

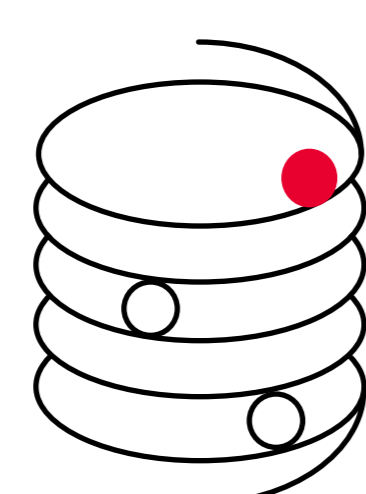
TrendSpotting Agent Suite

Turning Trends into Revenue



Marketing has entered a new era—one defined by speed, cultural volatility, and rising customer expectations. Culture now moves in minutes, while marketing systems still move in weeks or months. That gap is no longer sustainable.

To address this challenge, Publicis Sapient, in partnership with Google Cloud, introduced the TrendSpotting Agent Suite—a GenAI-powered, agentic system designed to transform live retail and cultural signals into ready-to-activate, omnichannel campaigns in hours, not weeks.

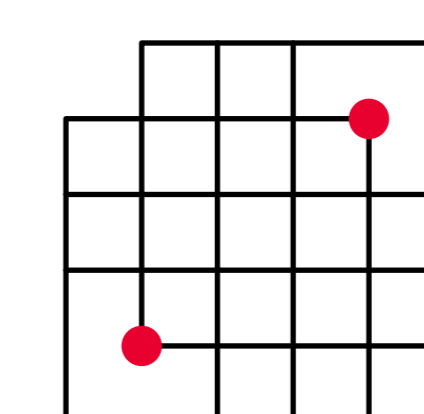


The Marketer's Challenge: Speed vs. Relevance

Modern marketers face a difficult reality:

- Trends emerge and peak rapidly across social, search, and creator ecosystems
- Customers expect timely, relevant, and personalized experiences
- Marketing workflows remain fragmented, sequential, and slow

The result is missed moments and lost revenue. The issue isn't a lack of creativity—it's a lack of synchronization between marketing operations and the pace of culture.



From Automation to Agentic Marketing

The TrendSpotting Agent Suite represents a shift from optimizing individual steps to orchestrating the entire marketing lifecycle in real time—sense, create, activate, continuously. AI agents work together to:

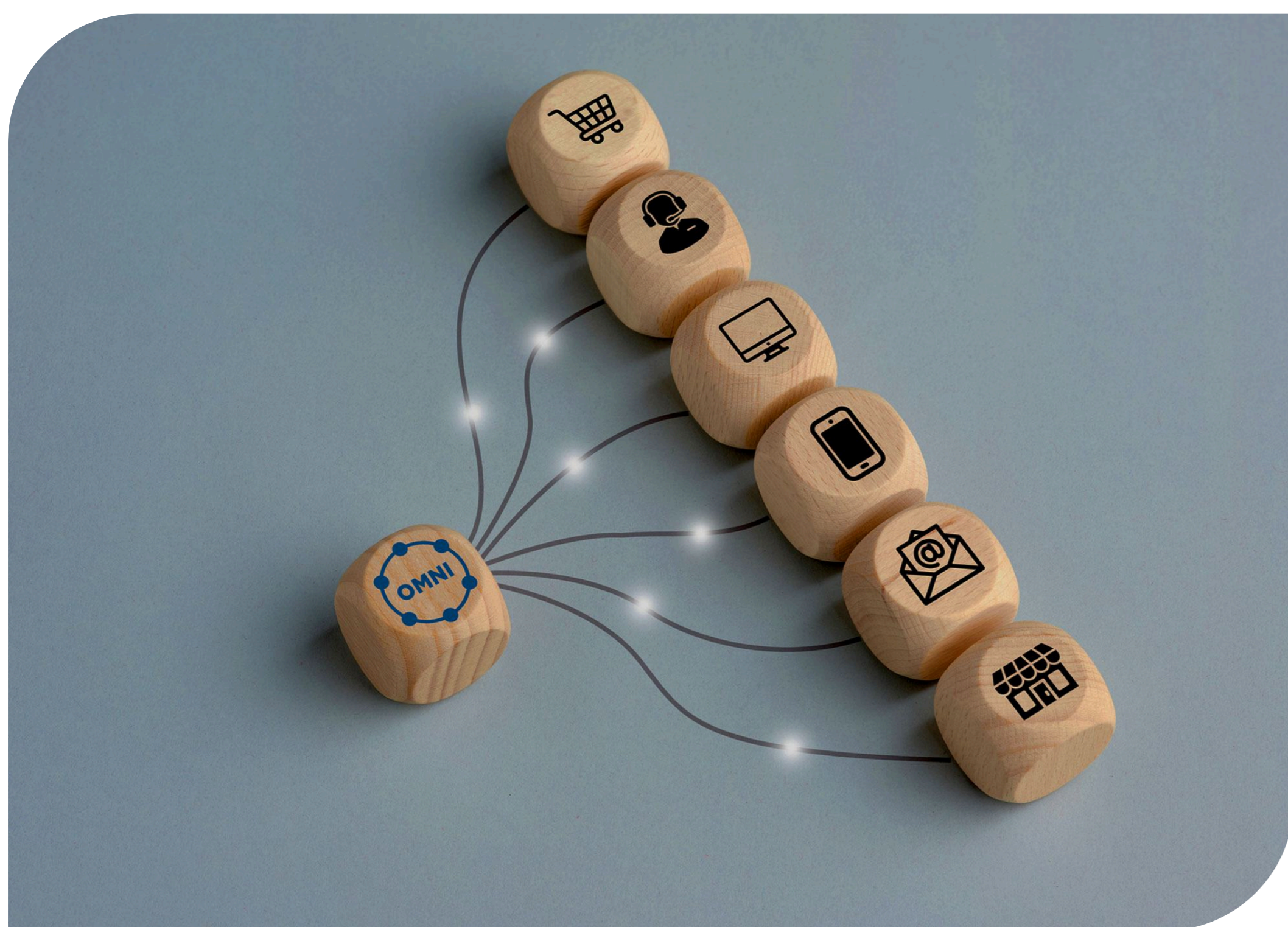
- Ingest and score real-time cultural, social, and retail signals
- Automatically generate campaign briefs that teams refine quickly
- Produce GenAI-powered copy, imagery, and video across channels
- Activate campaigns immediately across paid media, retail media, owned channels, and personalized experiences

Creativity at the Speed of Culture

Generative AI does not replace creative teams—it changes how they work. By removing production bottlenecks such as resizing, versioning, and manual asset creation, GenAI allows creative talent to focus on what matters most: judgment, storytelling, and brand expression. Teams draft once, refine quickly, and move at the speed of culture without sacrificing quality.

Early programs using this approach have delivered measurable impact:

- 35–45% cost reduction in select content and copy creation tasks
- 75% faster end-to-end campaign creation, shifting timelines from weeks to hours
- Higher content volume and stronger personalization without increasing team size



Making Omnichannel Real—Finally

With agentic systems in place, omnichannel execution becomes operational. A trend detected in the morning can influence paid media, retail media placements, personalized website modules, and CRM outreach the same day. Personalization becomes native—driven by audience, context, and culture in real time.



A New Marketing Operating Model

The TrendSpotting Agent Suite signals more than a technology upgrade—it represents a new marketing operating model. Strategy, creative, and activation are no longer sequential steps, but part of a continuous, intelligent loop aligned to the rhythms of culture. Marketing is no longer about reacting after trends peak. It's about participating while they matter. And in a marketplace where attention is fleeting and loyalty is fragile, that speed can define the future of growth.

Talk to an expert about how you can start turning trends into revenue.
For more information visit publicissapient.com/partnerships/google