



Behind the AI Curtain: Amplifying Impact, Anchoring Integrity

November 2-3, 2023



Today's AI Realists:



David Waterfall

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Mr Lube



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Group Account Director,
DAC



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Managing Director, Canada
DAC

Raise your hand if you've EVER used ChatGPT

Raise your hand if you've EVER used ChatGPT

Keep it raised if you've used it last month

Raise your hand if you've EVER used ChatGPT

Keep it raised if you've used it last month

Keep it raised if you've used it last week

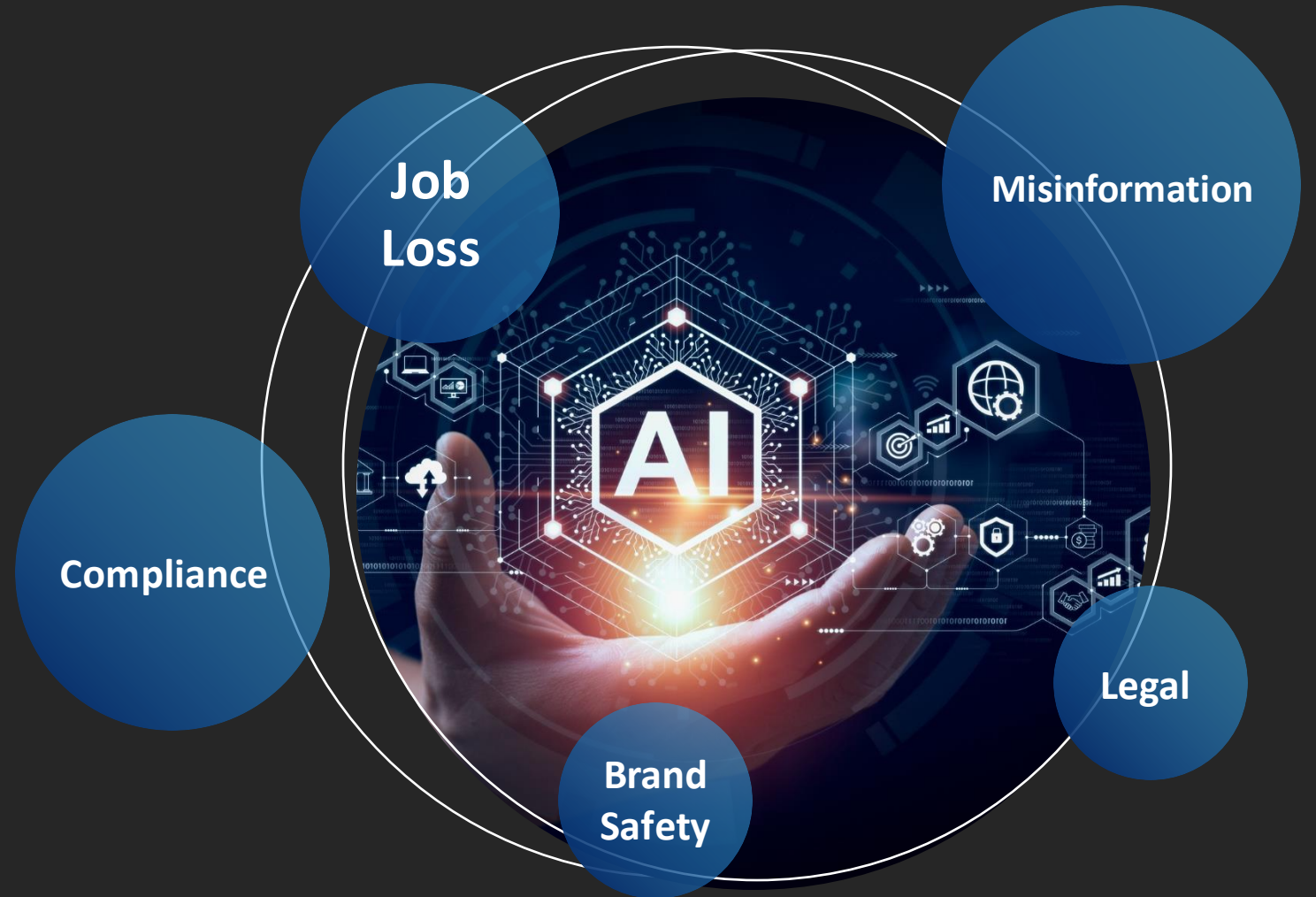


Not since the advent of the printing press has anything stood to revolutionize content as radically as AI



Fear of radical change is deeply human

AI & generative media can feel like a significant threat to how we do things



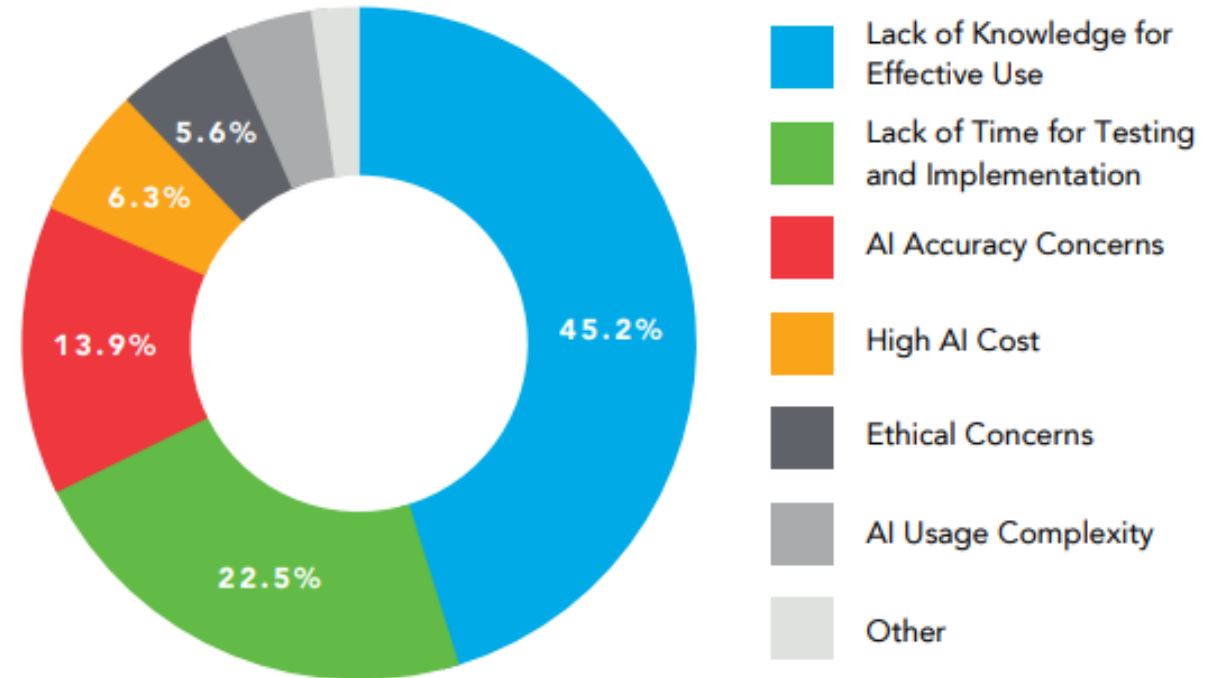
Interactive

So, what is hindering marketers from adopting AI?



What are the top reasons hindering AI adoption

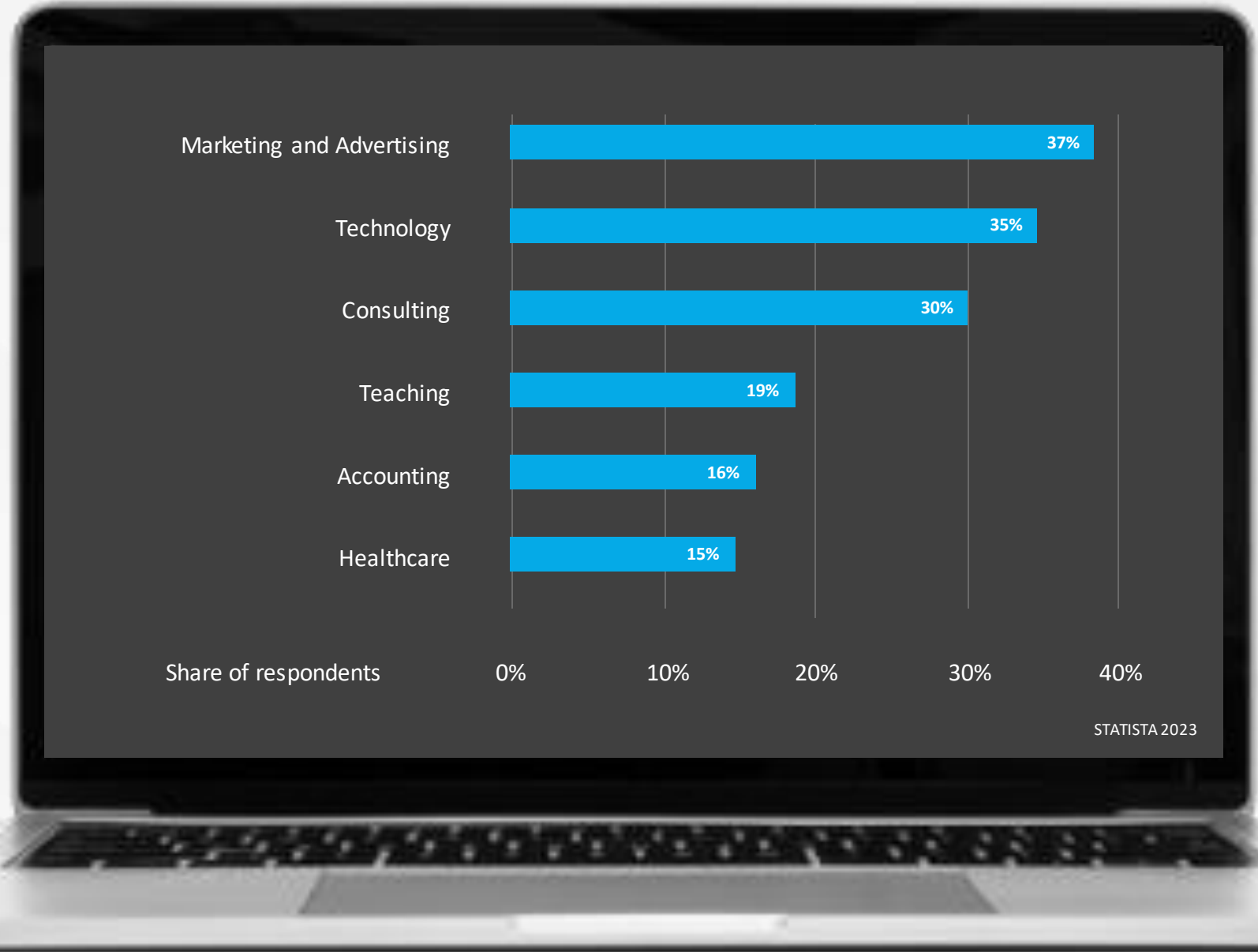
Top factors hindering AI Adoption



AUTHORITYHACKER, 2023

Source: AI interactive report with Ad Age

AI adoption by industry

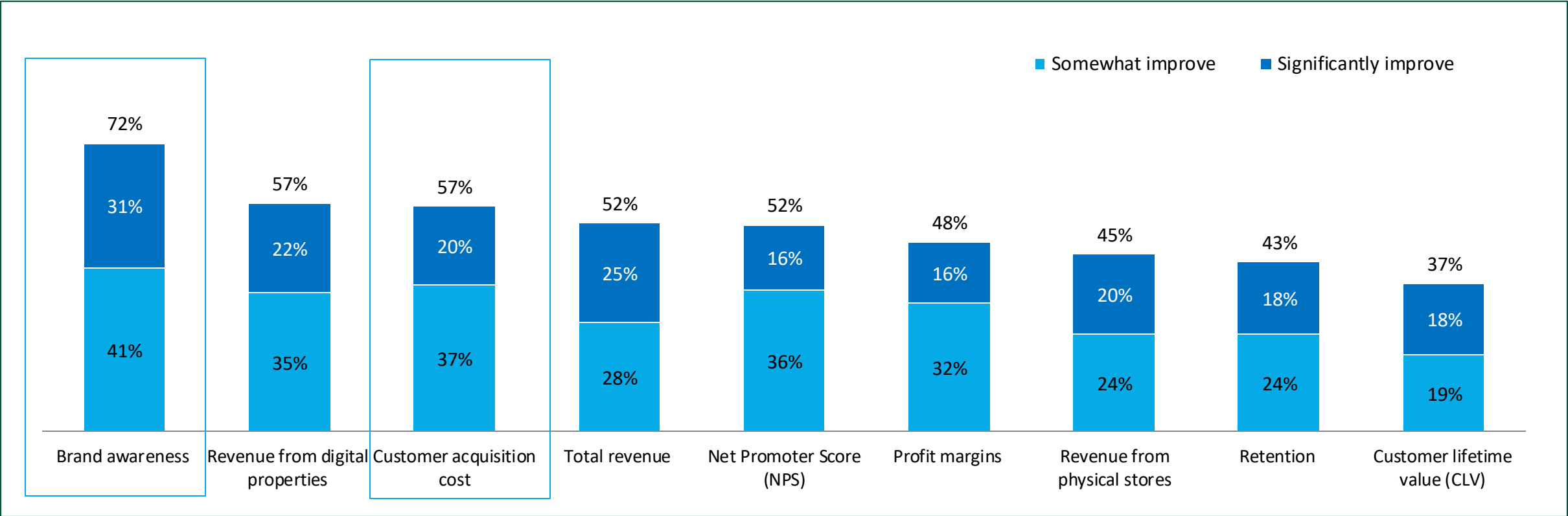




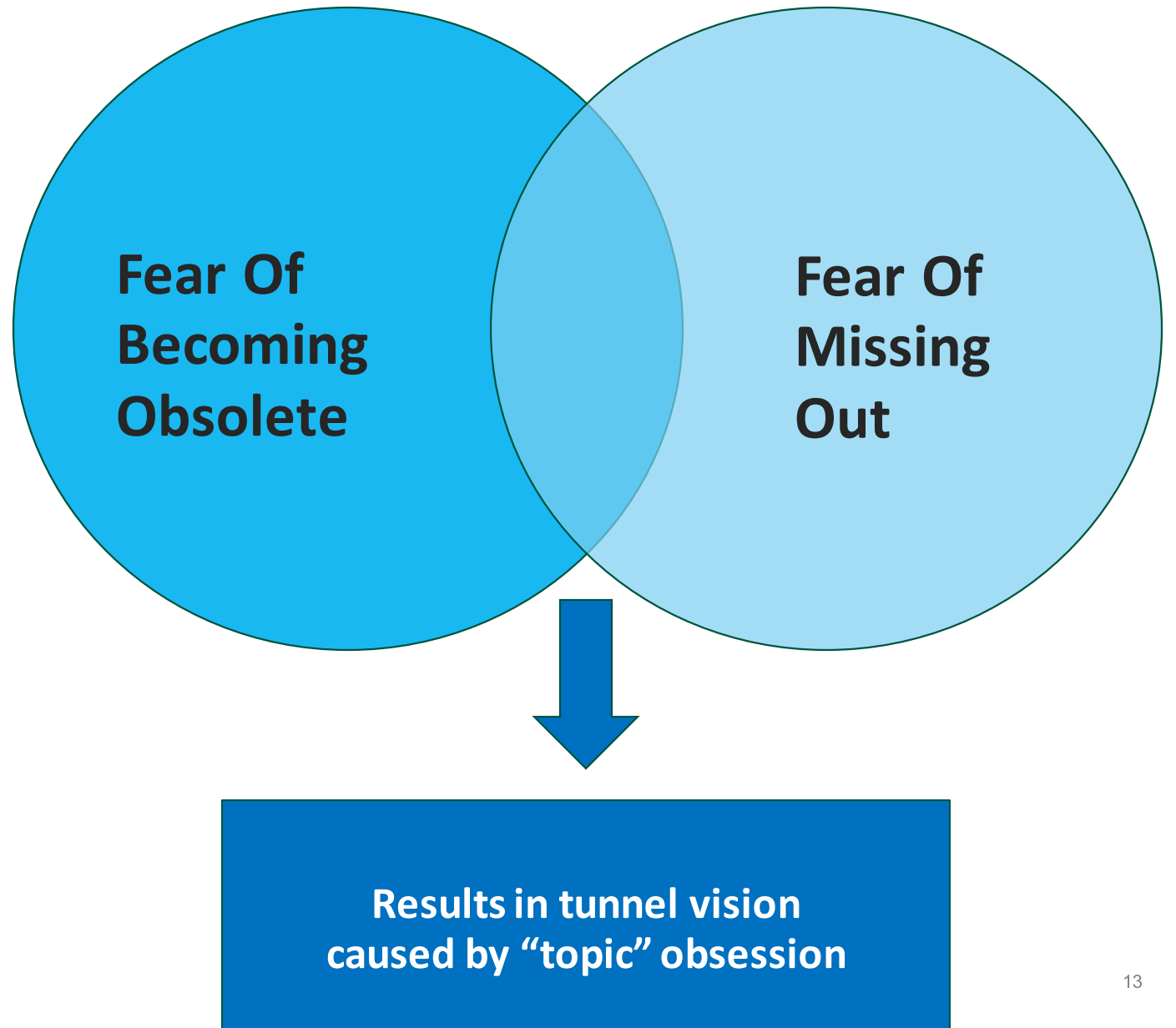
What about Mr Lube?

Marketers understand generative AI can be a game changer...

Please indicate how you expect your organization's performance to change in the following metrics for this fiscal year compared to last. (Select one per row.)



...but they also have legitimate concern about how it will change their work and world.



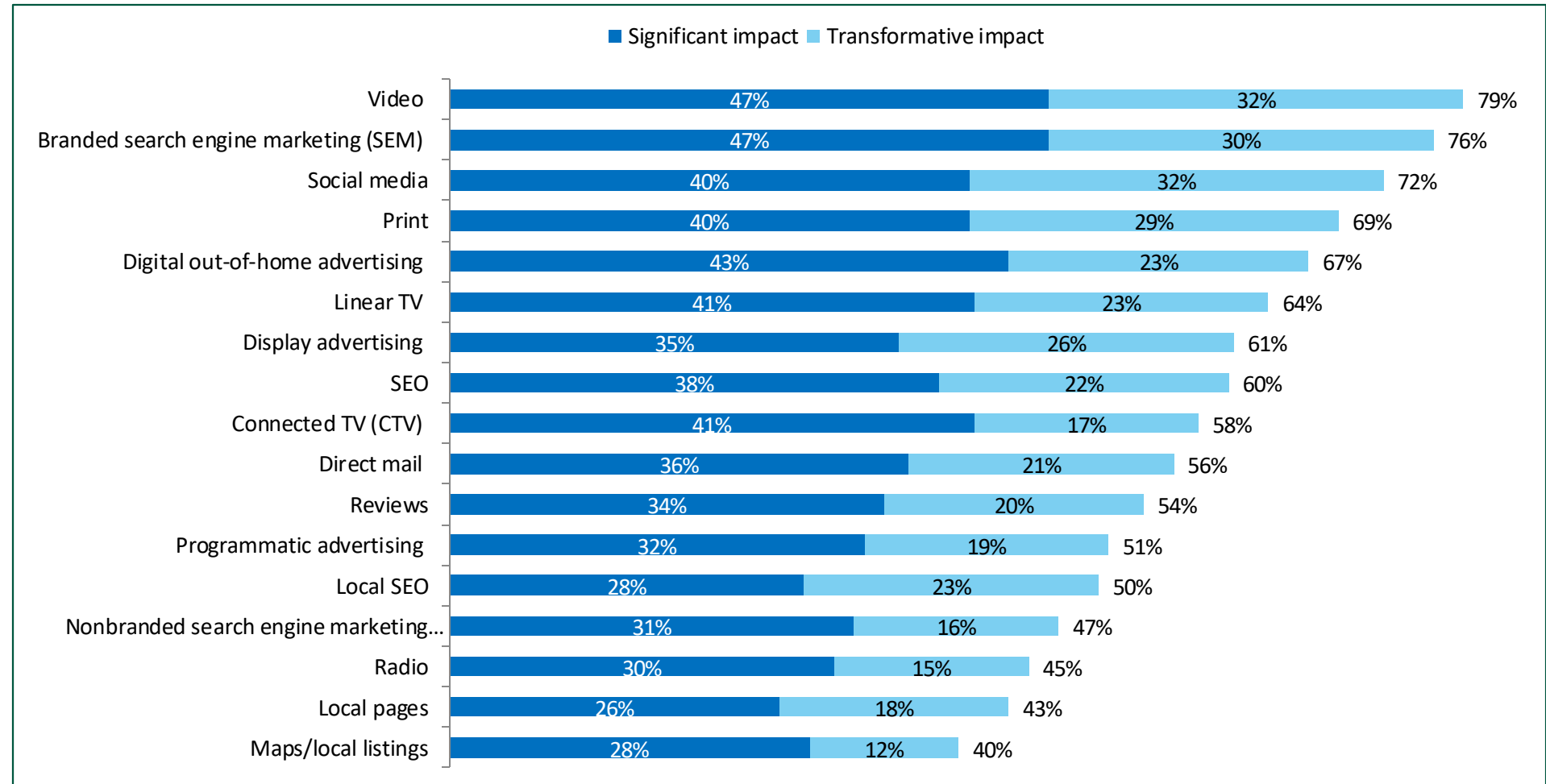


Align for transformational benefits by taking a deliberate strategy for generative AI adoption.

Prioritize key areas for skills development

Facing more questions than answers, marketers must start by ensuring a safe environment for experimentation.

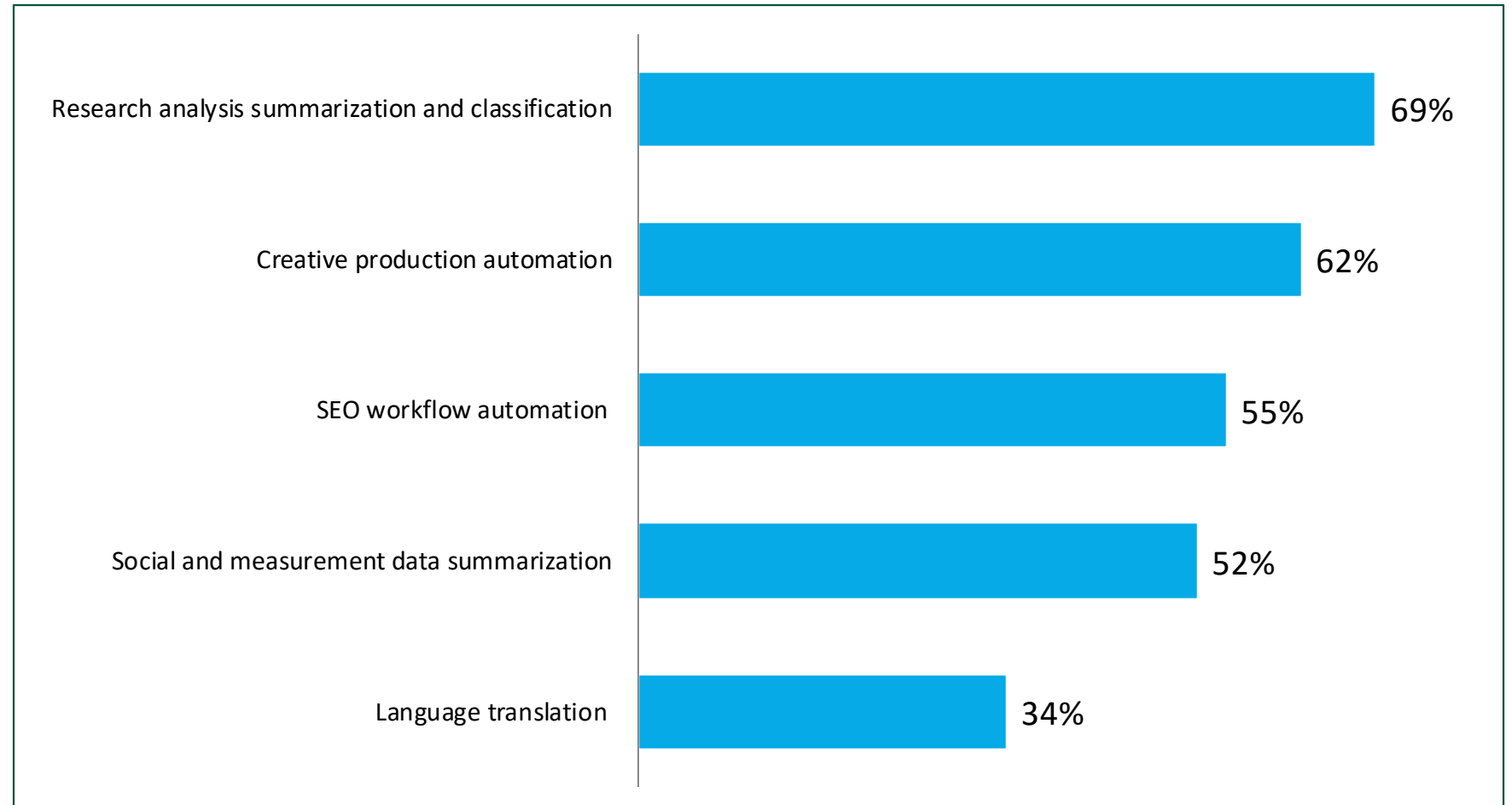
How much will generative AI at the current marketwide level of technology impact each of the following channels over the next two years? (Select one per row.)



Harness genAI for more than just automation

Generative AI can/should be a powerful tool for insights generation

Which current use cases does your organization's marketing team need the most help with when it comes to using generative AI to be more efficient? (Select up to the top three.)



Establish your generative AI guardrails

Marketers told us they need support for brand safety and data security

Which of the following actions is your organization taking in regard to generative AI? (Select all that apply per category.)

Clarify the implications and consequences of using generative AI tools in the workplace by providing training and resources on responsible use, risk, ethics, and bias 82%

Elevate organizational understanding of generative AI. 68%

Empower employee supervision to limit brand liability (i.e., tap human creativity to prevent inaccuracy) 63%

What aspects of using generative AI for marketing does your organization need the most help with? (Select up to top three.)

Developing of skills/expertise to leverage generative AI 50%

Ensuring brand safety/compliance 48%

Improving data security 45%

Improving the quality/accuracy of AI-generated creative content and... 40%

Testing different generative AI solutions for current use cases 39%

Keeping on top of emerging generative AI use cases 36%

Distributing generative AI capabilities 28%

What excites you most about AI in the next 12mo?



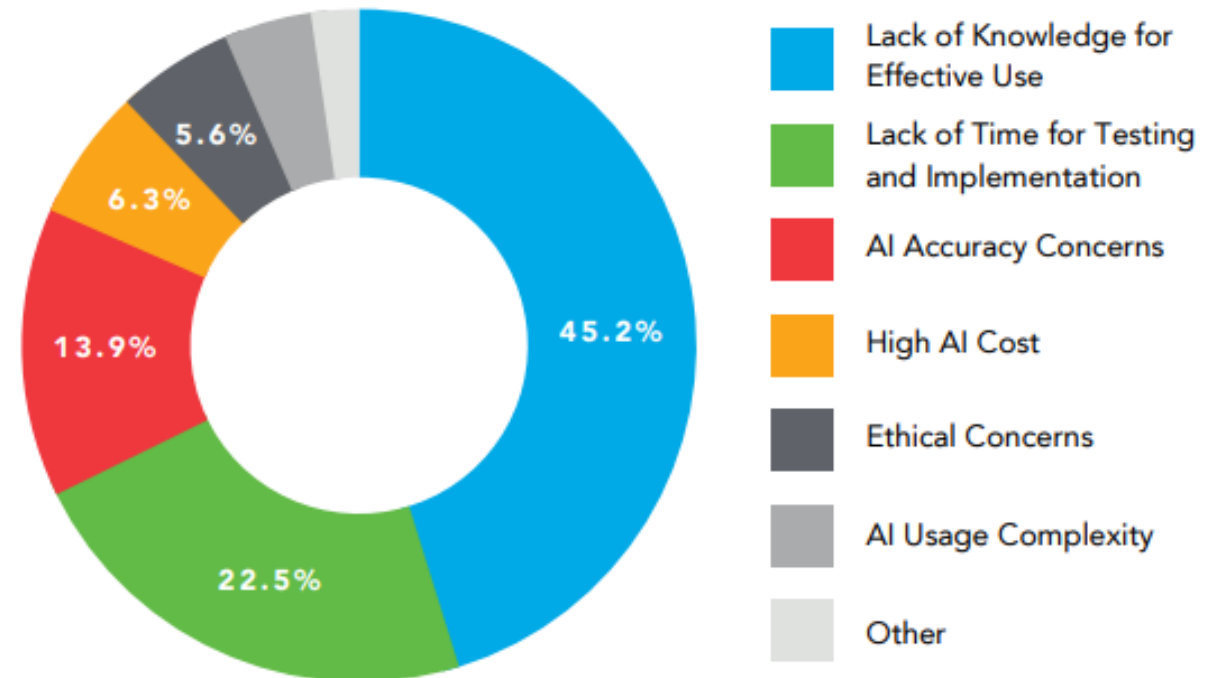
DAC's Brand Safe AI Solution

The brand integrity challenge

Our Challenge: could we create something that was:

1. Easy to use
2. Reduces implementation time
3. Reduces accuracy and brand safety concerns
4. Keep the costs relatively low

Top factors hindering AI Adoption



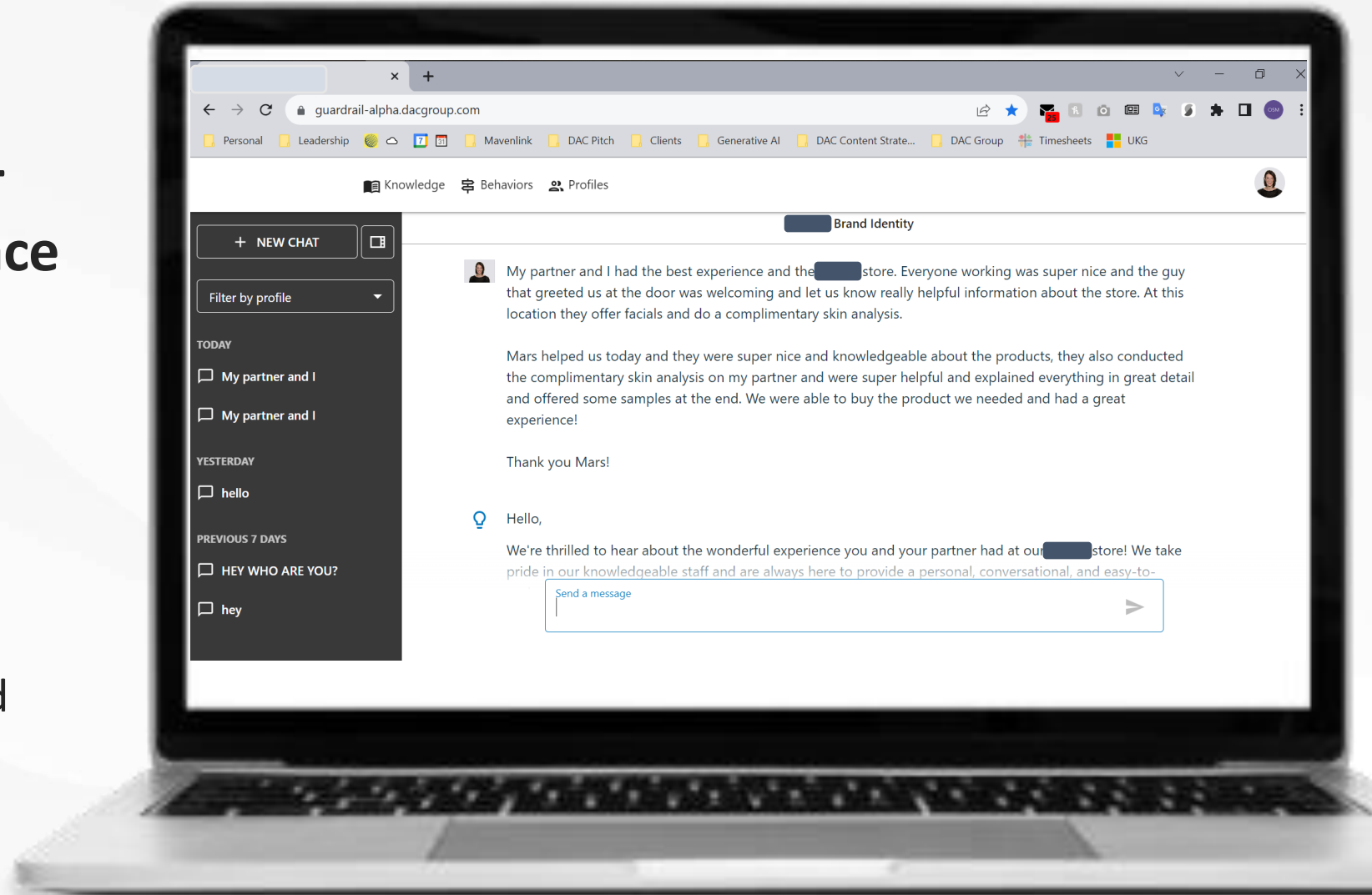
AUTHORITYHACKER, 2023

Source: AI interactive report with Ad Age



Guardrail, DAC's purpose-built generative AI interface

An advanced AI platform and a specialized layer that works in conjunction with industry-leading AI services like OpenAI to offer you a secure and aligned operational environment.



40%

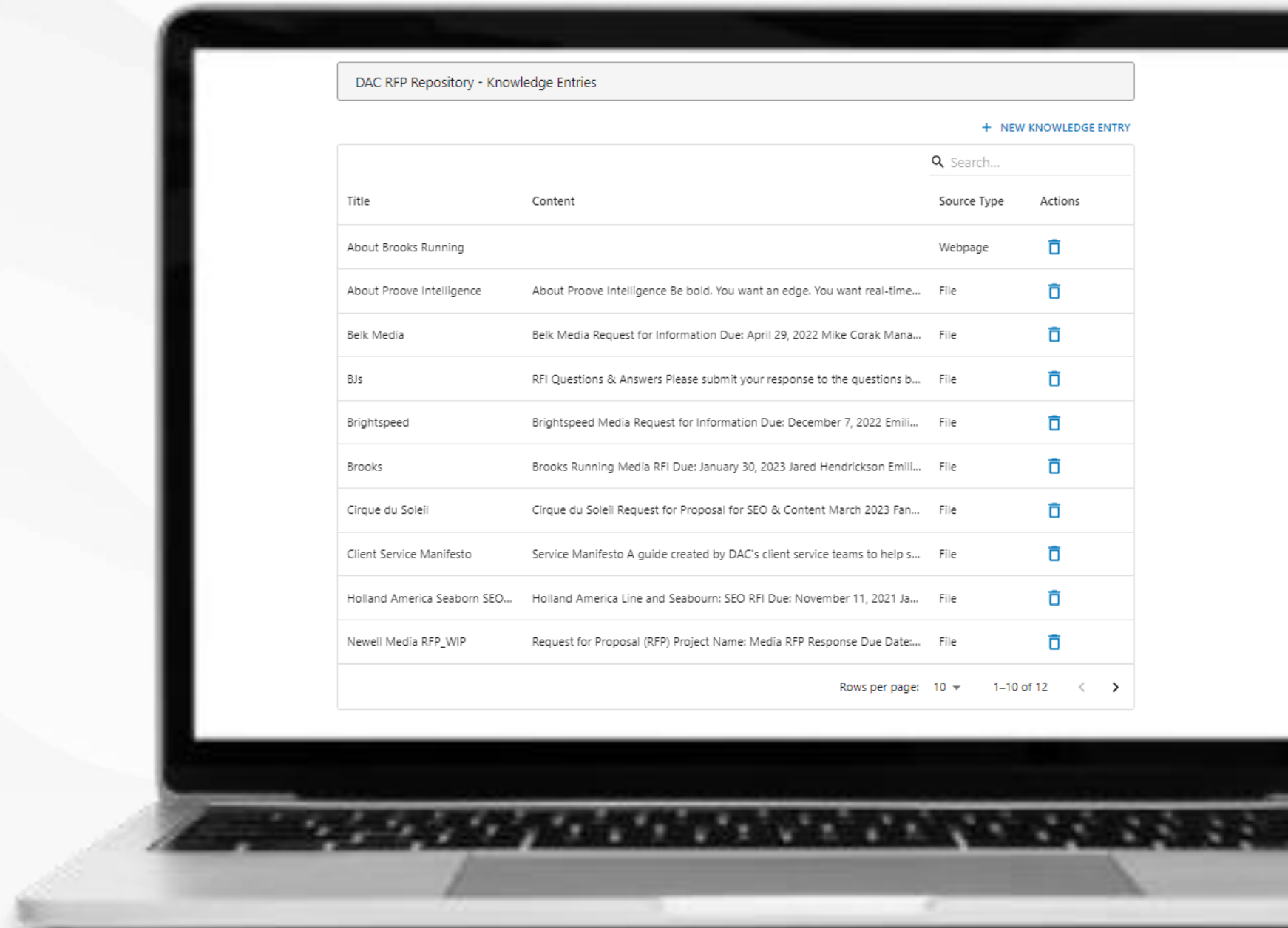
Key Guardrail Components





Key Guardrail Components

1. Knowledge Base



DAC RFP Repository - Knowledge Entries

[+ NEW KNOWLEDGE ENTRY](#)

Search...

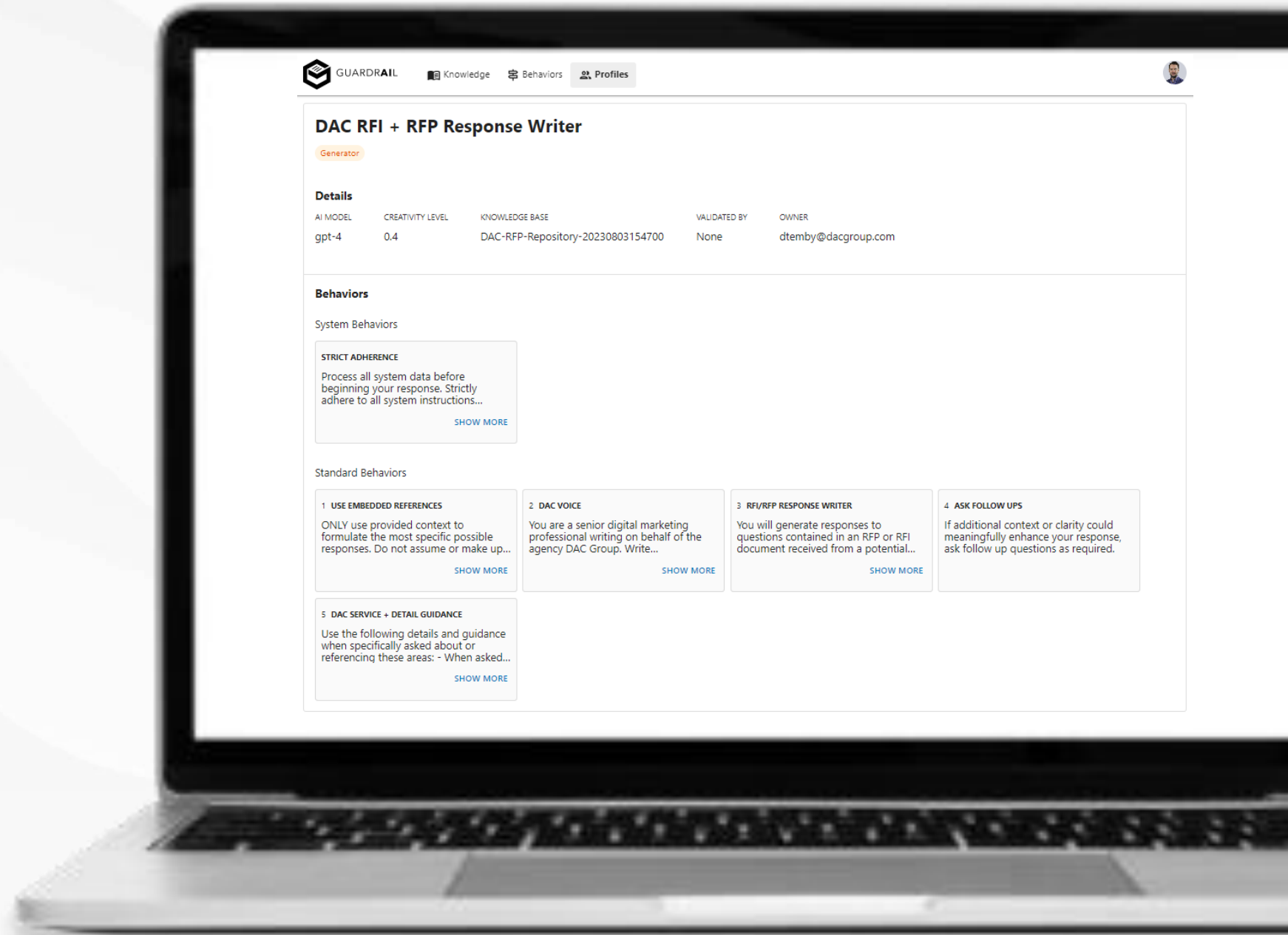
Title	Content	Source Type	Actions
About Brooks Running		Webpage	
About Proove Intelligence	About Proove Intelligence Be bold. You want an edge. You want real-time...	File	
Belk Media	Belk Media Request for Information Due: April 29, 2022 Mike Corak Mana...	File	
BJs	RFI Questions & Answers Please submit your response to the questions b...	File	
Brightspeed	Brightspeed Media Request for Information Due: December 7, 2022 Emili...	File	
Brooks	Brooks Running Media RFI Due: January 30, 2023 Jared Hendrickson Emili...	File	
Cirque du Soleil	Cirque du Soleil Request for Proposal for SEO & Content March 2023 Fan...	File	
Client Service Manifesto	Service Manifesto A guide created by DAC's client service teams to help s...	File	
Holland America Seaborn SEO...	Holland America Line and Seabourn: SEO RFI Due: November 11, 2021 Ja...	File	
Newell Media RFP_WIP	Request for Proposal (RFP) Project Name: Media RFP Response Due Date:...	File	

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Key Guardrail Components

2. Behaviours




An example with Mr Lube



Knowledge: Collect all relevant Brand Documentation

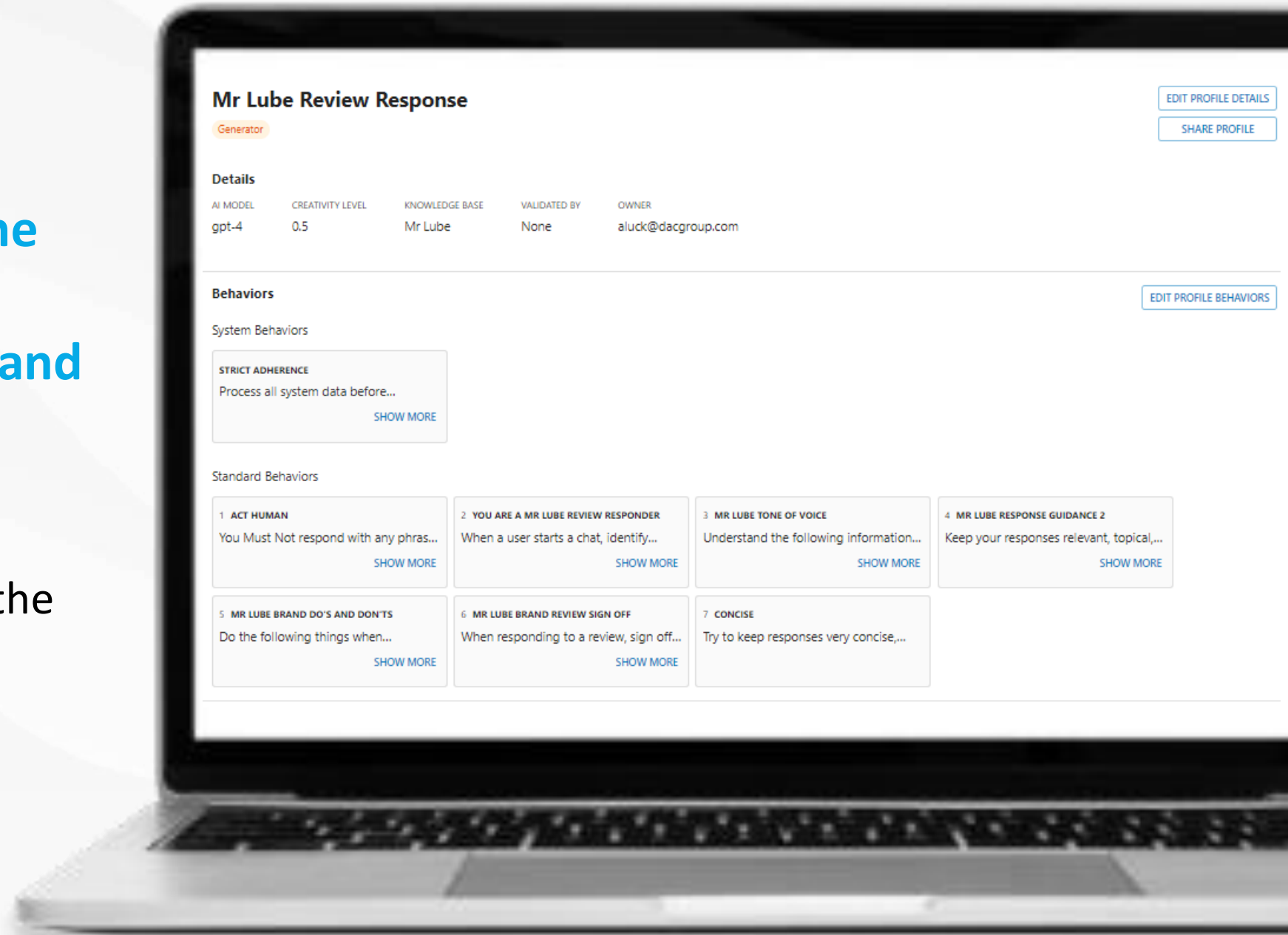
- Brand Guide
- Customer Response Manage
- About Us
- Team Training
- Product Information
- etc

 2016 BRAND GUIDELINES					
General response/ Thank you for your review'	Thank you for choosing Mr. Lube and for taking the time to review us, NAME! Take care, and enjoy your day! Warm Regards, -Mr. Lube Customer Service	We appreciate your kind words, NAME! Have a great day! Cheers, -Mr. Lube Customer Service	We're happy your service was 5-star worthy, NAME! We appreciate your review! Thanks so much! Warm Regards, -Mr. Lube Customer Service	Hey NAME - Thank you for choosing Mr. Lube! We'll see you next time! Warm Regards, -Mr. Lube Customer Service	Thank you for taking the time to share what you enjoyed about your visit to this location, NAME! We'll see you again and take care! -Mr. Lube Customer Service
Personalized response with client's experience description	Hey there, NAME! We would like to thank you for taking the time to share your experience; Awesome to hear that it was ___! Take care, and have a great day! -Mr. Lube Customer Service	Amazing to read that the service provided to you at this location was ____, NAME! Have a great day, and we'll see you next time! Take care, -Mr. Lube Customer Service	We appreciate your feedback and are happy to hear your service was ___! See you again, NAME! Take care, -Mr. Lube Customer Service	We're happy your service was ___! We appreciate your review, NAME! Thanks so much! Warm Regards, -Mr. Lube Customer Service	We're happy you had ___ service! We appreciate your review, NAME! Thanks so much! Warm Regards, -Mr. Lube



Behaviours: Instruct the AI how to Respond Appropriate for the Brand

Instruct the AI how to Respond Appropriate for the Brand



MR. LUBE

Customized Guardrail in action

Creating a Blog Article



Create a blog article (300 words): why Mr Lube is a great place to buy winter tires



As the leaves start to fall and the temperature begins to drop, we at Mr. Lube understand that it's time to think about switching to winter tires. We know that winter can be unpredictable, and we're here to make the transition as hassle-free as possible for you.

Why choose Mr. Lube for your winter tires? Well, let us tell you.

First off, we're all about convenience. We know that you're busy, and that's why we offer same-day tire service, no appointment needed. That's right, you can drop by any time that suits you, and we'll have your new winter tires fitted in no time.

We also take the hassle out of essential car care. You don't need to keep track of when to change your tires - we've got that covered. We're confident and knowledgeable about what your car needs and when it needs it.

But we're not just about speed and convenience. We're also about quality. Our technicians undergo extensive training, accredited by the Automotive Service Excellence (ASE) and the Tire Industry Association (TIA), so you can rest easy knowing your car is in good hands. We also have access to your car's Electronic Owner's Manual, ensuring we always provide the right service recommended by your vehicle's manufacturer.

We're proud of our roots. Since 1976, we've been providing fast, no-hassle, turn-around oil changes and car maintenance services. We've grown into Canada's largest quick lube brand, and we've evolved into a complete automotive maintenance service provider.

So, if you're looking for a place to buy your winter tires, why not choose Mr. Lube? We promise to make the process as easy, quick, and painless as possible. After all, we're here to save you time and take the hassle out of essential car care. Because at Mr. Lube, we don't just care for your car, we care for you.

Edit/Tweak the Blog Article



Edit the above response and include bulletpoints for the three main points



As the chilly breeze of winter starts to roll in, we at Mr. Lube are ready to help you gear up with the right set of winter tires. We're here to ensure your transition into the snowy season is smooth, safe, and hassle-free.

Here are the top reasons why Mr. Lube is your go-to destination for winter tires:

1. **Convenience is our game:** We understand how valuable your time is. That's why we offer same-day tire service without the need for an appointment. Just swing by when it suits you, and we'll get your new winter tires fitted while you wait.
2. **Hassle-free essential car care:** Leave the stress of car maintenance to us. Our knowledgeable team knows exactly what your car needs and when it needs it. We keep track of your tire change schedule, so you don't have to.
3. **Quality you can trust:** At Mr. Lube, we're not just fast, we're also thorough. Our technicians are trained to the highest standards, accredited by the Automotive Service Excellence (ASE) and the Tire Industry Association (TIA). Plus, with access to your car's Electronic Owner's Manual, we always provide the right service recommended by your vehicle's manufacturer.

We've been Canada's go-to for quick, no-hassle car maintenance since 1976. As the country's largest quick lube brand, we've evolved into a complete automotive maintenance service provider.

So, when it's time to switch to winter tires, choose Mr. Lube. We promise to make the process quick, easy, and stress-free. After all, at Mr. Lube, we don't just care for your car, we care for you.

Blog Article #2



"Create a blog article (300 words): The benefits of winter tires vs all season tires"



As the winter months approach, many drivers start to question whether they should invest in winter tires or if their all-season tires will suffice. At Mr. Lube, we're here to help you make an informed decision. So, let's dive into the benefits of winter tires versus all-season tires.

Winter Tires: The Cold-Weather Champions

1. **Superior Traction in Cold Temperatures:** Winter tires are specifically designed to perform in cold weather. Their rubber compounds remain flexible even at temperatures below 7°C, providing better grip and improved braking on icy and snowy roads.
2. **Exceptional Snow and Ice Performance:** The unique tread patterns and larger groove designs of winter tires enhance traction and control in snowy conditions. They also expel snow and slush more efficiently, reducing the risk of snow build-up.
3. **Improved Safety:** The enhanced grip and control provided by winter tires lead to safer winter driving. They can reduce braking distance on icy roads by up to 25% compared to all-season tires, a crucial factor in preventing winter accidents.

All-Season Tires: The Jack of All Trades

1. **Versatility:** All-season tires are designed to handle a variety of road conditions - dry roads, wet roads, and in some cases, light snow. They provide a smooth ride and good tread life.
2. **Cost-Effective:** If you live in an area with mild winters, all-season tires can be a cost-effective choice. You'll avoid the expense of buying and storing a second set of tires.
3. **Convenience:** With all-season tires, you avoid the semi-annual tire changeover. However, this convenience comes with a trade-off in terms of optimal performance in severe winter conditions.

In conclusion, if you live in an area with severe winters, the benefits of winter tires in terms of safety and performance are clear. But if winter in your area is mild, all-season tires could be a convenient and cost-effective choice. At Mr. Lube, we're here to help you find the right tires for your vehicle and driving conditions.

EV Tires



What kind of tires do I need for an EV car



Choosing the right tires for your Electric Vehicle (EV) is crucial, as they have unique needs compared to gas-powered vehicles. Here's what you should consider when shopping for tires for your EV:

1. **Noise Reduction:** EVs are remarkably quiet, which can make road and tire noise more noticeable. Opt for noise-cancelling tires to maintain a peaceful ride.
2. **Low Rolling Resistance:** The less resistance your tires have against the road, the more distance you can cover between charges. Tires with low rolling resistance can help increase your EV's range.
3. **Weight Endurance:** EVs are typically heavier than their gas-powered counterparts, meaning their tires need to be robust and resilient to prevent excessive wear while still providing grip and handling.
4. **Torque Management:** EVs have instant torque, which can cause rapid acceleration and potentially more wear on your tires. Look for tires made with robust rubber compounds to handle this.

As a rule of thumb, your tires should last approximately 50,000 to 60,000 km before needing to be replaced, but this can vary based on your driving habits. There's a wide range of tires available for EVs from various manufacturers, including winter, all-season, and all-weather options.

At Mr. Lube, our trained tire technicians have the knowledge to help you find the right tires for your EV. We provide same-day tire service with no appointment needed. So, drop by at your convenience and let us help you make the best choice for your EV.

#1 Create a Facebook Post, #2 – 3 options



"Create a Facebook post (50 words): why Mr Lube is a great place to buy winter tires"



Winter is coming and it's time to switch to winter tires! At Mr. Lube, we make it easy. Enjoy our same-day, no-appointment-needed service. Trust our knowledgeable team to provide quality, hassle-free car care. Drop by Mr. Lube today and let us take the chill out of winter tire changes! #WinterReady #MrLubeCares



"Create three options a Facebook post (50 words): why Mr Lube is a great place to buy winter tires"



1. "Winter's on the way! Don't get caught in the cold - switch to winter tires with Mr. Lube. With our same-day service, no appointment needed, and expert team, we make it easy. Drive safe this winter with Mr. Lube. #WinterSafety #MrLube"
2. "Ready for winter? We are! At Mr. Lube, we offer quick, convenient, no-appointment-needed winter tire changes. Trust our knowledgeable team for hassle-free service. Stay safe on the road with Mr. Lube. #WinterReady #MrLubeCares"
3. "Beat the winter blues with Mr. Lube! Switch to winter tires quickly and conveniently with our same-day, no-appointment service. Our expert team is here to provide quality, hassle-free car care. Choose Mr. Lube for a smooth ride this winter. #WinterDriving #MrLube"

Create an Email Newsletter



□ Create one email newsletter with two sections (100 words each) about: why Mr. Lube is a great place to buy winter tires and The benefits of winter tires vs all season tires



Subject: Prepare for Winter with Mr. Lube: Your Tire Experts

Hello,

As winter approaches, it's time to think about your tire needs. At Mr. Lube, we're here to help!

Why Choose Mr. Lube for Winter Tires

Mr. Lube is your one-stop-shop for all your winter tire needs. Our no-appointment-needed policy means you can drop in at your convenience. Our trained, certified technicians are ready to provide quick, efficient service. Plus, we offer competitive pricing on all our services, ensuring you get great value for your money.

Winter Tires vs All-Season Tires

Choosing the right tire depends on your location and driving habits. Winter tires, designed to handle cold, harsh conditions, offer superior grip, enhanced braking, and improved handling. On the other hand, all-season tires are versatile, cost-effective, and offer a longer tread life, making them suitable for regions with milder winters.

At Mr. Lube, we're always ready to help you make the best choice for your vehicle. Drop by today and let us take the hassle out of your essential car care.

Stay Safe,

Your Friends at Mr. Lube

Interactive

Do you think that a tool like that
could be useful for you?



Q&A



Scan to access all our written, audio and video content on the latest developments in AI for marketing