PSC: a AI-based method to increase movie ads effectiveness

Neural technologies

What is this?

For humanity and its tastes, the present is not a linear consequence of the pass and the future will always be somehow non-deterministic. Yet, in areas where predictive knowledge is at stake, evidence-based hypotheses are about all we got to maximize an enterprise success.
In the realm of movie ads, these hypotheses spread into a dichotomy: on one side, we find the narratives' structures and elements that are likely to stimulate the retrieval of positive experiences, where on the other, we find the ones that are likely to amaze by disrupting expectancy.
Predictive Successful Content (PSC) draws on both to increase the chances of success of a movie ad. It is an AI-based method that generates consistent predictions about the chances of success of different types of narratives and different narrative elements, based on past results, while boosting the essence of creativity of a briefing.

PSC is a method to be used during movie and campaign planning.

How does it work?

The PSC method draws on recent work of our team in neuroscience and artificial intelligence (Dias AM, et al, 2012-2018) to curate private and public movie ads databases, tag narrative types and narrative elements, extract data-driven outcomes for different target audiences as KPIs, and finally apply state of the art n-dimensional neural networks, with back-propagation, to extrapolate from correlation to prediction.
As one may note, the mere application of AI to movie ad success will render evidence-based patterns recommendations. Nevertheless, it is not always possible to combine, for instance, humor with 40-45% of pop music and 3-4 young adults inside vehicle, when aiming to reach a target audience of entrance-level cars; sometimes, it is not possible to enforce the usage of a single of element of these. There usually are indications from the client or the creative agency that should be followed, irrespective of departing from the outcome of predictive analysis. More than acceptable, these indications tend to be central to the originality of an ad briefing; these are the truly creative contributions that should amaze through novelty.
Recombining successful elements through AI may win battles, but will ultimately lose the war to someone that put the approach aside and just try to be creative.
With that in mind, we developed an approach that goes beyond the thoughtless application of advanced computational mathematics to publicity, as we learned to also identify and tag the truly creative elements of the briefing and implement them as higher order nodes (parent nodes) in our networks. By these means, the endpoints of the predictive analysis are selectively tailored to the proposal, without ever suffocating its pioneering properties.
AI-based predictive analysis emerges in PSC much more as a decision support system than a substitute to human mastery. And that's precisely what we believe our mission to be: assist the talented and the gifted to achieve even grander success, through artificial intelligence and neuroscience.