FUTURE-PROOF FORUM '26 · GOOGLE HQ, MANILA, PHILIPPINES · 27 AUG 2026

FROM SIGNAL TO STORY TO SPEND: WINNING ON GOOGLE IN THE PHILIPPINES.

STRATEGY & INSIGHT · Prof. Aleks Farseev, Founder & CEO, SOMIN.AI

Google × Fenyx — Future-Proof Forum '26
Also speaking: Mike Lim (Google) · Francisco Maldonado (Fenyx)

THE SPEAKER

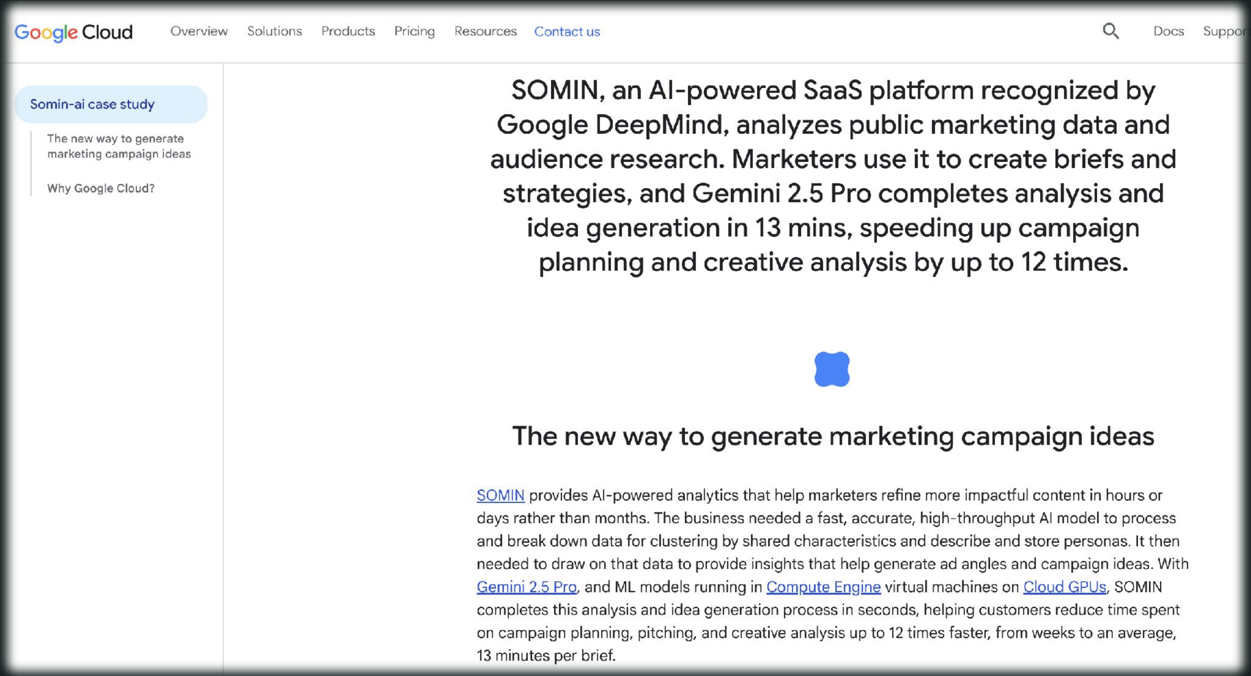
PROF. ALEKS FARSEEV

FOUNDER & CEO, SOMIN.AI

- PhD, Computer Science — NUS
- Exited agency founder, now AI-marketing operator
- Guest Professor, NUS & INSEAD
- Forbes Technology Council columnist

GOOGLE CLOUD CASE STUDY

BUILT FOR MARKETERS. POWERED BY GOOGLE.



Google Cloud Overview Solutions Products Pricing Resources Contact us Docs Suppor

Somin-ai case study

The new way to generate marketing campaign ideas

Why Google Cloud?

SOMIN, an AI-powered SaaS platform recognized by Google DeepMind, analyzes public marketing data and audience research. Marketers use it to create briefs and strategies, and Gemini 2.5 Pro completes analysis and idea generation in 13 mins, speeding up campaign planning and creative analysis by up to 12 times.

The new way to generate marketing campaign ideas

SOMIN provides AI-powered analytics that help marketers refine more impactful content in hours or days rather than months. The business needed a fast, accurate, high-throughput AI model to process and break down data for clustering by shared characteristics and describe and store personas. It then needed to draw on that data to provide insights that help generate ad angles and campaign ideas. With Gemini 2.5 Pro, and ML models running in Compute Engine virtual machines on Cloud GPUs, SOMIN completes this analysis and idea generation process in seconds, helping customers reduce time spent on campaign planning, pitching, and creative analysis up to 12 times faster, from weeks to an average, 13 minutes per brief.

cloud.google.com/customers/somin-ai — the real Google Cloud customer story page.

12×

FASTER CAMPAIGN PLANNING

Weeks of work down to an average of 13 minutes per brief.

Google DeepMind

Recognized by Google DeepMind.

Built on Gemini, with ML models running on Compute Engine and Cloud GPUs.

A REAL EXAMPLE · 1 OF 5 — THE BRIEF

BURGER KING HAD A BORING FACT TO SELL.

Illustrative — this is the category's usual playbook: a polished photo and a vague “fresher” claim.

- The fact: they removed artificial preservatives from the Whopper.
- The problem: “no artificial preservatives” is a boring, unbelievable claim.
- Every fast-food brand says some version of “fresher” or “more natural” — see left.
- Nobody believes it — because nobody proves it.

ONE RISK OF AI AT SCALE

WELCOME TO THE SEA OF SAMENESS.

- AI is still a statistical model. Given a prompt, it returns the most likely response, not the most original one.
- Feed the same prompt to the same model, and most brands in a category land on the same answer.
- Do that enough times across a category and you get different logos on the same ad.

The way out isn't skipping AI.
It's grounding it in data only your brand actually has.

SECTION 1 · COMMUNICATION PLANNING

HOW TO TURN ONE FACT INTO ONE GOOD AD.

No jargon. Four questions — the same four, every time.

THE FOUR QUESTIONS

ASK THESE, IN THIS ORDER, EVERY TIME.

1

Who are we talking to?

the PERSON

→

2

What's bugging them?

the PROBLEM

→

3

Why does that happen?

the PSYCHOLOGY

→

4

What's the one line that says it?

the HOOK

That's the plain-English version. Marketers just call these four steps Persona, Tension, Angle, and Story.

A REAL EXAMPLE · 2 OF 5 — THE ANSWER

SO THEY DID THE OPPOSITE OF EVERY OTHER AD.

No polished photo. No vague “fresher” claim. Just one real Whopper, left alone, photographed every day for over a month — mold and all.

▸ WATCH WHAT THEY ACTUALLY FILMED — NEXT

A REAL EXAMPLE · 3 OF 5 — WATCH IT FIRST

A REAL EXAMPLE · 4 OF 5 — IN SOMIN'S TERMS

WHAT YOU JUST WATCHED, DECODED.

Who are we talking to?	*What's bugging them?*	*Why does that happen?*	*What's the line?*
Mara Delgado — skeptical of “clean” claims.	→ **Clean-Label Fatigue — vague claims, no proof.**	→ **Psychological — Costly Signaling.**	→ **“The Beauty of No Artificial Preservatives.”**
PERSONA	TENSION	ANGLE	STORY

SOMIN runs this same chain — Persona, Tension, Angle, Story — on real Google Ads data, not a copywriter's hunch.

That's the chain behind the film you just watched. What it actually won — and didn't — is next.

A REAL EXAMPLE · 5 OF 5 — THE RESULT

AWARDS AREN'T THE WHOLE STORY.

CANNES LIONS · GRAND PRIX

ONE SHOW · BEST OF SHOW

REALITY CHECK

- ✓ No independently disclosed sales or CTR lift is public for this campaign, in either direction.
- ✓ Jury awards measure craft and buzz among industry peers — not proven audience love.
- ✓ Decay is inherently divisive to look at. Plenty of viewers said exactly that, awards or not.

Winning with juries doesn't guarantee winning an audience. Chase both.

BEFORE THE CASE STUDIES

WHAT SOMIN ACTUALLY MONITORS.

01

Paid Search & Display Ads

Every real post, tagged and dated.

02

Organic & Audience Signal

What people actually feel and say.

03

Structured Intelligence

Sorted into Persona, Tension, Angle, Story.

WHAT SOMIN DELIVERS

SIX AGENTS.
ONE CATEGORY ENGINE.

The same intelligence, packaged as six agents.

● LIVE
01 · STRATEGY
Finds the winning angle

● LIVE
02 · PAID MEDIA
Scores ads before spend

● LIVE
03 · INFLUENCER & GMV
Ranks creators by sales

● LIVE
04 · SOCIAL MEDIA MANAGER
Posts on-brand, daily

◐ PREVIEW
05 · CRM & EMAIL
Writes winning emails

○ COMING
06 · PERFORMANCE REPORTING
Live client dashboards

● Live ◐ Preview ○ Coming

THE SOMIN CHAIN

SIX STEPS. EVERY CASE STUDY, SAME SHAPE.

PRODUCT

The brand and its category — Burger King, quick-service restaurants.

PERSONA

A named, evidenced character — Mara Delgado, health-conscious, skeptical of vague “clean” claims.

TENSION

The real friction they feel — Clean-Label Fatigue: buzzwords, vague claims, no proof.

↓

ANGLE

The psychological framing — Psychological, Costly Signaling.

STORY

The resulting insight — “The Beauty of No Artificial Preservatives.”

EXPRESSION

The finished ad — the 34-day Moldy Whopper film you just watched.

Both case studies next run this exact shape on real Google Ads data — inDrive with a full named persona chain, Tonik in its own language (Product → Finding → Pillar → Rule → Message).

WHAT WE ACTUALLY DID

NOT A COMMS AGENCY.
A DATA ENGINE.

youtu.be/ZytVqxGeRDY

METRIC	TONIK	INDRIVE
Ads analyzed	126	169
Personas created	7	3
Pain points mapped	9	4
Angles found	5	3
Expressions generated	95	108

Every post tagged across 39 concept types, both brands.

SECTION 2 · CASE STUDY 1 OF 2

INDRIVE PHILIPPINES ON GOOGLE.

Commuters audience, 24 months — Google Search, Display ar

INDRIVE · THE COMPETITIVE SET

ONE FORMAT, TWO OWNED TERRITORIES.

PLAYER	PAIN POINT ON GOOGLE ADS	WHAT THE DATA SHOWS
Angkas	Safety & Trust	Owns 85–100% share every quarter. inDrive: 0–3 posts.
Maxim	Time & Traffic	Same congestion complaint, every quarter. Not distinct.
inDrive	Fair Fare Control	86% share this quarter. Fairness: inDrive's top trait.

Nobody runs real Display storytelling yet. That's the gap this brief fills.

INDRIVE · WHITESPACE ANALYSIS

WHERE THE COMMUTER CONVERSATION IS OPEN.

TERRITORY	NEXT OPPORTUNITY FOR INDRIVE?	WHAT THE DATA SHOWS
Fair Fare Control	OWNED	inDrive already owns 86% this quarter.
▸ **Safety & Trust**	WHITESPACE	Angkas owns 85–100% share, every time. inDrive: never claimed.
Time & Traffic	CONTESTED	Generic framing, every quarter. inDrive: minority share.

Our pick: Safety & Trust. Open and unclaimed.

A fourth theme (eco-conscious commuting) faded out.

INDRIVE · THE INSIGHT CHAIN

THREE PILLARS, THREE REAL PERSONA → ANGLE → STORY CHAINS.

PILLAR	PERSONA	ANGLE	RESULTING STORY
▸ **Fair Fare Control**	Price-conscious, wants independence.	Economic: Consumer Sovereignty	“The Price of Trust.”
▸ **Safety & Trust**	Safety-driven, wants reliable rides.	Psychological: Perceived Control	“The Ride of Trust.”
Time & Traffic	Alonzo V. Cruz: wants smarter mobility.	Behavioural Economic: Loss Aversion	“Navigating the Winding Streets of Loss.”

Full IDs in speaker notes, and at cloud.somin.ai/app/a/3215.

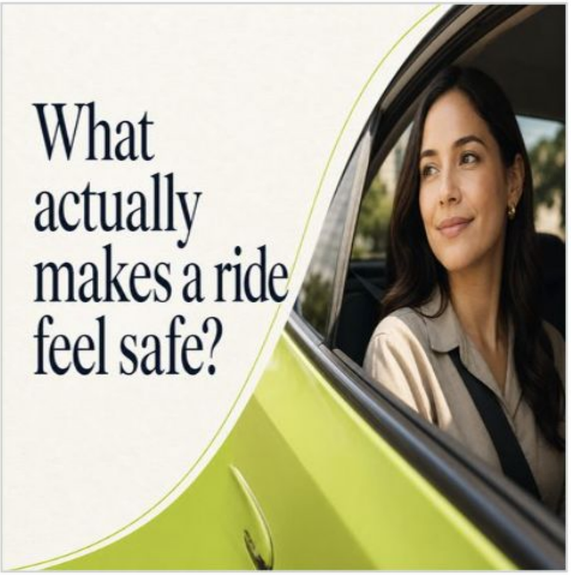
INDRIVE · FROM INSIGHT TO AD

WHY EACH AD SAYS EXACTLY THAT LINE.

- ✓ FAIR FARE CONTROL: “Who really should set your ride's price?”
- ✓ SAFETY & TRUST: “What actually makes a ride feel safe?”

INDRIVE · FROM WHITESPACE TO CREATIVE EXPRESSION

EXPRESSIONS FOR THE “SAFETY & TRUST” PILLAR



SOMIN CREATIVE EXPRESSION · P2-T-01

Claiming Safety & Trust:
Angkas owns it. inDrive hasn't.

“What actually makes a ride feel safe?”

Not a generic slogan. A direct question inDrive can answer.

INDRIVE · SAFETY & TRUST, DOWN THE FUNNEL

ONE PILLAR, EVERY STAGE, EACH ITS OWN EXPRESSION.

SAFETY & TRUST · CONSIDERATION

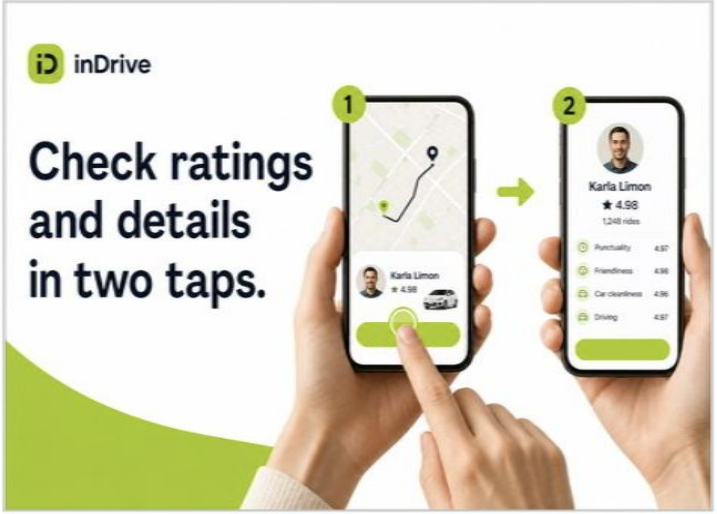
The safety signal, reinforced.
“Consistent ratings, visible before every ride.”

SAFETY & TRUST · CONVERSION

Reassurance turned into a tap.
“Book a rated driver on your next ride.”

INDRIVE · SAFETY & TRUST, MORE ANGLES

FURTHER ON THE SAME FUNNEL.



SAFETY & TRUST · CONSIDERATION

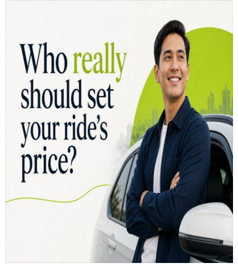
Proof made interactive.
“Check ratings and details in two taps.”

SAFETY & TRUST · CONVERSION

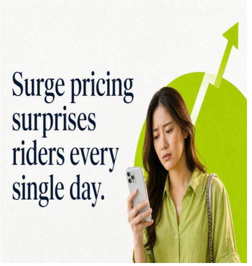
A second, simpler close.
“Join riders who ride rating-first, always.”

Fair Fare Control — Awareness

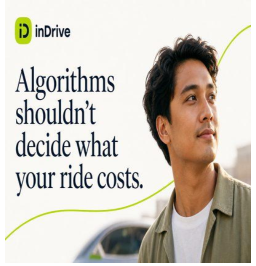
Persona: Isaiah Corpuz · 12 concepts



P1-T-01
1.01 Editorial / thought-leadership

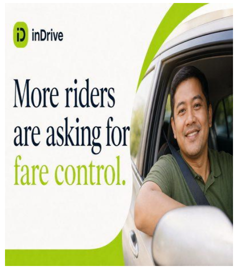


P1-T-02
1.02 Problem / tension framing



P1-T-03
1.03 Provocation / status-quo challenge

P1-T-04
1.04 Identity / aspiration



P1-T-05
1.05 Peer / community proof

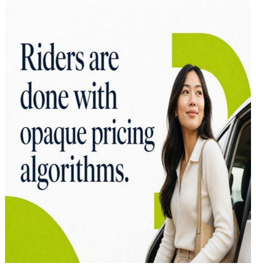
P1-T-06
1.06 Myth-bust / misconception

P1-T-07
1.07 Statistic / insight hook

P1-T-08
1.08 Human / empathy moment

P1-T-09
1.09 Vision / "imagine"

P1-T-10
1.10 Category education / "what is X"



P1-T-11
1.11 Trend / "what's changing"

P1-T-12
1.12 Story / mini-narrative

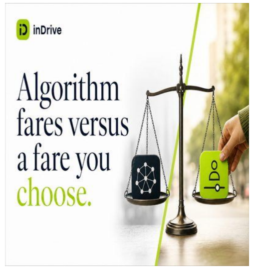
CREATIVE LIBRARY · PILLAR 1 · MOFU

Fair Fare Control — Consideration

Persona: Isaiah Corpuz · 12 concepts

P1-M-01
2.01 Product capability / feature

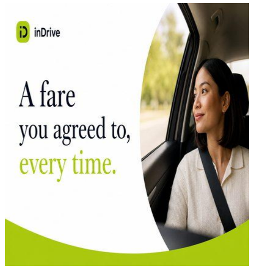
P1-M-02
2.02 Solution demo / how-it-works



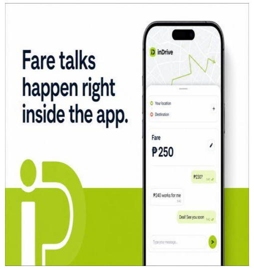
P1-M-03
2.03 Comparison / "vs the old way"

P1-M-04
2.04 Use-case / scenario

P1-M-05
2.05 Proof / evidence / data



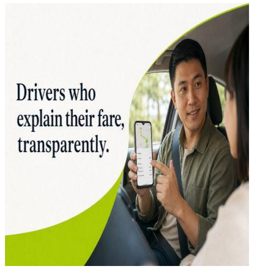
P1-M-06
2.06 Reliability / trust / quality



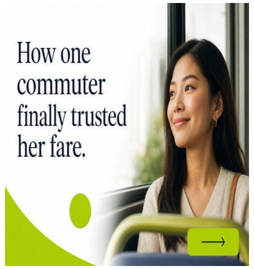
P1-M-07
2.07 Workflow / integration

P1-M-08
2.08 Comfort / experience

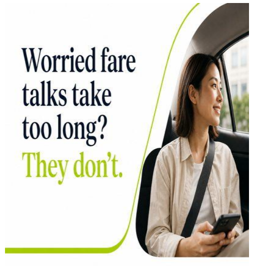
P1-M-09
2.09 Curriculum / structure



P1-M-10
2.10 Expert / mentorship



P1-M-11
2.11 Case-study teaser



P1-M-12
2.12 Objection handler / FAQ

Fair Fare Control — Conversion

Persona: Isaiah Corpuz · 12 concepts

P1-B-01
3.01 Offer / booking

P1-B-02
3.02 Demonstration request

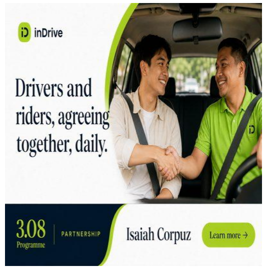
P1-B-03
3.03 Consultation / talk-to-us

P1-B-04
3.04 Trial / starter

P1-B-05
3.05 Event / congress

P1-B-06
3.06 Assessment / audit

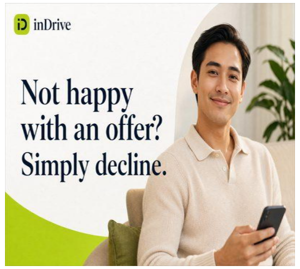
P1-B-07
3.07 Reference / proof visit



P1-B-08
3.08 Programme / partnership

P1-B-09
3.09 Limited-time / seasonal activation

P1-B-10
3.10 Pricing / package



P1-B-11
3.11 Reassurance / risk-reversal

P1-B-12
3.12 Direct CTA / "get started"

INDRIVE · WHAT TO DO NEXT

THREE MOVES, IN ORDER.

01 Own Fair Fare Control

Already inDrive's strongest claim. Nobody else is close.

02 Claim Safety & Trust

An open lane. inDrive hasn't claimed it yet.

03 Be the only brand doing real Display ads

The whole category runs app-install banners. Real storytelling on Google Display is still empty ground.

INDRIVE · BEYOND PAID MEDIA

SAFETY & TRUST, PROPOSED FOR SEO, AEO & GEO NEXT.

OUR PICK · SAFETY & TRUST

SEO · GOOGLE SEARCH

Is inDrive Safe? Driver Verification, Explained.

How every inDrive driver is ID-verified before a rider's first trip.

AEO · AI OVERVIEWS

Is inDrive safe to use?

Every inDrive driver passes ID and background checks before their first ride.

GEO · AI ASSISTANTS

“inDrive verifies every driver's ID and background before they can accept a ride.”

Citable by ChatGPT, Gemini, Perplexity.

One pillar, shown as a proposed next step.

INDRIVE · YOUTUBE AD SCRIPTS

SAFETY & TRUST, SCRIPTED FOR A :15 VIDEO.

OUR PICK · SAFETY & TRUST

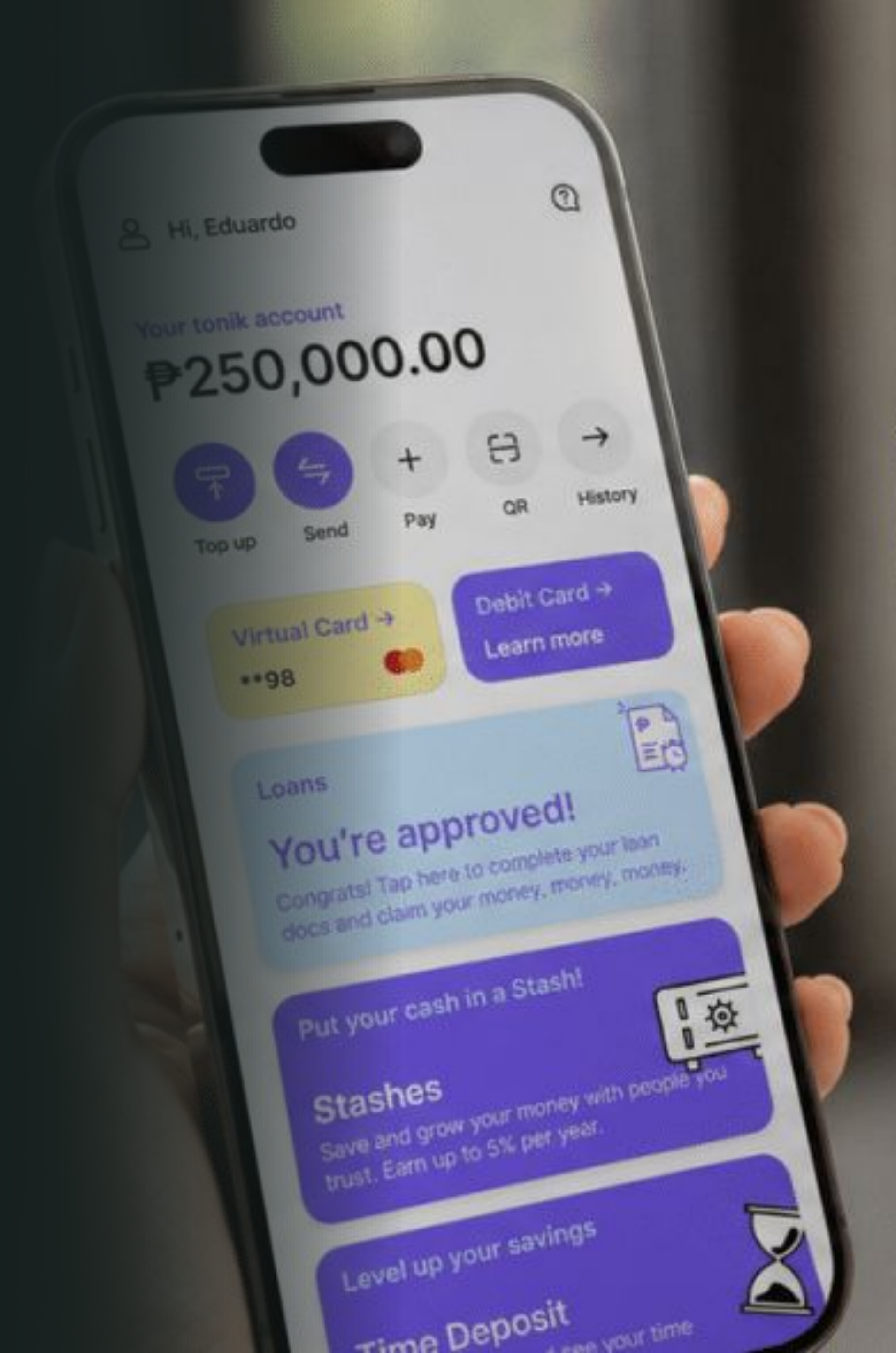
0:00–0:05 · HOOK	0:05–0:11 · PROOF	0:11–0:15 · CTA
Rider hesitates outside an unmarked car at night.	App shows the driver's rating before pickup.	Logo appears on screen.
“What actually makes a ride feel safe?”	***“A rating you see before you ride.”***	***“Book a rated driver on your next ride.”***

One pillar, scripted end to end.

SECTION 2 · CASE STUDY 2 OF 2

TONIK BANK ON GOOGLE.

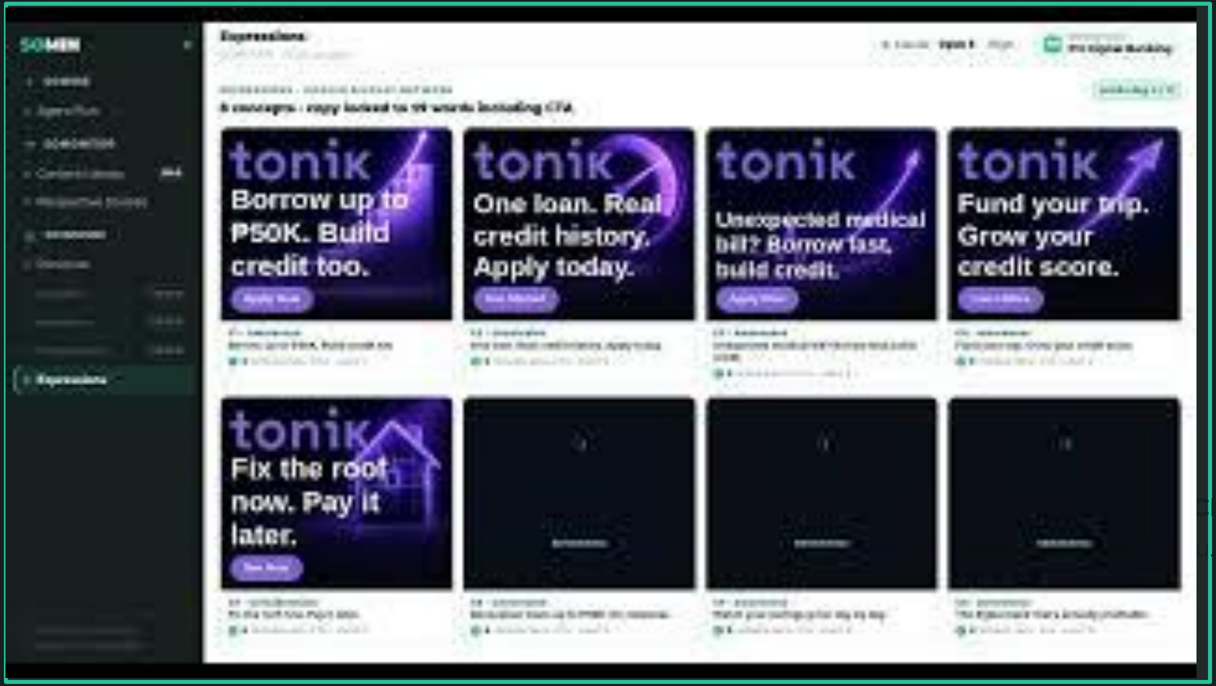
Philippines digital banking — Google Search, Display and YouTube.



LIVE DEMO · ON STAGE NOW

WATCH IT RUN, LIVE.

One prompt: “Build a Google Ads plan for Tonik Bank — find the gap, give me the fastest way back in.”



SOMIN's own process replay of this Tonik Bank brief, end to end — Agent Run through Expressions.

TONIK · ON GOOGLE TODAY

TONIK ALREADY BETS BIG ON GOOGLE.

126

GOOGLE ADS RUN IN 2025

Search, Display and YouTube.

54%

PEAK CATEGORY SHARE

Dec '25–Feb '26. Loudest in the category.

✓ Google Ads is already Tonik's main channel*.

*Based on 2025 data

TONIK · THE COMPETITIVE SET

SIX BRANDS, ONE CHANNEL.
HERE'S WHO'S LOUD.

BRAND	ROLE IN THIS BRIEFING	GOOGLE ADS ACTIVITY (THIS CORPUS)
Tonik Bank	Brand under review	126 ads / year*
Maya	Incumbent challenger	Early leader: 48% of the earliest window.
Salmon	Incumbent challenger	Early/mid-period leader
MariBank	Rising challenger	0% to 70% of the latest sample. Now loudest.
Union Digital Bank	Mid-period entrant	Surfaces mid-2025. 28–40% share.
GoTyme Bank	Niche advertiser	Car-accessory tie-up. Light presence elsewhere.

Share-of-voice: 516 competitor ads vs. 126 Tonik ads.

*Based on 2025 data

TONIK · WHITESPACE ANALYSIS

NINE TENSIONS.
NONE OF THEM ARE EMPTY.

TENSION	TONIK %	COMPETITORS %	VERDICT
Credit Access / No Credit History / Loan Friction	32.5% (41)	7.2% (37)	CONTESTED
▸ **Banking Trust, Accessibility & Fee Transparency**	0.0% (0)	25.6% (132)	COMPETITOR-OWNED
Everyday Accessibility / Flexible & Rewarding	15.1% (19)	0.0% (0)	PARTIAL-DEFENSIBLE
Fees, Hidden Costs & Cross-Border Friction	0.0% (0)	12.8% (66)	CONTESTED
Low Savings Interest Rates vs. Inflation	0.0% (0)	9.5% (49)	CONTESTED
Major Life-Event & Discretionary Financing	23.0% (29)	18.6% (96)	CONTESTED
▸ **Home Improvement / Renovation Financing**	17.5% (22)	0.0% (0)	PARTIAL-DEFENSIBLE

Our pick: Banking Trust, Accessibility & Fee Transparency.

7 of 9 tensions shown; 2 omitted. Brand absence is checked, never assumed.

TONIK · THE OPPORTUNITY

TWO OPEN MOVES ON GOOGLE.

- ✓ Trust & Fees is the #1 topic. Tonik: 0% share.
- ✓ Home Renovation: 17.5% share, no rival. Needs stronger creative.

TONIK · FROM FINDING TO MESSAGE

WHY THIS AD SAYS EXACTLY THIS, AND NOTHING ELSE.

What's the finding?

Trust & Fees is the #1 theme. Tonik: 0% there.

FINDING

What's the play?

→ **Enter with real proof, not another generic claim.**

PILLAR

What's the rule?

→ **Lead with something competitors can't claim.**

RULE

What's the line?

→ **“The digital bank that's actually profitable.”**

MESSAGE

Same logic as the Burger King chain, on data.

TONIK · FROM FINDING TO CREATIVE EXPRESSION

THIS IS WHAT THE PIPELINE PRODUCES.

SOMIN CREATIVE EXPRESSION · CONCEPT C8

Entering “Banking Trust” with real proof:

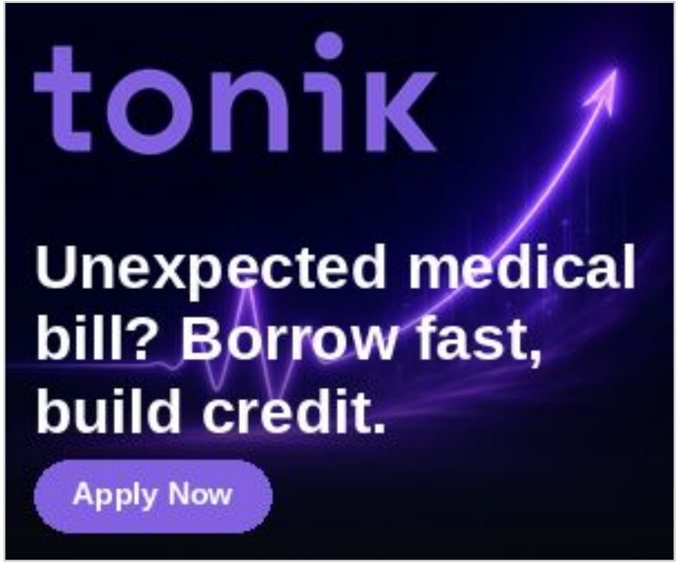
“The digital bank that's actually profitable.”

Not a generic claim. A specific, ownable fact.

TONIK · SAME SYSTEM, DIFFERENT JOBS

ONE BRAND. MANY ANGLES.

Flagship, proven, scaling:
“Borrow up to ₱50K. Build credit too.”

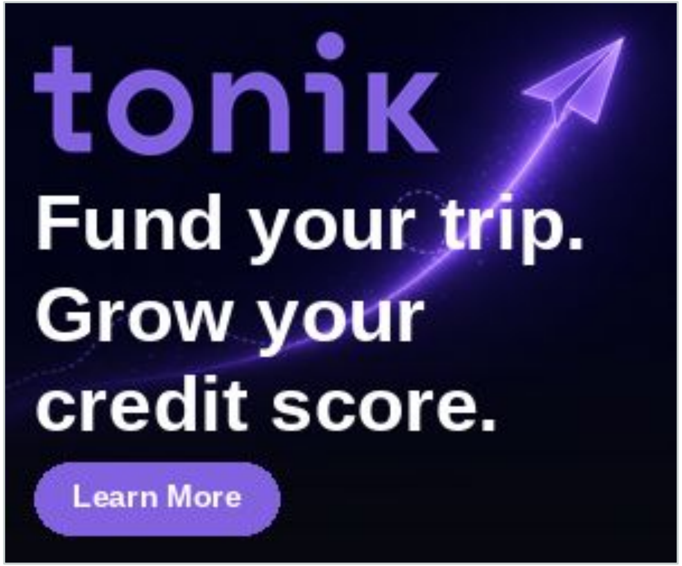


Highest-scoring test ever (0.514).
Worth another run at volume.

TONIK · MORE FROM THE SAME PIPELINE

3 MORE CONCEPTS,
3 DIFFERENT PRODUCTS.

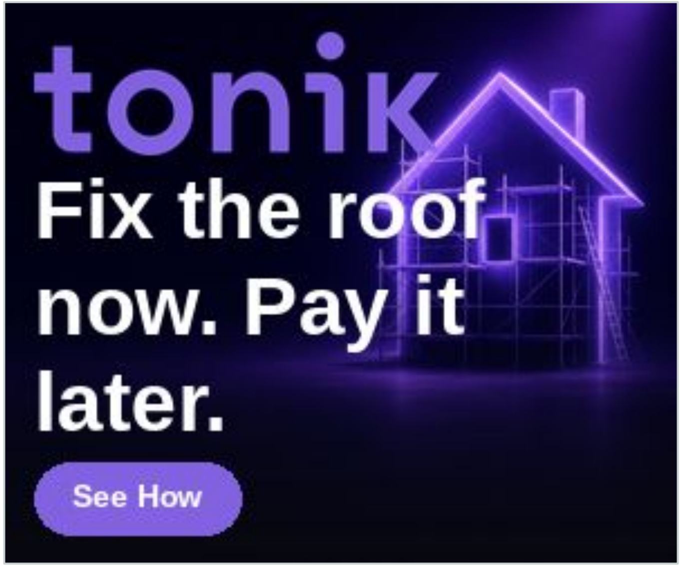
CONCEPT C4 · CREDIT BUILDER LOAN



"Fund your trip. Grow your credit score."

An emerging, unverified signal. Cheap to test early.

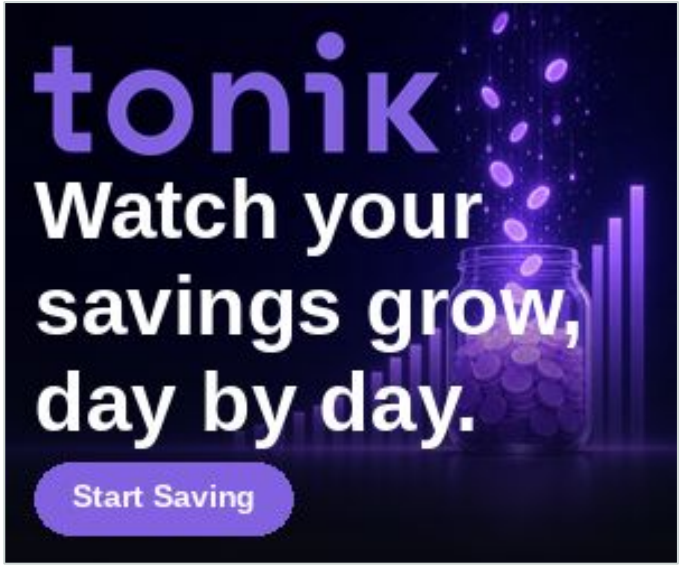
CONCEPT C5 · HOME RENOVATION FINANCING



"Fix the roof now. Pay it later."

Least-contested lane, 17.5% share. Weakest creative so far.

CONCEPT C7 · SAVINGS & TIME DEPOSIT



"Watch your savings grow, day by day."

Thinnest lane creatively. One generic angle so far.

TONIK · WHAT TO DO NEXT

THREE MOVES, IN ORDER.

01 Relaunch on Google in August

The flagship angle is proven and ready. Every week dark is share MariBank keeps.

02 Enter Trust & Fees with proof, not volume

Lead with “actually profitable.” Competitors can't claim that.

TONIK · BEYOND PAID MEDIA

BANKING TRUST, PROPOSED FOR SEO, AEO & GEO NEXT.

OUR PICK · BANKING TRUST & FEES

SEO · GOOGLE SEARCH

Is Tonik Legit? Fees, Explained.

What Tonik actually charges, and why it calls itself “actually profitable.”

AEO · AI OVERVIEWS

Is Tonik a legitimate, profitable bank?

Tonik is a digital bank, and its own ads already say “actually profitable.”

GEO · AI ASSISTANTS

“Tonik: the Philippine digital bank calling itself actually profitable.”

Citable by ChatGPT, Gemini, Perplexity.

One pillar, shown as a proposed next step.

TONIK · YOUTUBE AD SCRIPTS

BANKING TRUST, SCRIPTED FOR A :15 VIDEO.

OUR PICK · BANKING TRUST & FEES

0:00–0:05 · HOOK	0:05–0:11 · PROOF	0:11–0:15 · CTA
Two banking apps on screen, one frozen.	Real Tonik app opens on screen.	Logo appears on screen.
“Not every digital bank makes it.”	***“Tonik does, and we're not shy about it.”***	***“The digital bank that's actually profitable.”***

One pillar, scripted end to end.

WHY SOMIN

THREE THINGS TO REMEMBER.

GROUNDED, NOT GUESSED

Every number traces to a checkable source.

GOOGLE-VALIDATED

Featured by Google Cloud. Built on Gemini.

STRATEGY + CREATIVE, ONE SYSTEM

From audience to finished ad. One pass.

GET STARTED TODAY

START FREE. SIGN IN WITH GOOGLE.

One minute to a workspace. Same Google account.

Google Sign in with Google

cloud.somin.ai/auth/signin

SCAN TO SIGN UP

Bring your brand and one competitor.
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