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AI-Powered, Human-Directed Creatives

Building Creative Systems For

GROUPON

WEBINAR | 17 MARCH '26



Housekeeping Tips



Audience will be muted throughout. We encourage leaving questions through the Q&A option.



Recording of the session will be shared afterwards.



Contact us for more info via:
marketing@mcsaatchiperformance.com

Meet our Speakers



Eduard Martinez

Brand Marketing Director

GROUPON



Allita Crasto

Global Head of Creative

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Jonathan Yantz

Managing Partner, US

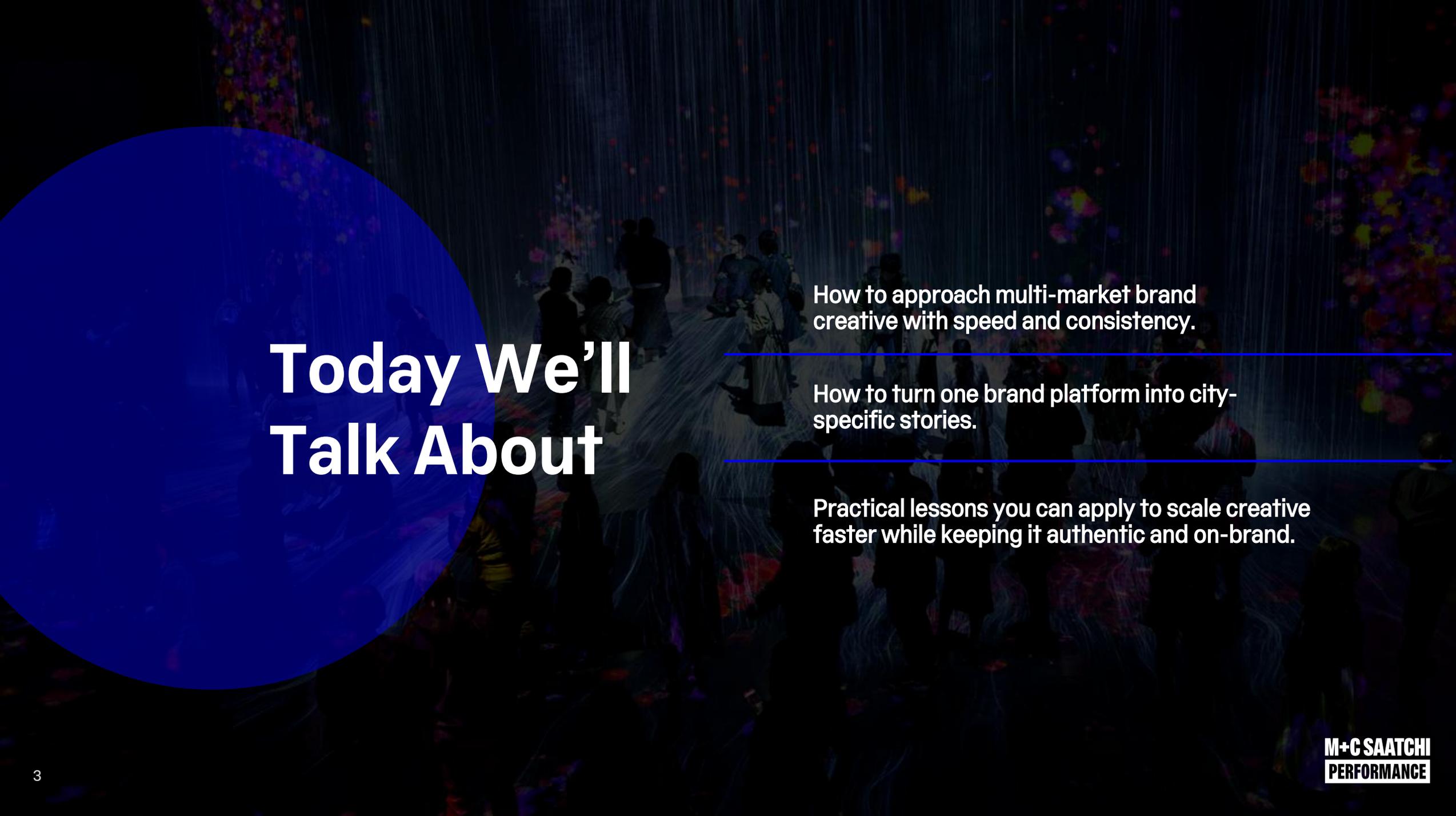
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Francis Kuttivelil

Head of Technology

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Today We'll Talk About

How to approach multi-market brand creative with speed and consistency.

How to turn one brand platform into city-specific stories.

Practical lessons you can apply to scale creative faster while keeping it authentic and on-brand.



POLL 1

**How do you personally feel
about using AI in creative production?**

POLL 2

What is your biggest concern when using AI in creative production?



THE 8: artificial intelligence turns car into digital artwork

Why This Matters Now?

Brands need to move fast, stay relevant, and feel human.

The AI Tsunami

The marketing world seems to have gone full-auto.

Over the past couple of years, dozens of new AI-powered marketing tools are hitting the market. From ad-creation, content writing, to fully automated campaign builders.

Some tools claim you can generate everything - copy, visuals, video, targeting - with a single or a few prompts. This makes the promise of “rapid, low-cost growth” extremely attractive to businesses big and small.



WELCOME TO NIKE. INC.



AI for humanity: How Starbucks plans to use technology to nurture the human spirit

The Shifts in Creative Strategy

AI brings speed, but humans bring context, taste and meaning.

Brand creativity is moving from big, polished campaign moments to more flexible, always-on storytelling.

Content is more about quality not quantity

Audiences connect more with work that feels real and specific, rather than overly perfect or “AI pretty”.

When AI is used without enough human involvement, things can go off track.

The shifts in Tech / AI

AI removes production friction so humans can spend more time on the parts that actually create meaning.

Before AI

If you moved fast, quality dropped. If you protected craft, you slowed down.

Where AI helps

- Rapid prototyping - visualize before investing.
- Intelligent localization - tone/context/visual nuance.
- Creative analysis - optimize based on signals.

Modernizing Production

What needs to exist first?

AI-Ready Data: Bigger the Prompt, Better the Response

Brand Guidelines

Brand Guardrails

Past Assets with
Performance Data

Cross-Functional Team

Creative (taste & craft)

Tech (workflow & tooling)

Legal (risk & governance)

Test and Learn Culture

Expect iteration

Learn where AI helps most

Keep humans in the decisions
that matter

Turn Life ON with Groupon



The Premise

People want to do more with their lives but often feel stuck in routine. For many, the biggest barrier to trying something new is the perceived cost. Groupon's role was to show that great experiences can still feel affordable.



Campaign Deliverables

Drive reach and conversion across markets while maintaining a single global idea. Ensure consistency in storytelling with the agility to adapt locally. Balance emotional authenticity with meaningful local cues in every market.



The Challenge

Traditional production was too slow and complex to scale one campaign across multiple markets.



Groupon's 'Glocal' Campaign

One global idea. Many local worlds.

"Turn Life ON" repositioned Groupon as the unlock to affordable real-world experiences.

The idea came to life through brand and performance film, built for modern platforms like Meta, YouTube, and streaming environments.

To keep the campaign globally consistent yet locally relevant, it was localized across New York, Chicago, Madrid, Dublin, Manchester, San Jose, Seattle, LA, and Birmingham.



The AI-powered, human-directed approach

When you combine human taste and storytelling with AI's speed, you don't just get more content, you get scalable content that still feels relevant, local and meaningful.

Human-directed:

Narrative, tone, city feel, emotional intent

AI-powered:

Visual exploration, environments, iteration speed

Workflow:

Align on story and intent, Build modular scenes, Generate market versions fast, Human refinement: tone, transitions, VO, storytelling

What we achieved:

Built a modular creative system, started with 3 master films, scaled to 174 video assets in 2.5 months. Included adaptations across markets, use cases and formats.

The Process

01

Concept Development

Created campaign direction and local insight base.

02

Scriptwriting

Rounds of refinement with client input.

03

Visual Mood Board

Defined tone, scenes, environments.

04

Storyboarding

First AI pass on visuals, multiple iterations.

05

AI Footage Generation

Scene-by-scene builds using AI tools.

06

Motion Design & Edit

Animation, transitions, promos, BGM, VO.

Campaign Results

Strong lifts across search interest, recall and salience,
and faster multi-market delivery

+11%

Increase in brand searches

+31%

Unaided ad recall

+22%

Brand salience lift

How to Operationalize AI at Scale

Scaling AI means rethinking platforms, training, process, and measurement.

Enterprise-grade AI

Security, privacy, no training on organisation data, no training on third-party copyrighted data.

Training

Prompt craft, tool fluency.

AI-enabled process

Update workflows to integrate AI while retaining human oversight where essential.

Measurement

Creative testing to prove value, creative analysis to determine what creative elements are driving value.

Tools, Tech & What Separates Winners

Tools matter, but operating principles matter more.

Tool Stack

- Generative creative tools: image, video, audio, copy generation.
- Dynamic Creative Optimization (DCO) Platforms: automated variations by audience/context.
- Creative Analytics Platforms: AI-driven performance insights.
- Workflow Automation: automated localization, smart resizing, formatting.

5 Success Signals

- Executive sponsorship: AI as strategy, not side project.
- Clear use cases: e.g., “reduce localization time by 40%”.
- Governance early: guardrails before mistakes.
- Talent: people who can create and direct AI.
- Mindset shift: AI is probabilistic, learn what to trust, what to review.

What Should Brands do Next?

- Define the brand clearly
 - Build scalable systems
- Keep the human layer
 - Clarity fuels AI
- Distinctiveness wins
 - AI Changes the Bottleneck
- Set clear goals
 - Iterate continuously
- Define AI's role



Questions?

How did we do?

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Thank you