

# Using AI to be more human

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[discover.ai](https://discover.ai)

## Three key points...



1. The traditional insight model is broken
2. Currently, AI has an image problem
3. AI can help us **be more human**, not less

1. The traditional insight model is broken

“If you were designing the insight industry model from scratch today what would it look like?”

## A broken model? The **client** equation

A more complex and  
fragmentated world to  
explore      =      Greater time & cost  
to explore in  
breadth and depth      +      Same or less  
resources with which  
to do it

# A broken model? The **agency** equation

Clients need for  
greater agility with  
the same breadth and  
depth

+

Agencies trying to  
work the same way  
faster and cheaper

=

Squeeze on the  
agency business  
model

2. Currently, AI has an image problem

AI is too closely associated  
with **automation**, when it should  
be about **acceleration**

## Different kinds of questions...



How do I beat a Grand Master at Chess?



Why do people like playing chess?  
*(and how do we encourage more people to play?)*

How are these questions answered?...



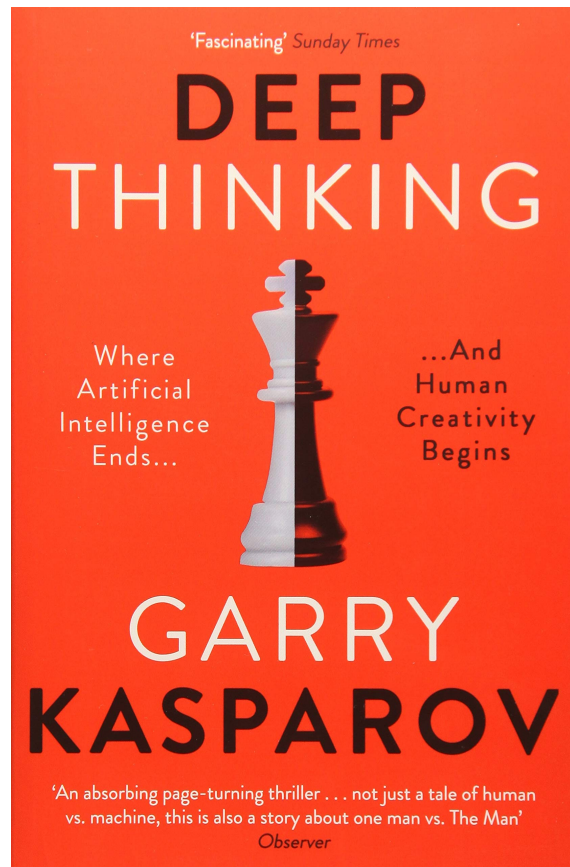
How do I beat a Grand Master at Chess?



Why do people like playing chess?  
*(and how do we encourage more people to play?)*



It's about AI accelerating the best of what makes us human...



“With so much power now brought by machines, we have to find a refuge in our humanity.

It's about our creativity, our intuition, our human qualities that machines will always lack.

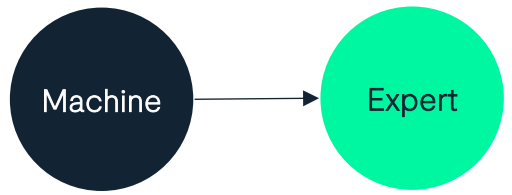
**This is a new form of collaboration** where we recognize what we're good at and not interfere with machines where they're superior.

There are so many opportunities waiting for us”

GARY KASPAROV

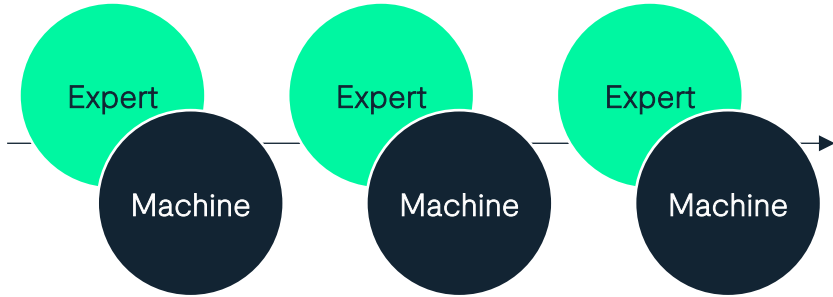
When we accelerate, machines work with us not before us...

# Automate



Technology frees up our time

# Accelerate



Technology facilitates human discovery

3. AI can help us be more human, not less

Using AI to accelerate the  
discovery phase  
of brand growth projects

# The Discover.ai **vision**



AI to accelerate insight and brand expertise, not replace it

High value exploratory research...



Insight in days or even hours, not weeks and months

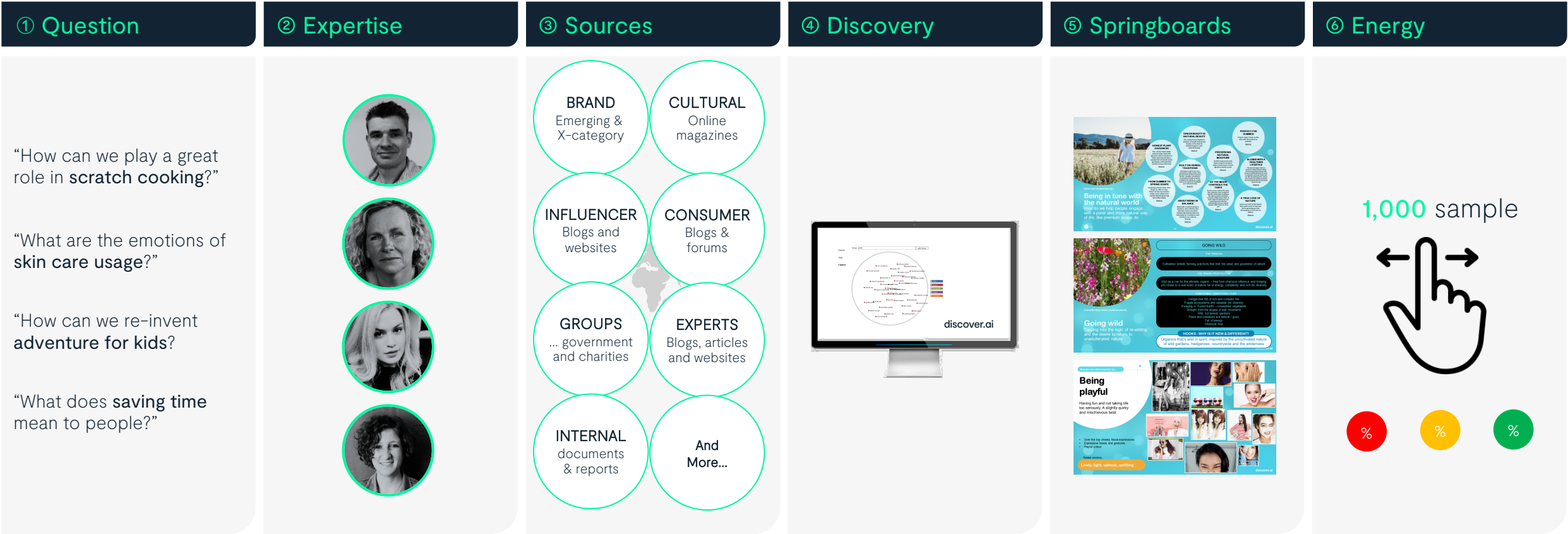
... from as little as 3 days...



Freedom to go as broad and deep as you want (low cost)

... and £5k + £1.5k per market

# How discover.ai works



Define the intractable question at the heart of your growth challenge

Our analysis is qualitative and 100% human, accelerated by AI technology

**Sample** rich, inspiring, global sources that get us thinking in new ways

Explore patterns and make unexpected connections & creative leaps...fast

Stretchy springboards are the start-point for new thinking & ideation

Measure the **energy** of opportunities via swipe right swipe left survey research

DE BEERS GROUP

# Reinvigorating diamonds as symbols of love for millennials and gen z

Diana Mitkov, De Beers

Jonathan Williams, Discover.ai



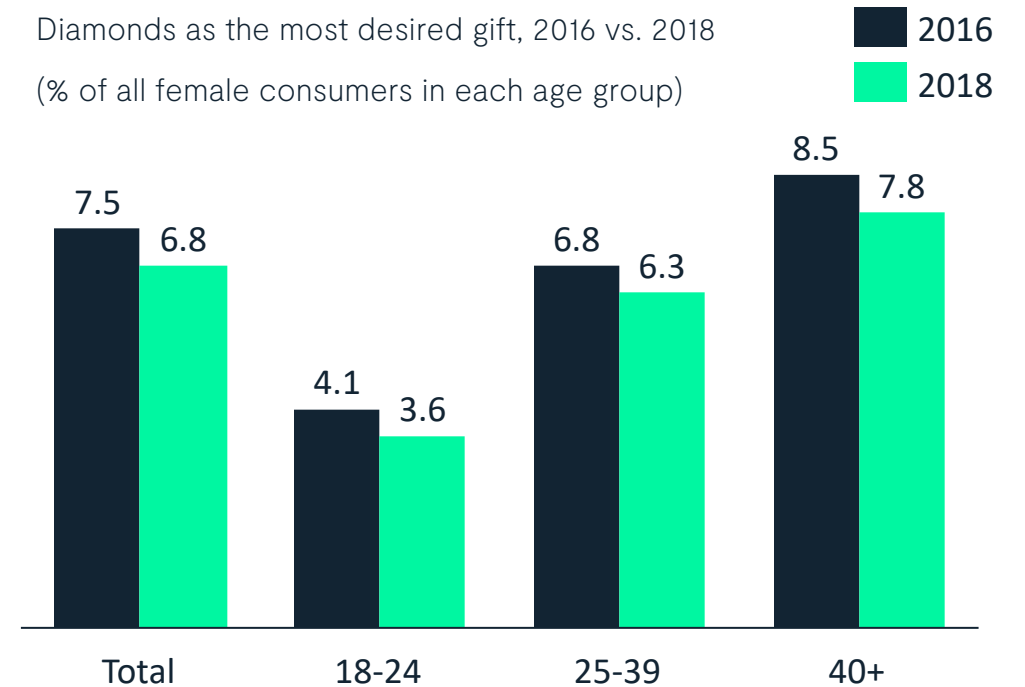
# The context...

Diamonds have a long association with marriage and everlasting love...



But they are losing out Vs other luxury gifts...

Diamonds as the most desired gift, 2016 vs. 2018  
(% of all female consumers in each age group)



Source: De Beers Diamond Acquisition Studies US 2016 and 2018

# It's not about what they want, it's about how they want it

## + SAME LIFE DRIVERS

Millennials and Gen Z want stable relationships and to raise families

8 out of 10 Gen Z expect in about 10 years' time (when they will be 26-32) to be in some sort of a committed relationship  
And half of those expect to be married with children\*

## + DIFFERENT ATTITUDES & BEHAVIOURS

But they don't expect to experience these life events in the same way

\* Pete Cape, Ten things you need to know about GenZ, Research World, No 70, May/June 2018, based on Research Now SSI survey of 7,000 people aged 16-22 in Germany, France, Italy, UK, Canada, Australia and the USA



# Our Question



“What is the current and potential future role of diamonds in the changing culture of proposals and weddings for **Millennials and Gen Z**?”

We brought together rich & inspiring language from 150 sources in **UK, US, China and Japan**

Alternative wedding blogs / websites

Diamond jewellery companies

Engagement ring websites

Online wedding magazines

Other local wedding & lifestyle sites

Wedding forum / community

Wedding planning blogs



Proposals-Weddings-Diamonds can or should be ...

# A symbol of lasting love

How do we make the traditional view of diamonds as a symbol of lasting love more relevant?

## LASTING SYMBOL OF LOVE

Tacori diamond rings are special stunning pieces each one is sure to be a beautiful and lasting symbol of your love and devotion

[Source](#)

## SEAL COMMITMENT FOREVER

Since 1952 a store in Pennsylvania has been focused on making real connections, helping couples in love find the perfect engagement ring and wedding bands to seal their commitment of forever

[Source](#)

## NO END OR BEGINNING

A romantic idea that also adds to the widespread appeal and charm of this stone is the fact that a circle has no beginning or ending, symbolizing a long-lasting and loving relationship

[Source](#)

## EXPERTS IN LASTING LOVE

Celebrating love is our specialty, so we've scoured the web for top-notch dating advice from experts who have studied lasting love

[Source](#)

## WHOLE LIFE SEARCHING FOR SOUL MATE

Since our bridal customers have searched their whole lives to find their ideal soul mate, we pledge our souls to help them find the compliment to eternal love the perfect engagement ring and wedding band.

[Source](#)

## KNOT STAYS TIED

If the knot stayed tied and grew with the tree, the couples love would last

[Source](#)

## SYNONYMOUS WITH LOVE & DEVOTION

As diamond rings are so synonymous with love and devotion it is only natural that this diamond in particular is linked to one of the most enduring and affecting love stories of Hollywood

[Source](#)

## MY SOUL MATE

Louise says My Best friend is my soul mate and I get to look at a beautiful diamond ring everyday

[Source](#)

## SYMBOL OF COMMITMENT

A diamond ring is a symbol of love and commitment

[Source](#)

## DIAMONDS ARE FOREVER

After all, like lasting love, diamonds are forever, so you want to make sure you make the perfect selection

[Source](#)



Proposals-Weddings-Diamonds can or should be

# Natural, low key & informal

How do we stay in step with a low key and informal approach to proposals, weddings and life?

## DON'T WANT TO MAKE A SCENE

I told him beforehand not to get down on one knee as I didnt want to make a scene and he did it so discreetly that only we knew that he had proposed

[Source](#)

## FELL ASLEEP ON THE SETTEE

That evening we'd decided to have an impromptu BBQ just the two of us and so off he went to get the ring but by the time he came back downstairs, I was asleep on the settee

[Source](#)

## INFORMAL BUT WEDDINGY

They wanted a relaxed and informal day, which still felt weddingy and that was exactly what they got with the church ceremony and marvellous tipi reception

[Source](#)

## NO TRADITIONAL FORMAL FEEL

We knew what we definitely didnt want was a traditional, formal, wedding day feel to the day and the style was most definitely a handmade, relaxed, informal country wedding and just a jolly good knees up really

[Source](#)

## IN BED WITH THE PAPERS

Many men think women want a flashy, public marriage proposal, but 47% of those surveyed said they would prefer it to take place somewhere intimate and special even if that was just in bed with the papers on a Sunday morning

[Source](#)

## JUST LYING IN BED

That's where he proposed, lying in bed like the first time he told me he loved me

[Source](#)

## I DON'T WEAR JEWELLERY

I dont generally wear much jewellery and my wedding day was no exception. I wore a bracelet, a wedding present from my mother, which was made from my late grandmothers pearls

[Source](#)

## RELAXED & INFORMAL

Sam and Anna wanted their wedding to be a relaxed and informal affair that their family (including their adorable nieces and nephew) and friends could both enjoy and feel a part of

[Source](#)

## NATURAL, GARDEN WEDDING

We love nature and wanted a very relaxed and informal day full of laughter. There were lots of things which we knew we would like wild flowers, afternoon tea, bunting- and these helped to shape our ideas for the overall style. Once we knew that we were getting married in the garden there was a strong influence of vintage floral throughout.

[Source](#)

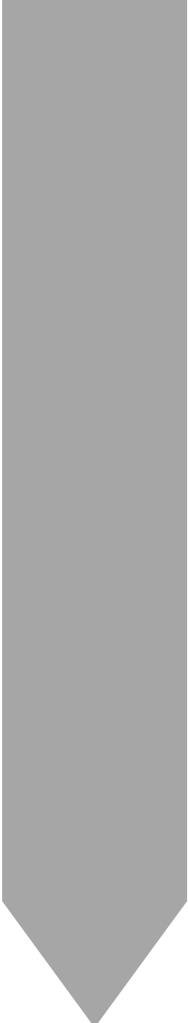
## IN PYJAMAS WITH CUPS OF TEA

He proposed on my birthday, after a lovely day out in London and rooftop dinner, he proposed in Pyjamas in front of the TV with cups of tea in hand

[Source](#)



# The 15 Springboards



A symbol of lasting love



Cause of uncertainty and fear



A sign of time, effort and commitment



A traditional demonstration of love



Creating a real wow moment



Natural, low key & informal



A way to express your individuality



Telling a sentimental story



Everyday, understated & elegant



Light-hearted and fun



A rejection of traditional ways



Influenced by changing culture



Responsible, ethical and earthy



Something special for the groom too



Inspired by a global world





# We also explored themes across other cultures



Proposals-Weddings-Diamonds can or should be ...

## Inspired by western culture

Western ceremonies / styles are modern and show the couple are worldly and tasteful. Western weddings are de rigeuer in China

China Japan



Proposals-Weddings-Diamonds can or should be ...

## Traditional to be more meaningful

Traditional Chinese/Japanese ceremonies / elements can be important to bring family together over familiar and meaningful rituals. Particularly important in Japan

China Japan

**Western cultural takeover**  
With the influx of Western wedding culture, more and more new people are choosing this style  
[Source](#)

**Western ring customs**  
Therefore, the Western wedding ring regardless of men and women, are worn on the left hand on the ring finger. This reflects the sacred status of love  
[Source](#)

**White wedding dress**  
Western wedding customs are so exquisite ah! Now even ordinary people often choose to hold a Western-style wedding, dressed in white wedding dress. It is difficult to hide the happy expression of the groom  
[Source](#)

**Western and eastern beauty**  
Bride's are longing to fulfil both the Japanese and Western paradigms of beauty  
[Source](#)

**Barbie designed wedding dress**  
A wedding dress has appeared that fulfils every girl's dreams and longing - from the fashion doll Barbie loved all over the world  
[Source](#)

**Young people prefer western weddings**  
Compared with the traditional lively and festive wedding, now young people seem to be more enthusiastic about romantic and beautiful western wedding  
[Source](#)

**A combination of customs**  
It was Western-style and Japanese-style, made in other venues offering a combination to keep up with fashions  
[Source](#)

**Adding Western elements**  
The points to note when trying on kimono with ornate Western hair styles are  
[Source](#)

**Girls wear white**  
At home, limited to wearing western-style wedding dresses, the color of the bride's dress is white  
[Source](#)

**Learning from elders**  
Chinese wedding customs which perhaps you have heard by word of mouth from older generation  
[Source](#)

**Traditional more memorable**  
Western wedding are now not so fresh and more and more people begin to feel that the Chinese-style wedding is more solemn, more memorable. Even a lot of foreigners pay attention to the Chinese-style wedding process.  
[Source](#)

**Incomparable charm**  
Compared to Western-style white dresses, Chinese dress is perhaps not so romantic, but the traditional things always have incomparable charm  
[Source](#)

**Regional traditions**  
Because his home is in another Prefecture the wedding traditions are different.  
[Source](#)

**Gold is a tradition**  
In China's wedding ceremony, gold is an indispensable part of the style, and the sense of value cannot be replaced. Diamond ring is the product of modern wedding, symbolizing indestructible, faithful love. So as a wedding ring, the two are equal  
[Source](#)

**Handed down over generations**  
Many people want a traditional wedding in Japan - handed down from ancient times.  
[Source](#)

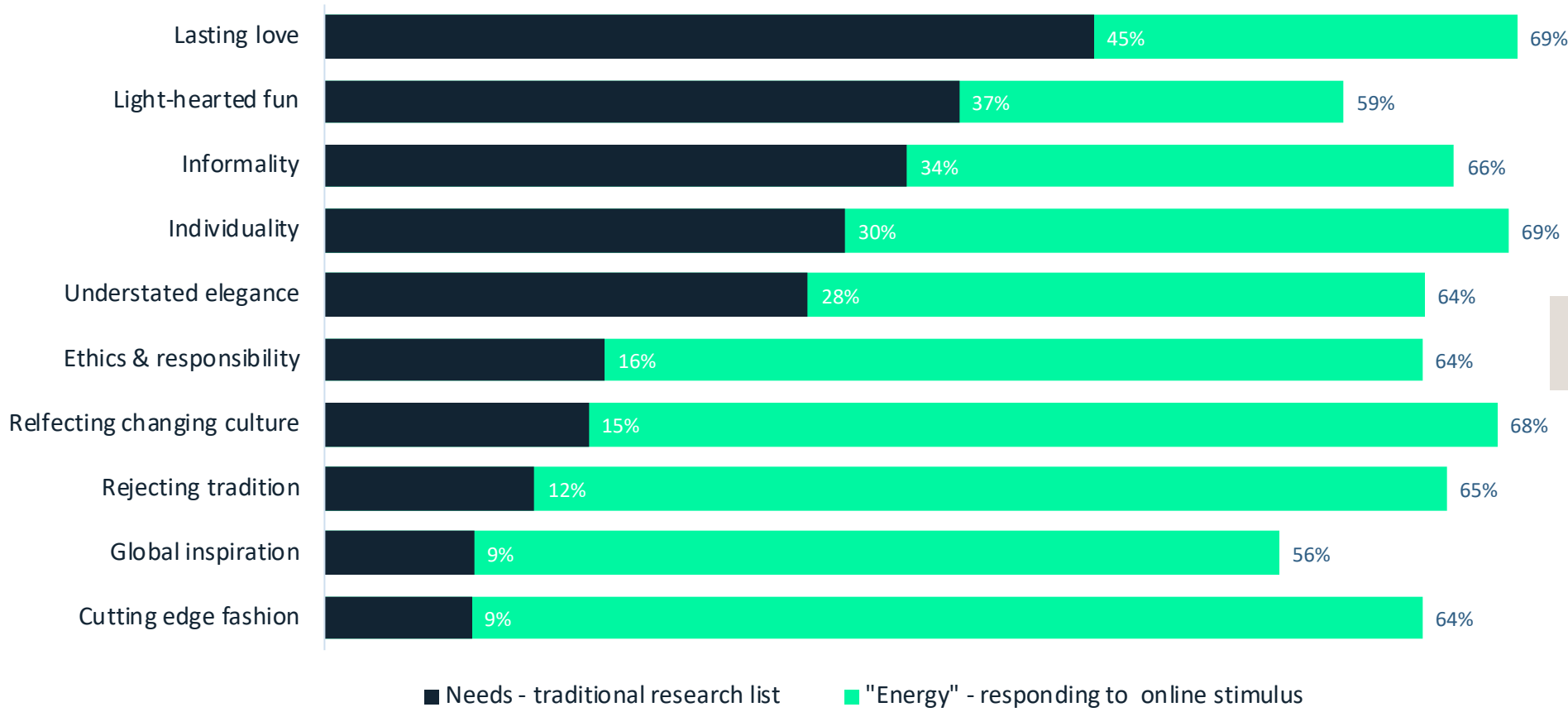
**Loaded with heritage**  
The Wedding Centre's heritage garden, adorned with ancient Japanese traditions. Ohana Mansion in Yanagawa has been loved since the Edo period  
[Source](#)

**Historical venues**  
Both main shrine is located to the East and West, and is a world heritage site, designated as a national treasure, a solemn atmosphere for the historical, authentic Shinto ceremonies.  
[Source](#)

**Traditional visuals**  
Qeejin's works blend exquisite handmade art with a long history of oriental culture, with traditional cultural connotations and symbolic meanings without losing interest.  
[Source](#)

**The art & charm of Japanese tradition**  
Art appreciation, feeling a sense of beauty and cherishing and loving nature are all part of the charm of Japanese tradition  
[Source](#)

# Traditional quant might underestimate the impact of change

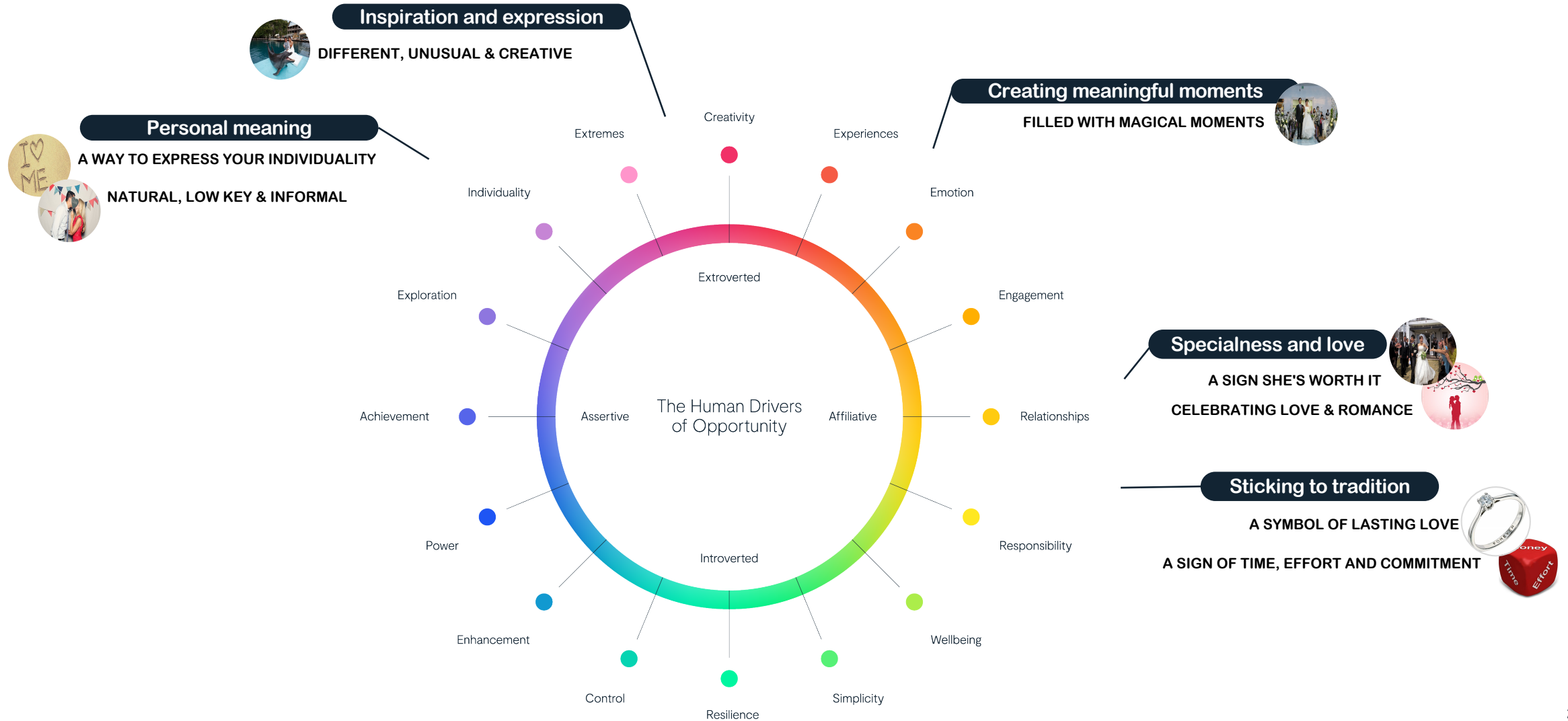


Quantifying Energy

**ENERGY** – We are now going to show you some things people, brands or organisations have said about love, relationships, proposals, marriage and weddings. We want to know if YOU think what they are saying is something you like, is interesting or is similar to the way you think about things

**NEEDS** – Which of the following describe what you would look for in a proposal / wedding?

# These insights are shaping the future development of DeBeers brands



We want to leave you with **3 key thoughts**



- + AI is something exciting that can and should be embraced for Insight
- + It's about accelerating expertise, not about machines replacing people
- + This is something that's happening right now, not just in the future



# discover.ai

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