



AI-Powered / Human-Led

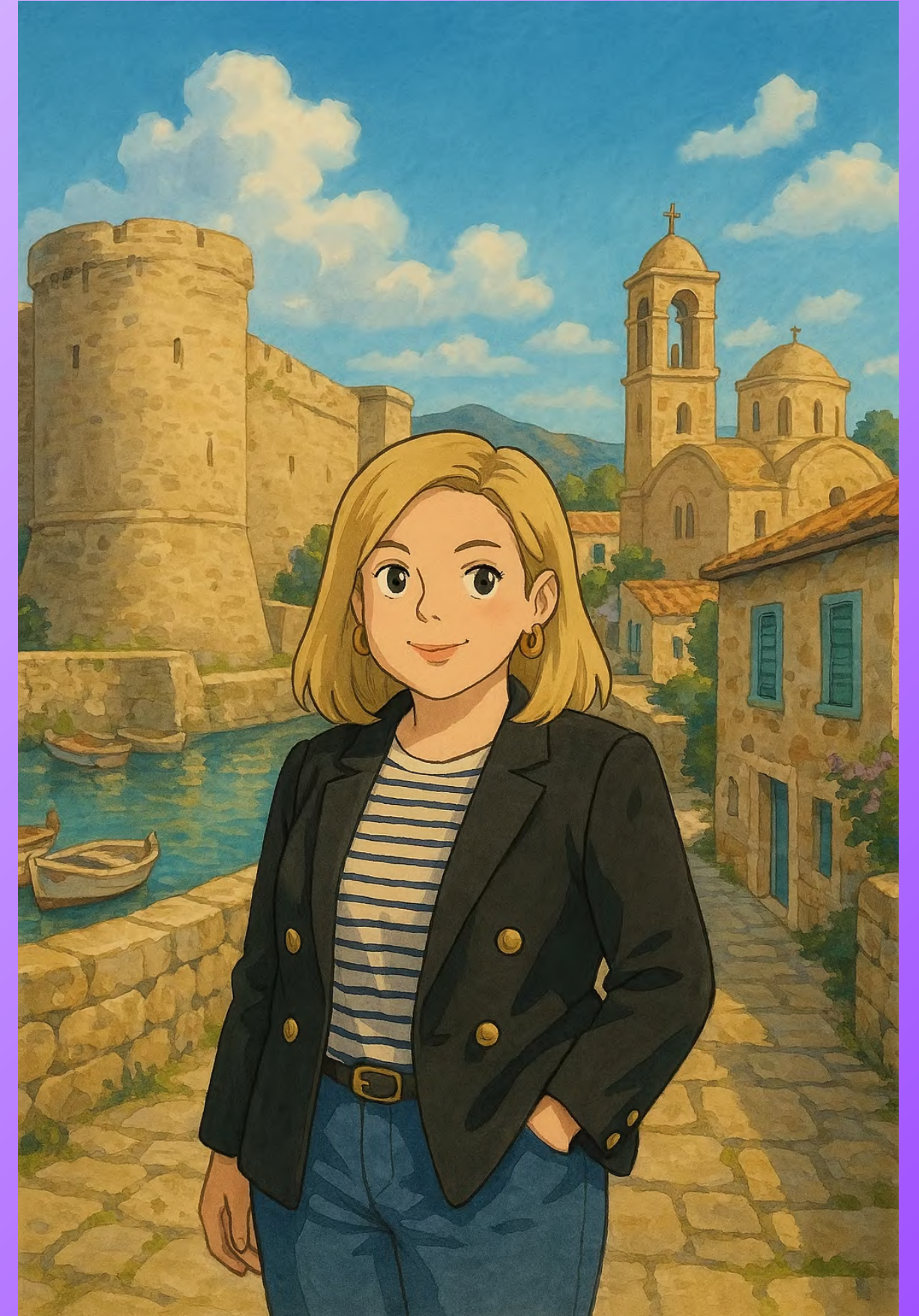
The Future of Marketing is Hybrid

How AI enhances Marketing

Speaker

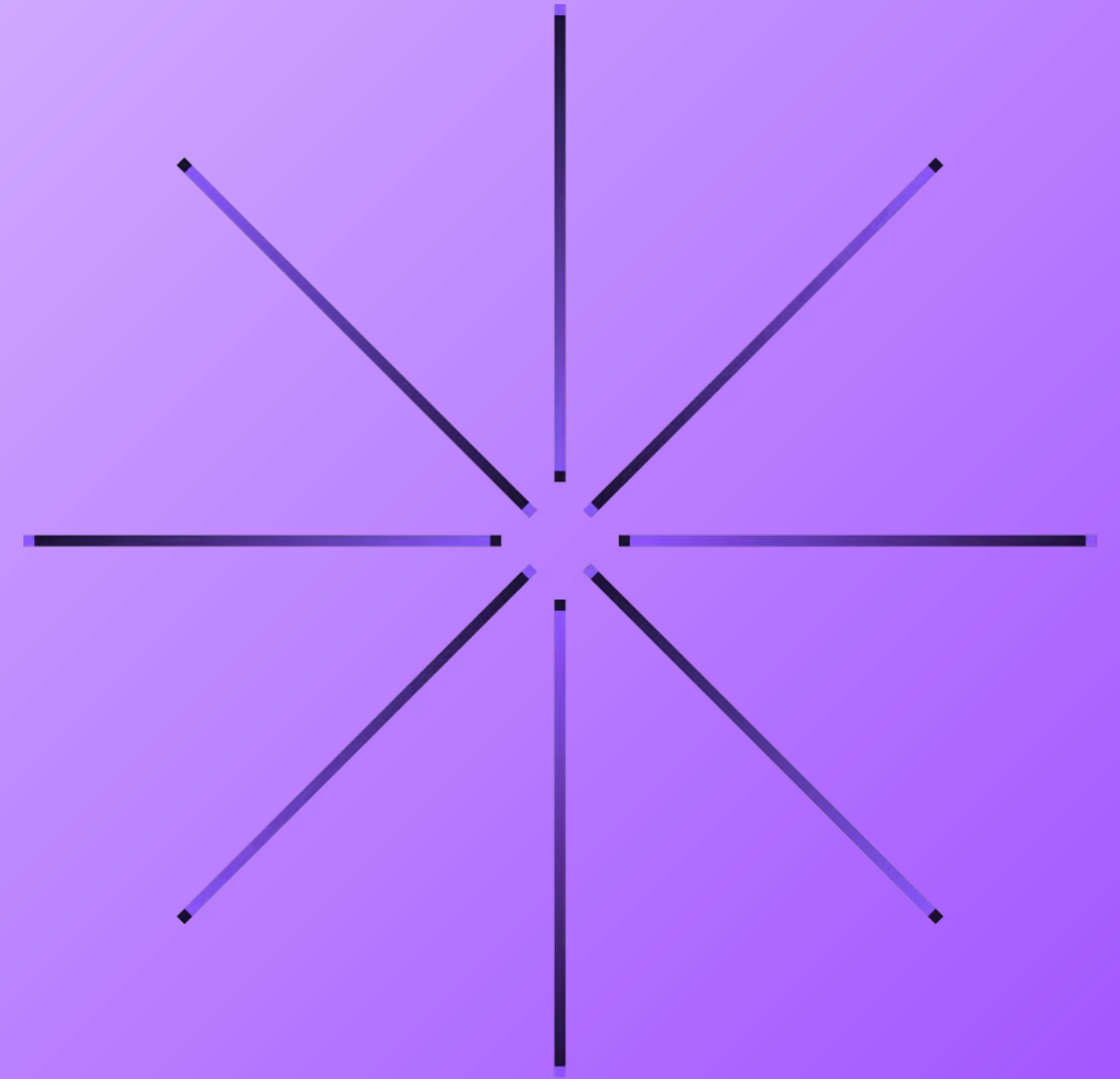
Katerina Mitchell

Communications Director Phaistos S.A.



**We are
Phaistos**

**A leading Advertising
Solutions Company**



What we do



we focus on creating tailored solutions that connect brands with the right audience, at the right time, and in the ideal environment.

What we do



- **Ad Tech**
- **Media Solutions**
- **Ad Services**
- **Video Content Distribution**



**Agencies
& Brands**

250+

Agencies & Brands
Leverage our Ad Solutions



**Media
Suppliers**

500+

Media Suppliers
Trust our Expertise

Ai - Powered



Human - Led

Ai is the VEHICLE

Human is the Pilot



Why human guidance is necessary?





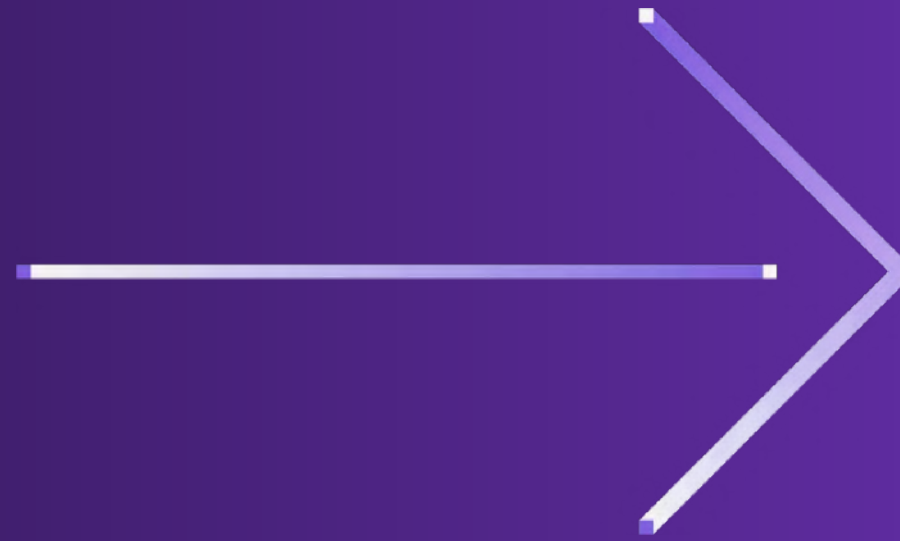
"It looks like
he is waving."



ChatGPT

How AI enhances Marketing

Driving the Vehicle



**How Human Intelligence
amplified AI**

GR National Elections

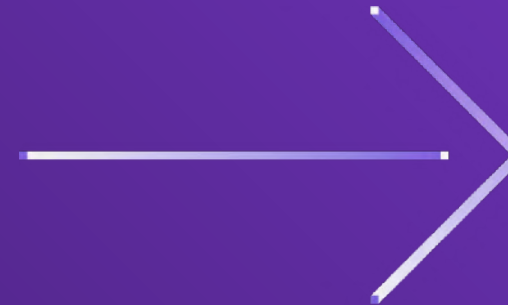


AI-Driven

Traditional Approach

grxchange

- audience pool creation
- contextual analysis
- audience/contextual targeting
- KPI optimization



- 1 Media Plan
- 1 Strategy
- 122 GR Websites
- 12 Display Creatives
- 4 Video Creatives



AI-Enabled, Human-Augmented

Hybrid Approach



- ongoing research data
- ongoing trends analysis
- voters behavior analysis
- touchpoint segmentation
- realtime strategy
adaptation



- 45 Strategies
- 350 glomex Publishers
- 521 GR Websites
- ~ 500 Display creatives
- ~ 120 Video creatives



"Dear AI, be honest!"

*"I do my best, but you can't generate ideas, speed or the experiences give
That's why your Human Intelligence matters most."
but I do anything beyond what I can do for you."*

Thank you!



Where brands and
audiences connect.

phaistos.eu