**How AI is Changing the Way Consumers View Brands**

Artificial Intelligence is changing the way that customers view brands, as the technology lets brands interact dynamically with people, according to Winston Binch, chief digital officer for Deutsch North America. Binch touts the benefits of AI in this transcribed radio interview, stating, "It's just an incredible canvas for creativity and brand storytelling."

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<http://knowledge.wharton.upenn.edu/article/ai-and-consumers/>

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