

“MACHINES ARE GOING TO BE F*CKING IT UP FOR ALL OF US”: ADAM FERRIER ON A MACHINE-LED FUTURE



By
ALLY BURNIE



MORE STORIES



THE SINGLE MOST IMPORTANT E-COMMERCE SHOPPING DAY OF THE YEAR



TAKE THE CHAOS OUT OF YOUR DAY-TO-DAY WITH MARKETING OPERATIONS SOFTWARE



HOW HIRING AN SEO AGENCY CAN TRANSFORM YOUR BUSINESS



SHARE
THIS

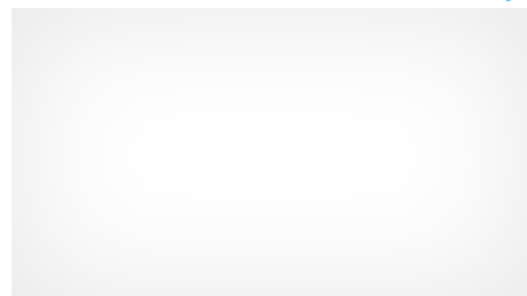


IS MARKETING EFFICIENCY
THROUGH PROGRAMMATIC AND
AUTOMATION KILLING
CREATIVE THINKING?
SHOULD THE FUTURE BE
MACHINE-LED OR CREATIVE-
LED? ACCORDING
TO CONSUMER PSYCHOLOGIST
AND AGENCY BOSS ADAM
FERRIER, CREATIVITY
SHOULD LEAD THE WAY.

Debating the topic *‘Marketing is a combination of art and science, but should the machine lead creativity?’* at Nine’s pop-up Big Idea Store, Ferrier said: “The machines are going to be fucking it up for us and if you agree with the premise machines should lead, you’re putting a dagger into the soul of all of us.”

Ferrier also claimed “marketing is not rocket science.” He said it’s much more complicated than that.

ADVERTISING



“Rocket science and brain science are actually quite simple, albeit important, jobs. Marketing is much harder because you’re dealing with humans and emotions,” he said.

“Ideas come from the mistakes and the



VIDEO MARKETING
101: MAKE THE MOST
FROM YOUR CAMPAIGN



IT MAKES DOLLARS &
SENSE TO ADVERTISE
IN BOOMTOWN

craziness of culture but machines don't operate like that. They do efficiencies and optimise ridiculous shit. Until there's a computer [debating against us], we win."

TrinityP3 managing director Nathan Hodges, debating for a machine-led future of marketing, said there is no denying machines and creativity are interdependent, yet there is an order of which comes first.

"There's a co-relationship there. Each makes the other better. And that order is fundamental to the success of that relationship. We're in the business of commercial creativity, not creative commerce. And in there, there is a blend, and there is a balance, but there is also an order of attack and it is crucial."

He argued machines should come first because "consumers are messy and complicated creatures."

"The more we find out about humans the more data points we have and the messier and more complicated they seem to become. But the beauty of the machine that we're building with all of these data points is its ability to articulate, quantify and overlay all of those different data points.

"It provides a structure and a foundation, and a strategy for help. It's a strategy and a practical application with a budget and ROI that provides a brief and a platform for creativity. It has to be that way around."

He also said it's a myth everyone has all the same data points making machinery-based creative work nondistinctive from one another.

"No one has all their data lined up. It's a myth. There's so much ground to be made

.1 "

there.

On the other side of the debate, GroupM chief investment officer Nicola Lewis said advertising always will be “grounded in art.”

“Creativity lies on imagination,” she said. “Imagination is the conscious representation of what is not immediately present to the five senses, and the five senses can be measured. Imagination cannot be measured, nor can it be mimicked.

Lewis said: “To accept that machine is creativity to propagate the world of media dystopia.”

Nine director of Powered Liana Dubois, also debating for a creative-led future, said what has led our growth innovation is human creativity, and the only thing that can drive creativity is a human.

“Human is the only thing that understands a human. A machine never can.”

Dubois said: “Creativity has literally transformed the world around us. The machine driving all of it is the creative machine. The machine, which applies to things like technology, automation, data, programmatic, procurement, martech – all those cogs are designed by humans.”

She said machines will never keep up or lead because it is humans who are creating the codes and algorithms, adding: “Only human instinct; only human emotion; only human experience; and only a human being can drive another human being to act in a way and influence their human behavior.”

Prior to the debate, an audience poll was taken on whether the future of marketing should be machine or creative-led. Two-thirds of the audience voted creative. At

the end of the debate? Creativity still came out on top.

Debate panel

Moderated by Mumbrella's Tim Burrowes.

Debating for a creative-led future: Adam Ferrier, chief thinker, Thinkerbell; Nicola Lewis, chief investment officer, GroupM; and Liana Dubois, director of Powered, Nine.



Advertise with us

Debating for a machine-led future: Nathan Hodges, MD, TrinityP3; Juliette Stead, senior VP APAC, Telaria; and Stephen Kyefulumya, group director of enterprise and data solutions, Nine.

Connect with:

LinkedIn

Please login with linkedin to comment

CREATIVITY

MACHINES

NINE

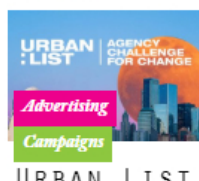
TECHNOLOGY

LATEST NEWS

9 hours ago



15 hours ago



2020
5-7 Feb
Melbourne



PAUSE
FEST

Find Your New,
Next & Beyond

OWNED
DIGITAL AD
NETWORK
SCROLL
MEDIA
OPENS
AUSTRALIAN
OFFICE

ORDAN LAUNCHES
CHALLENGE
FOR CHANGE
CAMPAIGN TO
FIND
AUSTRALIA'S
MOST
SUSTAINABLE
AGENCY

LEARN MORE

Advertise with us

15 hours ago



Media

WEDNESDAY TV
WRAP:
BACHELORETTE
PREMIER'S
NUMBERS UP
ON LAST YEAR

15 hours ago



Media

"EXCUSE
ME, MY
KIDS ARE
HERE!": TV
REPORTER'S
SON MAKES
HILARIOUS
CAMEO ON
LIVE TV

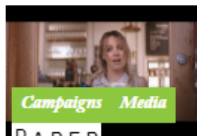
15 hours ago



Media

DEC PR
WINS
SYDNEY
FISH
MARKET
AGENCY OF
RECORD

15 hours ago



Campaigns Media

PAPER
MOOSE
DEFEATS
BANJO
BASTION
IN
GRUEN'S
THE PITCH

15 hours ago



Campaigns

NEWS.COM.AU
LAUNCHES
MENTAL
HEALTH AND
WELLBEING
CAMPAIGN

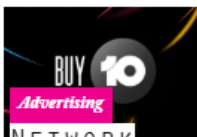
15 hours ago



Media

VIZEUM
APPOINTED
GROUPE
SEB'S
GLOBAL
MEDIA
AGENCY

15 hours ago



Advertising

NETWORK
10
UPFRONTS:
WHAT 10'S
BRINGING
TO THE
TABLE IN
2020

16 hours ago



Advertising

Campaigns

SKITTLES
DEBUTS
FIRST
HALLOWEEN
SPOT IN
YEARS AND
IT'S BOTH
WACKY &

16 hours ago



Media Technology

ACCC BOSS
DOUBLES
DOWN ON
PLANS TO
REGULATE
FACEBOOK
AND
GOOGLE

16 hours ago



Media

10'S NEW
MASTERCHEF
JUDGES
ANNOUNCED

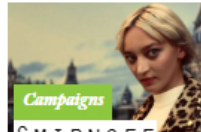
16 hours ago



Media Environment Technology

KERRI-ANNE
KENNERLEY
SAYS
EXTINCTION
REBELLION
PROTESTERS
SHOULD BE
USED AS A
"SPEED
BUMP"

17 hours ago



Campaigns

SMIRNOFF
KICKS OFF
FIRST
GLOBAL
CAMPAIGN
IN 25
YEARS

17 hours ago



Media

UBER
SNARES
FORMER
GOOGLE
MARKETER
LUCINDA
BARLOW TO
LEAD APAC
MARKETING

17 hours ago



Opinion

A FORMER
AD EXEC
TALKS
ABOUT WHY
THIS
WORLD
MENTAL
HEALTH
DAY, WE
NEED
TO TAKE
SOME
ACTION

17 hours ago



Advertising Campaigns

AMCAL
FIGHTS HAY
FEVER
SEASON
WITH LIVE
POLLEN
COUNT
BILLBOARDS

18 hours ago



Media Partner Content

THE
SINGLE
MOST
IMPORTANT
E-
COMMERCE
SHOPPING
DAY OF
THE YEAR

THE TEAM

1 day ago



Media
DESTINATION
PERTH
ENGAGE
BONFIRE TO
SPARK
DIGITAL
MARKETING
REVIVAL

1 day ago



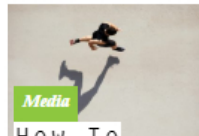
Media
FIFTYFIVE5
EXPANDS
ITS
MELBOURNE
TEAM

1 day ago



Media
TAFE NSW
MARKETING
STUDENTS
GO GLOBAL

1 day ago



Media
HOW TO
BEAT THE
GRIND –
DIET AND
LIFESTYLE
TIPS FOR
MARKETERS

1 day ago



Media Technology
CAMPAIGN
MONITOR
LAUNCHES
NEW
COMMERCE
SOLUTION
FOR RETAIL
BUSINESSES

1 day ago



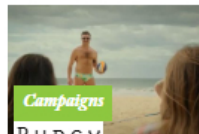
Media
PUBLICIS
GROUPE
ANZ IS
CLOSING
ITS DOORS
FOR ONE
DAY IN
SUPPORT
OF WORLD
MENTAL
HEALTH
DAY

1 day ago



Media
STUDY:
MEDIA AND
ADVERTISING
EMPLOYEES
HAVE ON
AVERAGE 97
PASSWORDS
TO MANAGE

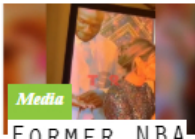
1 day ago



Campaigns
BUDGY
SMUGGLER
AND
PLAYSPORT
LAUNCH
'HERO TO
ZERO'
CAMPAIGN
TO
CELEBRATE
GRASSROOTS
SPORT

1 day ago

1 day ago



Media
FORMER NBA
STAR LAMAR
ODOM
EXPERIENCES
THE PERILS
OF LIVE TV
AFTER BEING
CAUGHT
'ADJUSTING'
HIMSELF ON
DWTS



Media
NINE
REVEALS
BRAND
PARTNERS
FOR
SEASON
TWO OF
LOVE
ISLAND

1 day ago



Media
SOUTH
PARK
CREATORS
ISSUE
RISKY
'APOLOGY'
TO CHINA
AFTER
BEING
BANNED

1 day ago



Media
MARKETERS
NEED TO
FOCUS MORE
ON
PSYCHOLOGY
THAN
TECHNOLOGY,
SAYS
QUANTCAST
CTO PETER
DAY

