

IBIB

**Tekoälykäs markkinointi
IAB webinaari 3.4.2024**

Anna Porvari, toimitusjohtaja

Transforming advertising: Maximizing efficiency and creativity with AI

An abstract, flowing liquid-like graphic in shades of purple and blue, positioned in the lower right quadrant of the slide. It has a glossy, metallic appearance with highlights and shadows, suggesting movement and fluidity.

Creativity loves technology
This passion keeps us pushing the boundaries.

30

30 kuubians in client service, planning,
2D/3D graphic design, copy
writing, coding and technical
development with passion for
excellence

Average NPS* of our B2B and B2C clients

NPS 88.2

*H1/2024. Net Promoter Score: the scale is from -100 to 100.

Working with clients such as:



Metso

Caverion
Building Performance

nelonen media
LIVE

MAJ



Smartsign™

FOPPA

Insinööriliitto

GUMMERUS

2002

Founded in 2002, independent and solvent

Increasing demand for content, personalization and relevance - with limited budgets

75%

of marketing organizations face pressure to “Do more with less” to deliver profitable growth in 2023.

86%

of marketing organizations must make significant changes to how it works to achieve sustainable results.

How to leverage the potential of data, AI and technology in marketing?

Planning & design

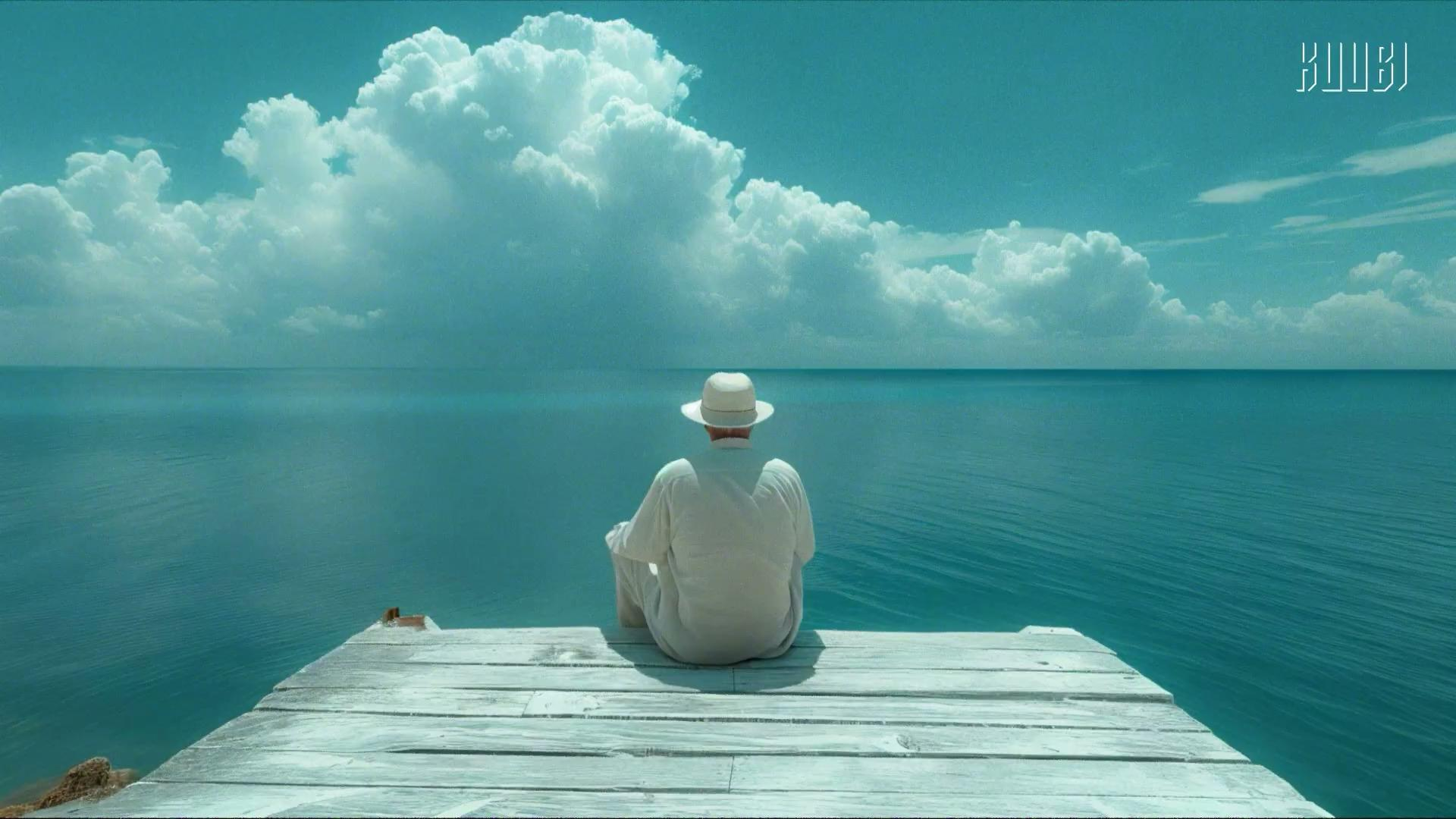
BOBI

DNA

Production

Animation

BOB



AD creatives



PHOTO

Master image

Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit.

CTA

Logo

0 ms



1000+ ms

Next gen workflows

VFX shots using AI



AI avatars

AI generated avatar



0:09 / 0:36



HD



Generative 3D

1

**We don't just design ads;
We craft **emotional**
experiences that
resonate and captivate**



Thank you for joining.

Let's continue the discussion!

Connect with us:



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