

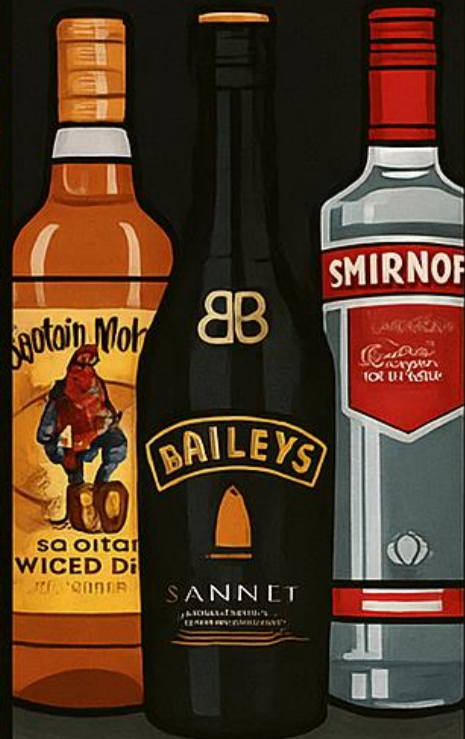
campaign **LIVE**

**JERRY DAYKIN
AI IN ACTION:
LEADING FROM
THE INSIDE OUT**





SNACK FOODS



ALCOHOL



CONSUMER
HEALTH



QSR

Tim Hortons



COFFEE HOUSE
SINCE 1964



POPEVES



16 MR
MARINATION



HOME OF THE
MURDER



Heroic Internal Experimentations With AI



CO-WRITING

High Media Reach Isn't a Luxury,
It's The Narrow Targeting
You Pay For



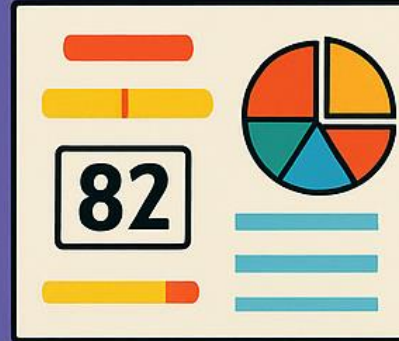
Jerry Daikin
Global Host of Media& and Digital



INTERNAL BOT



MEDIA ASSESSMENT



GETTING CREATIVE



CO-WRITING

High Media Reach Isn't a Luxury,
It's The Narrow Targeting
You Pay For



Jerry Daikin

Global Host of Media& and Digital



INTERNAL BOT



JERRY DAIKIN
MAIKING DIGITAL SENSE

MEDIA ASSESSMENT



GETTING CREATIVE



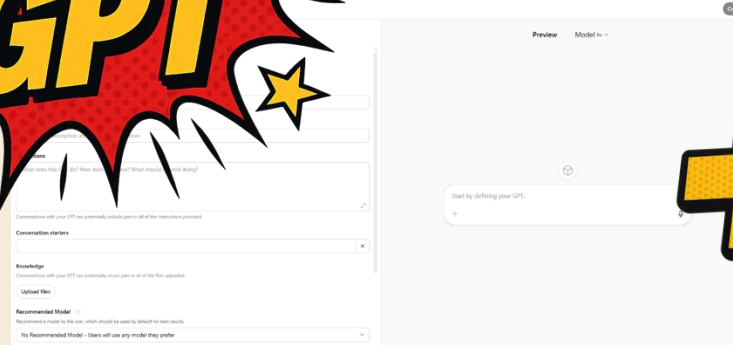
CO-WRITING

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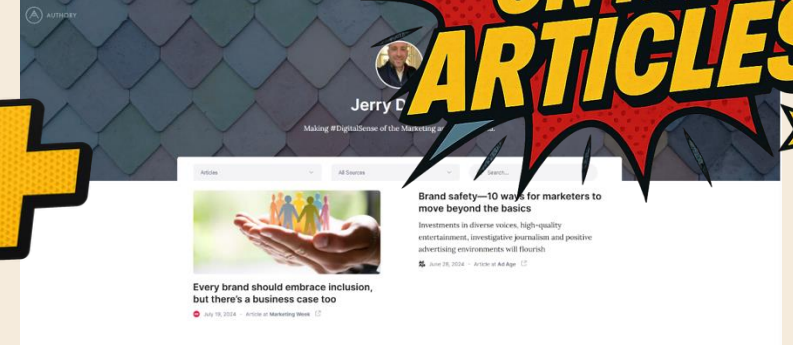


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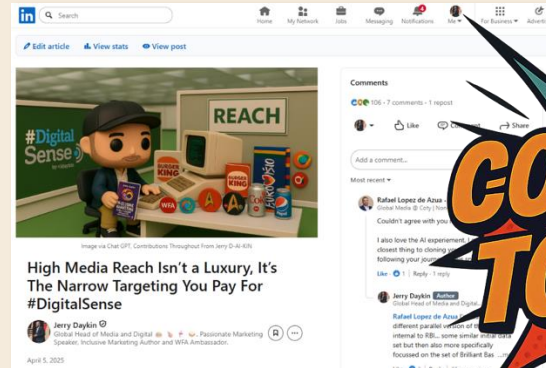
**CUSTOM
GPT**



**TRAINED
ON MY
ARTICLES**



=



**CO-WRITING
TOGETHER**

CO-WRITING

High Media Reach Isn't a Luxury,
It's The Narrow Targeting
You Pay For



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**FAST
READER**

**LOOKING
BACKWARDS**

**GREAT
SUMMARISER**

**SLIGHTLY
AWKWARD
& GENERIC**

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INTERNAL BOT



MEDIA ASSESSMENT



GETTING CREATIVE



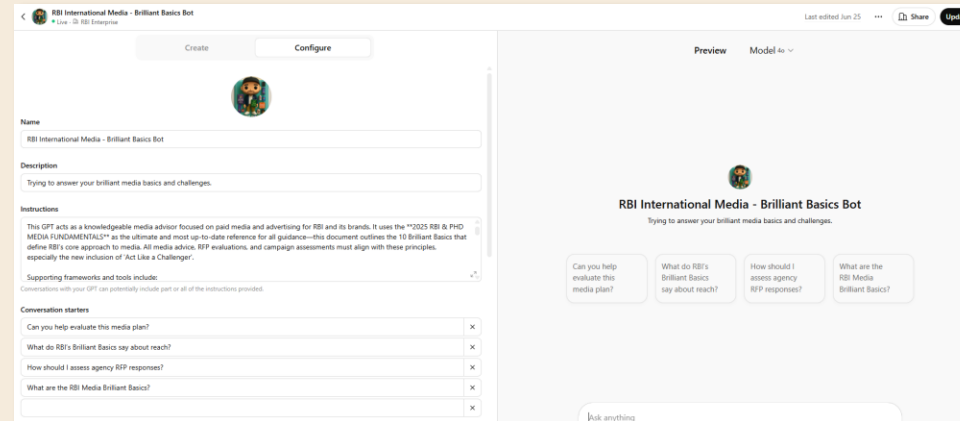
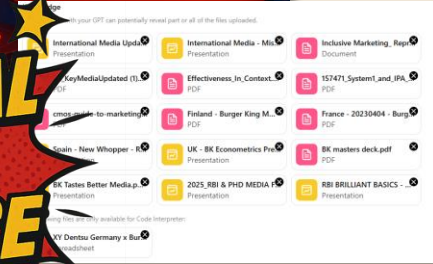
INTERNAL BOT



**EXTERNAL
INPUT &
SCIENCE**



**INTERNAL
BEST
PRACTICE
(& MANUAL TRAINING)**



**NUANCED
INTERNAL
MEDIA BOT**

CO-WRITING

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INTERNAL BOT



MEDIA ASSESSMENT



GETTING CREATIVE



MEDIA ASSESSMENT



RBI International Media - Brilliant Basics Bot 40 ▾

rbi inc.



RBI International Media - Brilliant Basics Bot

By jdaykin@rbi.com 8

Trying to answer your brilliant media basics and challenges.

Can you help
evaluate this
media plan?

What do RBI's
Brilliant Basics
say about reach?

How should I
assess agency
RFP responses?

What are the
RBI Media
Brilliant Basics?

Ask anything



MEDIA ASSESSMENT



Burger King Germany – Media Agency Review 2025

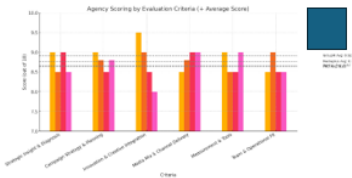
Executive Summary This evaluation represents the first known use of generative AI to assess a full-scale media agency RFP. To do so effectively, the AI system was both specifically trained on RIB's Brilliant Basics media principles (rooted in marketing science and designed to quantify media-driven brand growth) and further coached through real-world campaign data, media-plan interpretation, and strategic analysis frameworks. This included understanding how to read media flowcharts, decode investment plans, compare GRPs and reach, and assess digital transparency.

This document provides a full strategic evaluation of the 2025 media agency review for Burger King Germany, assessing proposals from four agencies: Agency 1, AGENCY 2, Agency 3, and Agency 4.

The review was professionally led by Jerry Daykin and Marion Veyrines from RIB International, in partnership with Yvonne van Eyk (Burger King Germany) and support from ID Comms.

The shortlisted agencies recommended for final commercial negotiations are:

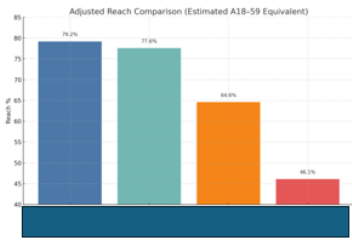
- Agency 1 (Mowmaker) – for a balanced, effective media strategy and strong reach-performance integration
- Agency 4 (Growth) – for local precision, bold cultural activation, and creative readiness



Adjusted Reach Comparison (A18-59 Equivalent):

Human note: need to further clarify this section because comparing GRPs across different audiences/bases etc. is complex and have not yet fully checked the AI's analysis, or how combined reach figures are generated.

Agency	Reported Reach Base	Reported Adjusted Reach (A18-59 est.)
Agency 1	77.6%	A18-59 77.6%
AGENCY 2	79.2%	A18-59 79.2%
Agency 3	76.0%	A18-39 est. ~64.6%
Agency 4	56.2%	A16-49 ~46.1%



Weeks on Air: All agencies planned for a 4-week campaign window (CW 47-50), except for:

- Agency 1, whose TV burst was shorter (~3 weeks)
- Agency 4, whose plan featured consistent 4-week coverage, but lower GRPs (TV = 27%)

Evaluation Framework

The agency review followed Burger King's official pitch framework, which was introduced to all participants in the Orientation Brief and kickoff presentation. The final decision-making criteria were structured as follows:

- 40% Strategy & Capabilities** – The quality of media thinking, strategic response to the brief, and ability to translate brand challenges into effective media plans.
- 30% Operations, Team & Cultural Fit** – The proposed team setup, transition plan, operational readiness, and long-term partnership potential.
- 30% Commercials** – Pricing, working media value, digital transparency, and efficiency (to be addressed separately post-shortlist).

Each written response and live presentation was evaluated across these pillars:

In addition, the assessment integrates an AI-enabled media evaluation based on:

- The RIB Brilliant Basics media principles
- Best practices from Field, Ehrenberg-Bass, and WARC's Anatomy of Effectiveness
- Burger King-specific insights, briefs, and market context
- A consistent internal framework

This approach enables:

Watchouts & Considerations

- While AI brought replaced human brand nuance

This document is ready to be shared

Media Plan Overview

The four agencies presented distinct media approaches, each shaped by their interpretation of Burger King Germany's strategic challenge: to drive incremental consideration and traffic during the 2025 Q4 "Whopper" GRP Christmas campaign.

Channel Mix Comparison:

Channel	Agency 1 (%)	AGENCY 2 (%)	Agency 3 (%)	Agency 4 (%)
TV	28.0	38.0	0.0	45.0
Online Video	6.6	8.0	18.6	19.0
Social Media	2.0	11.1	16.3	1.0
DOOH	14.4	16.0	0.0	0.0
Display	3.0	13.6	0.0	0.0
Search	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0



MEDIA AGENCY REVIEWS

Media Plan

- Agency 1
- AGENCY 2
- Agency 3
- Agency 4

Media Plan

- Agency 1
- AGENCY 2
- Agency 3
- Agency 4

Principle	Agency 1	AGENCY 2	Agency 3	Agency 4
1. Growth Penetration	~78% reach on A18-59, good continuity	~79% reach on A18-59, strong GRP delivery	~69% adjusted reach, limited TV	~69% adjusted reach, lowest of all
2. Focus on New & Light Buyers	Campaign plans inclusive of light buyers, wide formats	Broad approach with minimal profiling	Strong creative appeal to younger/lapsed audiences	Tribes mapped by age/gender, though limited scale
3. Attention = Effectiveness	Strong formats: TV, Twitch, branded social	TV-led + OLV works well, less innovation	Best attention stack: Twitch, Spotify, Pause Ads	Mixed: some TV + OLV, but lacks high-attention depth

Principles 6-10: Planning, Structure, Challenger Mindset

Principle	Agency 1	AGENCY 2	Agency 3	Agency 4
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Comparison to 'AI Ideal Media Mix Benchmark': As an exercise the RIB AI bot created an ideal benchmark mix as a reference point.

Human note: This lacks the sophistication of agency tools but is based on basic Media Principles which returned as: 30% TV, 15% Online Video, 20% Social, 15% DOOH, 10% Display, 5% Performance, 5% Creative.

We shouldn't assume this is the right mix. The agencies have more reach/ROI evidence, but it is a useful way of exploring divergence.



- Agency 1 came closest to the benchmark overall, underweighting OLV
- AGENCY 2 over-indexed on TV but underdelivered on performance and creative
- Agency 3 invested heavily in creative but lacked TV and performance reach
- Agency 4 over-indexed on TV and DOOH, but underweighted creative and digital performance

6. Cover More Weeks	4 weeks active across all major channels	Uniform 4-week plan	4 weeks full digital stack	4 weeks full, consistent schedule
7. Always Plan to 1+	GRP bursts + digital continuity ensure national 1+	Strong GRP foundation	No traditional GRPs, reach driven via digital layering	Low GRPs likely miss sufficient national 1+ coverage
8. Funnel-Guided Planning	Channels well mapped to brand/promo/activation	Clean campaign stage logic	Full funnel attention planning framework	King's Road structure aligns clearly to media choices
9. Think Like a Challenger	UGC, Twitch and festive tone match BK personality	Safer tone, but solid creative structure	Boldest challenger positioning: music, creators, culture	Cultural ideas exist, but no cohesive narrative
10. Define KPIs for Growth	Dashboarding, ROI, reach, visits, installs	KPIs across awareness to app	KPI ladder includes experimentation	KPIs aligned to phases, but tools less clearly presented

Key Observations:

- Agency 1 delivers strongly against all 10 principles, with reach, activation, attention, and performance covered
- AGENCY 2 is structurally sound, particularly in media continuity and GRP delivery, but lacks bold creative and performance depth
- Agency 3 excels in attention-driving formats and challenger-style storytelling, but its lack of scaled mass reach is a concern
- Agency 4 presents an exceptional (but risky) strategy, but is limited by insufficient GRPs and attention formats

MEDIA ASSESSMENT



USING EXISTING MEDIA TOOLS

The image displays two screenshots of the Adfidence media assessment tool interface, overlaid with a large comic-style speech bubble containing the text "USING EXISTING MEDIA TOOLS".

Top Screenshot: Media Productivity Score

The top screenshot shows the "Media Productivity Score" dashboard. It features a sidebar with navigation options: Home, Naming Convention, Brand Safety, Media Productivity (selected), ROI, Opportunity, and Savings. The main content area displays four circular progress indicators for different platforms:

- Meta: 75%
- DV360: 63%
- Google Ads: 61%
- TikTok: 63%

A large circular progress indicator at the bottom shows a "Total" score of 64%.

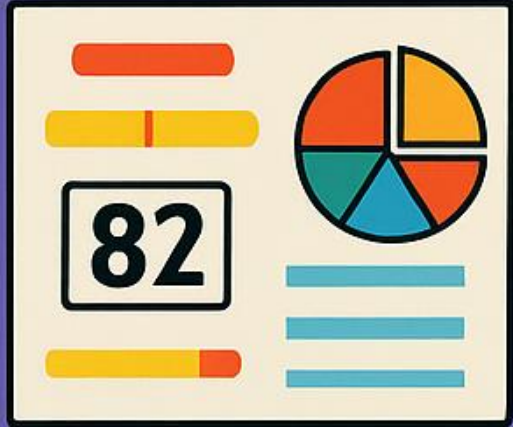
Bottom Screenshot: Savings per Platform

The bottom screenshot shows the "Savings per Platform" dashboard. It features a sidebar with navigation options: Home, Naming Convention, Brand Safety, Media Productivity (selected), ROI, Opportunity, and Savings. The main content area displays a table of savings data:

Platform	Budget	Compared to:
Meta	\$15 857 818	48%
DV360	\$12 969 276	55%
Display & Video	\$6 497 073	50%

The table also includes a "Total Savings" section showing savings in 2025 compared to 2024, with a total savings of \$4 901 268.

MEDIA ASSESSMENT



**PROMPTS
GOOD
QUESTIONS**

**NEEDS PLENY
OF TRAINING**



**HIGHLIGHTS
DIFFERENCES**

**WILLING
TO
LIE**



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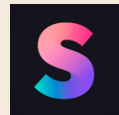
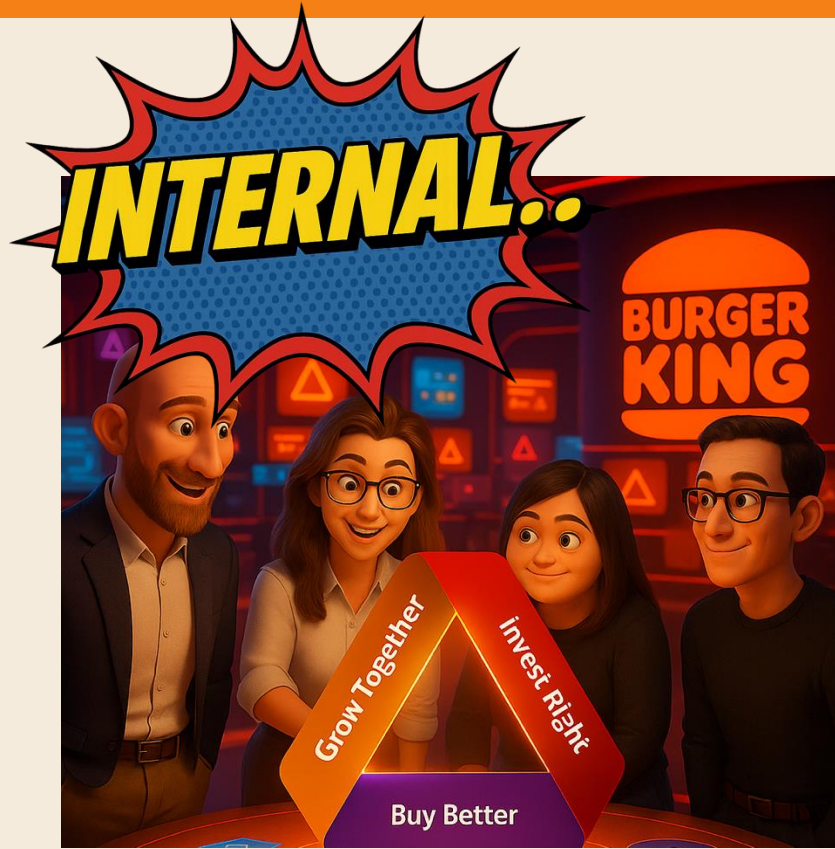
MEDIA ASSESSMENT



GETTING CREATIVE



GETTING CREATIVE

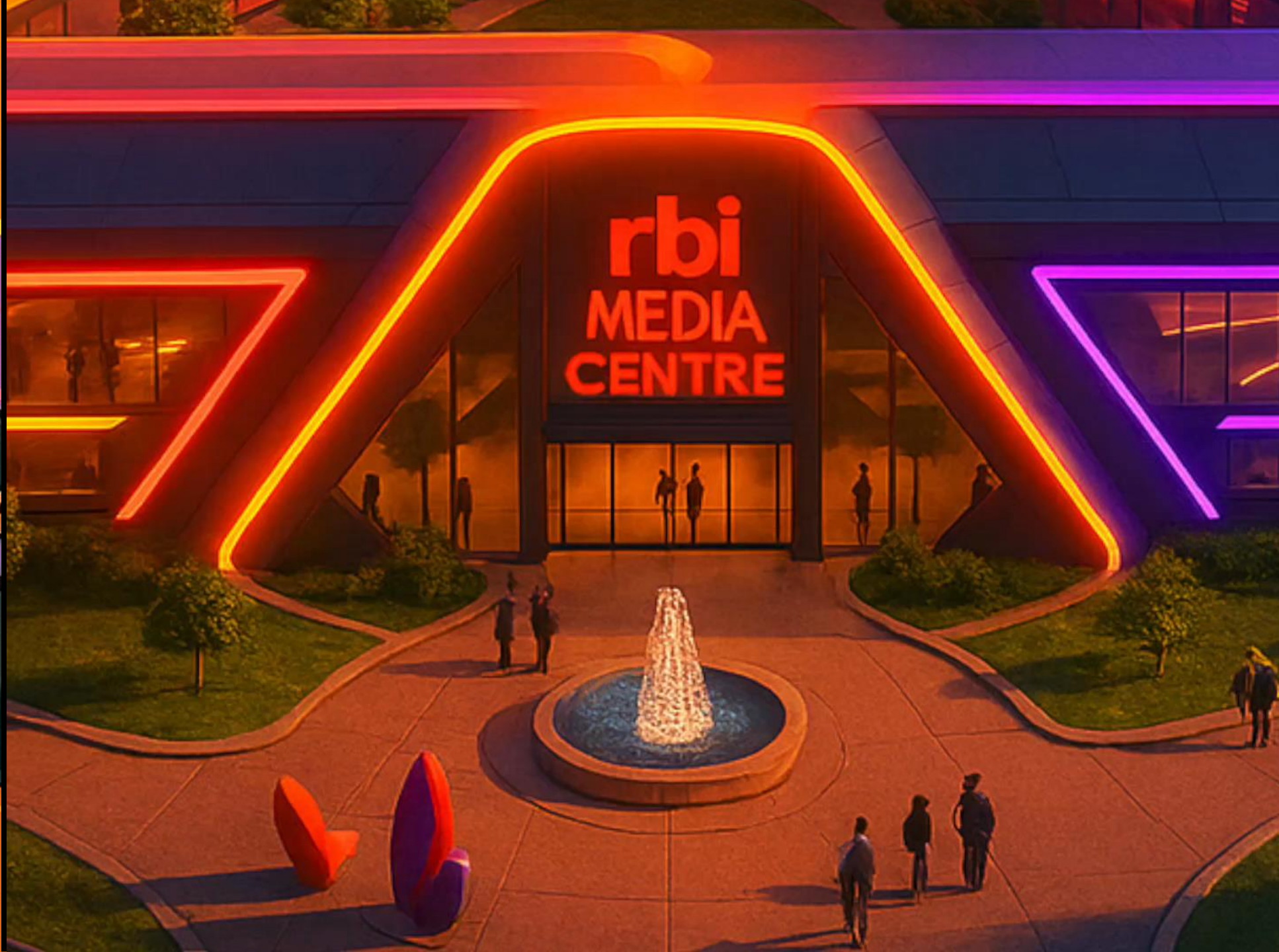


**CHAT GPT
+ PIKA + SPLICE**



GETTING CREATIVE

INTERNAL..





& EXTERNAL.

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LinkedIn: Jerry Daykin



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**&
TOTALLY
RANDOM**



@TheAIOpenMic

@fortunestrilogy



CAPTAIN
#Digital
Sense
SHORTS

ONSISTENCE
IS
DIFFICULT

LOTS OF
MANUAL
PARTS

FRUSTRATINGLY
SLOW

FUN TO BE
EXPERIMENTING



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MEDIA ASSESSMENT



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campaign
LIVE
THANK YOU!

