



MICROSOFT ADVERTISING

Searching for Higher Machine Enhanced Marketing IQ

@JasonMillerca

Microsoft Advertising. Intelligent connections.





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NEVER MIND THE BOLLOCKS

HERE'S THE

SEX PISTOLS



Alan Turing

@JasonMillerca



Alan Mathison Turing
1912-1954

Father of Computer Science
Mathematician, Logician
Wartime Codebreaker
Victim of Prejudice

*"Mathematics, rightly viewed, possesses not only truth
but supreme beauty, a beauty cold and austere
like that of sculpture." - Bertrand Russell*

With the cracking of Germany's Enigma code:

Shortening the war

2 - 4
years

And saving an estimated

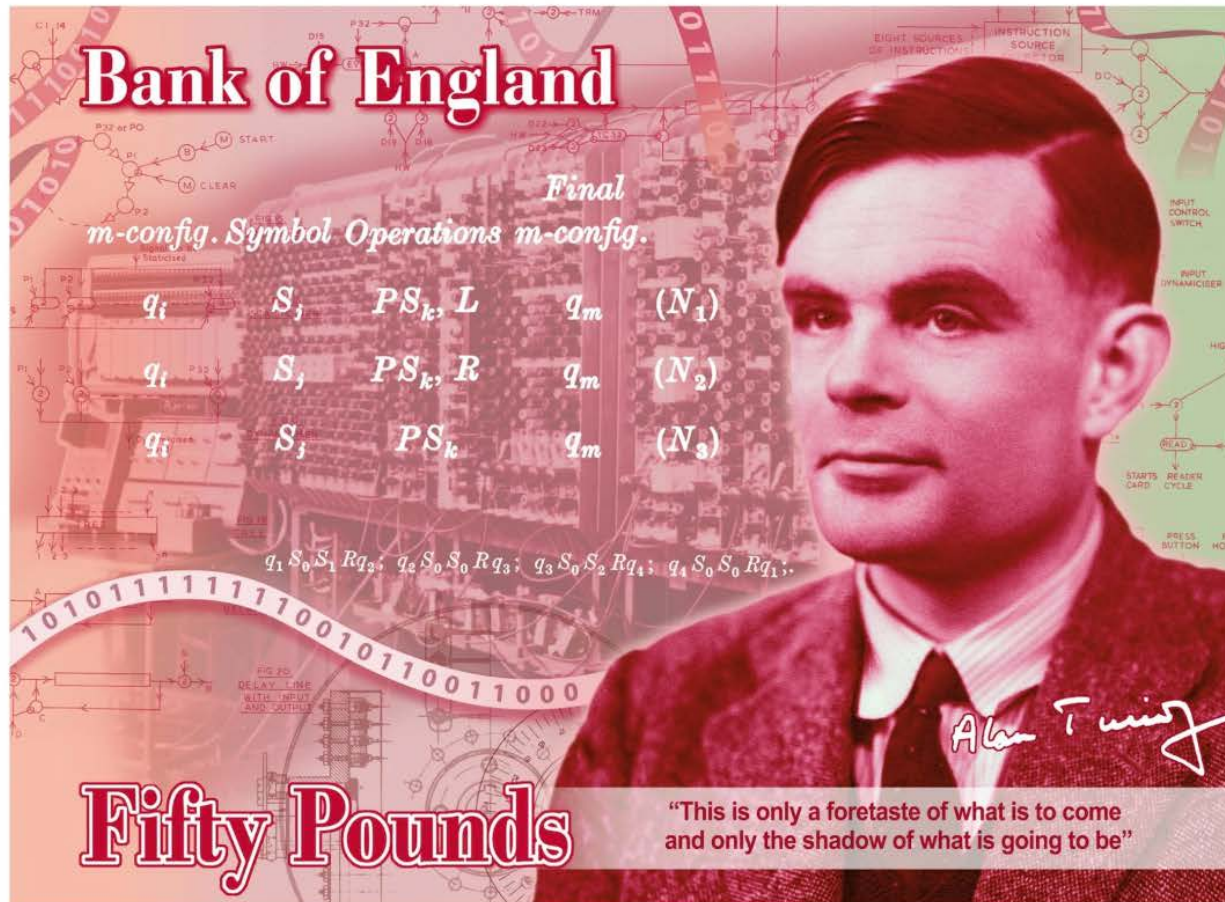
14 – 21M
lives



New £50 note celebrates 'war hero and father of computer science' Alan Turing



Save 616



Alan Turing is the new face of the £50 which will go into circulation in 2021 CREDIT: BANK OF ENGLAND





@JasonMillerca

 Microsoft

The TURING POETRY TEST

A

A wounded deer leaps highest,
I've heard the daffodil
I've heard the flag to-day
I've heard the hunter tell;
'Tis but the ecstasy of death,
And then the brake is almost done,
And sunrise grows so near
Sunrise grows so near
That we can touch the despair and
frenzied hope of all the ages.

B

A spider sewed at night
Without a light
Upon an arc of white.
If ruff it was of dame
Or shroud of gnome,
Himself, himself inform.
Of immortality
His strategy
Was physiognomy.



Artificial intelligence is here and it's getting more sophisticated every day. But Artificial Creativity doesn't exist....

**“If you want to
future-proof your
brain, make it
more creative”**

Dr. Michael Bloomfield



List of Most Important Skills 2015

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

- #1 Complex problem solving.
- #2 Coordinating with others.
- #3 People management.
- #4 Critical Thinking.
- #5 Negotiation.
- #6 Quality Control.
- #7 Service Orientation.
- #8 Judgment and Decision Making
- #9 Active Listening.
- #10 Creativity.**



List of Most Important Skills 2020

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

- #1 Complex problem solving.
- #2 Critical thinking.
- #3 Creativity.**
- #4 People management.
- #5 Coordinating with others.
- #6 Emotional intelligence.
- #7 Judgement and decision making.
- #8 Service orientation.
- #9 Negotiation.
- #10 Cognitive flexibility.



CAN A MACHINE BE BETTER THAN US?







COLLABORATIVE NOT COMBATIVE





LEXUS PRESENTS
A FILM WRITTEN BY ARTIFICIAL INTELLIGENCE

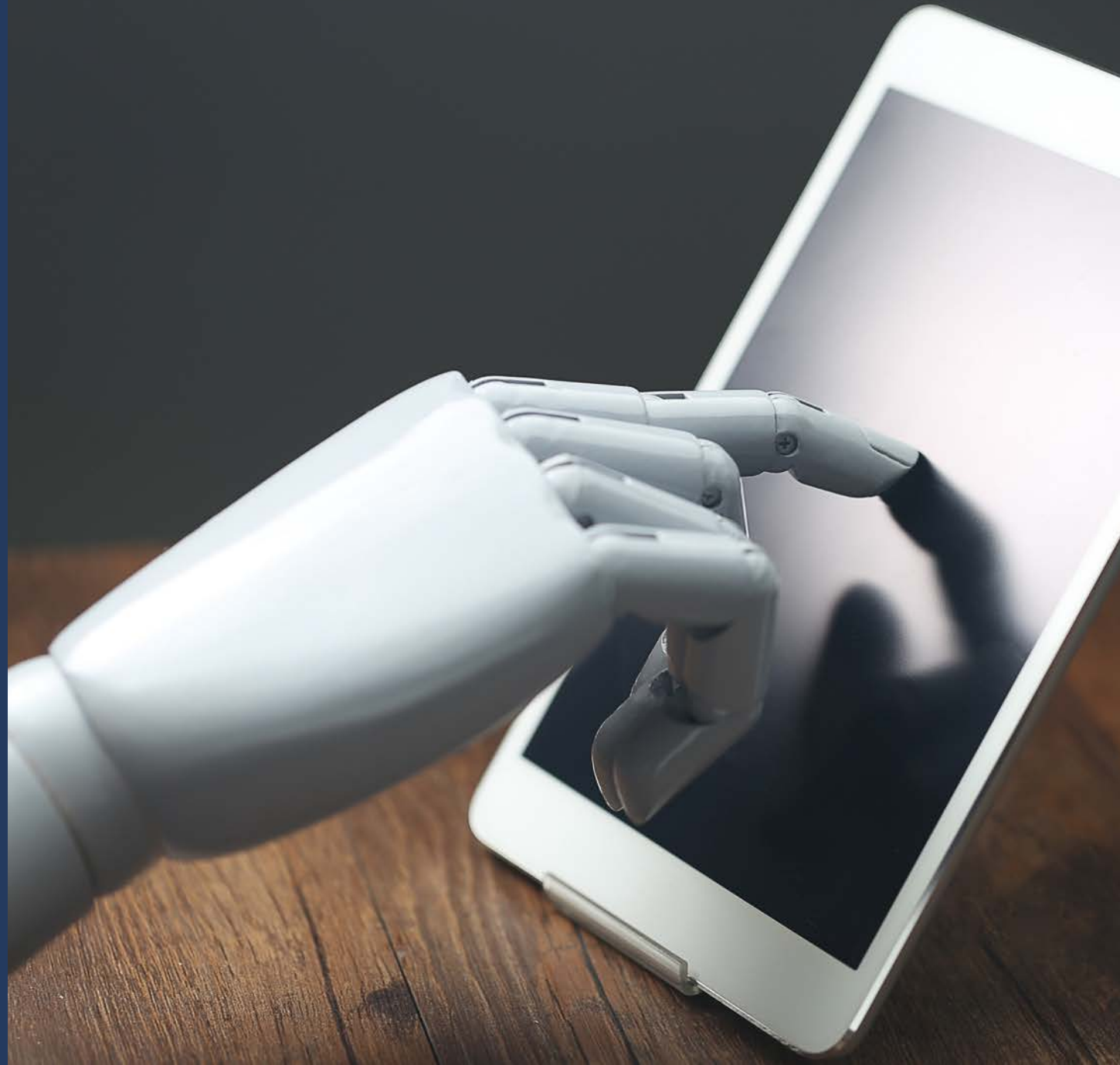
Microsoft

Creativity is the highest form of intelligence because it goes beyond knowledge recall and extends into knowledge creation



Part 1:

Tapping the potential of AI tools and experiences



Cortana's suite of AI Cognitive Skills

Give your intelligent agents a human side



Vision

Computer Vision
Content Moderator
Face & Emotion
Video Indexer



Speech

Translator Speech
Speech
Speaker Recognition



Language

Bing Spell Check
Translator Text
Text Analytics
Web Language Model
Linguistic Analysis



Knowledge

QnA Maker



Search

Bing Autosuggest
Bing Image Search
Bing News Search
Bing Video Search
Bing Web Search
Bing Entity Search



Labs

Project Gesture
Project Event Tracking
Project Academic Knowledge
Project Local Insights
Project Knowledge Exploration
Project Entity Linking

CUSTOMIZATION

Custom Vision

Custom Speech

Language Understanding

Custom Decision

Bing Custom Search



I can understand the content of any photograph and I'll try to describe it as well as any human. I'll analyze your photo, but I won't store or share it. [Learn More.](#)



Use this photo

Or

Give me the URL to an image

Go!

The Magic behind [CaptionBot.ai](#)



I think it's Glen Matlock standing posing for the camera.





I think it's Ed Kowalczyk holding a wine glass posing for the camera.





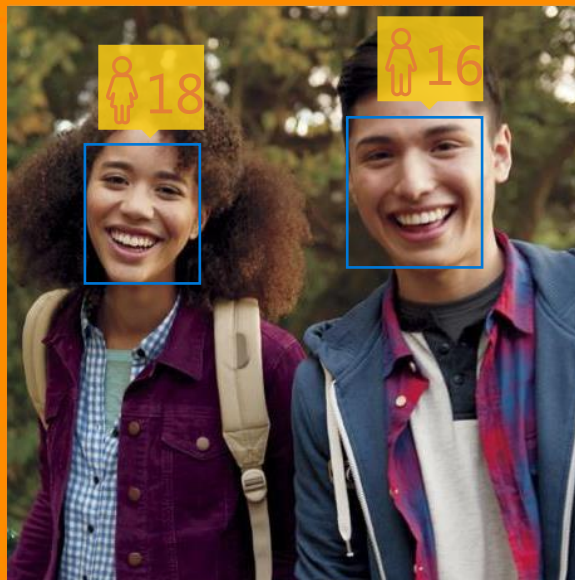
How-Old.net

HOW OLD DO I LOOK? #HowOldRobot



How-Old.net

How old do I look? #HowOldRobot



Sorry if we didn't quite get it right - [we are still improving this feature.](#)

[Try Another Photo!](#)



P.S. We don't keep the photo.

[Share](#) 2.3m [Tweet](#)

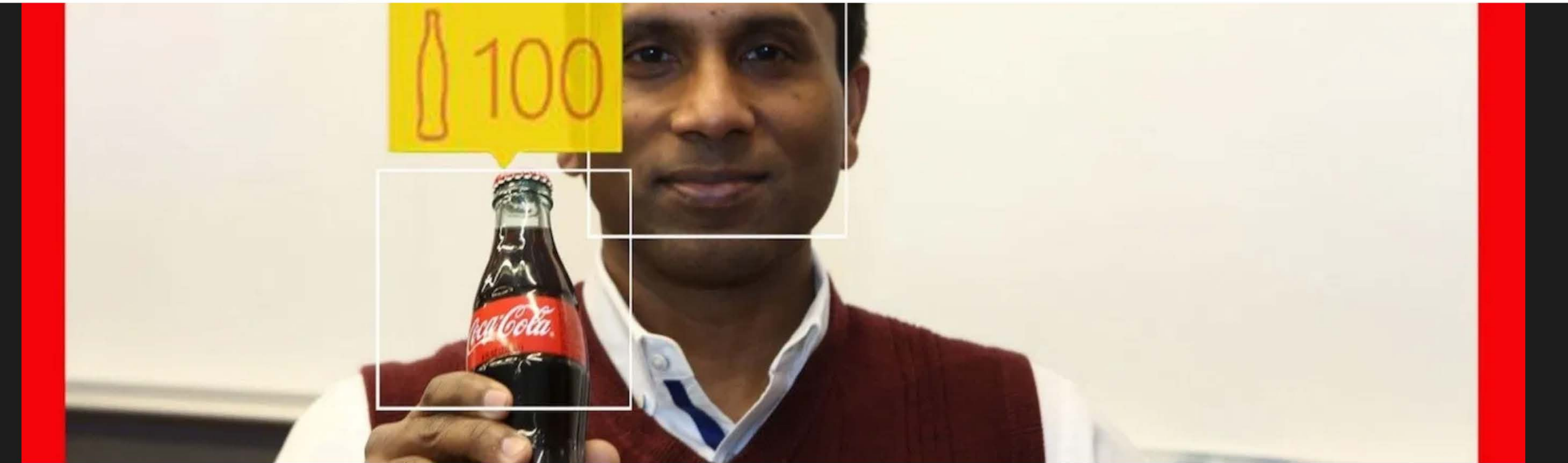
The magic behind How-Old.net

[Privacy & Cookies](#) | [Terms of Use](#) | [View Source](#)

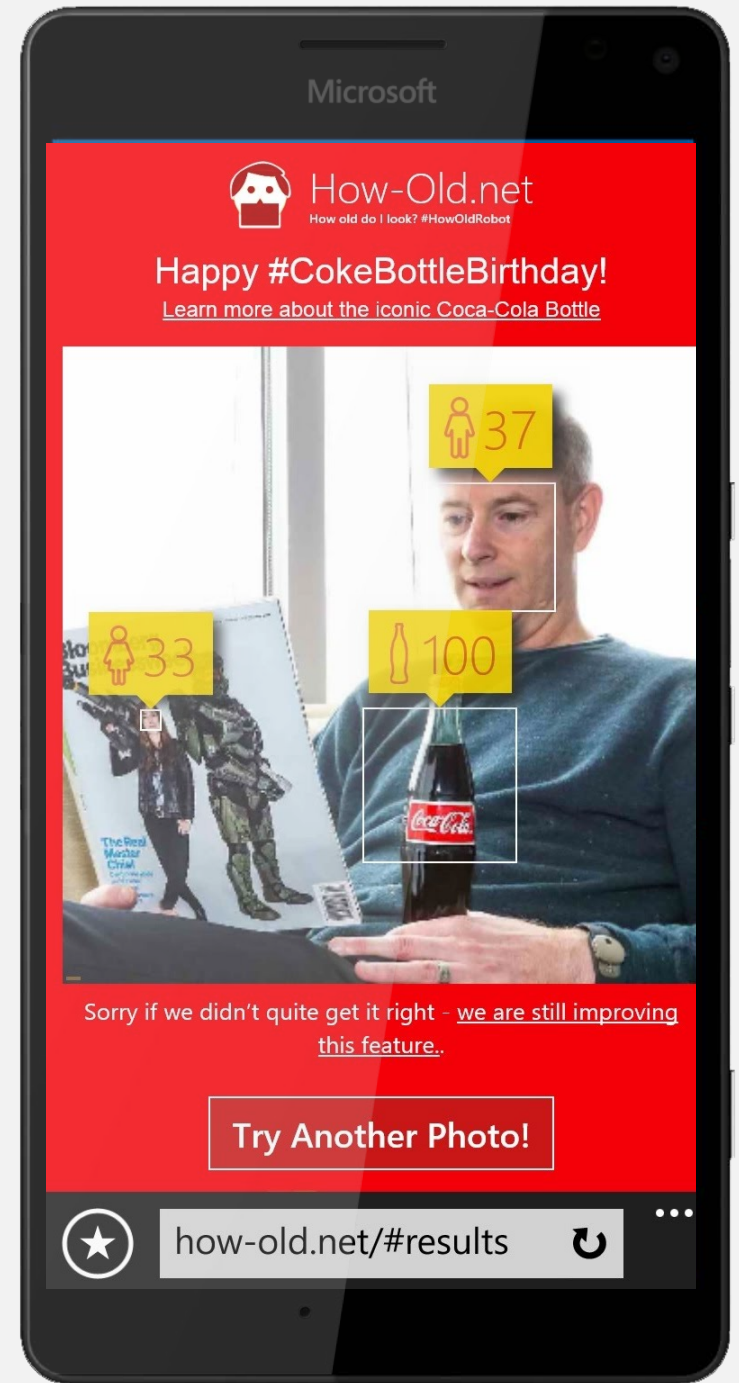


Coca-Cola's glass bottle turns 100 and parties with Microsoft's #HowOldRobot

NOVEMBER 24, 2015 *by* [Tanya Dua](#)









Marmite: Delicious sandwich spread or disgusting toe jam?



M. Paramita Lin

1/01/18 9:11am • Filed to: FOOD ▾

389

2



Photo: Ben Stansall/AFP via Getty Images

The real Marmite effect? Man captures disgusted reactions of Japanese people as they eat savoury British spread for the first time in hilarious video... and they HATE it

- Chris Broad has been working as a teacher in Japan for the past two years
- Filmed horrified reactions of people there trying Marmite for the first time
- One man declares: 'This can't be real.' Another says repeatedly: 'This is terrible!'

By [MARGOT PEPPERS FOR MAILONLINE](#)

PUBLISHED: 10:41 EDT, 17 May 2015 | **UPDATED:** 11:30 EDT, 17 May 2015



3.4k
shares

460
View comments



It looks like chocolate.







gene
project

TASTE FACE



+++ RESULTS +++

99% BORN A HATER



SHARE RESULTS

ADD PERSON

+++ RESULTS +++

85% BORN A LOVER



SHARE RESULTS

ADD PERSON

+++ RESULTS +++

94% BORN A LOVER



SHARE RESULTS

ADD PERSON

ZYSEME

DON'T JUST RECOMMEND STYLES AND SIZES. OFFER CONSUMERS THE POWER TO CREATE AND CUSTOMIZE THE CLOTHES THEY WANT. IN A ZYSE™ THAT FITS

Algorithms beat measurements







Part 2:

Quantifying the unquantifiable to empower creative decision-making





Video Indexer What's in your content

Feature set

Spoken language identification

Detect spoken language & support multi language content

Linguistic Transcript

Convert speech to text in 10 languages and allow extensions

Captioning

Create captions in three formats: vtt, ttml, srt

Two channels processing

Auto detect, balancing, separate transcript and merge to single timeline

Noise reduction

Clear up telephony audio or noisy recordings [based on Skype filters]

Transcript customization

Fit to Industry, market and domain specific terms

Keyframe extraction

Auto detection of stable keyframes in a movie

Speaker statistics & statistics

Statistics for speakers' speech ratios and who spoken when

Visual text recognition

Extract and group text that appears in video as overlay, slides or background

Keyword extraction

Find out the keywords discussed in each segment

Sentiment analysis

Compare levels of positive vs negative spoken or written moments over the timeline

Visual content moderation

Detect explicit visuals such nudity and racy content

Labels identification

Tag objects such as cat, table, car, ball etc. when they appear

Face detection

Detect and group faces in the video

Celebrity identification

Identify celebrities and see their biography

Custom face identification

Customize face identification model via image or video

Shot detection

Detect when a shot starts/ends based on visual analysis

Black frame detection

Identification of black frames in a movie

Audio effects

Identify audio effects such as clapping, silence, speech

Thumbnail extraction

Automatically extract best face selection image

Artifacts

Rich next level of details via artifact files

Brand detection

Track brand mentions in speech or on screen overheads with option to customize

Search

Understand the context of search results

Inline editing

Make manual fixes for errors detected

Translation

immediate translate of source to 54 languages

Topic inferencing

Identify main topics of the video [multi model]

Emotions identification

Detect emotions expressed in speech vocal signals

Text content moderation

Detect explicit text in audio

Widgets

Easily embed delightful widgets of the insights and player

Recommendations

Find more videos with similar people discussing similar topics

Multi language transcript

Transcript based on multiple auto identified languages

Animation detection

Identify animated characters in videos

Rolling credits

Identify closing rolling/static credits in the video

Scene detection

Identify semantic scenes in the video

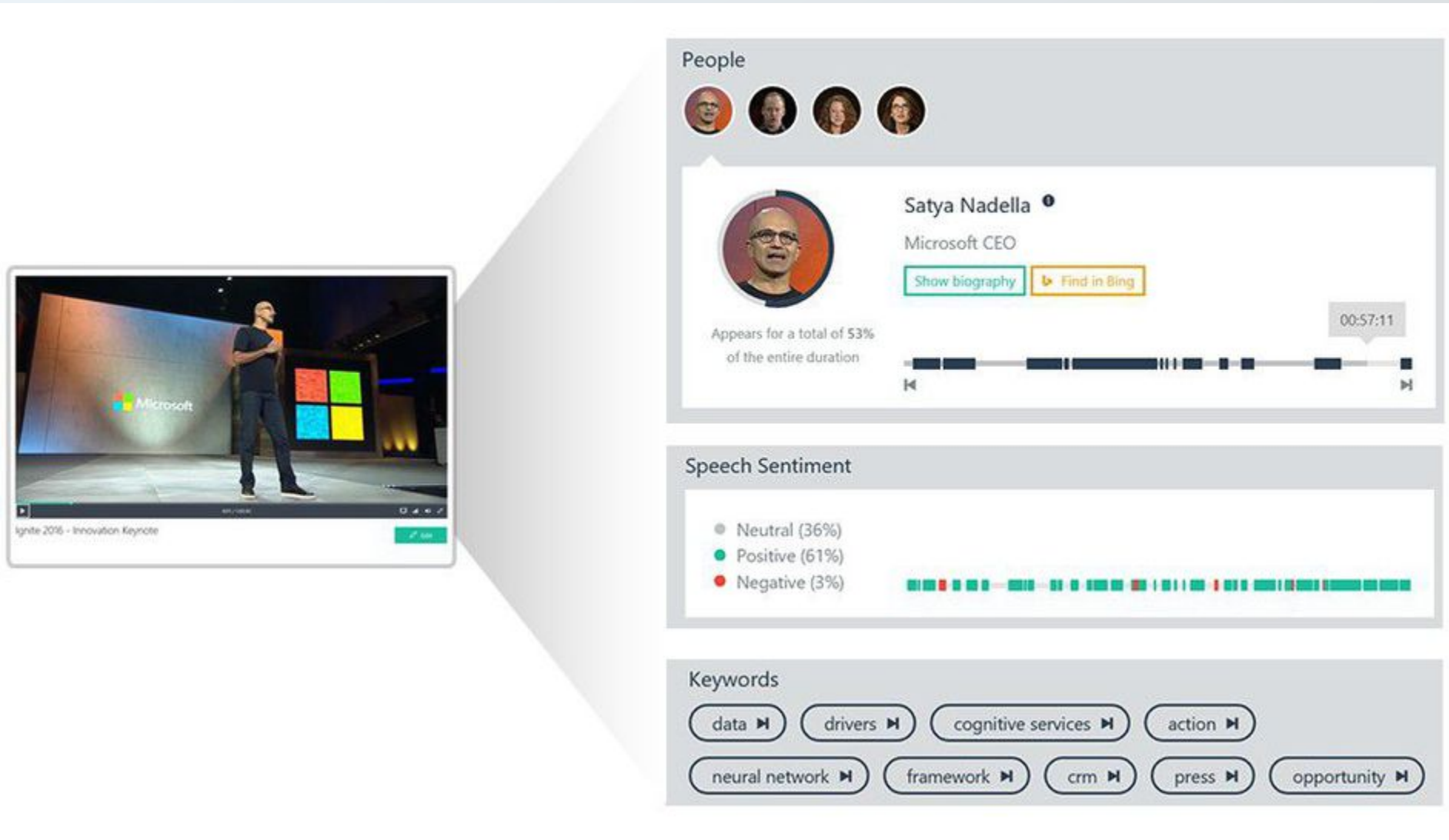
Sub-clipping

Source video is stored once for multiple playlists of videos segments

Rest API


Easily integrate with your application with REST API

Extract the transcript, speakers diarization, sentiment analysis and brands mentioned



People

Four circular profile icons are shown at the top of the 'People' section.

Satya Nadella 
Microsoft CEO

[Show biography](#) [Find in Bing](#)

Appears for a total of 53% of the entire duration

00:57:11

Speech Sentiment

- Neutral (36%)
- Positive (61%)
- Negative (3%)

Keywords

data ▶ drivers ▶ cognitive services ▶ action ▶
neural network ▶ framework ▶ crm ▶ press ▶ opportunity ▶



Zone TV Becomes the Pandora of Video Content



DSA

Dynamic Search Ads

Dynamic Search Ads

Automatically target relevant search queries based on the content of your website

Through Dynamic Search Ads, Bing identifies searchers intent and dynamically creates an ad to take advantage of those searches and sends the person to the most relevant page on the advertiser's site.

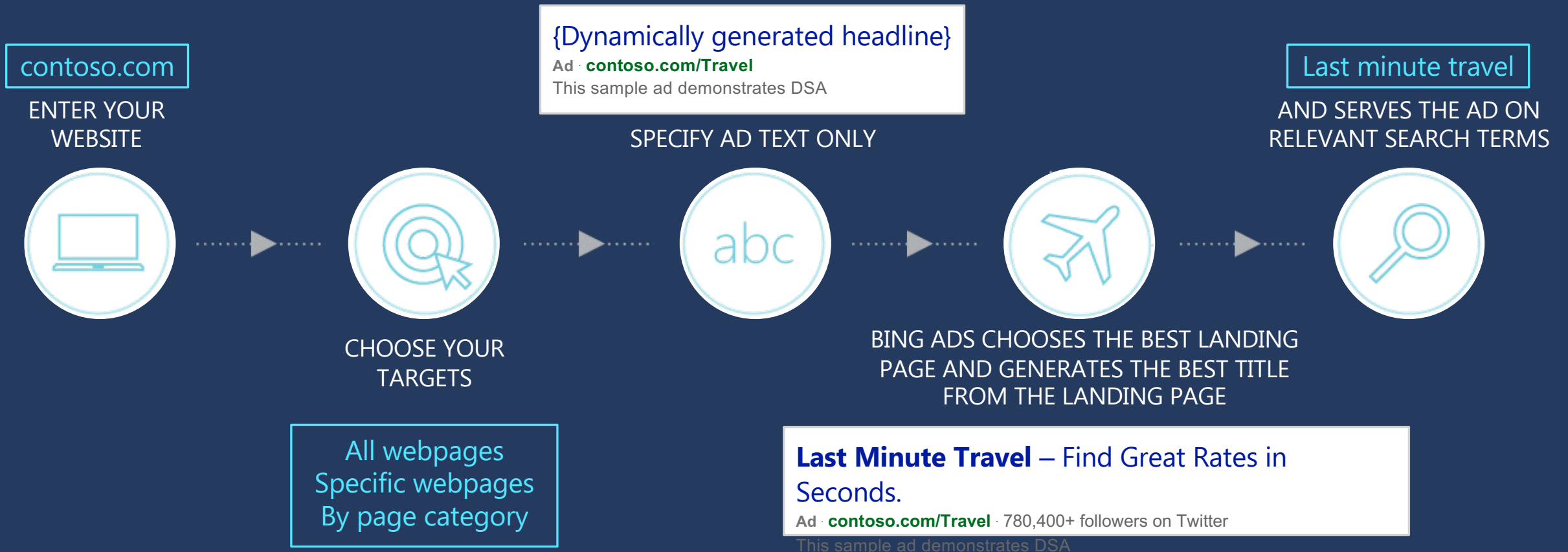
Example:

{Dynamically generated headline}

Ad · [contoso.com/Travel](#)

This sample ad demonstrates DSA

Dynamic Search Ads: What are they?



Why should I use Dynamic Search Ads?

+10%
clicks

Net new volume

On average, customers are seeing a 10% incremental increase in clicks, compared with their regular text ad campaigns.

+4%
clicks

Higher click-through rate [CTR]

Dynamic Search Ads have a 4% higher CTR than ads with non-exact match type keywords.

-50%
CPC

Lower cost per click [CPC]

Dynamic Search Ads have a 50% lower CPC than ads with non-exact match type keywords.

Dynamic Search

Broad Match

Exact Match



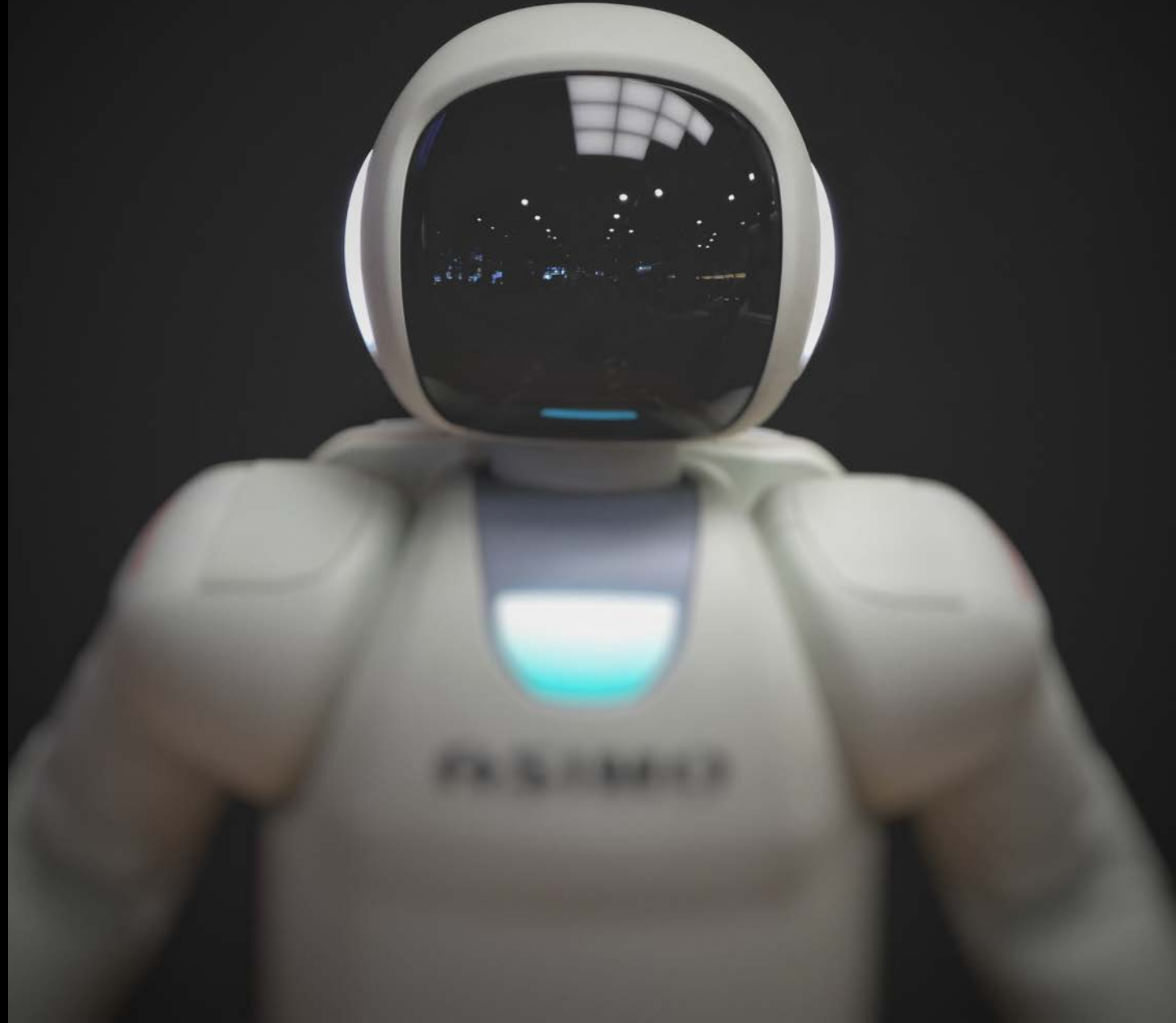
DSA Bonus Tip

“Advanced teams overlay this type of campaign on existing campaign layers and configure all the existing keywords as negative match in order to harvest new unknown keywords they can then add to their campaigns. Nice hack 😊” – Anders Hjorth



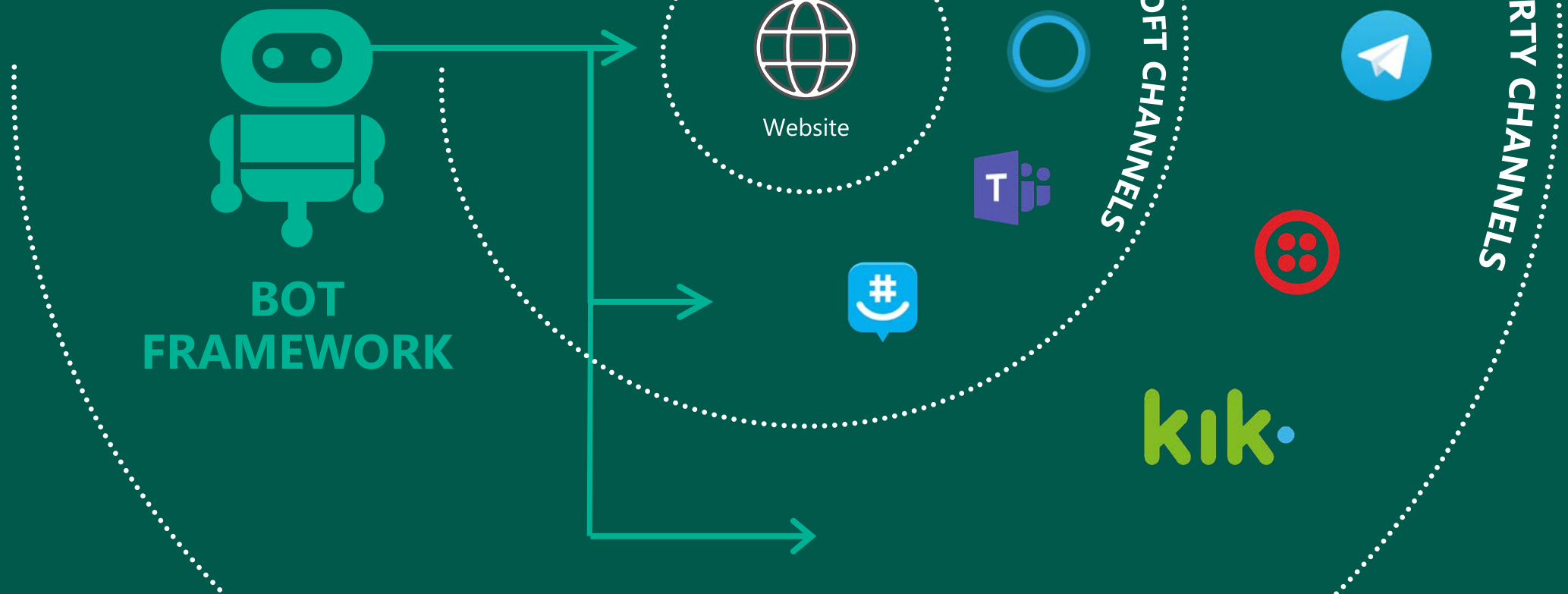
Part 3:

Storytelling with Chatbots and Intelligent Agents



Connect cross platforms

The Bot Connector allows you to reach your customers where they are.



Get started quickly

QnA Maker.ai

The image shows a tablet displaying the Microsoft QnA Maker website. The website has a dark blue header with the Microsoft logo and a 'Sign In' button. Below the header is a navigation bar with links for 'QnA Maker', 'My knowledge bases', 'Create a knowledge base', 'Documentation', and 'Feedback'. A blue banner contains the text 'Looking for your Preview knowledge bases? Find them [here](#).' The main content area has a blue background with the heading 'From FAQ to Bot in minutes.' and a sub-heading 'Build, train and publish a simple question and answer bot based on FAQ URLs, structured documents, product manuals or editorial content in minutes.' Below this is a 'GET STARTED >' button. To the right, a diagram shows three document icons on the left, a large blue arrow pointing right, and a chatbot interface on the right. The chatbot interface shows a user asking 'What are your hours today?' and receiving the answer 'Today we are open from 7:00 AM to 10:00 PM.' followed by another user question 'Do you have vegetarian options?' and the answer 'Yes, we have vegetarian options available.' The bottom of the screen shows a Windows taskbar with various application icons and a system tray with the time '7:18 PM' and date '1/3/2018'. The Microsoft logo is centered at the very bottom of the tablet frame.

Microsoft

Sign In

QnA Maker My knowledge bases Create a knowledge base Documentation Feedback

Looking for your Preview knowledge bases? Find them [here](#).

From FAQ to Bot in minutes.

Build, train and publish a simple question and answer bot based on FAQ URLs, structured documents, product manuals or editorial content in minutes.

[GET STARTED >](#)

What are your hours today?

Today we are open from 7:00 AM to 10:00 PM.

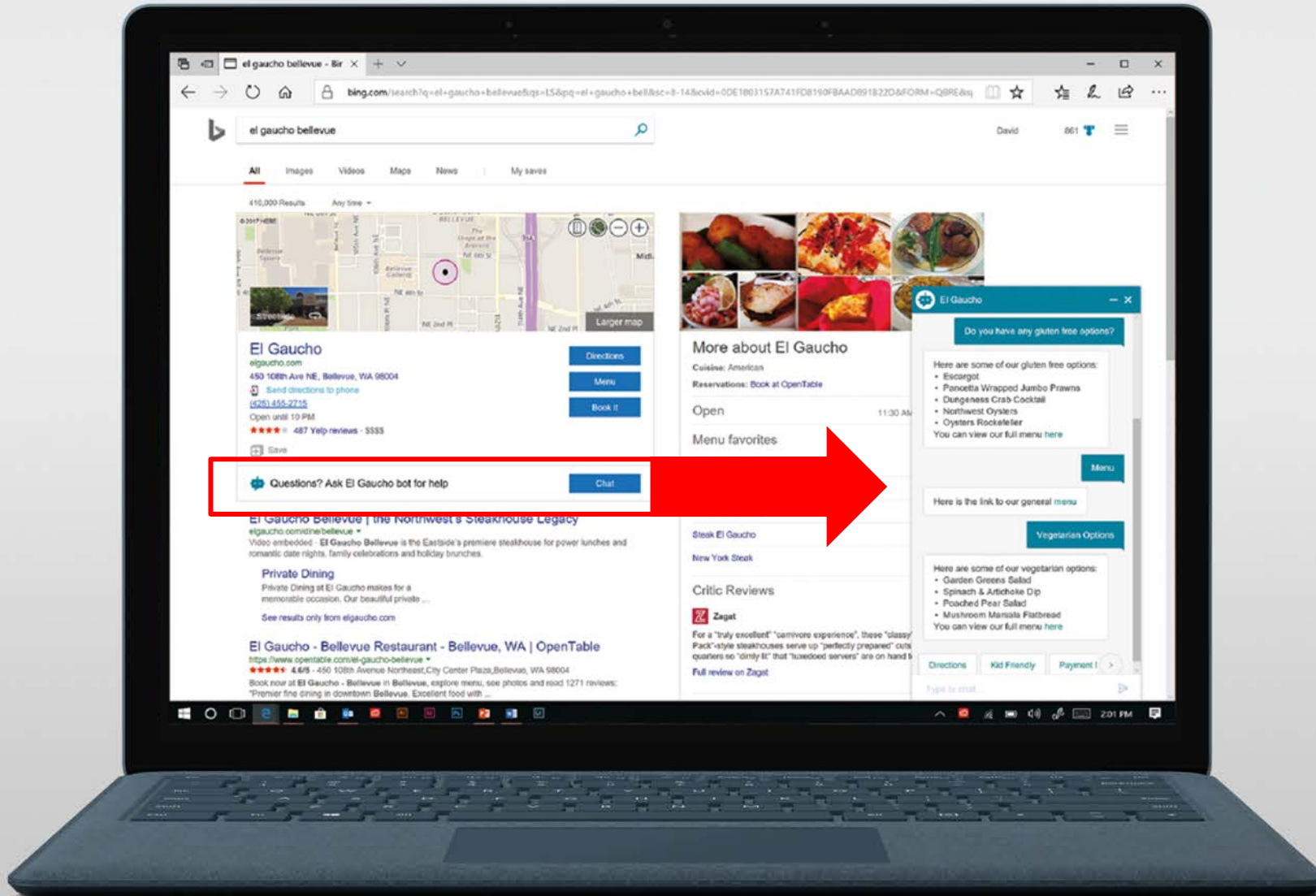
Do you have vegetarian options?


Yes, we have vegetarian options available.

7:18 PM
1/3/2018

Microsoft

Making bots discoverable



A close-up photograph of a hand holding a pen over a door handle. The door handle is a light-colored metal plate with a circular knob on the left. In the center of the handle is a small rectangular white label with the name 'Maximilian' written in blue ink. The background is a textured, light-colored wall. The entire image is framed by a dark border.

Maximilian

80.000
unique videos


Tons of press,
several awards

38%

Increased the use
of the app “Kwitt”
by 38%.

1¢

All this costing less
than a cent per
video view

A man and a woman are sitting on a windowsill, looking at a laptop together. The man is hugging the woman from behind. The woman is wearing a pink long-sleeved shirt with a star pattern and blue jeans. The man is wearing a grey hoodie and blue jeans. The laptop screen shows a video of a woman in a blue dress. The background is a window with a view of a building.

By 2020, the average person will have more conversations with bots than with their spouse.
-Gartner

Source: [Gartner Predicts a Virtual World of Exponential Change](#), Oct 2016

A young man with curly brown hair and glasses is shown from the chest up. He is wearing a yellow t-shirt with the text "cks Colle" visible. He is standing in a locker room. To his left are several red lockers, and to his right are blue lockers. One blue locker has a colorful poster on it. The man has a neutral expression and is looking slightly to the right.

Nunchuck skills

Bow hunting skills

Computer hacking skills



The popularity of cocktails is rising.



**AI can democratise the
opportunity to be creative like
never before.**

That's the real opportunity here.



Empower Marketers and Brands to Take More Risks







Sam Reader

@ReaderSam121



Guinness's 'Surfer' ad didn't do that well in research 'but we ignored it' youtu.be/rLAvkbFugEI
[@MarketingWeekEd](#) - in a world of data, research and testing, we mustn't sacrifice intuition, creativity & risk-taking to tell stories. 🙌🙌 [#IconicAdvert](#)

8:07 AM · Jun 13, 2018 · [Twitter Web Client](#)

The perceptual intelligence power of machine learning

Realtime Crowd Insights



Key Takeaways

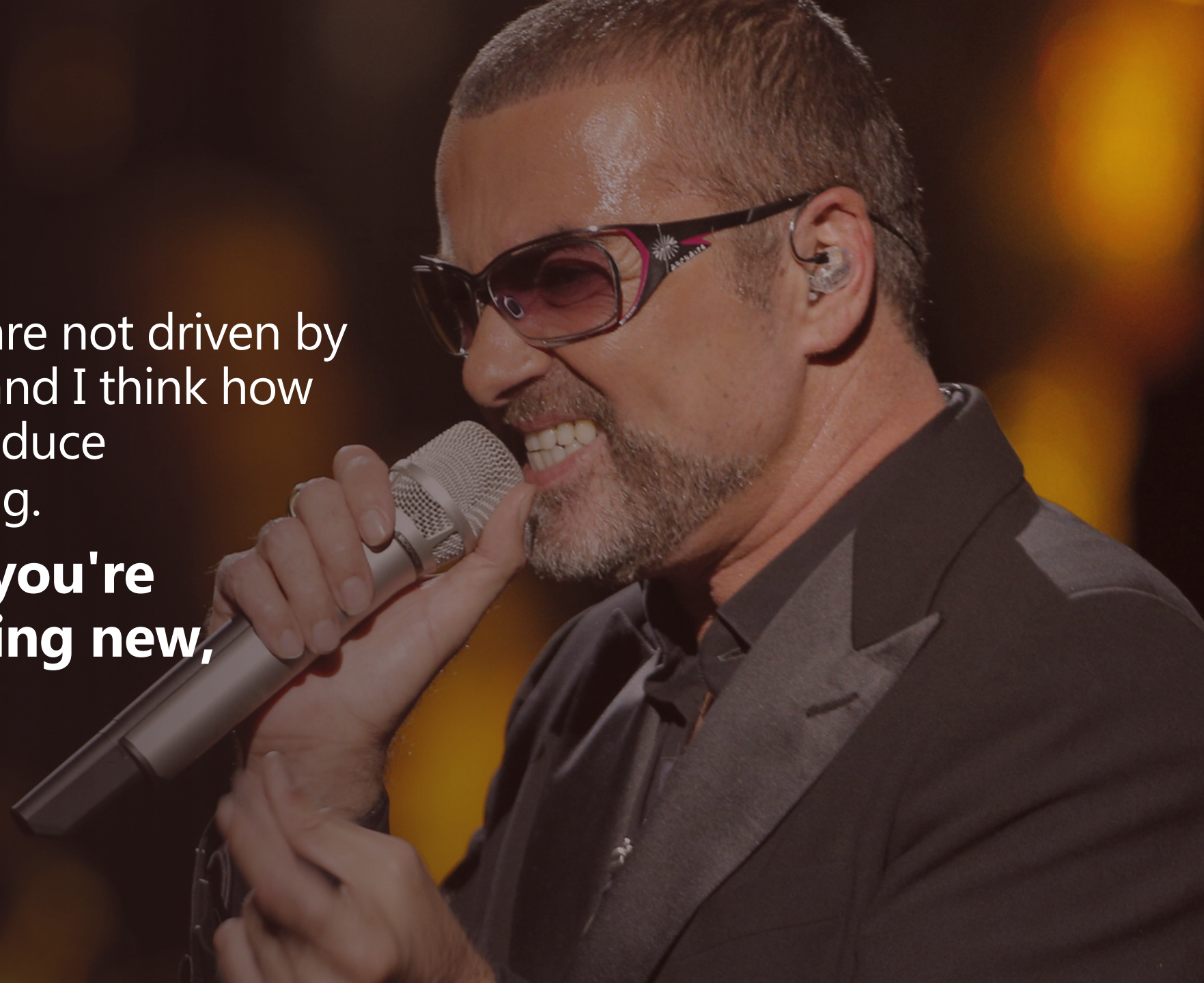
- Collaborate with machines to unlock creativity, don't combat
- AI and machine learning are becoming democratized
- Infuse your apps, websites and bots with intelligent algorithms **to see, hear, speak, understand and interpret** your user needs through natural methods of communication
- Add IQ +EQ to create an emotional connection
- If you want to future proof your brain learn how to be more creative
- Take more creative risks. We have to be better marketers

“

I watch people who are not driven by creativity any more, and I think how dull it must be to produce the same kind of thing.

If you don't feel you're reaching something new, then don't do it.

George Michael





@JasonMillerca



@JasonMillerca

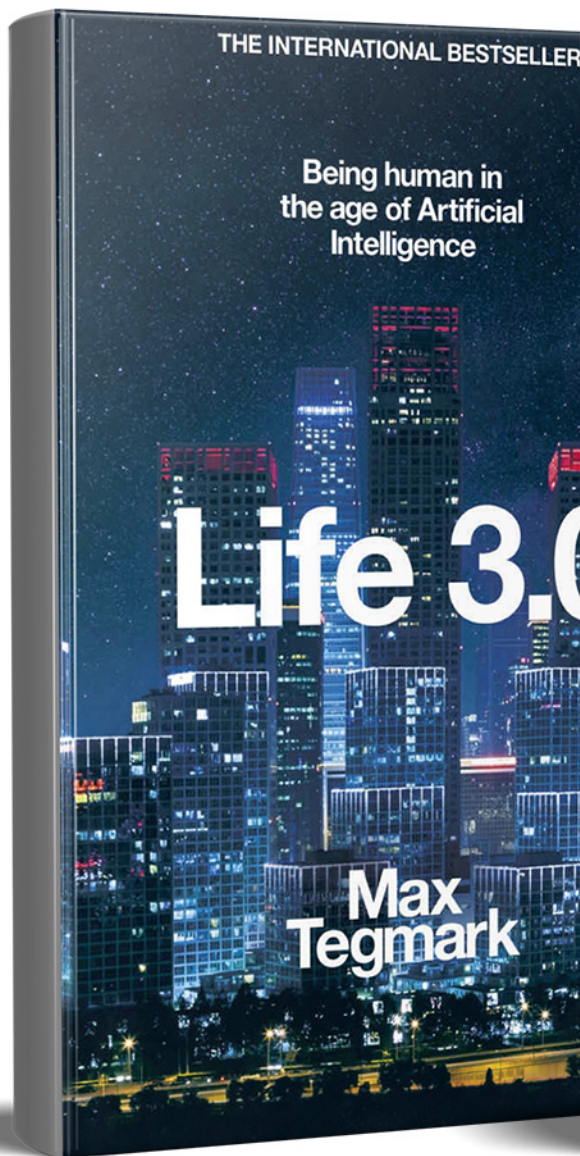




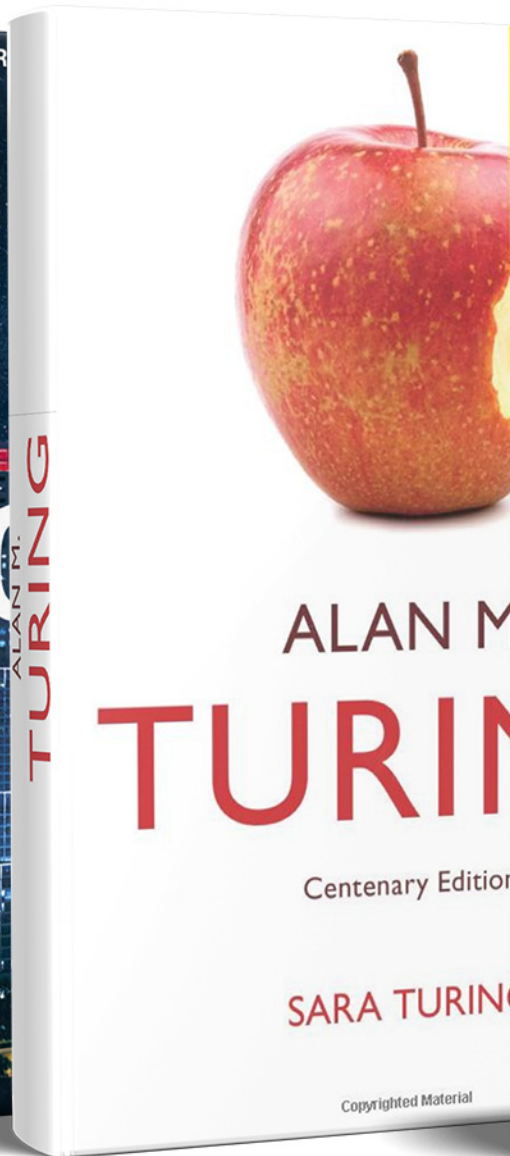
The original

@JasonMillerca





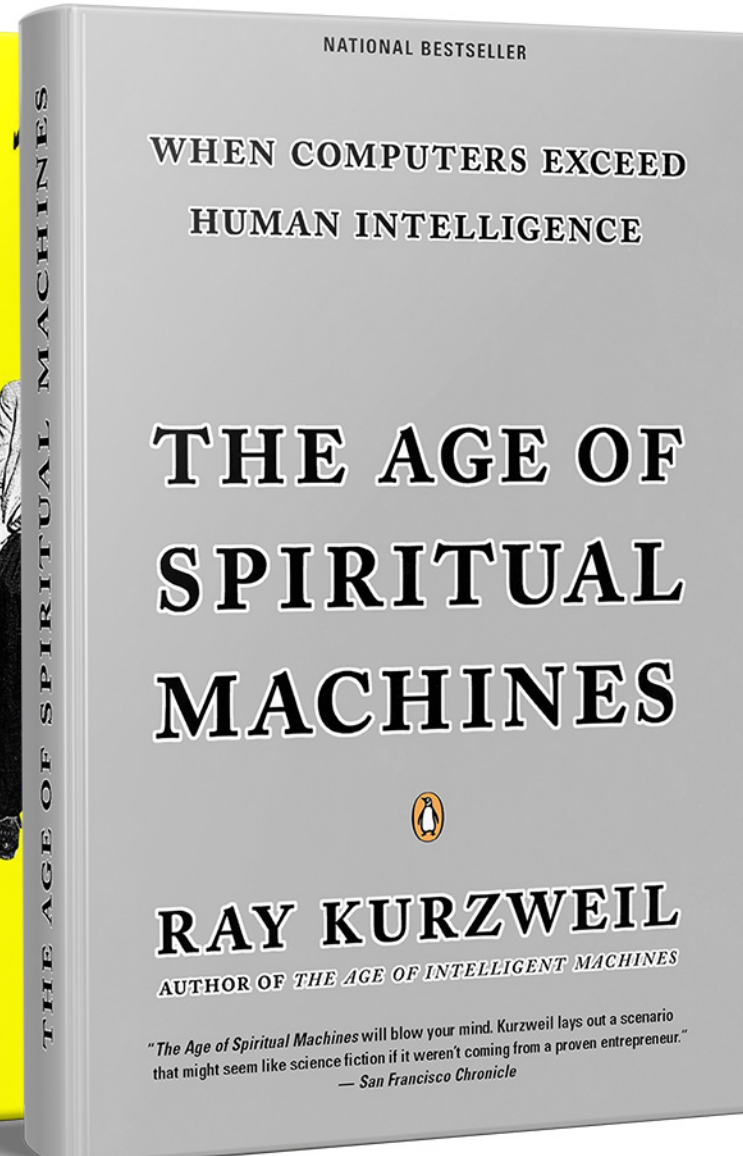
Life 3.0,
Max Tegmark



Alan M. Turing
– Sara Turing



**I was a Teenage
Sex Pistol**



**The Age of Spiritual
Machines** – Ray K

WELCOME TO THE FUNNEL

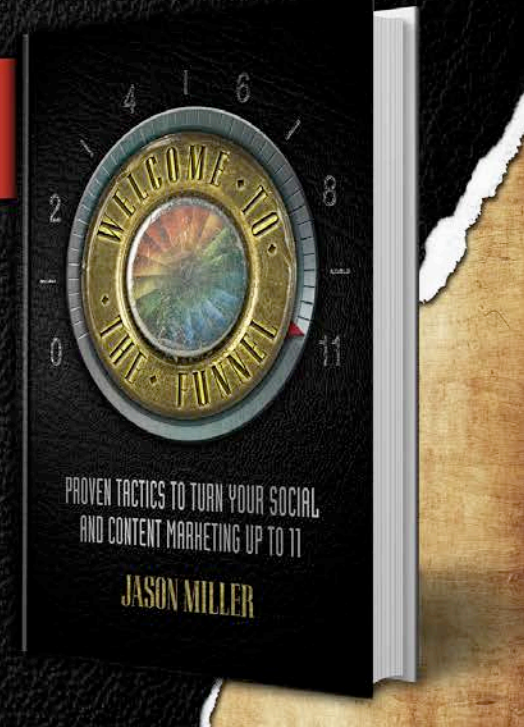
#1 BEST SELLER!

Foreword by
Ann Handley

"Storytelling, rock 'n' roll, and secrets to creating remarkable content. B2B marketing just got sexier. Pay attention, marketers! A must-have guide to creating content that rocks is here."

- **Ekaterina Walter**, author of the *Wall Street Journal* bestseller *Think Like Zuck* and co-author of *The Power of Visual Storytelling*

welcometothefunnel.com





3 3A 4A

DOWN IN FRONT

PRE-ORDER NO



ALIVE & AMPLIFIED

HOW TO STAND OUT FROM THE MARKETER NEXT TO YOU
AND BECOME A LINCHPIN FOR YOUR ORGANIZATION.

COMING SOON

