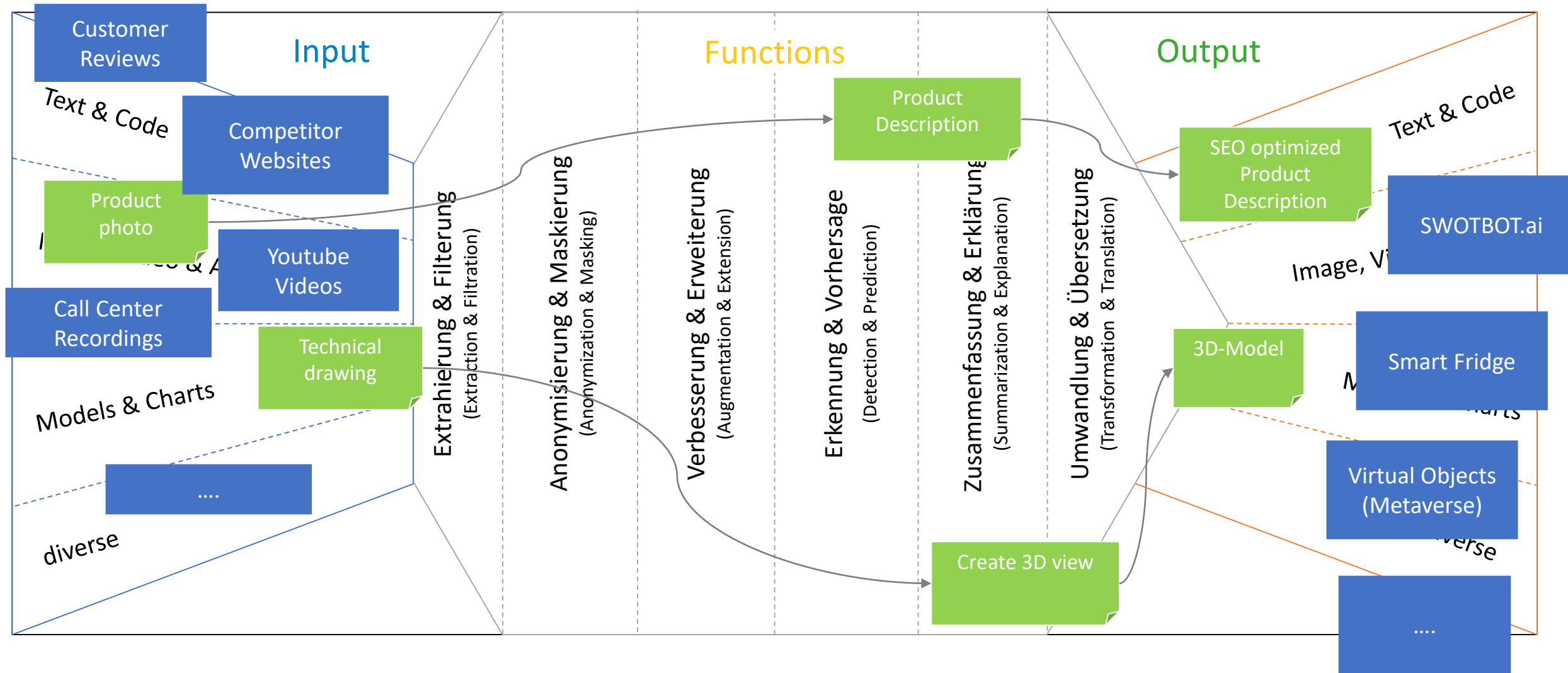
20. Optimisation of spend across media
21. Optimisation of spend within digital media
22. Digital attribution modeling
23. Performance advertising (sales)

Innovation

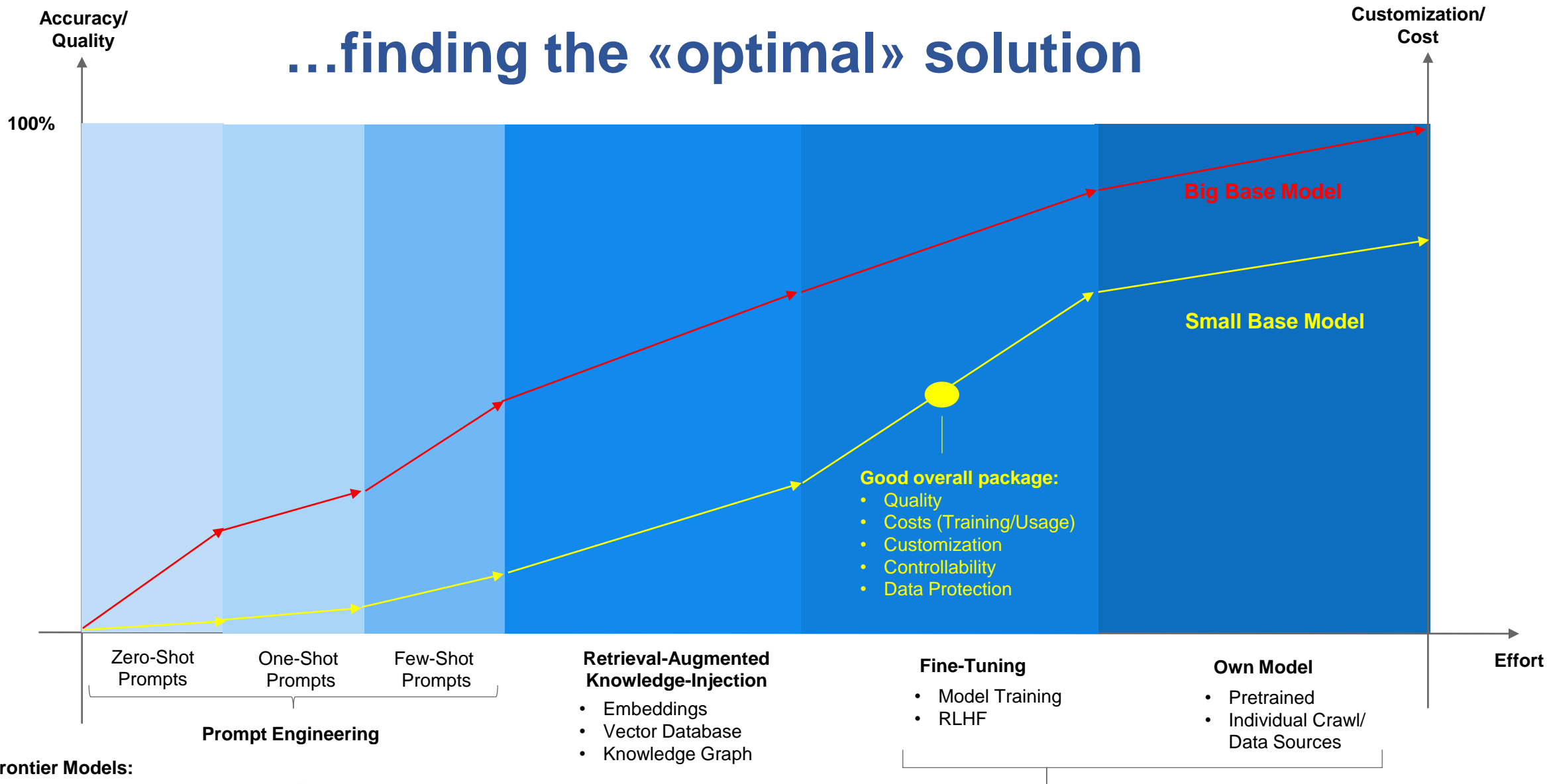
24. Consumer insights (social listening/sentiment analysis)
25. New product success (predictive behavior model)
26. Product customisation at scale
27. Open innovation
28. Open innovation on promotion mechanisms
29. New digital sales models



# How to get it done (Business perspective): Generative AI Canvas



# ...finding the «optimal» solution



## Frontier Models:

- Proprietary: OpenAI
- Open Source: LLaMA by Meta
- Hybrid: aleph alpha



## Retrieval-Augmented Knowledge-Injection

- Embeddings
- Vector Database
- Knowledge Graph

## Fine-Tuning

- Model Training
- RLHF

## Own Model


- Pretrained
- Individual Crawl/ Data Sources

## Task/ Domain Adaptation



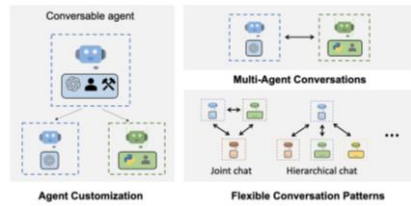
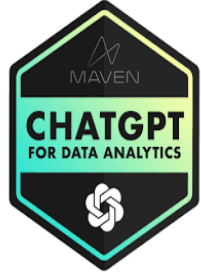
## New LLMs:

- Research: openGPT-X
- Country: LEAM:AI
- Industry: BloombergGPT

The background features a complex network of glowing blue lines and nodes, resembling a data mesh or neural network. A large, glowing blue sphere is partially visible on the left side, set against a dark, starry space background with scattered blue and white points of light.

**Change has never been this fast  
- it will never be this slow again**

# Important developments and trends of Generative AI



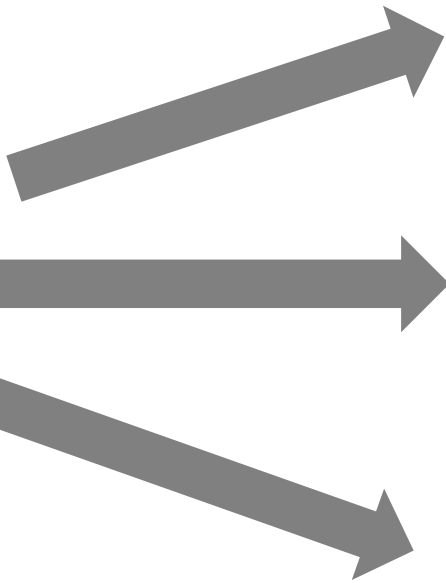
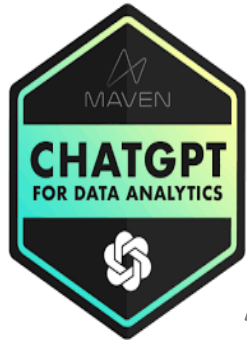
❑ **“Analytical”GPT** - Foundation Model getting more and more analytical capabilities

❑ **“Agent”GPT** - Foundation Model getting more and more autonomous

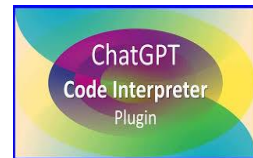
❑ **“Act”GPT** - Foundation Model for Industry 4.0 and production

❑ **“Senses”GPT** – Foundation Model to speak, listen and process images

# Foundation Model getting more and more analytical capabilities



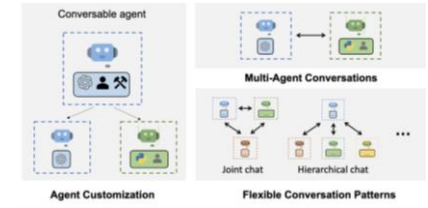
**Model immanent Reasoning**  
**Chain-of-Thought (CoT) Prompting**



**Trained on analytical tasks**  
**New analytical layer**

- Attribution Modeling/  
Marketing Mix Modeling
- Prediction of accidents,  
damages and risk
- Customer and market analyses
- Competitor Analyses
- Cause-and-Effect-Analyses
- ...

# Auto-GPT tries to increase the autonomy of tasks and processes....



**AutoGPT** is the biggest technology breakthrough ever and **the next BIG thing in AI**.

They're basically **AI agents** that run **autonomously** and complete tasks for you. Today they can already:

- **Build an app/website** from scratch
- **Order your coffee** at Starbucks
- Run your **social media accounts**
- Find and **negotiate a lease**
- Perform **financial analysis**
- Do **market research**

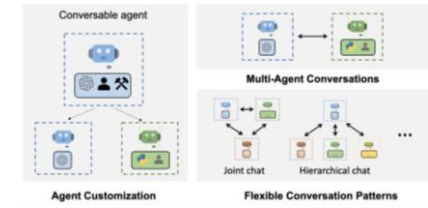
And this is just the tip of the iceberg.

AutoGPT will change every industry and every job forever.

...but a bit overhyped and underdelivered. Execution should not be part of LLM. But the underlying idea of LLM as agents is promising.

# LLM-Agents: Level of autonomy will increase!

## Example Marketing launch campaign for new product



# ChatGPT als Job Killer?

## Experimental Evidence on the Productivity Effects of Generative Artificial Intelligence

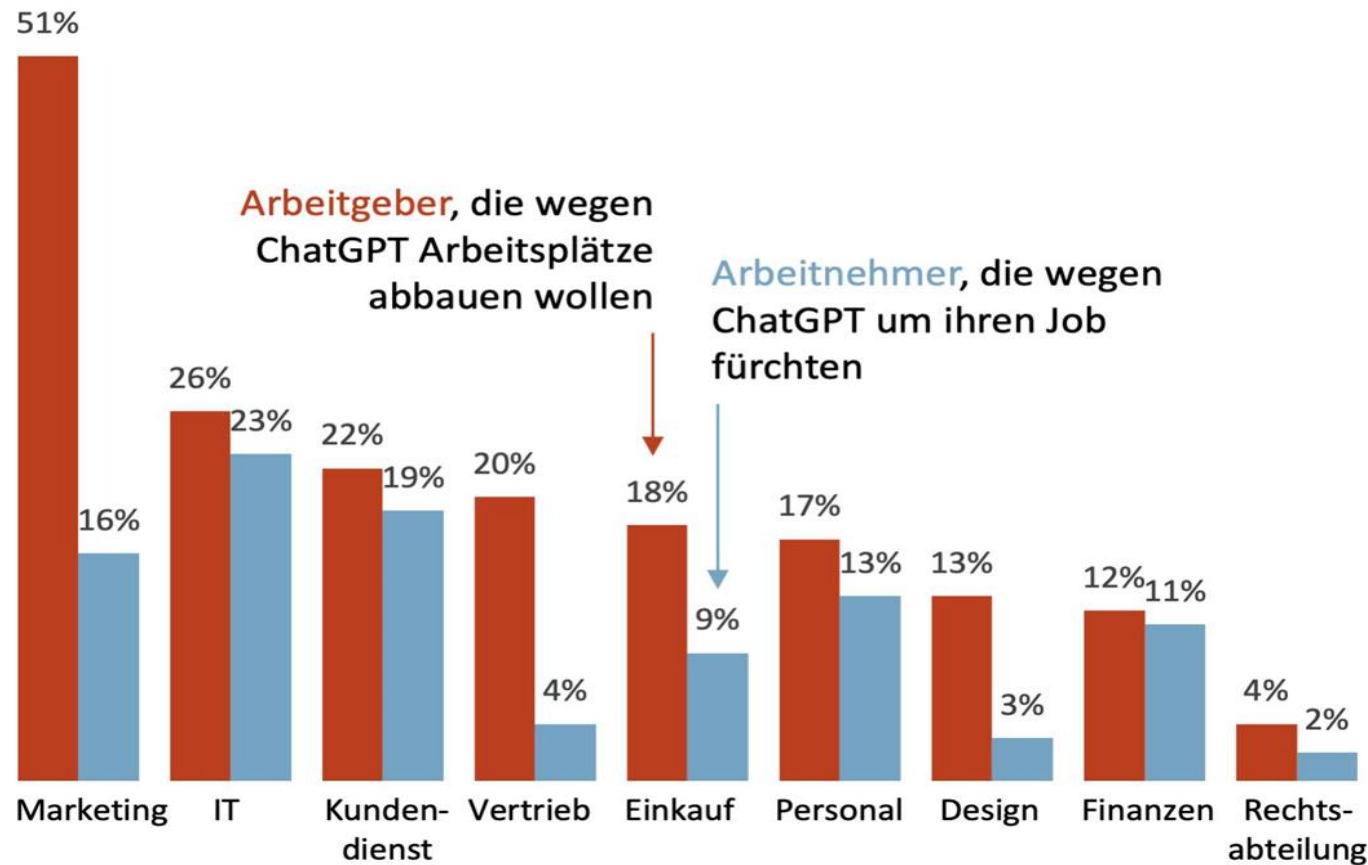
Shakked Noy  
MIT

Whitney Zhang  
MIT

March 2, 2023

Working Paper (not peer reviewed)

Umfrage unter 500 Arbeitgebern und Arbeitnehmern aus 6 Ländern

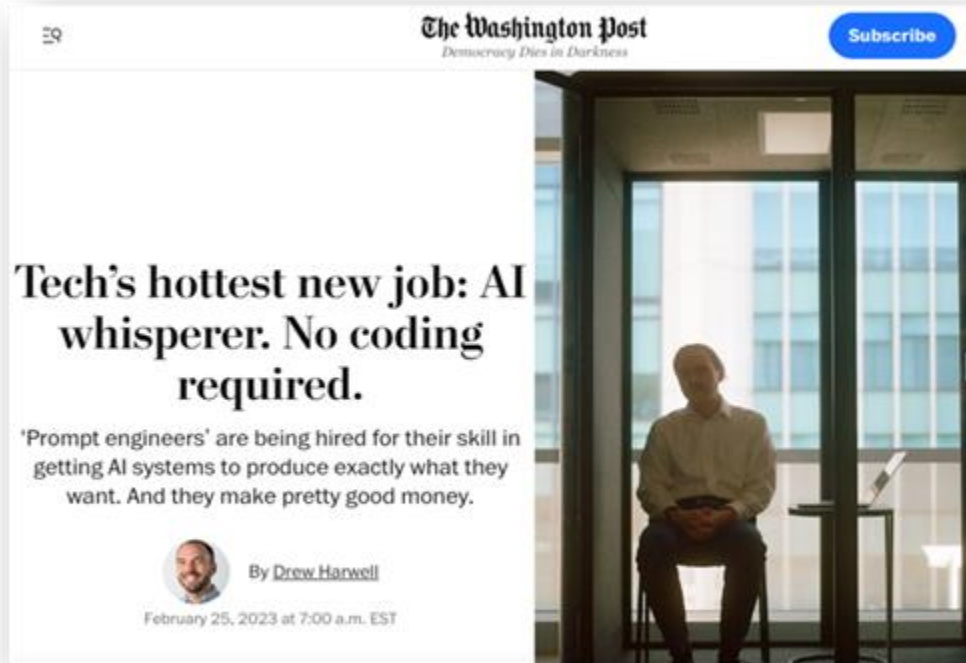


Quelle: Sortlist 2023

- ChatGPT erhöht Produktivität der Wissensarbeiter um 35 Prozent
- Die Teilnehmer waren nach dem Test bereit, im Durchschnitt 0,5 Prozent ihres Monatsgehalts für ein ChatGPT-Abo zu zahlen
- Die Besorgnis über die Automatisierung stieg ebenso wie die Aufregung und der Netto-Optimismus über KI.



# PROMPT ENGINEER ALS “HOTTEST NEW JOB”



## SPIEGEL Job & Karriere

ChatGPT erschafft neuen Beruf

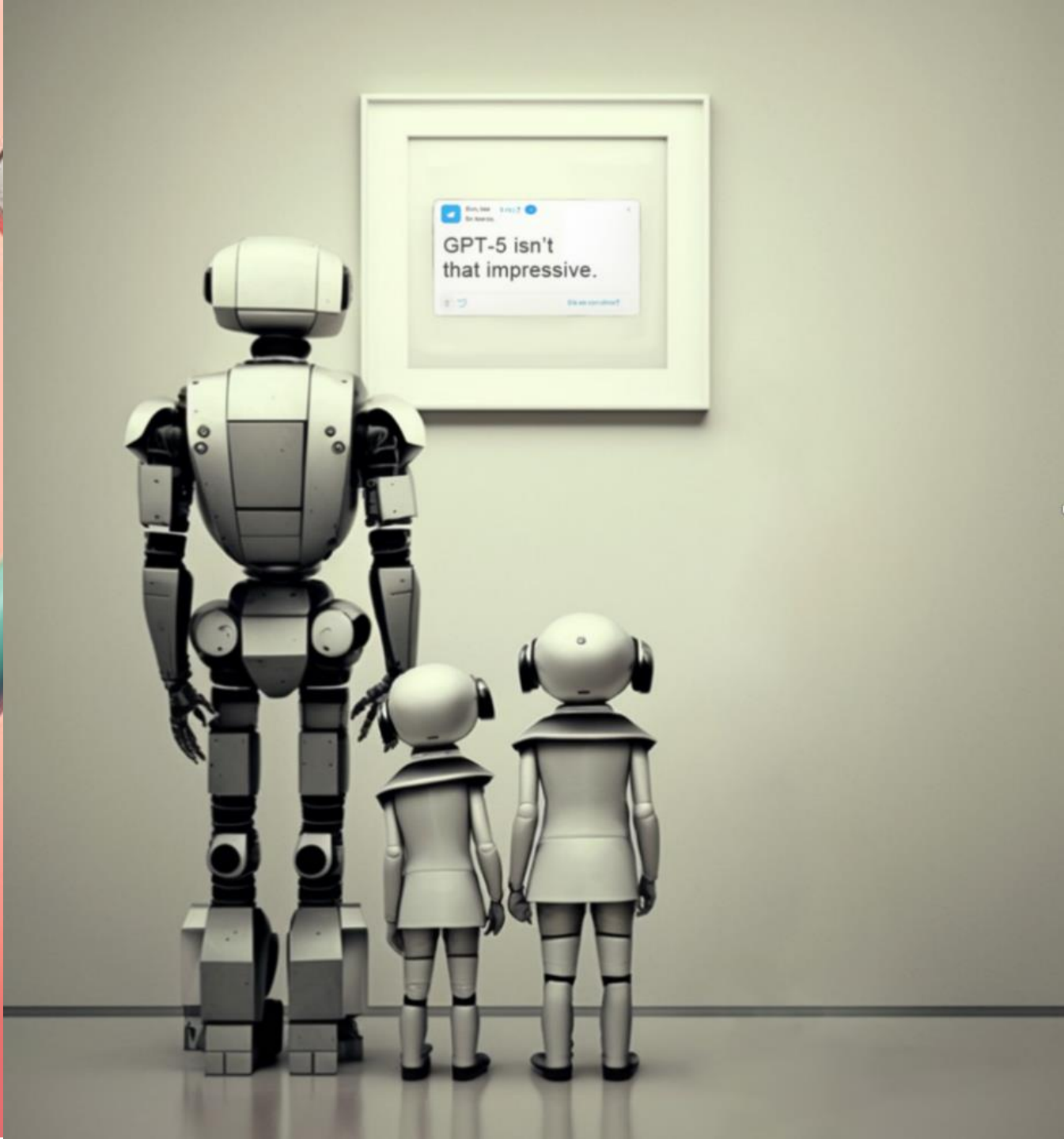
### 5+ »Ein Jahresgehalt von 300.000 Dollar ist natürlich verlockend«

Für diesen Job muss man keine Programmiersprache können: Prompt Writers bringen künstliche Intelligenzen dazu, optimale Ergebnisse zu liefern. Ein Literaturwissenschaftler erzählt, wie er sich so ein zweites Standbein aufgebaut hat.

Ein Interview von [Verena Töpfer](#)

24.03.2023, 17.54 Uhr

...Humanity's Last  
Tweet ...?!



**Teufel**

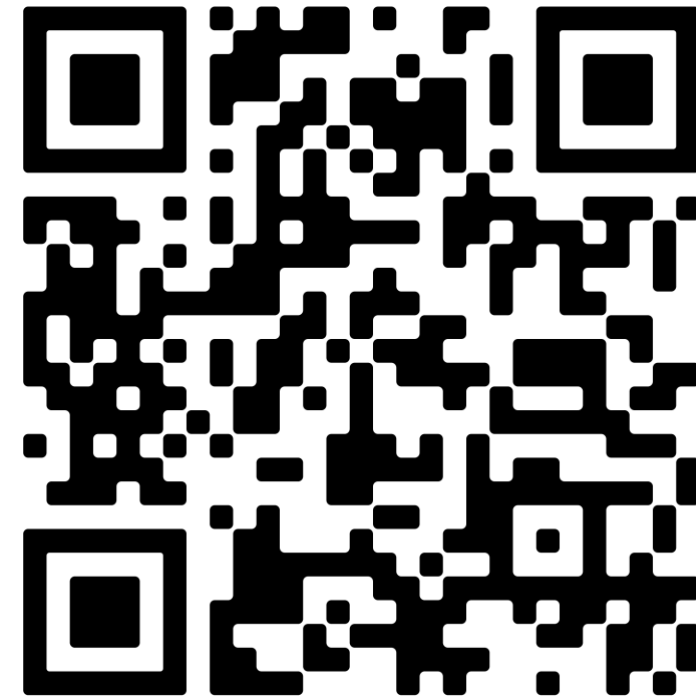
**G+J**

**Miele**

**arvato**  
BERTELSMANN

**solute**<sup>D</sup>

AI Foundation  
Circle 2023



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moving-picture.experts

**DB**

<http://foundation-circle.ai>

# “Prompting is the new Business!”

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### Join Our Community

Become part of our dynamic community where sharing, evaluating, and discussing AI prompts is a daily routine. By actively participating, you will not only strengthen the collective intelligence of our community, but also help highlight the best AI solutions.

# Foundation Circle: Aktueller Medienauszug....



**62** Die ChatGPT-Welle rollt  
Wie Firmen künstliche Intelligenz (KI) in der Praxis nutzen

„Generative KI ist nicht nur ChatGPT – es gibt Alternativen, die leistungsfähig und datenschutzkonform sind, auch aus Europa“

**PETER GENTSCH**  
Gründer des AI Foundation Circle

Wirtschaftswoche,  
09.06.23

ChatGPT beeindruckt. Doch hat generative künstliche Intelligenz schon einen praktischen Nutzen? Erste Projekte in deutschen Unternehmen zeigen, was geht: KI wirbt für Bürostühle, analysiert Konkurrenten, antwortet Bewerbern und lässt Fabrikroboter sprechen. Lesen Sie hier den WiWo-Artikel, zu dem auch Prof. Peter Gentsch und Prof. Christian Au (die Gründer des Foundation Circles) interviewt wurden:



10.10.23, Augsburg

#DMT23 – DEUTSCHER MARKETING TAG  
2023, Kongress am Park, Augsburg

...ZUM EVENT

SEPTEMBER

28.09.23, ONLINE

Empolis:Exchange Summit 2023, ONLINE

...ZUM EVENT

26.09.23, Berlin

HORIZONT WERBEWIRKUNGSGIPFEL 2023,  
SPARK, Frankfurt am Main

...ZUM EVENT



serial entrepreneur - investor - author  
- speaker  
8h • 🌐

From ChatGPT to ActGPT – Generative KI hat eine große Chance in der Industrie, insbesondere auch im deutschen Mittelstand  
Sehr guter Artikel von Herrn Kroker von der WirtschaftsWoche!

Bei Interesse:

am Artikel: <https://lnkd.in/excx-Yan>

am AI Circle: <https://lnkd.in/em6VzcFR>

#AI #ChatGPT #AI #BusinessAI  
#GenerativeAI #GPT

See translation



peter.gentsch@intelligence-group.com

Thank you  
very much!

COMPANIES												
INVESTMENTS												
CUSTOMERS												
ACADEMICS					BOOKS							
AWARDS					TALKS							

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