

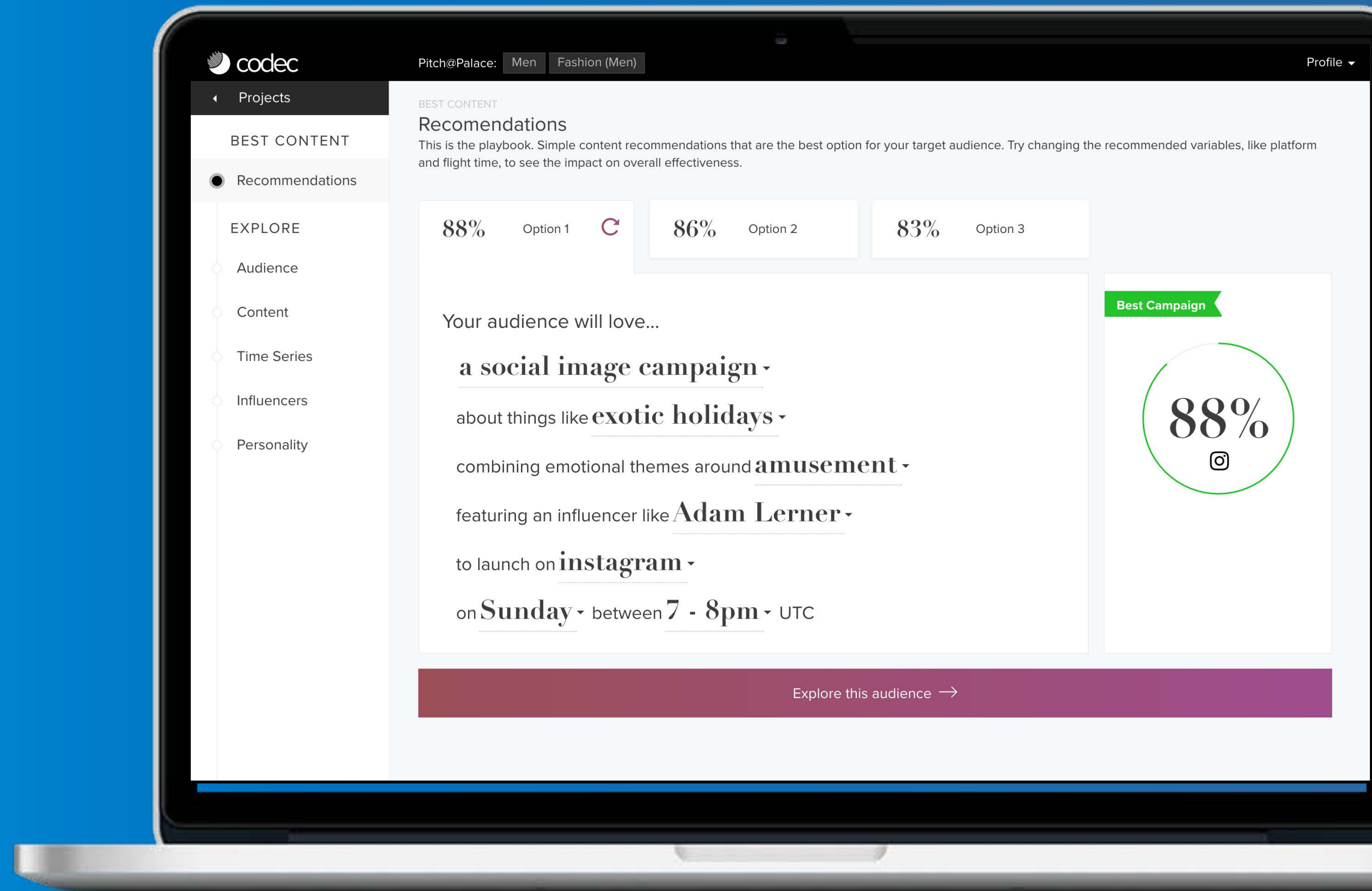
**Martin Adams**  
Codec  
CEO & Co-founder

[martin@codec.ai](mailto:martin@codec.ai)





- AI for Content Marketing
- Monthly subscription to understand what content any audience wants





L'ORÉAL  
PARIS



FRIGIDAIRE

Comfort



GIORGIO ARMANI

AEG

vivendo  
QUALITY ITALIAN FURNITURE

shu uemura





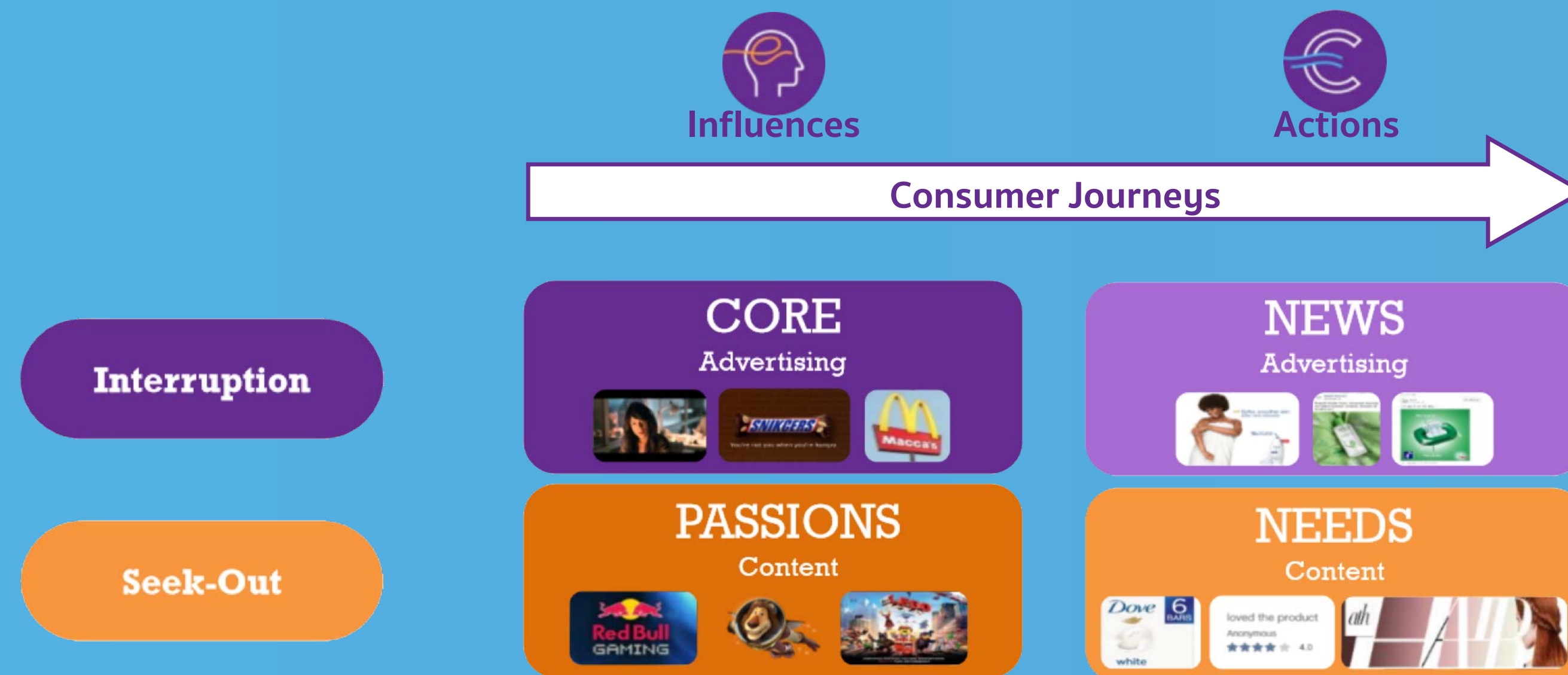
codec



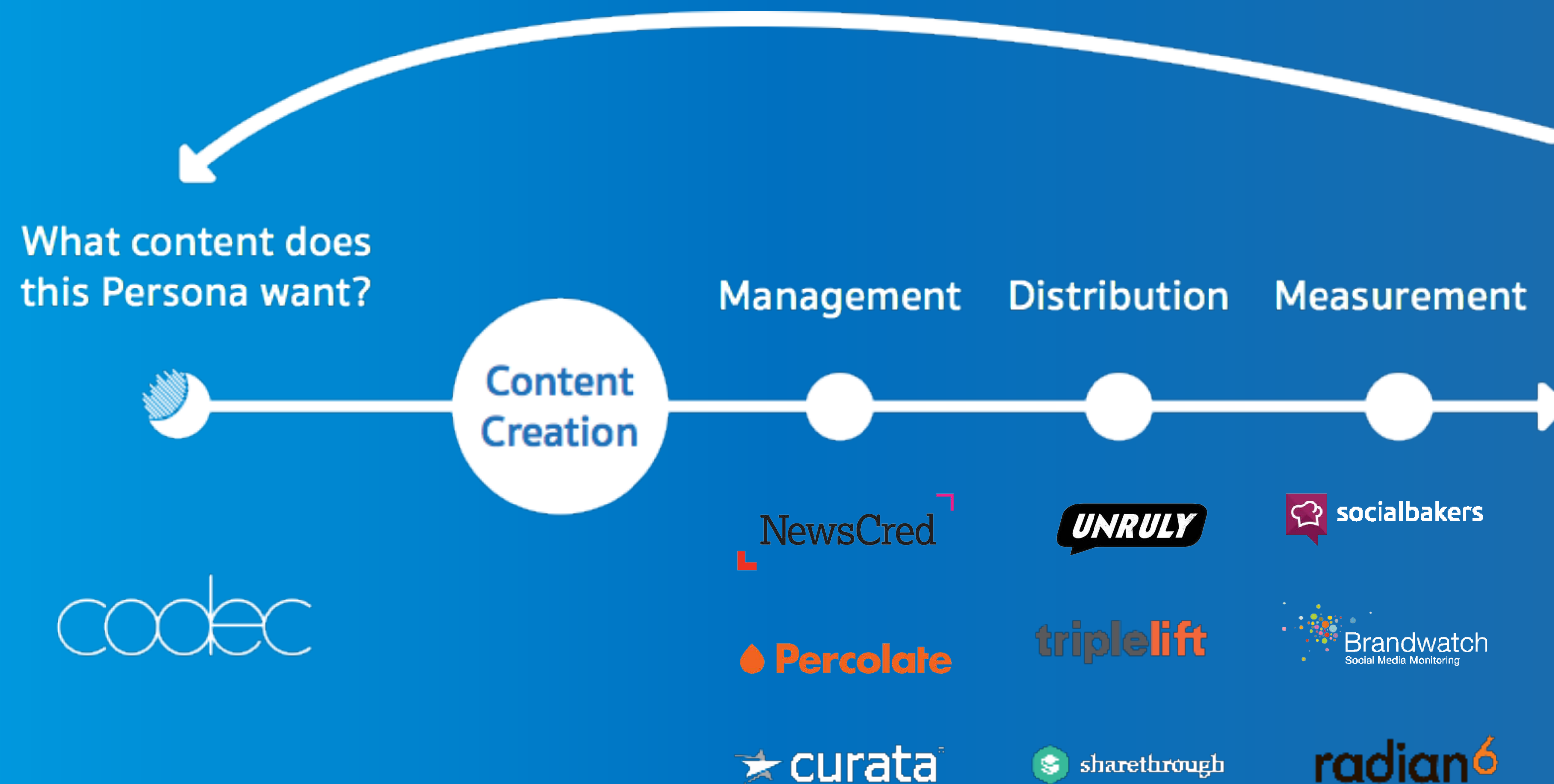


- Embracing an ‘audience-first’ communications model
- Using content to drive consideration and loyalty
- Building control and intelligence away from agencies

“The new Interruption/Seek-out Asset model recognises consumer behaviour and helps us make better advertising and content”- Unilever



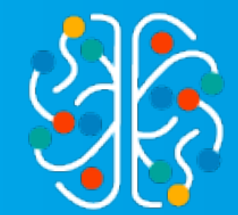
Codec helps power ‘Seek-Out’ content by enriching the understanding of the personas at the heart of Unilever’s marketing investments



Codec is not an ad-tech, social listening or distribution focused tool: we understand personas 'up-stream' through our technology's ability to understand 3rd party content



codec



CognitionX

-Winner of Best Artificial Intelligence Product in Marketing



-Named Top 50 Disruptive Companies in the UK



THE  
**EUROPAS**  
EUROPEAN TECH STARTUP AWARDS

-Nominated as Best Artificial Intelligence Company in Europe

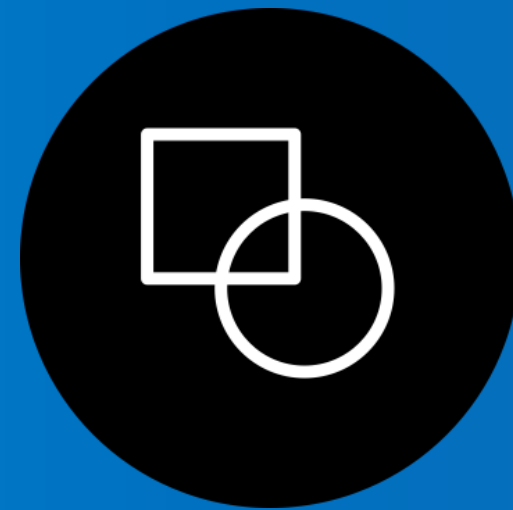
# Before your invest in making & distributing content



Imagery



Topics



Platforms



Tone



Influencers/  
bloggers



codec



## Content Pillar: Spirited Mindfulness

### FRANCE

Diet & Nutrition	+325%
Health & Wellness	+288%
Food & Drink	+252%
Beauty & Grooming	+201%
Designer Fashion	+122%



+99%  
Social image



+139%  
Facebook



Flowers & Romance  
+12.6% more engagement than the global Instagram average.



Charity  
+71.7%

### UAE

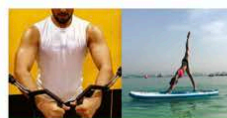
Luxury Lifestyle	+502%
Food & Drink	+386%
Business	+363%
Designer Fashion	+177%
Women's Fashion	+136%



+85%  
Social image



+162%  
Instagram



Fitness  
+13.8% more engagement than the global Instagram average.



TV Channel  
+76.5%

### USA

Health & Wellness	+396%
Diet & Nutrition	+158%
Photography	+118%
People & Society	+49%
Social Issues	+42%



+54%  
Social image



+69%  
Instagram



Natural Imagery  
+8.8% more engagement than the global Instagram average.



Social Network  
+80.4%



Sensational Experience FR

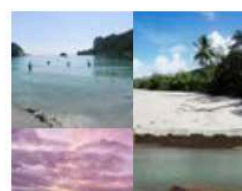
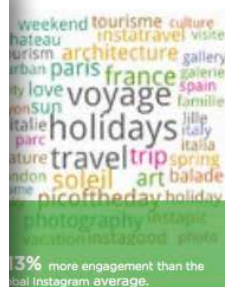
Images

### About this module

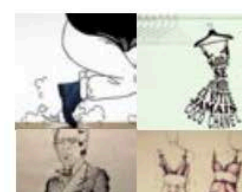
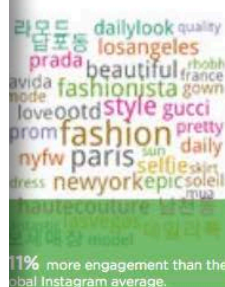
Codec uses deep neural nets to analyse the visual elements of millions of posts in order to determine exactly which combination of visual elements generate the most engagement for a specific audience.

### Top performing image types for this tribe

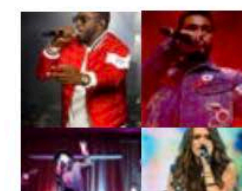
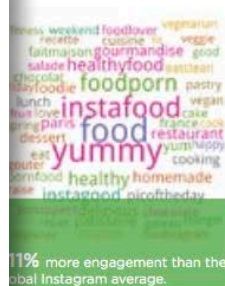
This tribe engage well with travel-themed images of city architecture and summery beach and sea scenes. In general, they like light hearted, fun imagery that takes them out of their everyday existence to look forward to their next adventure. Fashion images, illustrations, tempting food and live events also get good engagement with this tribe.



Summer  
Pictures of water and holidays  
+12% more engagement than the global Instagram average.



Illustrations and graphics  
Imagery of graphics and illustrations  
+11% more engagement than the global Instagram average.



Live events  
Images of people performing  
+9% more engagement than the global Instagram average.



Profile

### National Lottery

'Emotional, Reckless and Hedonistic' is the largest single personality archetype within this audience, and represents a majority.

### Interests

UK Talent & Variety TV Shows	100%
UK TV Talk Shows	60%
Women's Sportswear & Workout Clothing	43%
UK Political Satire	39%
Parenting in London	33%
Men's Sunglasses & Eyewear	27%
Photography & Parenting	22%
Housing & Development	20%
Occasion Wear & High Fashion	17%
Talent & Variety TV Shows	12%

### Personality

The National Lottery's biggest personality group is Emotional, Reckless and Hedonistic



### Top Platform & Format



### Trending Content



4 Easy to Start Online Side Hustle Ideas



Norman Reedus and Diane Kruger go public with their romance, spotted kissing in New York



12 Hobbies That Look Great On Your Resume (And One That Doesn't)



Want to Go Backpacking? Now It's Easy for Anyone to Rent the Gear.

MacBook



# Reveal different localised content preferences-



Sensational Experience USA

OverviewPersonalityImagery

Abstract Art

High EngagementInfrequently Used

See More

Sensational Experience UAE

OverviewPersonalityImagery

Celebrations

Not EngagingSometimes Used

See More

Sensational Experience France

OverviewPersonalityImagery

Cute Pets

High EngagementSometimes Used

See More

BRIDGING THE  
‘LOCAL’  
VS.  
‘GLOBAL’  
DIVIDE



BRAND  
AWARENESS

3x

brand uplift

CONTENT  
PERFORMANCE

3x 2.5x

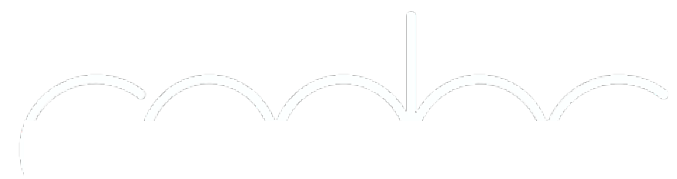
dwel time engagement

COST  
SAVING

2.5x

cheaper for strategic  
insight than  
an agency





# Kodak





# Consumer-goods giant Unilever has been hiring employees using brain games and artificial intelligence – and it's a huge success

Richard Feloni  

🕒 Jun. 28, 2017, 2:30 PM 🔥 20,723



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

## Free: Big Data Trends for 2017 - Get the Free Whitepaper

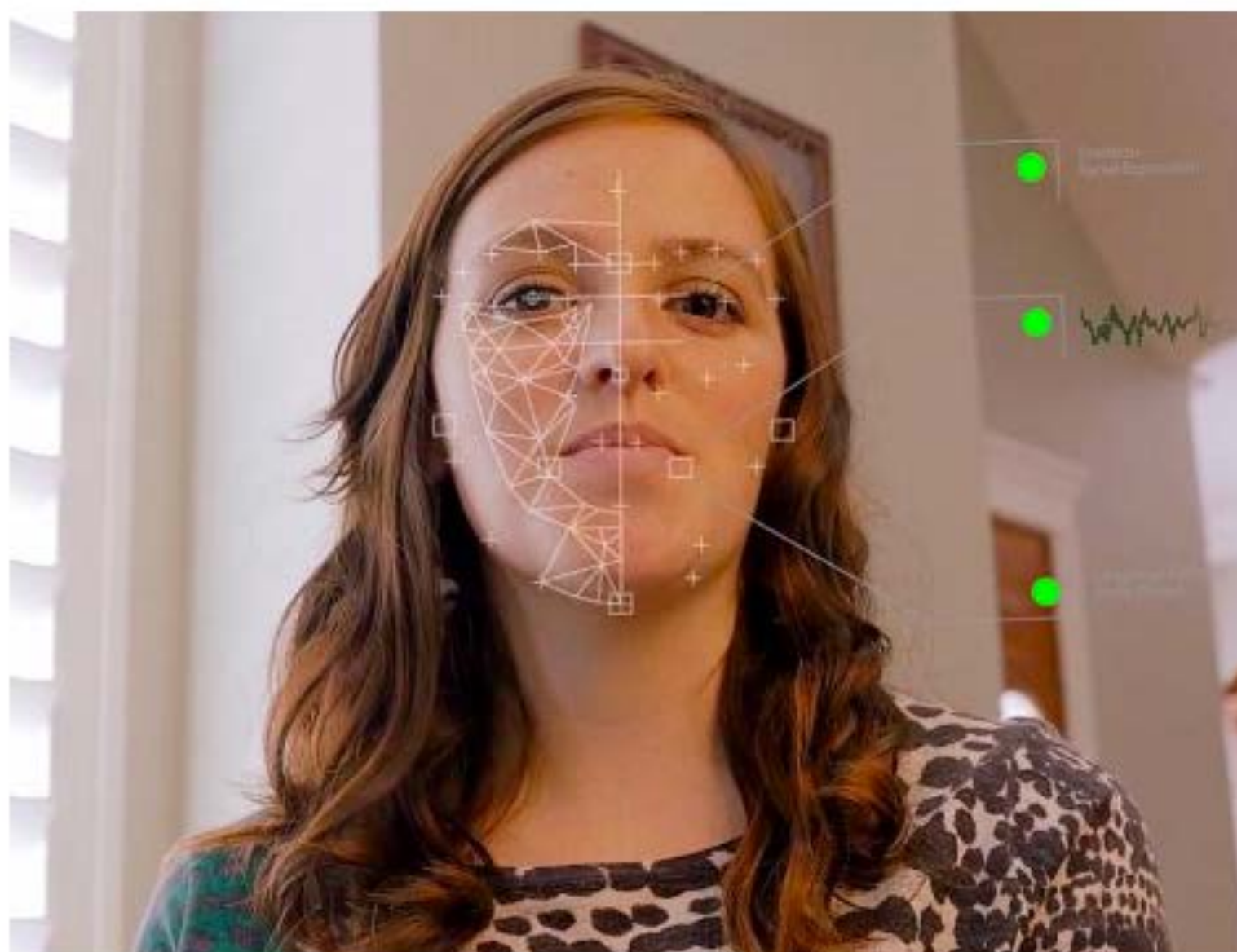
What's Changing with Hadoop & Other Big Data Trends in 2017. Get the Free Paper. [tableau.com](http://tableau.com)

- **Unilever has used artificial intelligence to screen all entry-level employees for the past year.**

- **Candidates play neuroscience-based games to measure inherent traits, then have recorded interviews analyzed by AI.**

- **The company considers the experiment a big success and will continue it indefinitely.**

For the past year, the Dutch-



Unilever wants to be a global leader when it comes to using artificial intelligence for hiring. [HireVue](#)



codeec

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Owning Your Time

Affording Your Life

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Expat Guides

Workplace

# The tech that tracks your movements at work

In a constant search for productivity, companies have developed more sophisticated ways of tracking you at work. But, asks Ryan Derousseau, is it even effective?

Bloomberg

Barclays Puts in Sensors to See Which Bankers Are at Their Desks

# Barclays Puts in Sensors to See Which Bankers Are at Their Desks

By **Stephen Morris**, **Donal Griffin**, and **Patrick Gower**

18 August 2017, 13:30 BST

→ Heat-sensing 'OccupEye' records usage, promotes 'hot-desking'

→ Barclays, Lloyds say using such devices helps reduce costs

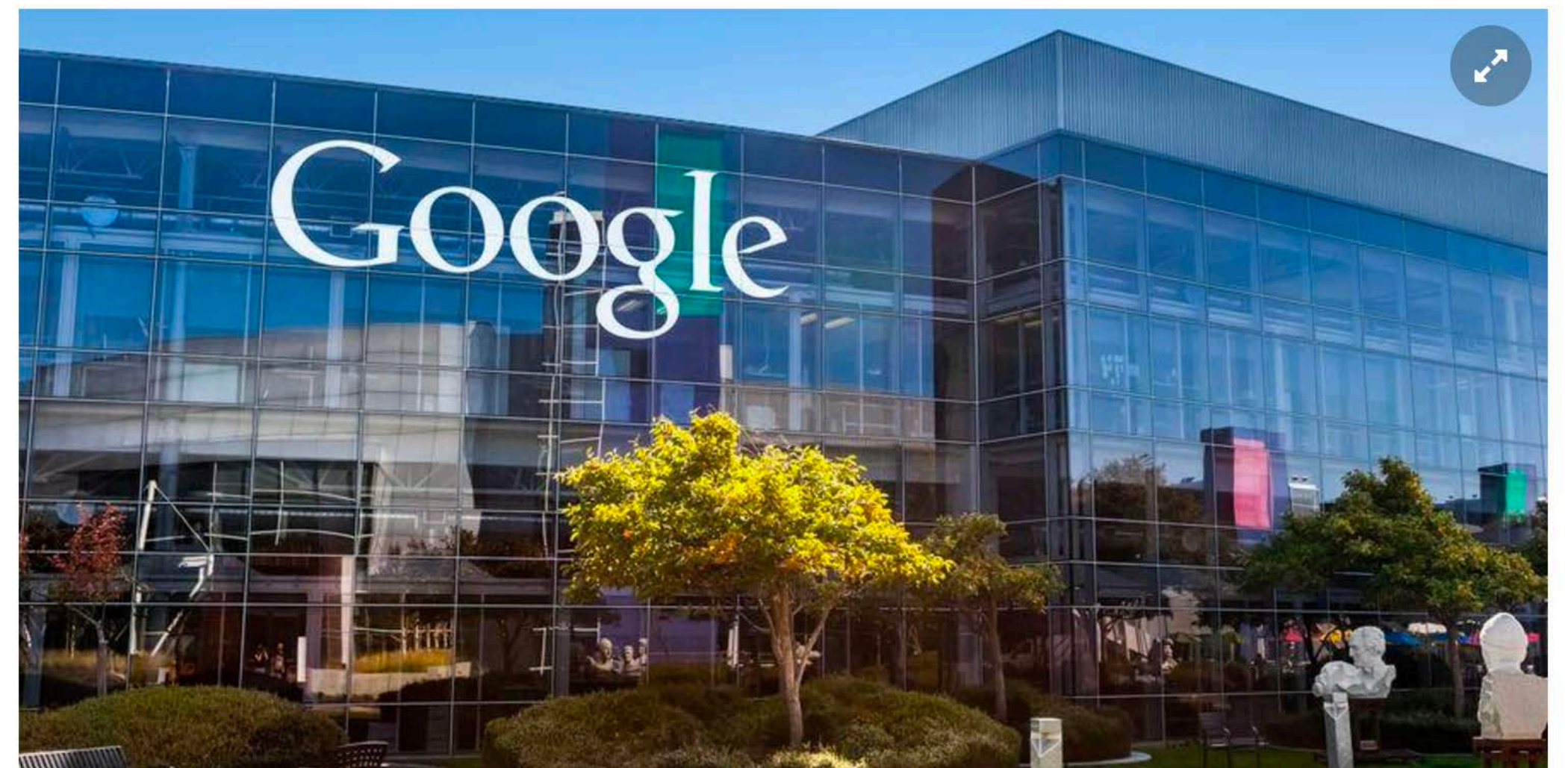
## Google sued by employee over internal 'spying program'



By **Kyle O'Brien** - 21 December 2016 21:50pm

6

Shares



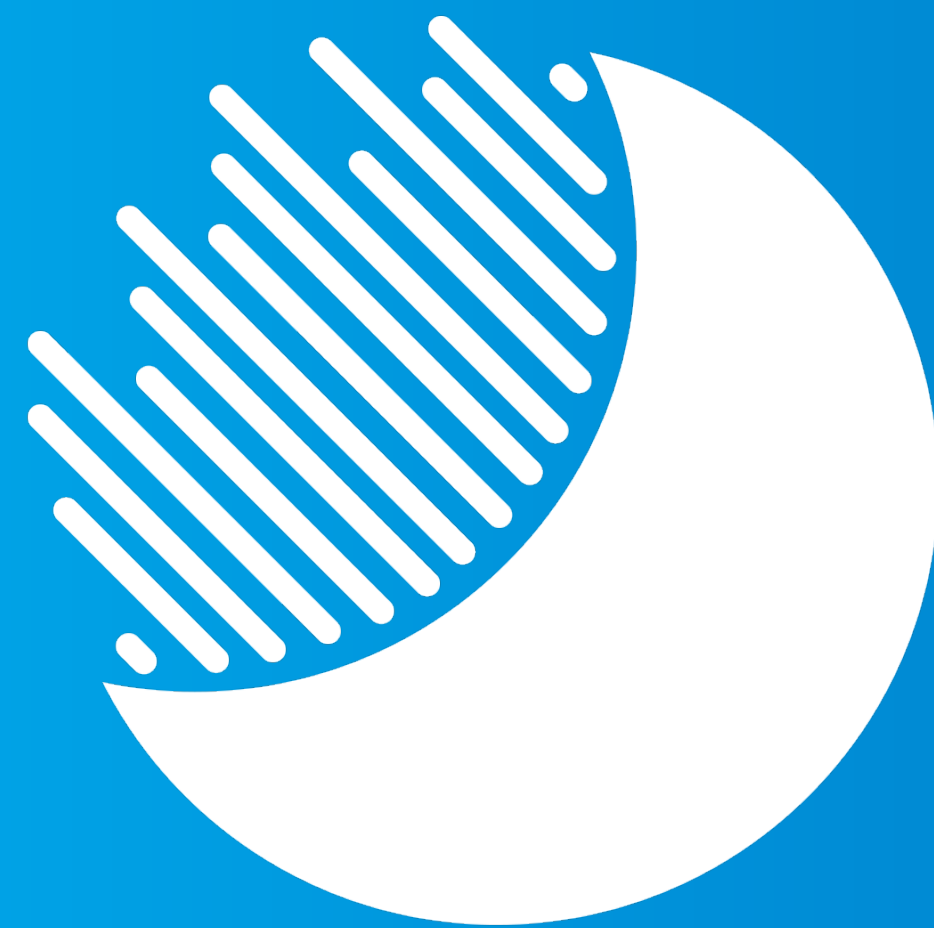
Google is being sued by a former employee for "spying" program / turtix, Shutterstock



# INNOVATIVE vs. SUSTAINABLE

The Problem of Technology





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CEO & Co-founder

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