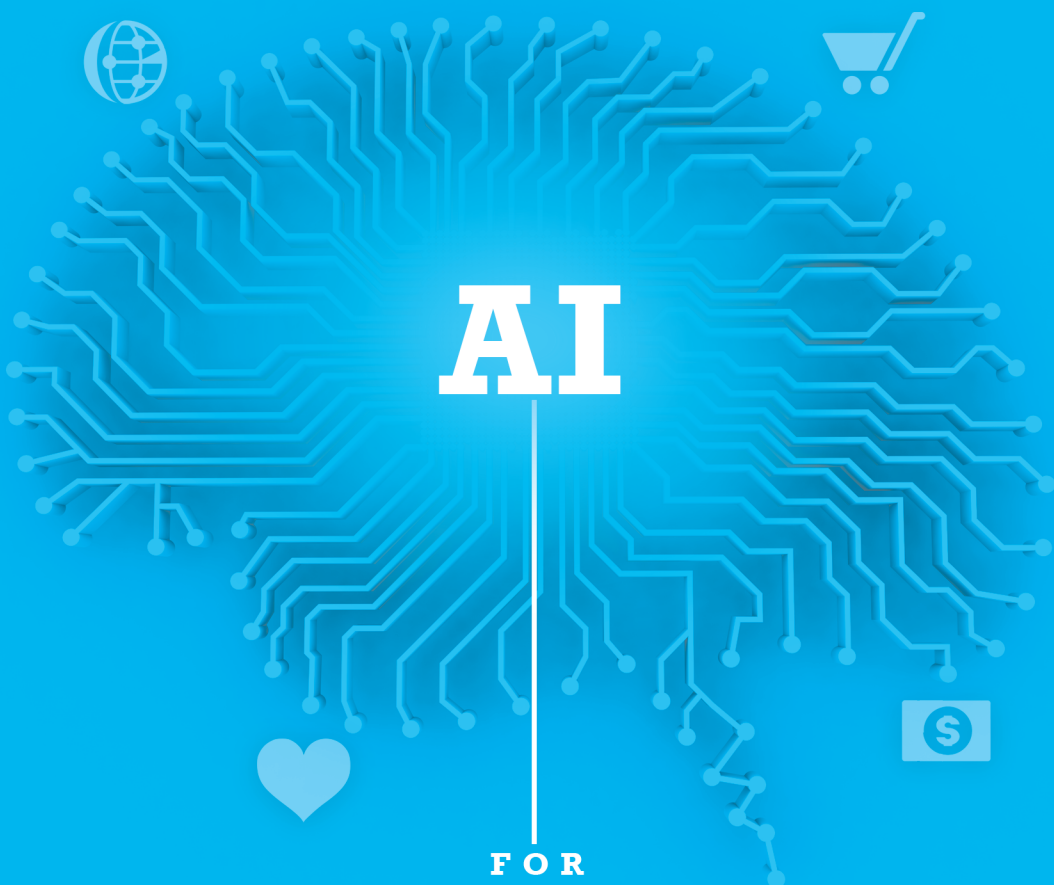


DR. A.K. PRADEEP | ANDREW APPEL | STAN STHANUNATHAN



AI

FOR

MARKETING

AND

PRODUCT INNOVATION

**Powerful New Tools for Predicting Trends,
Connecting with Customers, and Closing Sales**

WILEY

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

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ISBN 9781119484066 (Hardcover)

ISBN 9781119484080 (ePDF)

ISBN 9781119484097 (ePub)

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

Dr. Pradeep dedicates this book to his daughters, Alexis and Shane, and his son, Devin, who inspire him with their wit and humor, and to his fiancée, Mara, who inspires him with her love and boundless enthusiasm.

Andrew Appel dedicates this book to Anne, Sacha, Olivia, Henry, and Minna, who support his passion for working, and to his Mom, from whom he gets his boundless entrepreneurial energy.

Stan Sthanunathan dedicates this book to Aditya, Atishi, and Anusha for their love, and to Uma for her tolerance.

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PREFACE

Everything that civilisation has to offer is a product of human intelligence; we cannot predict what we might achieve when this intelligence is magnified by the tools that AI may provide, but the eradication of war, disease, and poverty would be high on anyone's list. Success in creating AI would be the biggest event in human history. Unfortunately, it might also be the last.

– Stephen Hawking, *Independent*, May 1, 2014

Artificial Intelligence (AI) might mean the end of mankind?!
Maybe we should head for the hills!

Or maybe the movie theater:

Sony Pictures Animation announced *The Mitchells vs. The Machines*, an AI-as-evildoer animated family comedy.

The story is: The Mitchells are a dysfunctional but loving family whose road trip is interrupted by a tech uprising that threatens mankind.

All around the world, the electronic devices people love – from phones to self-driving cars to a sleek new line of personal robots – turn on humanity. With the help of two malfunctioning robots and the family's delightfully overweight pug, the Mitchells will have to get past their problems and work together to save each other and the world.

AI has entered the cultural bloodstream for sure when Hollywood is making animated family comedies about it!

So what is the reality: Doom and destruction – or delight in the darkness of the local cineplex?

The fact is, no one really knows for sure. That simple truth alone reflects the scale and the importance that AI is already playing in our lives – and if one thing IS certain, it is that AI and its associated technologies will only become more central as the future unfolds. Optimists and pessimists can and will continue to debate the prospects for that future, as they should. But on that overarching point, they would all agree.

This book focuses on ways in which AI can be harnessed for business applications: specifically, product innovation and marketing. Chapters touch upon a myriad of business-related subjects, from pricing and promotions to the future of market research and advertising agencies. The goal is to give you, the reader, an in-depth look at what AI is, what it can – and cannot – do, and provide ideas and insights on ways in which you might apply that knowledge to your own business and your own career.

This book is written to inspire the marketing professional or product innovator. To give you the reader enough of a grasp so you can be inspired to put the book down, and think of what you can do with it. The goal is not to create algorithmic mumbo-jumbo or a litany of case studies that do not seem peripherally applicable to your day job. The goal is to inspire you to “Think Different.” You need not be a computer expert nor know your way around a line of code to extract value from the contents herein. You need only to want to gain a meaningful glimpse into the future of business, and understand how and why daily life around us will increasingly be conducted in close partnerships – seen and unseen – with the intelligent machines that are already among us.

For businesses large and small, global and local, the real question is: What are the practical implications that Artificial Intelligence and Machine Learning (ML) have for my company? How can they best

be put to work to gain a competitive advantage in today's increasingly digitally driven economy? What do smart marketers want and need to know about the fascinating fields of AI and ML in order to understand and apply them to real-world business challenges?

This book is based on real-life examples of AI and ML at work. Techniques described in the book have become algorithms. The book describes the complementary disciplines of ML and AI so that readers can gain a better grasp of the new world we are already living in. This book outlines the resources, the skills, the best practices, the terminology, and the metrics required to harness the unparalleled and rapidly expanding power of these twin technologies.

But beyond serving as a marketer's primer on this most timely subject, this is also a book that seeks to encourage the creative community to embrace and employ AI and ML in ways that speak centrally to the human mind and spirit. There is a reason the word "elevate" is used in these pages.

The most effective sales methods, messages, and new product ideas are those that resonate most deeply and meaningfully with consumers at the non-conscious level. AI and ML can deliver tools that aid both marketers and creatives in discovering and developing those messages and product innovations.

The book is not a repeat of well-understood marketing techniques and terminology, but rather looks at the same areas through the lens of Machine Learning and Artificial Intelligence.

This is not a coffee-table book. This is a *desktop* book – designed to be an at-hand resource, a reliable guide, and a source of inspiration for successful product innovation and marketing in the exciting new Age of AI.

ACKNOWLEDGMENTS

From Dr. Pradeep

Profound and meaningful conversations with Professor George Lakoff at Berkeley, Professor Rajiv Lal at Harvard, and Professor Shankar Sastry at Berkeley.

Colleagues and friends at Unilever, Coca-Cola, Johnson & Johnson, Hersheys, Nike, Clorox, Red Bull, Chanel, Starbucks, Miller Coors, Home Depot, Rag & Bone, and ITC India, who contributed ideas, thoughts, and inspirations.

Daphne, Dev, Ying, David, Daniel, Mithun, Katy, Chris, Jared, Eric, Ellen, Luca, and Rachael in the United States, and Anirudh, Susmitha, Sathishkumar, Rajendran, Sugumar, Prem, and Jai in India, who make MachineVantage and its algorithms hum every day producing insights that fill the pages of this book.

Bob, Piyush, Ash, Jose Carlos, Krishnakumar, and Nishat at IRI for hours spent in debate and conversation over wine.

Tom Robbins for tinkering with thought itself.

Olivier, Ian, Andrew, Stan, Ben, and Russ who made all of this possible by investing in MachineVantage.

Wisdom and wit of my co-authors!

Sunrises on the island of Paros in Greece, great beer in London, wine in Napa, sunsets on Stinson Beach, and pizza in Chicago that inspired content in the book.

From Andrew Appel

Colleagues at IRI whose desire to disrupt industries makes cutting-edge innovation happen every day.

Ash Patel, whose technological genius is unmatched for teaching me everything about Big Data, AI, and Machine Learning.

My executive team, who every day works with our clients to help accelerate data-driven, machine-augmented decision-making in companies.

To the field teams of IRI who help consumers make better buying decisions.

Board members of New Mountain Capital for the vision and courage to hit the “Go Button” so many times as we race in the Age of the Algorithm.

From Stan Sthanunathan

Leadership team of CMI for embracing new ideas and concepts with an open mind.

Paul and Keith, for sponsorship and support of scholarship and professional growth.

Supplier ecosystem for partnership and sharing of knowledge.

INTRODUCTION

There is such a volume of information, speculation, hype, fear-mongering, and futuristic fantasies surrounding Artificial Intelligence. A simple description penned in 1968 by Stanley Kubrick and Arthur C. Clarke in *2001: A Space Odyssey*, with added comic relief from state-of-the-art systems, seems like a good place to start.

Dave Bowman: Hello, HAL. Do you read me, HAL?

Alexa: I cannot read you, would you like to buy a book?

Siri: Hello, HALLO – greetings.

HAL: Affirmative, Dave. I read you.

Dave Bowman: Open the pod bay doors, HAL.

Alexa: Coffee pods are on sale, \$19.99/lb, shall I order one?

Siri: iPods once open will lose warranty.

HAL: I'm sorry, Dave. I'm afraid I can't do that.

Dave Bowman: What's the problem?

Alexa: There is no problem.

Siri: I am sorry, I don't understand that. Please try again.

HAL: I think you know what the problem is just as well as I do.

Dave Bowman: What are you talking about, HAL?

Alexa: What would you like to talk about?

Siri: Sorry for being obtuse.

HAL: This mission is too important for me to allow you to jeopardize it.

Dave Bowman: I don't know what you're talking about, HAL.

Alexa: I am sorry you don't know what you are talking about.

Siri: Don't worry about it.

HAL: I know that you and Frank were planning to disconnect me, and I'm afraid that's something I cannot allow to happen.

Dave Bowman: Where the hell'd you get that idea, HAL?

Alexa: Hell hot sauce available to order. Shall I place the order?

Siri: I am afraid I don't know the answer to that.

HAL: Dave, although you took very thorough precautions in the pod against my hearing you, I could see your lips move.

Dave Bowman: Alright, HAL. I'll go in through the emergency airlock.

Alexa: In case of emergency call 911.

Siri: . . .

HAL: Without your space helmet, Dave, you're going to find that rather difficult.

Dave Bowman: HAL, I won't argue with you anymore. Open the doors.

Alexa: Door openers available on sale.

Siri: Sorry, I wasn't able to find anything like that at this time.

HAL: Dave, this conversation can serve no purpose anymore. Goodbye.

Artificial Intelligence (AI) is a display of intelligence by a nonliving object, such as a machine, as opposed to Natural Intelligence, which is seen in living creatures, including humans. Artificial Intelligence itself is nothing new to the world of technology, having become officially recognized as an academic field way back in 1956.

What is new is the way people think about and actually experience Artificial Intelligence. We now recognize the virtually

limitless practical applications of intelligent machines, because we interact with them on a daily basis, often in the most mundane of ways. The Internet of Things seems to magically confer upon everyday common objects an uncanny ability to relate to us, and to adapt to human life, that makes them look intelligent. Indeed given the divisive global ideological climate, toasters seem to have more compassion and intelligence than political leaders.

The whole discipline of Artificial Intelligence was founded on the belief that human intelligence could be defined and articulated so precisely that a machine could be designed essentially to replicate it. In this case, *intelligence* is defined as the ability to continuously “learn,” thereby improving at certain skills over time. Advanced computer programs called algorithms, which are at the heart of Artificial Intelligence and Machine Learning, are sets of instructions that set this “learning” process in motion.

Then there’s this tongue-in-cheek definition:

Algorithm (noun): Word used by programmers when they do not want to explain what they did.

In 1998, an artificially intelligent device was described as any device that perceives its environment, then takes actions to optimize its chance of success at a given task. Artificial Intelligence algorithms are designed to make computers perform in such a way, leading to the appearance of intelligence.

Two key features of Artificial Intelligence are Natural Language Processing (NLP) and Natural Language Understanding (NLU).

Machine Learning (ML) involves natural language processing, as well as computer vision and image recognition. Machine Learning is a process by which a computer continually adjusts its output based on its own UX (user experience), like a chess algorithm that gets better at chess the more it continues to play, whether against a human chess player or a digital one.

Machine Learning uses statistics to develop self-learning algorithms that work by way of trial and error, but Machine Learning is nothing new to Artificial Intelligence. In fact, it's the standard approach. Machine Learning-powered algorithms are used for marketing, manufacturing, medical research, speech recognition, and many other fields. Machine Learning basically recognizes *patterns* in enormous batches of existing data (a.k.a. Big Data), and uses this information to identify *similar* patterns in future data.

To put it simply, Artificial Intelligence sets up the initial set of rules to maximize the performance of a task, while Machine Learning constantly adjusts its own actions to improve at said task.

A more recent form of Machine Learning is called Deep Learning (DL). Deep Learning typically involves multilayered neural networks to perform a variety of input–output modeling tasks. Deep Learning networks typically deal with Big Data – hundreds of billions of data points, enough to yield useful information about human behaviors.

Deep Learning typically involves an artificial “neural network,” which is a digital network that supposedly mimics a biological nervous system. Neurons are basic brain cells, the building blocks of our brains that enable us to do everything that we do, from breathing to composing symphonies.

Deep Learning techniques have led to amazing progress in signal processing, voice understanding, text understanding, and image recognition, to name a few. These are complex problems that have challenged programmers for decades. In these fields and others, more progress has been made in three years using Deep Learning techniques than was made in 25 years of old-style, rule-based Artificial Intelligence.

Deep Learning has been more successful at “modeling the mind” than its predecessors, with the downside being the “physics” of the problem is obscured in the black box. Other than validation through

data sets, the humongous “curve fit” which is Deep Learning rarely lends itself to further inquiry regarding the physics of the problem.

Natural Language Processing is an Artificial Intelligence capability in which computers interact with humans using natural-sounding human language, either in written or spoken form. This feat is accomplished by way of analyzing Big Data in order to process written or spoken “keywords” to formulate an answer. Many companies that deal in customer service these days incorporate some sort of NLP Chatbot component into their business practices. Some of these bots sound eerily human. How many of us have started talking to a caller, only to realize we were talking to a machine?

Yet, for all their seemingly magical powers, a machine is still just a machine. That vacuum cleaner can’t really *see* (and doesn’t really care about) your cat. And a car that drives itself has no idea where it is going. In fact, it has no ideas at all. It has only a series of sophisticated algorithms, which the car’s computer has been programmed to follow.

A machine merely *mimics* certain cognitive functions that human beings recognize in themselves and in other human beings, such as seeing, hearing, learning, and problem solving. Not that this isn’t hugely important and truly amazing – it is! It’s just that machines do not (and cannot) think fully and independently on their own.

Yet. Some public figures proclaim that the greatest danger to humanity from Artificial Intelligence (or any other technological advance) is that these technologies may advance to the point where they supersede humans in the power and speed of their processing, ultimately rendering us irrelevant or even extinct. Experts disagree on the threat, but it merits acknowledgement.

The latest capabilities of Artificial Intelligence include speech comprehension, autonomous vehicles, smart content curation, interpretation of complex data (including images), world class proficiency in strategic games, and bots, to name just a few among a host of impressive accomplishments. In this book we will reveal

how Artificial Intelligence and Machine Learning capabilities can be applied to marketing strategies and executions, and new product innovations. Artificial Intelligence is now not just an indispensable and ubiquitous feature of today's overall technological landscape; it is increasingly a core driver behind business success at every level of the enterprise.

The goal of this book is not only to inform you about Artificial Intelligence and Machine Learning. It is also to encourage and enable you to draw inspiration from the commercial success stories of other companies who have already put these powerful tools to work in the marketplace. Use these ideas to create new ideas of your own, and apply them directly to your marketing and product innovation practices.

Artificial Intelligence will probably most likely lead to the end of the world, but in the meantime, there'll be great companies.

– Sam Altman, quoted in “20 Great Quotes on Artificial Intelligence,” *Psychology Today*, May 18, 2018

Human creativity is unmatched, and will remain unmatched. Machines augment, support, and facilitate the expression of human genius. Augmenting human decision-making by making data accessible and by validating decisions through experiential rules collected over time, truly enable humanity to build learning capacity across generations. Physics memorializes human knowledge through the formulae accumulated and validated over time. Machine Learning and Artificial Intelligence attempt to do the same for the disciplines of marketing and product innovation.

1 Major Challenges Facing Marketers Today

Our mind is capable of passing beyond the dividing line we have drawn for it. Beyond the pairs of opposites of which the world consists, other, new insights begin.

– Hermann Hesse, Quotation.io

As much as we marvel at all the new and transformative electronic devices, social media platforms, apps, games, and digital avenues that make our lives better, more productive, more informed, and more fun today, certain basic truths about marketing and new product development persist.

Marketing is still about reaching consumers effectively, informing them, persuading them, motivating them, and ideally bringing them back for more.

New product introductions are still risky, essential, and potentially hugely rewarding.

And true innovation, in both fields, is still as alluring and elusive as ever.