Internship Report

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Name of the New Zealand Organisation: DESTRO

DESTRO is a marketing solutions provider in New Zealand that specializes in brand activations and experiential campaigns. They focus on creating unique brand-consumer interactions to enhance market visibility and engagement.

Work Undertaken

Our project focused on enhancing DESTRO's brand activations using AI-driven tools.

Key work included:

- Ambassador Identification System: Leveraged XGBoost to predict brand-fit scores for influencers and KMeans to cluster similar profiles for efficient shortlisting.
- Emotion-Aware Chatbot & Automated Follow-up: Built a chatbot with sentiment analysis and personalized email automation to improve post-event engagement.
- AI-Powered Interactive Games: Created gesture and emotion-based games to boost live event engagement and collect user sentiment insights.
- Interactive ROI Dashboard: Developed a Streamlit dashboard for lead scoring, ROI prediction, and strategic lead prioritization.

Key Learnings and Takeaways

- Experiential marketing thrives with personalization and data insights—AI allows brands to measure and optimize engagement effectively.
- Predictive modeling and clustering can significantly reduce manual effort in influencer selection and campaign planning.
- Emotion-aware automation improves post-event retention by delivering personalized, relevant follow-ups.
- Interactive dashboards empower teams with actionable insights, turning events into data-driven, scalable campaigns.
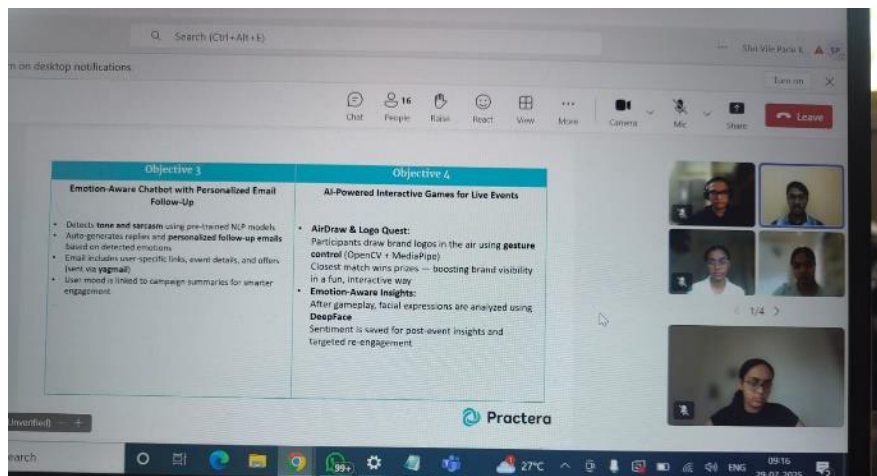
Figure 1: Ambassador Recommender System

Figure 2: ROI Dashboard

Figure 3: Presentation with the Company