

May News | Reimagining Marketing with AI Agents | Client cases: Bouygues Telecom, Sanofi, Coty, TF1 | Scaling creativity with GenAI | Adopt AI Summit

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Marketing is evolving fast. **Generative AI and AI agents are transforming how brands engage, sell, and create**, unlocking new levels of personalization, efficiency, and impact. In this edition, explore how industry leaders are leveraging these technologies to shape the future of marketing and consumer experience: 1. The Future of Marketing and Consumer Experience with Generative AI and AI Agents by Artefact. 2. How BOUYGUES TELECOM is revolutionizing digital sales with generative agent-based AI. 3. SANOFI bets on agentic AI to reinvent commercial excellence. 4. Cracking the brand-building code: How COTY scaled insight-driven marketing with Artefact. 5. Graph ID: Data collaboration at the heart of TF1's media strategy. 6. Scaling creativity with GenAI: Boosting media performance in the age of AI-driven campaigns by Artefact 3000 creation agency.

The Future of Marketing and Consumer Experience with Generative AI and AI Agents by Artefact

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In this video, **Hanan Ouazan**, Managing Partner & Global Lead AI Acceleration at Artefact, explores how AI agents are reshaping marketing and business operations. Despite the hype, most companies are still at the beginning of their AI journeys. About 19% of companies are "leaders" that have optimized their existing operations with AI, but otherwise, few have really transformed.

"There are those who have truly succeeded in transformation and they make up less than 1%. This shows just how much room for improvement there still is today," Hanan noted. Major blockers remain: underused data, organizational silos, and weak integration. Today, thanks to LLMs, **AI now understands user intent more deeply**, enabling better personalization. But the real disruption lies in "**agentization**", where **AI agents activate and orchestrate data in real time**. This shift demands new governance, cost control, hallucination management, and strong compliance frameworks. Successful AI transformation requires **cross-functional collaboration, data, UX**, and a **mindset shift** in order for AI to become a business process orchestrator, deeply embedded in operations. As Hanan Ouazan concludes, "AI is not just a tool; it's a way to transform your company and operations and **create value on an entirely different scale**."

How BOUYGUES TELECOM is revolutionizing digital sales with generative agent-based AI

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Bouygues Telecom partnered with Artefact and Google Cloud to launch a generative AI-powered sales assistant, with the objective of **transforming the customer experience** and **driving innovation in digital channels**. The project was based on three key principles:

1. **The conversational sales assistant was built with Google Vertex AI Agent Builder.** This AI agent helps prospects navigate complex mobile offers (phones, plans, financing) while updating product pages in real time. This enables seamless, **in-store-like consultations 24/7**.
2. Bouygues used **Google's low-code platform** to enable **fast prototyping** and strong **business team involvement**. The **AI assistant acts like a real salesperson**, recommending, refining, and pushing items to the cart without rigid decision trees.
3. For **AI-powered quality monitoring**, a second agent, co-developed with Artefact, uses the Langfuse framework to evaluate conversation quality, **improving accuracy, compliance, and satisfaction**. ***"We became one of the first, if not the very first, operators in Europe at least, to offer our customers a sales assistant powered by agentic AI,"*** explains **François Gette**, Lead Open Innovation at Bouygues Telecom.

SANOFI bets on agentic AI to reinvent commercial excellence

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To accelerate product launches and transform its go-to-market strategy, Sanofi has integrated AI, and more recently, **agentic AI**, into the heart of its operations. The company, in partnership with Artefact and Eli Labs, **equips top executives with collaborative AI agents** that inform strategic decisions across departments. ***"The strategy is simple. It can be summed up in one sentence: All in on AI. That means we want to put artificial intelligence at the heart of everything we do at Sanofi, at the core of every profession,"*** said **Florent Edouard**, Global Head of the Digital Accelerator, Sanofi. Sanofi's deployment of artificial intelligence follows a clear structure:

Build **strategic** and "**snackable**" use cases

Deploy **agentic agents** for product launches and market research

Establish strong **governance**, **upskilling**, and a **central platform**

"We said, we need to start at the top. We need to convince top management that in the future, they'll be working with an agent in their pocket every day," explained Edouard. Sanofi aims to **scale adoption** and **reinforce data-driven decisions** company-wide.

Cracking the brand-building code: How COTY scaled insight-driven marketing with Artefact

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At the **Google x Artefact Future of Marketing conference**, **Alexandra Selly**, Global Senior Director – Data, Analytics & Measurement at Coty, discussed the details of Coty's data-driven digital marketing transformation. A global beauty leader with 120 years of history, sales in 120 countries, and a portfolio of 40+ brands (e.g., Hugo Boss Fragrances, Gucci, Bourjois…), **Coty's aim is to scale insight-led decision-making across its brands.** Alexandra's team is leading this transformation, particularly with regard to **advocacy through influencer marketing, PR, and CRM**. To

assess their impact, Coty partnered with Artefact to **regain control of its media accounts** and **develop advanced analytics**. Using GMP and GCP, they created marketing mix modeling-inspired models to connect **KPIs such as IMV and VIT** to outcomes like sales and brand loyalty. Now, instead of complex tools, marketers use a streamlined dashboard with icons signaling **KPI relevance and time-to-impact**. ***"The goal is to accelerate insights at scale for all teams and make them truly accessible to all brand teams and markets,"*** explained Alexandra. This approach became Coty's most-used dashboard, enabling **strategy adaptation across brands and geographies** while reinforcing a culture of **empirical, data-informed marketing** across the company.

Graph ID: Data collaboration at the heart of TF1's media strategy

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Read the Client Case

With the launch of TF1+ in early 2024, TF1 has **transitioned from replay to streaming**. At the heart of this transformation is **Graph ID**, a collaborative data project developed with Artefact, designed to **unify all user data under a single, GDPR-compliant identity.** This new solution enables TF1 to gain a **360° understanding of its audiences**, thereby driving both **platform engagement** and **advertising performance**. Graph ID already includes 25 million qualified profiles and more than 100 targeting criteria.

Data is now structured and shared across TF1 Info, TF1 Pub and TF1+.

Advertisers gain access to **more precise segments** and campaign optimization tools.

LiveRamp and **Dawex** ensure secure, interoperable, and privacy-first data usage.

TF1's 2025 roadmap is focused on launching new commercial products, expanding data partnerships, and creating new user and advertiser use cases. Graph ID shows how smart data collaboration can **drive growth, retention,** and **deeper understanding of users** in the media industry. ***"This user knowledge-centric approach is a decisive competitive advantage,"*** ensures **François-Xavier Pierrel**, Group Chief Data and Adtech Officer at TF1.

Scaling creativity with GenAI: Boosting media performance in the age of AI-driven campaigns by Artefact 3000 creation agency

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In this discussion, **Etienne Roure**, Senior GenAI Manager at Artefact 3000, and **Thomas Quélin**, Partner & Media Lead at Artefact, explore how **generative AI transforms creative asset production at scale to boost media performance**, especially for platforms like Google Ads. With the rise of AI-driven campaigns like Performance Max, traditional levers (such as keyword bidding) are less effective. **Creativity now drives differentiation**. Generative AI helps brands produce high-volume, high-quality assets efficiently, **reducing development time by up to 50%** and **costs by a factor of 3 to 4**. Artefact 3000 leverages GenAI for rapid variant production, product integration into AI-generated scenes, and format adaptation. Still, fully automated pipelines aren't viable yet. ***"Even though generative AI enables us to produce a huge amount of content at scale, it's not necessarily the immediate answer to better media performance,"*** noted Etienne Roure. **Hybrid workflows with human oversight remain essential** to ensure branding consistency, legal compliance, and asset quality across campaigns.

Meet Artefact at VivaTech from June 11th to 14th!

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Artefact's International Adopt AI Summit will welcome you at the Grand Palais in Paris in November 2025.

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