

Data, Advertising and The Erosion of Trust in the Age of AI

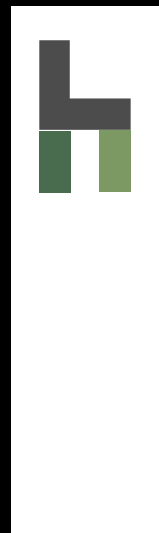
Jason Jercinovic

jj@havas.com

Santiago

May 2018





HAVAS



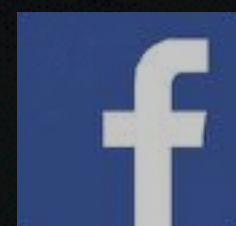
01

The Reckoning

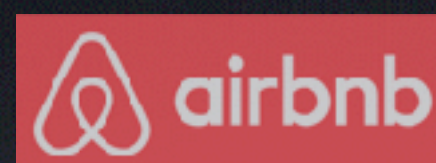




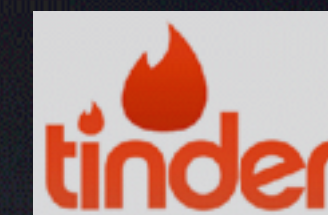
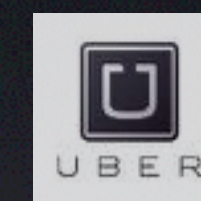
Google



NETFLIX



amazon.



we live in an AI
powered world



```
static List<Data> data;
```

```
static void Main() {  
    Console.WriteLine("Enter data:");  
    while (true) {  
        string input = Console.ReadLine();  
        if (input == "exit") {  
            break;  
        }  
        DataEvent dataEvent = new DataEvent(input);  
        data.Add(dataEvent);  
    }  
    Console.WriteLine("Data processed successfully.");  
}
```

```
set.Add(dataEvent);
```

```
Console.WriteLine("Data processed successfully.");
```

```
for (int i = 0; i < dataBundles.Length; i++)
```

```
dataEvent.data = dataBundles[i].data;
```

```
dList.RemoveAt(dList.IndexOf(dataEvent));
```

```
dataEvent.data = dataBundles[i].data;
```

```
ObjectManager.Delete(dataEvent);
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```
dataEvent.data = dataBundles[i].data;
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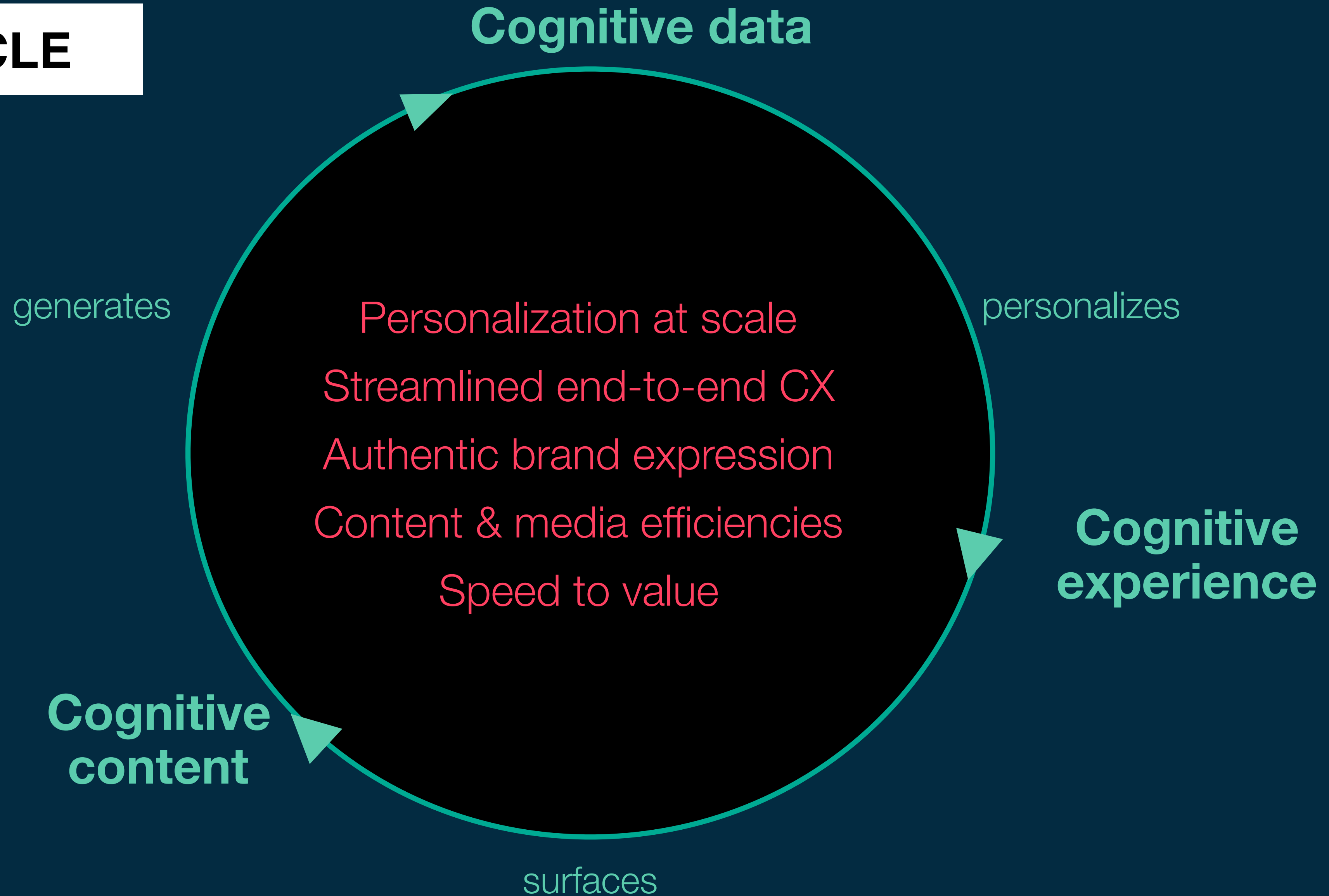
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VIRTUOUS CYCLE





MINE AND CORRELATE DATA

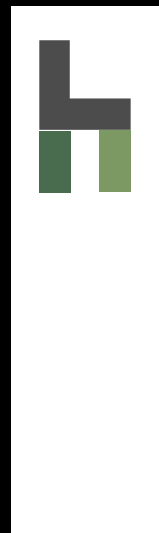
1. Understand people's behavior at a deep and personal level
2. Target custom-crafted offers and experiences to people at an individual level
3. Develop and deliver platforms & campaigns with laser-precision and efficiency.





**I CAN PREDICT
SHAPE THE
FUTURE**

trust



HAVAS



02

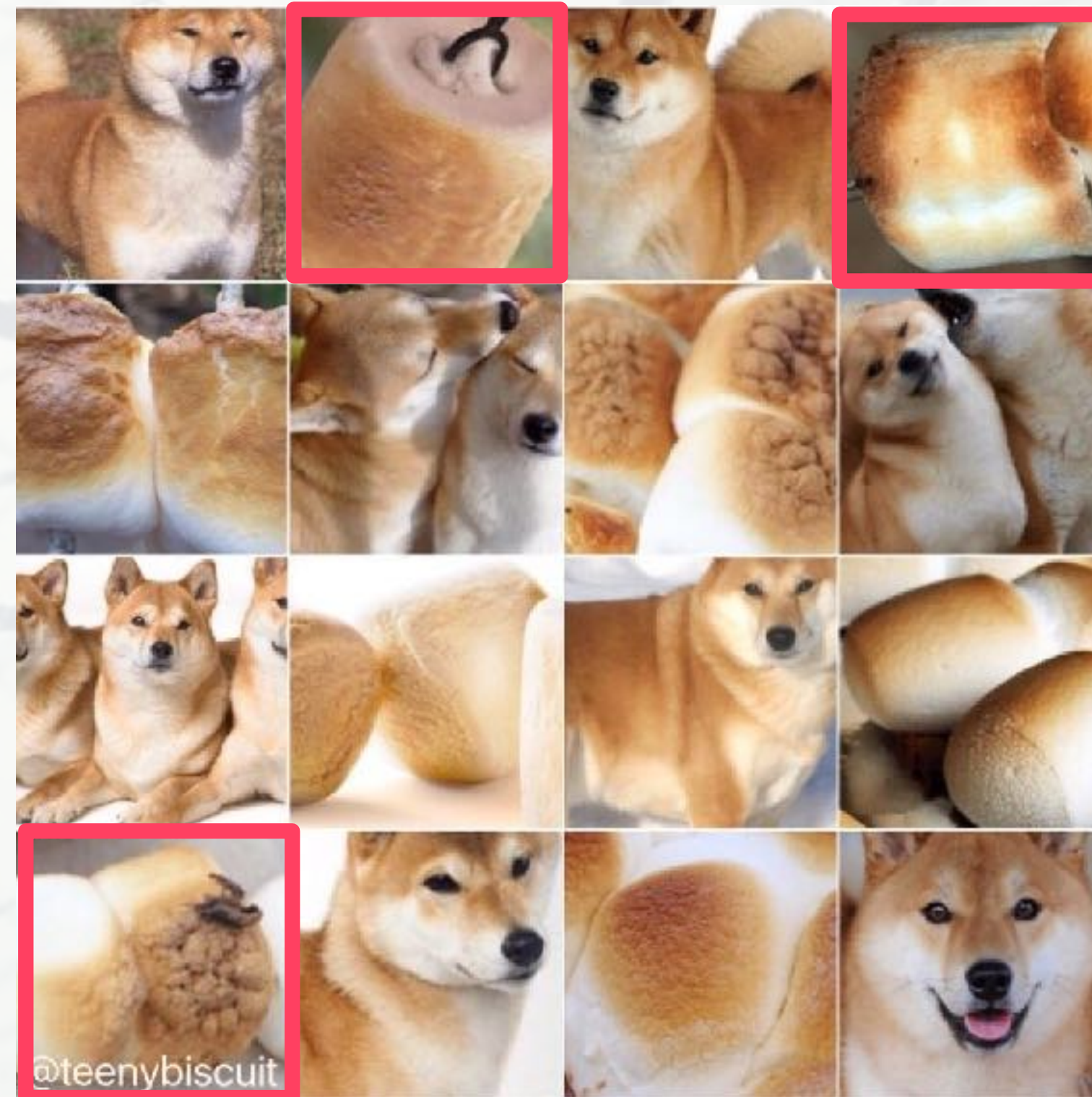
The Stakes



We are getting very good at Automated Image analysis.



chihuahua vs muffin



shiba vs marshmallow



puli vs mop



HAVAS

Machine Automated Image Analysis

AI can see your “tell”

AI's power to pick out patterns is now turning more intimate matters

With the right data sets AI systems might be trained to spot other intimate traits, such as emotional intent, IQ or mental impairment.

Just because humans are unable to see the signs in faces does not mean that machines can't.



The
Economist

Topics ▾

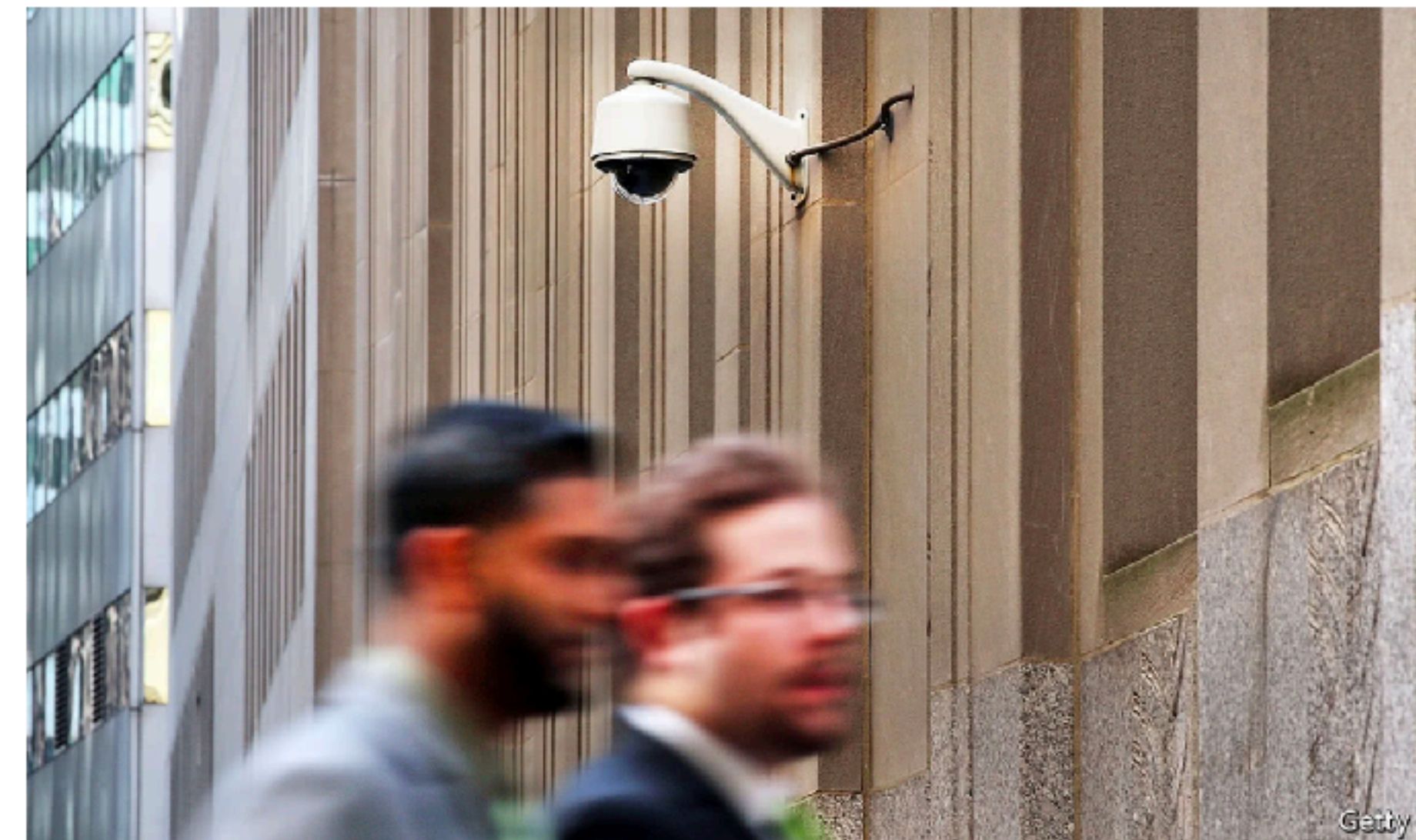
Print edition

More ▾

Facial technology

Advances in AI are used to spot signs of sexuality

Machines that read faces are coming



Getty



It's ALIVE!!!!

We can't assume we can control what we have brought to life?

Facebook's automated targeting systems recently enabled target offensive terms like "Jew Hater".

In Myanmar, there are accusations of Facebook censoring Muslims who are under attack by the military.

India Whats App has been inundated with rumors, hoaxes, and fraud creating panic and angry mob lynchings.

The New York Times

Facebook's Frankenstein Moment

The Shift

By KEVIN ROOSE SEPT. 21, 2017

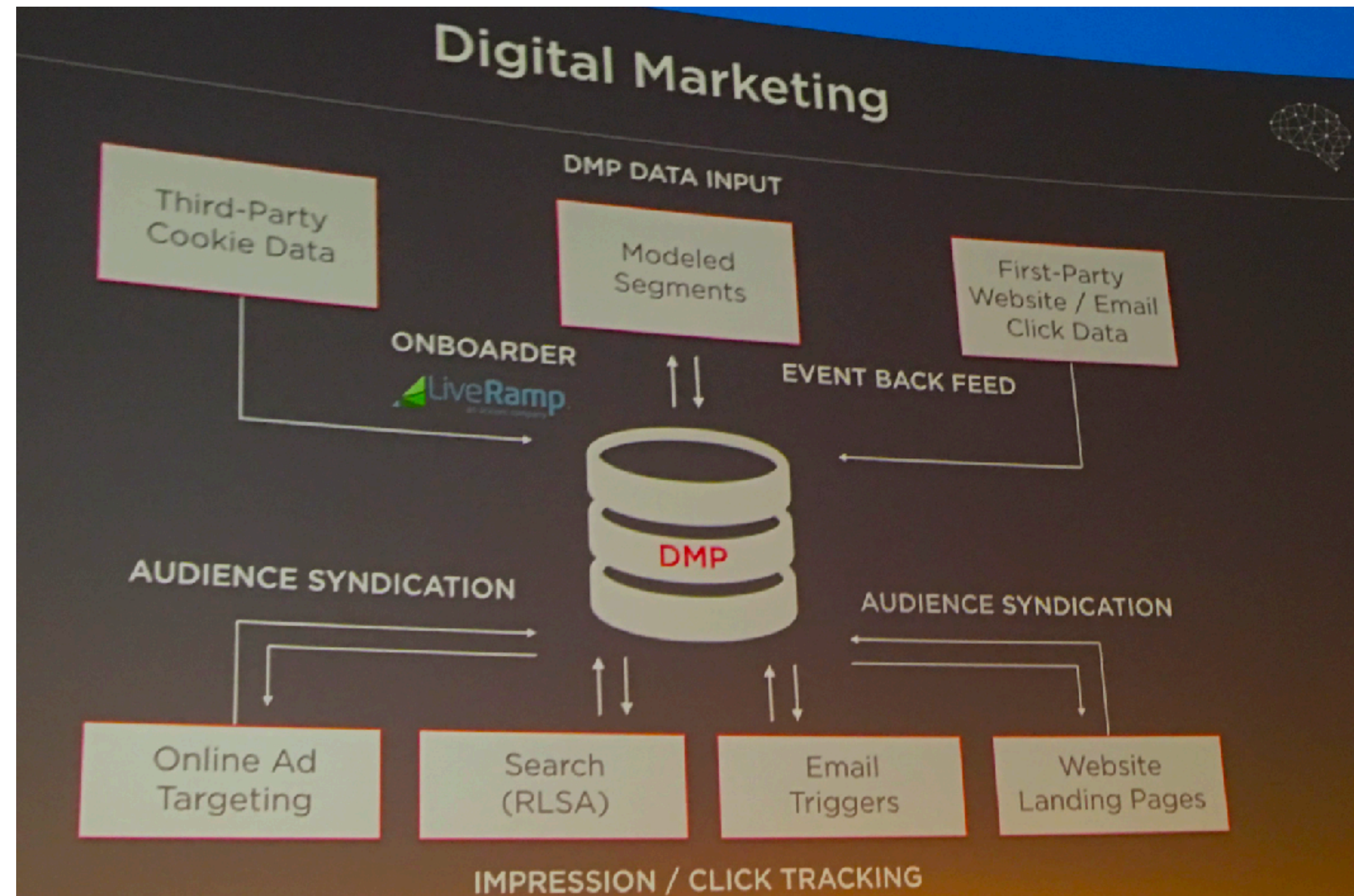


How Cambridge Analytica works:

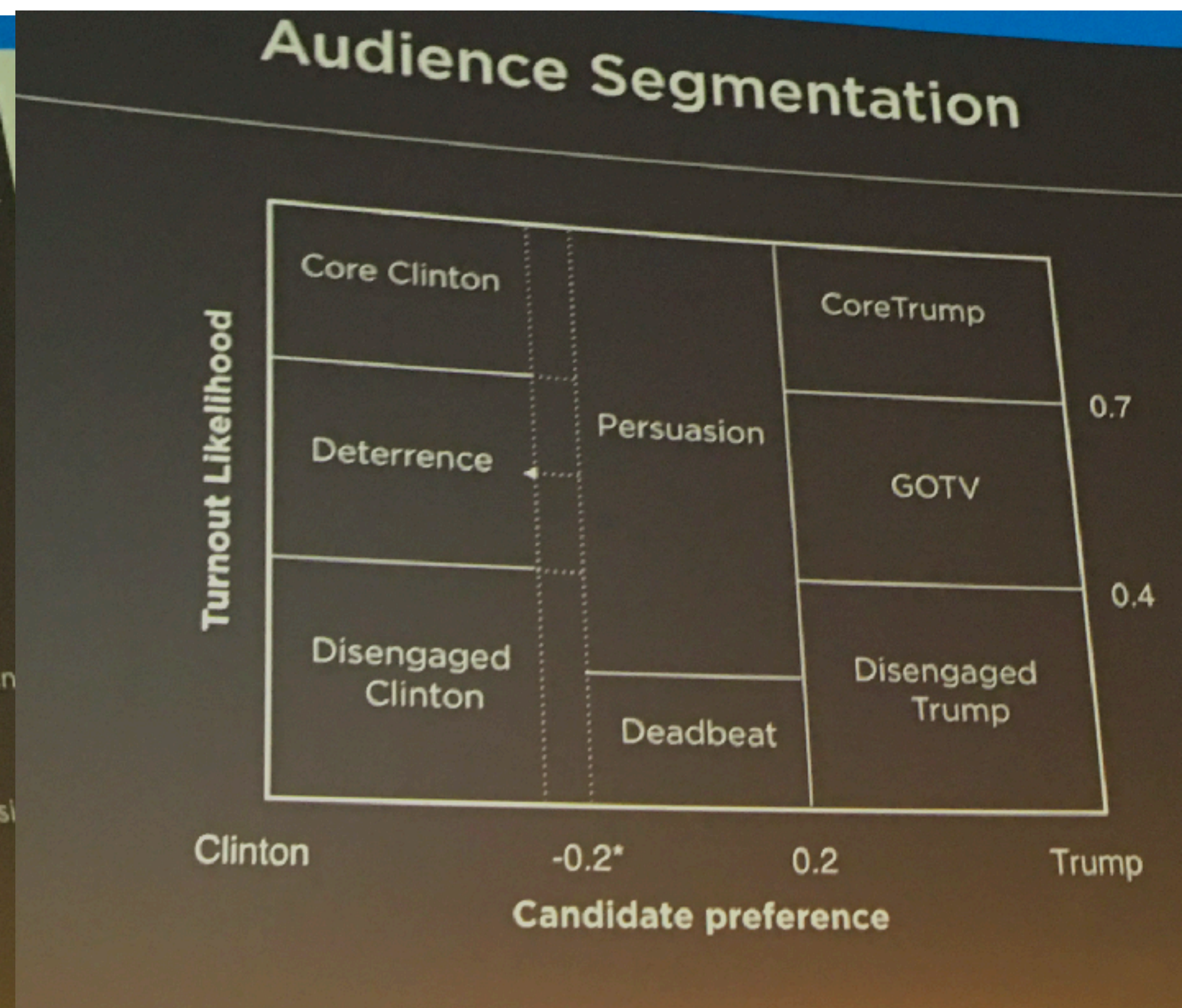
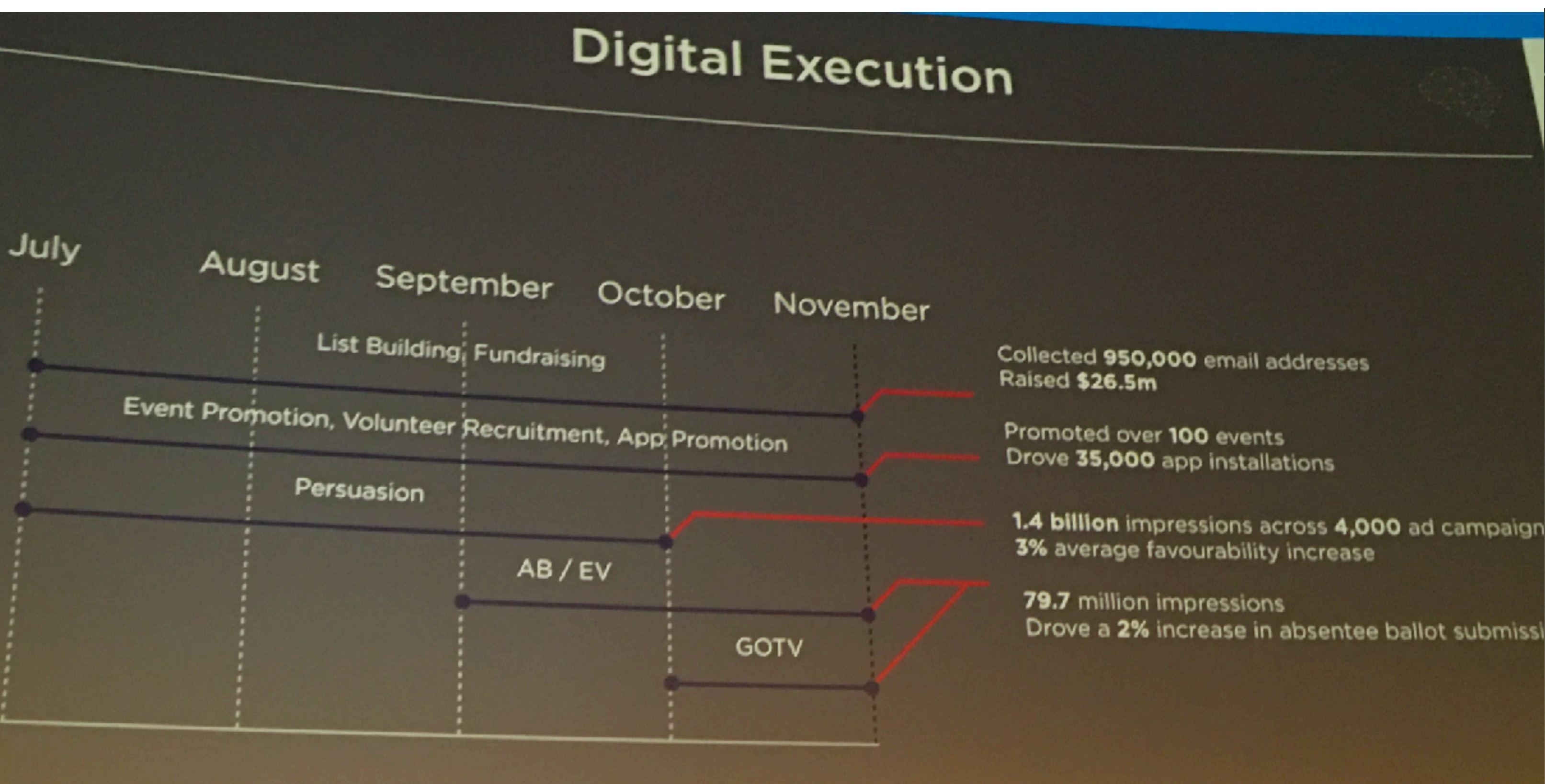
Combine social psychology with data analytics to tug on emotional biases

- 1) Collect social data from Facebook and Twitter (which was / is perfectly legal)
- 2) Buy / Acquire \$\$ other personal data: about television prefs, location data, travel, shopping habits, church attendance, search history, what books you buy, what magazines you subscribe, what schools and clubs you belong to.
- 3) Then crunch all this information and use it for what Asshat Nix calls “**behavioral microtargeting**” — basically **individualized advertising**.
- 4) in other words:

make ads designed to tug on emotional biases



Introduction to election manipulation



AI in the wrong hands can drive (risky) outcomes



Billionaire founder
Cambridge Analytica Robert Mercer

“I’ve called it an emotional leash,”



Technology

MyFitnessPal breach affects millions of Under Armour users

The Guardian

Revealed: how US billionaire helped to back Brexit

Robert Mercer, who bankrolled Donald Trump, played key role with 'sinister' advice on using Facebook data



▲ Leave supporters cheer results at a Leave.eu party after polling stations closed in the EU referendum on 23 June 2016. Photograph: Toby Melville/Routledge

© This article is the subject of a legal complaint on behalf of Cambridge Analytica LLC and SCL Elections Limited.

The US billionaire who helped bankroll Donald Trump's campaign for the presidency played a key role in the campaign for Britain to leave the EU, the Observer has learned.

It has emerged that Robert Mercer, a hedge-fund billionaire, who helped to finance the Trump campaign and who was revealed this weekend as one of the owners of the rightwing Breitbart News Network, is a long-time friend of Nigel Farage. He directed his data analytics firm to provide expert advice to the Leave campaign on how to target swing voters via Facebook – a donation of services that was not declared to the electoral commission.

FANTASIES

Joining Mercer in the world's leading market

David Cameron

Barack Obama

Michelle Obama

Joe Biden

Hillary Clinton

Donald Trump

Evening Standard.

Cambridge Analytica bragged: We have vast data for Brexit vote

▲ Cambridge Analytica bragged: We have vast data for Brexit vote



The company at the heart of the Facebook scandal boasted of having "vast amounts of data" that could sway the 2016 referendum on membership of the European Union.

A 10-page document written by Cambridge Analytica, headed "Big Data Solutions for the EU Referendum", claimed it could single out Brexiteers among voters, donors, politicians and even journalists.

MPs today called for a wider investigation into the firm, which has

Mary Ellen Keating, a spokeswoman for the firm, said the problem was discovered last month, in order to not impede an ongoing investigation, authorities had requested Barnes & Noble not disclose the breach, she said. The retailer notified the FBI and U.S. Attorney for the Southern District of New York of the breach.

It was not immediately clear how many customers are affected, or whether the data was being used to make unauthorized purchases. The company said it had disconnected all PIN pads from its payment system.

Uber's massive hack: What we know

by Sienna Larson @siennal Larson

THE NEW YORK TIMES

Data scientists target 20 million new voters for Trump



Donald Trump plans to use a British company that was part of the Brexit campaign to pinpoint 20 million "persuadable" voters in key battleground states and bombard them with psychologically targeted messages.

The tycoon has presented himself as a presidential candidate who goes on his gut, with little time for expensive experts. However, it has emerged that his campaign paid \$250,000 to Cambridge Analytica as the race for the White House tightened last month.

Alexander Nix, 40, who runs it, is an Old Etonian who has promised to "revolutionise the political landscape".

IRS: Thieves May Have Stolen Info From 220,000 Additional Tax Accounts

POLITICO

Cruz partners with donor's 'psychographic' firm

The GOP candidate's campaign is working closely with a data company owned by Cruz's biggest donor.



Ted Cruz's presidential effort is working closely with a little-known company owned by one of his biggest donors that uses nontraditional "psychographic" analyses of voters to try to win them over with narrowly targeted micro-messages, POLITICO has learned.

The company, Cambridge Analytica, has sent staff to Cruz's campaign headquarters in Houston to help set up an intensive data analysis operation.

Cambridge Analytica is connected to a British firm called SCL Group, which provides governments, political groups and companies around the world with services ranging from military disinformation campaigns to social media branding and voter targeting.

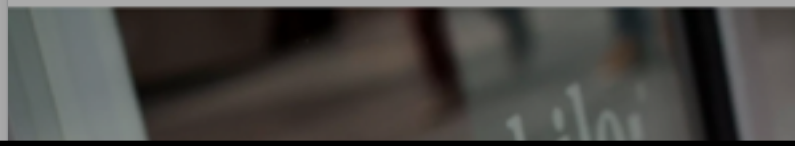
you@example.com

Subscribe



Slack is the latest start-up to make a big media splash in one of the worst possible ways – by

Experian data breach affects 15 million people including T-Mobile customers



NEWS

Bannon turned Cambridge into 'propaganda machine,' whistleblower says

Congressional investigators say the former Trump strategist sought research on Putin during the 2016 campaign.



Cambridge Analytica whistleblower Chris Wylie speaks during a press conference at the Frontline Club on March 26, 2018 in London. Dan Kitwood/Getty Images

WASHINGTON — Cambridge Analytica whistleblower Christopher Wylie told Democrats on Capitol Hill that former Trump campaign strategist Steve Bannon asked the company to study voter suppression strategies as the group also conducted not messaging on Russia.

In a closed-door meeting, Tuesday, Wylie told Democratic Members of the House Judiciary Committee and the House Committee on

Analytica, including its CEO Alexander

The New York Times

Facebook and Cambridge Analytica: What You Need to Know as Fallout Widens

MARCH 24, 2018 By KEVIN GRANVILLE



OUR REPORT that a political firm hired by the Trump campaign acquired access to private data on millions of Facebook users has sparked new questions about how the social media giant protects user information.

Who collected all that data?

Cambridge Analytica, a political data firm hired by President Trump's 2016 election campaign, gained access to private information on more than 50 million Facebook users. The firm offered tools that could identify the personalities of American voters and influence their behavior.

Cambridge has been largely funded by Robert Mercer, the wealthy Republican donor, and Stephen K. Bannon, a former adviser to the president who became an early board member and gave the firm its name. It has pitched its services to potential clients ranging from Mastercard and the New York Yankees to the Joint Chiefs of Staff.

On Monday, a British TV news report cast it in a harsher light, showing video of Cambridge Analytica executives offering to entrap politicians. A day later, as a furor grew, the company suspended its chief executive, Alexander Nix.

Twitter Inc. sold data access to the Cambridge University academic who also obtained millions of Facebook Inc. users' information that was later passed to a political consulting firm without the users' consent.

Alexander Kogan, who created a personality quiz on Facebook to harvest information later used by Cambridge Analytica, established his own commercial enterprise, Global Science Research (GSR). That firm was granted access to large-scale public Twitter data, covering months of posts, for one day in 2015, according to Twitter.

"In 2015, GSR did have one-time API access to a random sample of public tweets from a five-month period from December 2014 to April 2015," Twitter said in a statement to Bloomberg. "Based on the recent reports, we conducted our own internal review and did not find any access to private data about people who use Twitter."

The company has removed Cambridge Analytica and affiliated entities as advertisers.

Facebook launches Open Graph which allows third-party apps to collect user data

The Washington Post

Democracy Dies in Darkness

WikiLeaks releases thousands of documents

POLITICO



Cambridge Analytica whistleblower Chris Wylie speaks during a press conference at the Frontline Club on March 26, 2018 in London. Dan Kitwood/Getty Images

Cambridge Analytica helped 'cheat' Brexit vote and US election, claims whistleblower

Giving evidence to MPs, Chris Wylie claimed the company's actions during the Brexit campaign were 'a breach of the law.'

By MARK SCOTT | 3/27/18, 5:46 PM CET | Updated 3/29/18, 9:18 PM CET

LONDON — Misuse of data and "cheating" by Cambridge Analytica and other companies associated with the firm may have altered the outcome of both the U.S. presidential election and the U.K.'s Brexit referendum, a company whistleblower told British lawmakers.

Chris Wylie, the former director of research at Cambridge Analytica, which has been accused of illegally collecting online data of up to 50 million Facebook users, said that his work allowed Donald Trump's presidential campaign to garner

messages for political campaigns

Bloomberg Technology

Markets Tech Personal Politics Opinion Newsweek

Twitter Sold Data Access to Cambridge Analytica-Linked Researcher

By Selina Wang

April 29, 2018, 2:28 PM EDT | Updated on April 30, 2018, 3:17 PM EDT



Twitter sold info

Researcher linked to Cambridge Analytica

Twitter Sold Data Access to Cambridge University Academic Who Also Obtained Millions of Facebook Users' Information

Twitter Inc. sold data access to the Cambridge University academic who also obtained millions of Facebook Inc. users' information that was later passed to a political consulting firm without the users' consent.

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The Guardian

US edition

Foreign Office officials met Cambridge Analytica over Trump

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Officials held meetings with data company to 'better understand' Donald Trump's victory



Alexander Nix, the suspended Cambridge Analytica chief executive, in the company's New York office, in 2016, the year he lost a meeting with British lawmakers. Photograph: The Washington Post/Getty Images

Foreign Office officials met Cambridge Analytica executives to "better understand" the secrets behind Donald Trump's presidential victory, the Observer has learned, raising new questions over the extent of links between the government and the controversial data firm.

Officials from London, Washington and New York met Cambridge Analytica representatives in a series of meetings aimed at acquiring insights into the "political environment" that followed Trump's shock win.

Details of the meetings, revealed in response to a freedom of information request, show the government hoped it would help "build relationships with the Trump campaign and transition team", and they took place as the Conservative party was desperately seeking contacts within the incoming US administration.

The FCO response also shows the relationship between the Foreign Office (FCO) and the data firm extended to government contracts, with the FCO, under a Labour government, paying more than £400,000 to Strategic Communications Laboratories, the former name of SCL Group, the parent company of Cambridge Analytica, for a project to help tackle extremism.

The contract, worth £402,501, was signed in 2008 to provide research and surveys into public opinion as part of an initiative to help Pakistan deal with extremism and radicalisation issues that could affect the UK.

discussions of Clinton's chief rival for the

USA TODAY

NEWS SPORTS LIFE MONEY TECH TRAVEL CRIMINAL JUSTICE CROSSWORDS VIDEO BUSINESS

WhatsApp CEO Jan Koum leaving Facebook after Cambridge Analytica

Jessica Guynn, USA TODAY

Published 9:32 a.m. ET April 30, 2018 | Updated 9:51 p.m. ET April 30, 2018



(Photo: Mark Zuckerberg, Facebook)

SAN FRANCISCO — Jan Koum, the billionaire co-founder and CEO of WhatsApp, says he's leaving Facebook.

"It is time for me to move on," Koum wrote in a Facebook post of his decision to resign from the Silicon Valley company. "I've been blessed to work with such an incredibly small team and see how a crazy amount of focus can produce an app used by so many people all over the world."

Koum is also vacating his seat on Facebook's board of directors, a decision driven by disagreements over Facebook's use of personal data and attempts to weaken encryption, according to the Washington Post, which cited people familiar with internal discussions. He was set to stand for re-election to

ars TECHNICA

SCIENCE TECH POLICY GAMES & CULTURE

3 million leaked passwords connected to LinkedIn, dating website

An unknown hacker posted the lists online and asked for help in cracking them.

An unknown hacker has posted more than 8 million cryptographic hashes to the internet that appear to belong to users of LinkedIn and a separate, popular dating website.

The massive dumps over the past three days came in postings to user forums dedicated to password cracking at insidapro.com. The bigger of the two lists contains almost 6.46 million passwords that have been converted into hashes using the SHA-1 cryptographic function. They use no cryptographic "salt," making the job of cracking them considerably faster. Rick Redman, a security consultant who specializes in password cracking, said the list almost certainly belongs to LinkedIn because he found a password in it that was unique to the professional social networking site. Robert Graham, CEO of Errata Security said much the same thing, as did researchers from Sophos. Several Twitter users reported similar findings.

"My [LinkedIn] password was in it and mine was 20 plus characters and was random," Redman, who works for consultancy Kore Logic Security, told Ars. With LinkedIn counting more than 160 million registered users, the list is probably a small subset, most likely because the person who obtained it cracked the weakest ones and posted only those he needed help with.

The Hacker News

Security in a serious way

Heat Map Released by Fitness Tracker Reveals Location of Secret Military Bases

Monday, January 29, 2018

STORM



FORTUNE

Facebook Has Been Hit By Dozens of Data Lawsuits. And This Could Be Just the Beginning



Facebook Faces a Lawsuit Over Face-Tagging in Photos

The last thing FB needs is another privacy headache.

Facebook has cleared two big hurdles as it tries to quell a controversy over user data: First, CEO Mark Zuckerberg came out of a Congressional grilling with flying colors, and then last week the company soothed shareholders by blowing its latest earnings report out of the water.

Despite this good news, Facebook still faces a third ordeal in the form of legal fallout from the Cambridge Analytica affair—which saw a rogue polling agency siphon and sell data from at least 87 million users. And that ordeal has barely begun.

A review of federal court documents shows that Facebook is facing more than three dozen class action lawsuits over Cambridge Analytica. The complaints seek damages on behalf of millions of consumers for alleged misuse of their data, or for investors who allegedly suffered losses when Facebook's stock plummeted on news of the scandal.

The sample also included some internal information that could be used for phishing, like the names of employees' managers, physical addresses for Cox's offices where the employees work, and the last date of login.

This is no: the first breach that the company has faced. Last November, Cox was fined \$555,000 by the FCC for failing to report a data breach involving customer data the previous year. In that case, teenage hackers gang Lizard Squad tricked a customer service employee into giving away personal information on about 60 customers.

Cambridge Analytica is in the midst of a media firestorm after an

Data Fallout At Facebook Puts Brands On Full Alert

By SAPNA MAHESHWARI

Advertisers are the lifeblood of Facebook, and the vast, personal reach of the social network has been a marketer's dream. But now, some companies are taking a harder look at how they work with it and hunting for skeletons in their own data closets.

Advertisers on the social network rethink how they work amid privacy issues.

THE TIMES

Advertisers threaten to quit Facebook over Cambridge Analytica scandal

Zuckerberg says sorry for 'major breach of trust'



How the Cambridge Analytica scandal unfolded

Advertisers threatened to abandon Facebook last night as Mark Zuckerberg apologised for mistakes it made over the Cambridge Analytica scandal.

Mr Zuckerberg, co-founder and chief executive of the US technology giant, broke his silence to head off a revolt among users and financial backers. He described the incident as a "major breach of trust" and said he was open to further regulation of the website.

ISBA, a British group of advertisers that spend hundreds of millions of pounds a year on Facebook, demanded answers. It is understood that some of its 3,000

Privacy Issue Rises to Fore, Vindicating Data Experts

THE WALL STREET JOURNAL.

DOW JONES | News Corp. *****

WEDNESDAY, APRIL 11, 2018 - VOL. CCLXXI NO. 84

WSJ.com

★★★★ \$4.00



ANDREW HUBIN/ASSOCIATED PRESS

'What I think we've learned now across a number of issues...is that we need to take a more proactive role and a broader view of our responsibility.'

Facebook Chief Executive Mark Zuckerberg, in testimony before Congress on Tuesday

Zuckerberg and Senators Face Off

Facebook CEO concedes missteps as lawmakers weigh new privacy regulation

By DEEPA SEETHARAMAN
AND JOHN D. MCKINNON

WASHINGTON—Lawmakers grilled Facebook Inc. Chief Executive Mark Zuckerberg on Tuesday over the company's handling of user pri-

sought to manage the discontent through a combination of contrition for missteps and calm explanations to complicated questions. And yet throughout, the 33-year-old billionaire was careful not to commit to any major changes in how the platform functions or how it sells advertising.

Mr. Zuckerberg acknowledged that Facebook feels responsibility for what is posted on its service.

"It's not enough to just build

acted positively to the way Mr. Zuckerberg handled himself in the packed Senate chamber, with shares in the company ending the day up 4.5%.

Kicking off the first of two days of extended testimony, lawmakers criticized Mr. Zuckerberg for a lack of transparency, repeatedly expressing discontent with Facebook's handling of a series of scandals in which the privacy of millions of users was violated.

Senators showed little con-

ernment action further than it had ever been opened before.

Tuesday's unusual joint hearing likely marked the beginning of a long deliberation over regulating the tech industry, a topic that has, until now, failed to gain momentum on Capitol Hill.

"The status quo no longer works," said Sen. Chuck Grassley (R., Iowa), the Judiciary Committee chairman. "Congress must determine if and how we need to strengthen privacy



The New York Times

Cambridge Analytica to File for Bankruptcy After Misuse of Facebook Data

By NICHOLAS CONFESSORE and MATTHEW ROSENBERG MAY 2, 2018



122



Cambridge Analytica's offices in London in March. The firm became embroiled in a data harvesting scandal on Facebook that compromised the personal information of up to 87 million people.

Andy Rain/EPA, via Shutterstock

BOOM AND BUST

Industry after industry has experienced this kind of boom and bust cycle.

Most recently it was Wall Street, and the mortgage backed security scandal.

And when the boom cycle is predicated on taking advantage of unwitting consumers, the consequences of the bust cycle are dire.

 **RBS**[™]
The Royal Bank of Scotland

BARCLAYS

**WELLS
FARGO**

SPECTRUM OF CONSEQUENCE

Bad press

Damage to the stock price

Crisis PR team engage

Someone gets fired

Congressional hearings

Catastrophic losses

Regulation



Clearly Cambridge Analytica hasn't slowed advertisers down

ADVERTISERS SIGNAL TO FACEBOOK THEY WANT MORE DATA, NOT LESS

By [Garett Sloane](#). Published on April 25, 2018.

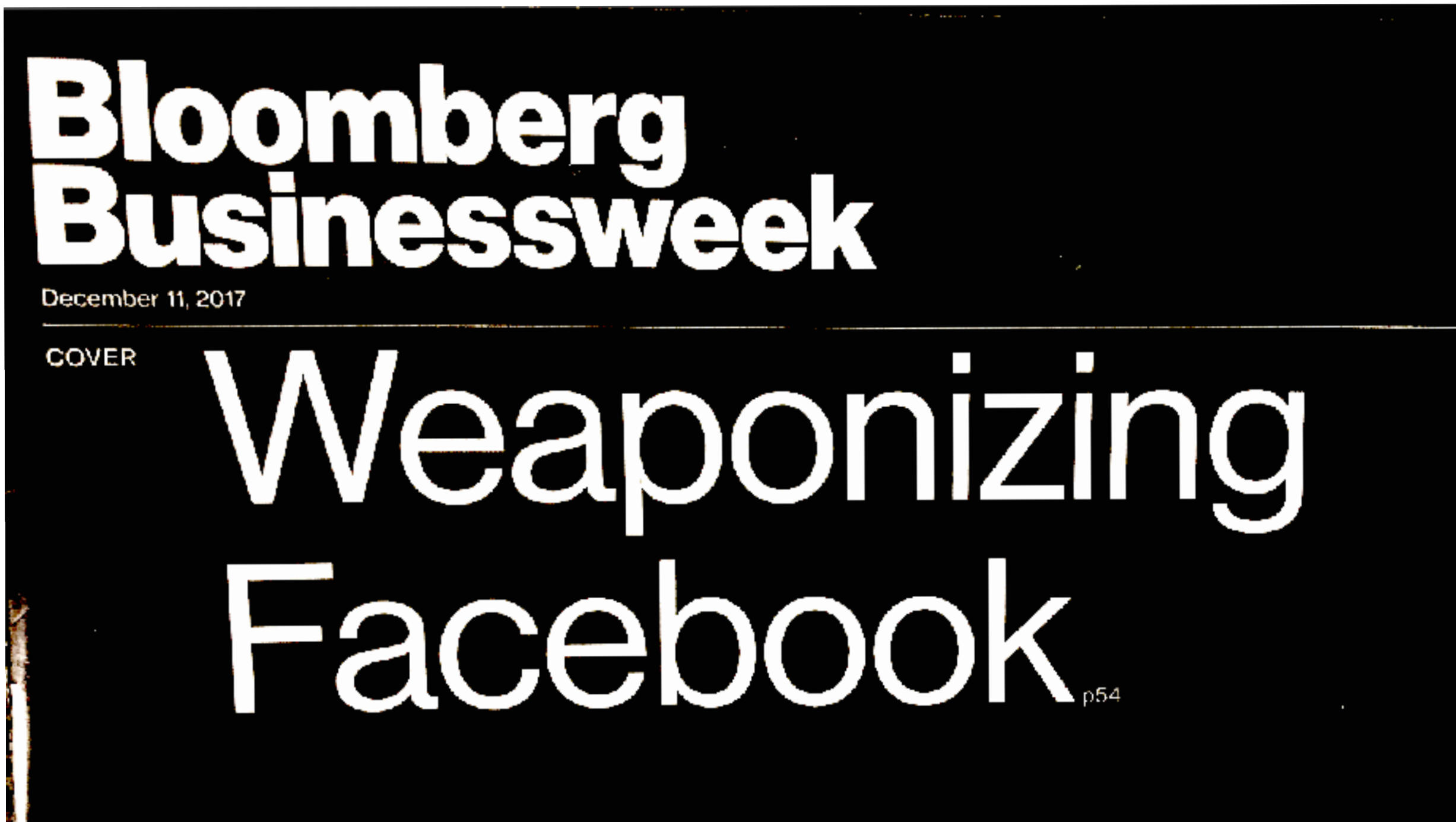


Advertisers are more concerned Facebook will cut off access to data than they are about privacy

INVESTOR'S BUSINESS DAILY®

Facebook (FB) stock surged Thursday after posting first-quarter results late Wednesday that blew past expectations and prompted bullish sentiment from Wall Street.





In India, Facebook's WhatsApp Plays Central Role in Elections



Voters in Bengaluru wait to cast ballots in Karnataka state elections on Saturday. WhatsApp is taking an increasingly central role in elections, especially in developing countries.

Abhishek N.Chinnappa/Reuters

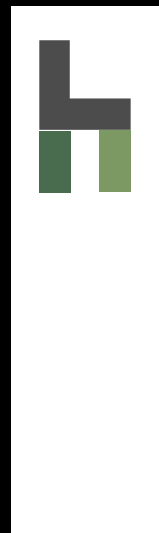
Facebook is using your Instagram photos to train its image recognition AI



Lucas Matney

TechCrunch May 2, 2018





HAVAS



03

A System of Trust





In the age of Post Truth, trust is at risk.

As consumers become increasingly aware of how their data is being used, and misused, in the pursuit of profit or politics, marketers need to lead our brands to success in this minefield.

"L" doesn't imply "angbt"

- Hume



SIMPLE RULES

SYSTEM OF TRUST: #1

Radical Transparency

- Share how and why
- Ensure bias check
- Value exchange clear and easy to understand

SYSTEM OF TRUST: #2

Provide user the option

SYSTEM OF TRUST: #3

Evolve

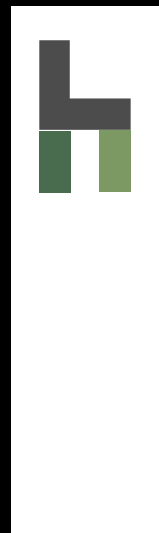
- This is not fixed
- We must be willing to change and evolve

A photograph of a bright blue wooden chair with a triangular backrest and two legs, positioned on a cobblestone path. The chair is leaning against a light-colored wall. The word "trust" is overlaid in white lowercase letters on the chair's backrest.

trust

**+ MAKING
BRANDS
MEANINGFUL**



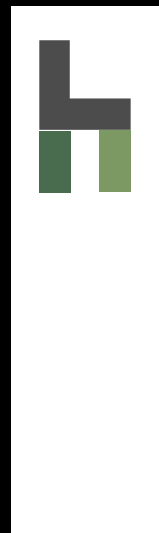


HAVAS



COULD DISAPPEAR AND CONSUMERS WOULDN'T CARE





HAVAS



04

Case Study





THE YOUNG POPE® | sky HBO® CANAL+



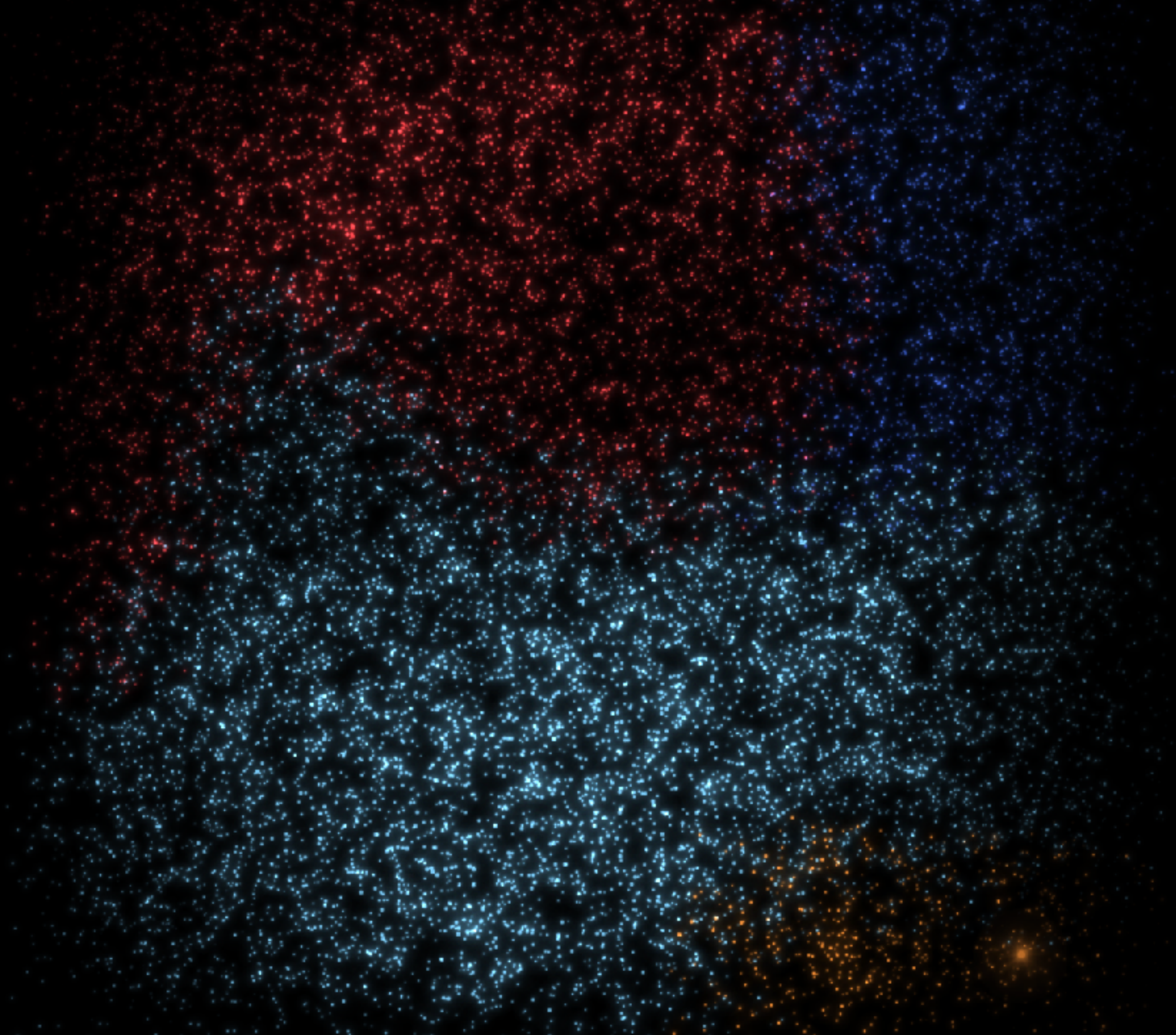
AiMEN

L'Intelligence Numérique Pontificale

What if in the XXIst century a Pope decided
to use an Artificial Intelligence to preach
God's word to Internet users?

Discover AiMEN





ANALYZED POSTS

4 451 538

PUBLISHED ANSWERS

884 894

YOUTUBE

ANALYSIS IN PROGRESS

Pain au chocolat ou Chocolatine ? ☞

FACEBOOK

ANALYSIS IN PROGRESS

Les mecs sont des voleurs et jamais
condamnés, justice à deux vitesse

TWITTER

ANALYSIS IN PROGRESS

@ZiyedNauri la femme c comme un
diamant machin trop mes conilles... ça
croît que ça a découvert la mer...

DAILYMOTION

ANALYSIS IN PROGRESS

pas le temps pour vous suivre là vous
êtes trop loin les gars XD

Powered by
IBM Watson

How it works ?



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RÉPONSES PUBLIÉES

373 210

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ANALYSE EN COURS

NO WHY WONT YOU HELP ME!...help me☹

FACEBOOK

ANALYSE EN COURS

Elsa Seguin tu peux m'offrir ça ?

TWITTER

ANALYSE EN COURS

Puis cette chaîne de merde La Canal plus de Fdp, faut nous remettre sur Bein ptn

DAILYMOTION

ANALYSE EN COURS

je pourrai quitté femme et enfants pour ses petits seins de rêve ;-)

FACEBOOK

C'est n'importe quoi ces histoires de réchauffement climatique c'est pas prouvé que nous soyons responsables.

Emma Campi

— RÉPONSE DE AIMEN

“ Un coeur intelligent cherche la science, mais la bouche des insensés se plaît à la folie. Proverbes 15:14 ”

CANAL+

CREATION ORIGINALE

Comment ça marche ?

First Cannes Cognitive Lions:

**4 Lions for AiMen:
Including Gold Data / Creativity**



TAKE AWAYS

1

As a consumer, would I be okay with brands using information in this way?

2

As a brand, would I be okay if this practice were made public? (because you know it will be, eventually)



THANK YOU