

The dawn of Generative AI: How will it shape our future?

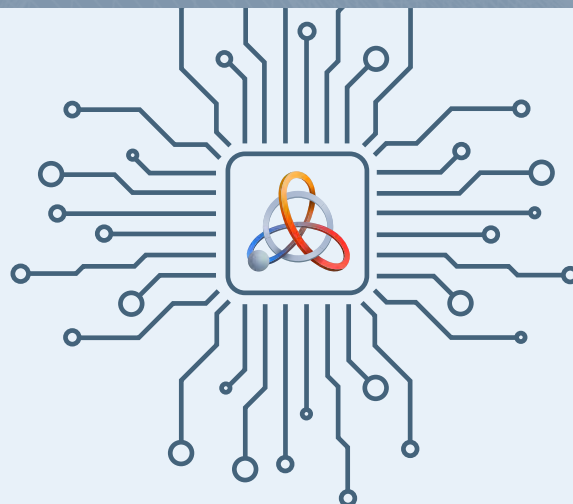
2023 has already seen an explosion of innovation within AI...

...accompanied by an equally remarkable explosion in media and public attention. The world's response so far shows a heady mix of excitement at the leap forward that generative AI represents, along with equivalent doses of alarm at the potential implications for life as we know it, and stoicism that this shiny new technology will eventually settle into its rightful place, alongside previous innovations that have (or have not) changed our world. What is Branding Science's view on the opportunities for this new technology?

Where are we today?

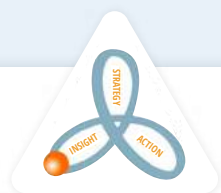
Many conveniences of the modern world are already delivered with the help of AI, from travel routes and helplines to marketing offers and music or video recommendations. Analytical AI has been shown to be highly efficient in delivering a well-defined task, based on its ability to classify or predict from large datasets, in real time. We value the convenience that it brings to our everyday lives, as well as the cost and time savings that it provides.

Generative AI (such as ChatGPT and Bard) promises to take things to the next level, by generating new content, based on what it has learned from pre-existing datasets.



What does this mean for our industry?





Using validated technology can help us to deliver market insights with greater time- and cost-efficiency, by assisting us with jobs such as summarising data (including text and video) and enhancing human satisfaction by taking care of some of the more laborious tasks within research. In a world of ever-increasing pressures on budgets and timeframes, the benefits of these technologies are tangible. Leveraging generative AI may deliver benefits beyond efficiency, helping us to create hypotheses, stimuli and questions for our research projects, as well as positing new recommendations and catalysing fresh thinking.



Reasons for caution

As with many new technologies, there are, however, caveats and cautions:



-  The immediate potential for generative AI has created great excitement, but the controls and legislation which will provide security and confidentiality for intellectual property and personal data protection are struggling to keep up.
-  Caution is required during this “lag phase”; Italy has temporarily blocked the generative AI platform ChatGPT over privacy concerns, and some pharmaceutical companies have already specified a hold on exposing company-owned proprietary data to the technology.
-  The so-called “godfather of AI”, Geoffrey Hinton, has highlighted the potential dangers of AI, should it be put to misuse, or even develop to such a level that it posed a threat to mankind.
-  Elon Musk has also highlighted the importance of AI safety and controls. These compliance issues need to be addressed at a global level to allow the full potential of the technology to be enjoyed and fully leveraged, but this will come.



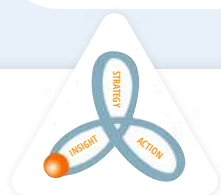
How Branding Science is embracing AI

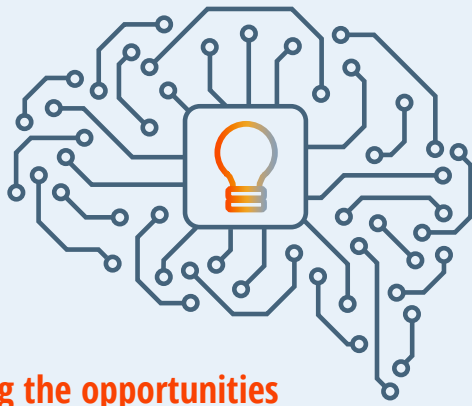
Here at Branding Science we are continually exploring new ways to help our clients improve the value of their insights programmes. We aim to help the global healthcare industry to make better, more informed decisions. By combining validated technologies and methodological tools alongside human intelligence, we deliver a richer understanding of your customers, communications and brands. Incorporating AI-driven technologies alongside our traditional research methods, we can enhance insights and add extra layers of confidence to business decisions. Innovation is at the heart of success in every industry – the online survey was once a new approach, regarded with some suspicion!

Examples include our validated VIA eye tracking tool, which provides rich analysis in a fraction of the time (hours not weeks) and without having to recruit, wire up and interview a robust sample of customers.

We also combine traditional research approaches with new voice emotion tools to enrich our insights, allowing us to detect hidden patterns and subtleties that even our analysts don't always pick up. Additionally, we partner with Relative Insight, a rapid text analysis comparison tool, which enables us to pick up language differences between groups and provide our clients with an understanding of the language used when discussing different therapy areas, products and unmet needs, guiding recommendations.

Our belief is that incorporating these technologies (and more) into our unique approach, which combines behavioural science, applied psychology, and now AI-based tools, will allow us to enhance the level of insight we can deliver, providing a more actionable truth for your teams.





Seizing the opportunities

The cost- and time-efficiency benefits of new technologies can be viewed as stand-alone justifications, but at Branding Science we see them also as enabling mechanisms; freeing up precious time and budget allows us to invest in producing better quality research and insight, from spending more “thinking time” exploring our clients’ briefs and understanding the important issues our clients are wrestling with, through developing and refining our hypotheses and approaches, and finding more creative, engaging and impactful ways to articulate and share insights and ensure that the resulting actions are embedded into our clients’ teams.

We are excited about generative AI and the opportunities it brings! Rather than fearing that it will commoditise research, or render human insight redundant, we recognise the opportunities for AI to improve efficiency and utilise fresh ideas in design, questioning, and reporting, which will allow us to invest more time in quality thinking and storytelling. When it comes to the world of AI, our focus is on using this great, emerging technology to enhance brilliant thinking and deliver meaningful insight.



2023 and beyond

We believe that 2023 will be a year of technological pace for insights.

All new tools require testing and validation to define their optimal role within research. We'll be offering our clients complimentary opportunities to be involved in the validation process, incorporating new tools into research programmes to ensure our clients remain at the cutting edge, using technology to catalyse human thinking, and deliver the true insights that enhance our clients’ success in improving the health of people across the globe.

Exciting times!

If you'd like to know more, please speak to:

Carolyn Chamberlain,
Global Commercial Director

carolyn.chamberlain@branding-science.com

