



# Generative AI makes a strong entry into marketing: from creativity and customer experience to deepfake

**DES2024 will explore the widespread revolution in the persuasion industry through the potential of social media, immersive technologies, data analytics and artificial intelligence**

**World-renowned experts such as Neil Patel, and well-known brands such as Coca-Cola, TikTok, L'Oréal, Tous, Nivea, Santander, Alibaba or Sanofi will share their success stories from 11 to 13 June in Malaga, Spain**

**Madrid, 27 May 2024.** – The marketing industry is rapidly adapting to the new consumer profile, who spends a large part of their time online. According to the study 'Trends Review 2024', prepared by The Cocktail, 35% of our daily rest routine is spent using the Internet. This digital experience has made users increasingly more informed when making decisions, more up to date with trends on social networks, and more aware of different causes although, on the other hand, they are saturated with content and screens, so they seek physical disconnection as an escape route.

To respond to these challenges and meet the needs of different generations, the marketing field is integrating exponential technologies, with a clear commitment to AI, in order to adapt to the demands of each potential customer. Within this framework, [DES – Digital Enterprise Show 2024](#), the largest European event dedicated to exponential technologies, will host the Digital Marketing Planet forum, with the support of Clear Channel, from **11 to 13 June in Malaga**, Spain, which will examine the influence of recent digital tools in this current paradigm of persuasion.

The likes of **Neil Patel**, ranked by Forbes as one of the top 10 marketing specialists; **Mihaela Tudor**, Global Vice President and Country Leader at the European Women's Association, and **Josep Celaya**, Chief Customer, Marketing & Data Officer at Nationale-Nederlanden, will showcase the innovations and trends that are transforming the sector. In addition, leaders from well-known companies such as Santander, Coca-Cola, L'Oréal, Mahou San Miguel and Palladium Hotel Group will explore the transformation that the consumer's role in relation to brands is undergoing as a result of technological innovation.

## **Successful cases of great impact**

Tous managed to connect with millions of users thanks to a viral challenge on TikTok where nail art creators were invited to participate in a contest in which they had to create styles with pieces from a new nail jewelry collection called Tous Claws. The community of the entertainment platform was in charge of deciding the winning proposal, which resulted in a limited edition kit that sold out quickly. DES2024 will show first-hand this success story with **Anais Durand**, Marketing and Communication Director at Tous, and **Teba Lorenzo**, Sales Country Manager at TikTok, as well as bringing to the table the collaboration between Miravia, Alibaba's marketplace in Spain, and Nivea, with the purpose of sharing inspiring models of how companies use current digital channels to increase their sales.



For its part, and with a view to showcasing projects already on the market, the summit will delve into the curious story of **Alba Renai**, the first virtual influencer created and trained by generative AI in Spain. She will be presented by **Silvia Velasco**, CEO of Be a Lion, a subsidiary of the Mediaset group, the company that created and produced it. Along with these stories, **Jesús Mutiozabal**, Omnichannel Lead at Sanofi, **Florencio Castro**, Director of Customer Experience at Planeta Formación y Universidades, and **Fares Kameli**, CIO at La Casa de las Carcasas, will explain their testimonies of the application of AI in marketing in their respective businesses.

### **Creativity, better with AI**

Generative AI has been a revolution in communication for its contribution to enhance creativity, create content and automate processes, among other factors. These aspects will be analyzed at the summit by **María Carmen Fernández**, Chief Innovation Officer at Grupo Mediapro, and **Francisco Asensi**, Head of strategic partnerships & innovation at DeAPlaneta Entertainment, who will also explore how the innovative solution combines with branded entertainment. In turn, **Nicolás Madoery**, dedicated to the design of strategies for music projects, digital marketing and training in music management, and **Luis Moreno** and **Adam Colyer**, co-founders of AI Create, will detail the role of artificial intelligence in the processes of artistic expression.

Another of the scenarios where AI has burst with force is in the personalization of customer experiences, where it has managed to adapt the information to the needs of each user to the maximum, giving the opportunity to boost, at the same time, predictive analytics. **José Díaz**, loyalty marketing specialist at Mutua Madrileña, and **Álvaro Millán**, who leads Ikea's customer experience for Europe, will give the keys to take advantage of AI in order to offer exceptional experiences and stay ahead in today's competitive landscape. They will be joined by **Marian Otamendi**, Director of World Football Summit, and **Antonia Varela**, Director of the Starlight Foundation, who will reflect on the advances that are reshaping experiences in the entertainment, events and tourism sectors.

Continuing with the construction of hyper-personalized moments, immersive and virtual technologies are developing a fundamental role for the additional capabilities they provide in helping the customer in the purchase choice. This issue will be brought to the table at DES by **Jolanda Tromp**, consultant specializing in Extended Reality and professor at the State University of New York; **David Moreno**, Co-Chair of the Business Committee of the VR/AR Association and **Carolina Salazar**, CEO of the innovation agency, Design Thinking Sweden.

### **Deepfakes', the other side of AI**

Likewise, DES will be the event that will navigate the other side of AI: the risks and threats it poses when used in a fraudulent way by creating fake content or pseudo-news. **Amy Peck**, founder and CEO of exponential technologies consultancy, EndeavorXR; **Serafin I. Bailey**, marketing analyst on the sports and entertainment sectors; **Alberto Diaz**, director of Migration, a consultancy that guides organizations in their digital transformation, or **Dion Hinchcliffe**, vice president of CIO Practice at The Futurum Group, will address the challenges associated with 'deepfakes', their impact and ethical considerations. Also, **Michael Sheldrick**, Co-Founder and Chief Impact, Policy and



Government Affairs Officer at Global Citizen, among others, will explore the dangerous intersection between misinformation, digital rights and social media platforms.

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**[About DES | Digital Enterprise Show \(June 11th-13th, 2024, FYCMA, Málaga\)](#)**: DES - Digital Enterprise Show is an event of Nebext - Next Business Exhibitions in collaboration with the City of Malaga and the Junta de Andalucía. Along its seven editions, it has become the largest European professional event on exponential technologies and one of the global benchmarks that offers senior management of companies the latest solutions and products to accompany large corporations, SMEs and European Public Administrations towards digital transformation. Throughout 3 days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products for all industries.