BEYOND THE BUZZ

CREATING MARKETING VALUE WITH GENERATIVE AI

Insights from a NIM study of 600 marketers from Germany, the UK, and the USA

Imprint

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Intro: The Hype Around Generative AI in Marketing

The **technological leap in generative AI** has resulted in much excitement and speculation in the marketing industry. This has fueled a narrative that presents generative AI as a **cure-all** for various marketing challenges. The current hype is driven by the **promise of the effectiveness** and almost **limitless efficiency** of AI tools that seem to be capable of **automating tasks** including complex data analysis, content creation, and the personalization of customer experiences. Amid this enthusiasm, however, **critical questions** arise:

What is the reality beyond the hype?

How is generative AI actually being used in marketing?

What are implications and challenges for marketers and organizations?

Key Insights

1

In the rapidly evolving world of marketing, generative AI tools have already become a staple.

Every marketing professional who was interviewed was already using generative AI, at least to some degree. The responses revealed a strong consensus that generative AI will significantly improve marketing activities, with almost two-thirds of those interviewed predicting a substantial improvement.

2

Next to revolutionizing content creation, generative AI is developing into a partner for creativity, idea generation, and marketing planning.

Heavy users report the application of generative AI in various marketing activities. These areas range from data analysis to creative idea and content generation and even strategic planning.

3

Using generative AI tools makes marketing activities not only faster and cheaper but also better.

Heavy users found that generative AI excels at saving time and significantly accelerating market research and content creation tasks. Moreover, AI is being recognized for not only its speed but also its potential to improve the quality of marketing output.

4

When implementing generative AI into marketing workflows, multiple challenges arise.

Of all the obstacles encountered, ethical and legal challenges of generative AI usage, concerns about work organization and employees such as a lack of knowledge or the disruption of existing workflows, and ensuring high output quality and performance rank at the top.

5

Generative AI is expected to significantly impact marketing in the future.

By 2033, generative AI is anticipated to greatly transform marketing, particularly in decision-making, automation, and creative tasks. It may also lead to a reduced need for large marketing teams with regard to headcount.

The Study: Method & Sample

THE GOAL
Assessing the use, benefits, and challenges of generative AI in marketing

STUDY PARTICIPANTS
600 B2C marketing professionals working for companies in Germany, the United Kingdom, and the USA

METHOD
Computer-assisted telephone interviews

FIELDING TIME
End of October to middle of December 2023

Participants

Wide range in age, position, and experience

Company size (no. of employees)
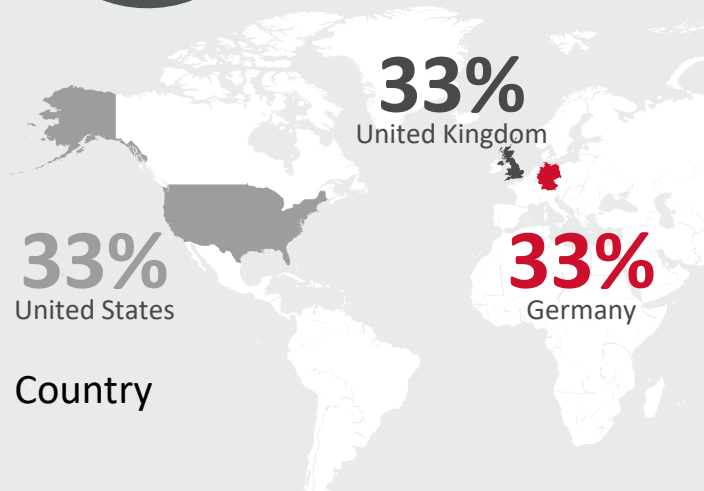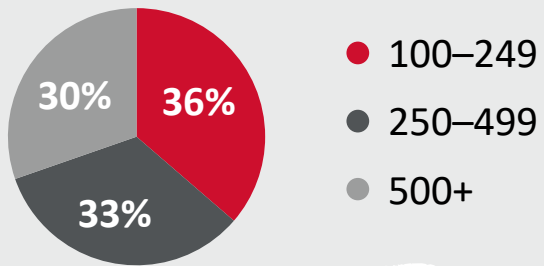
- 36% ● 100–249
- 33% ● 250–499
- 30% ● 500+

33% United Kingdom

33% United States

33% Germany

Country

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n=600 marketing professionals working for companies in
Germany, the UK, and the USA

Age

- 14% ● 51 to 65 years
- 33% ● 41 to 50 years
- 43% ● 31 to 40 years
- 10% ● 21 to 30 years

Gender

- 43% ● Female
- 57% ● Male

Marketing experience

- 41% ● More than 10 years
- 40% ● More than 5 years and up to 10 years
- 20% ● More than 1 year and up to 5 years
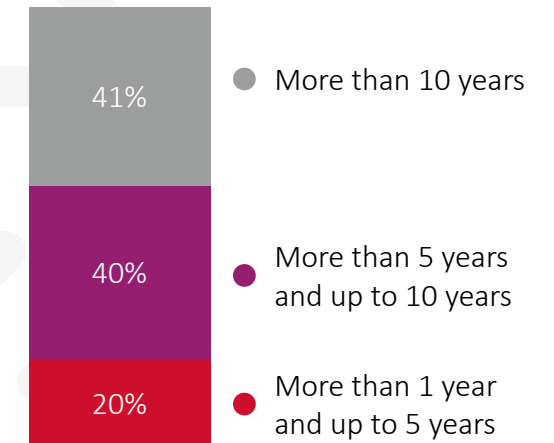
20%
Marketing Manager

7%
Content Creator/Writer

11%
SEO Specialist

13%
Marketing Analyst

Job role

18%
Brand Specialist

11%
Digital Marketing Specialist

9%
PR Specialist

11%
Social Media Manager

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Results

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Use of Generative AI in Marketing

The new reality in marketing:
Everyone uses generative AI –
at least to some extent

49%
Significant (mostly) or predominant (almost always) use

38%
Moderate use

14%
Minimal or limited use

0%
No use

Marketers' first choice

49% of respondents report using generative AI tools mostly or even almost always for their marketing activities.

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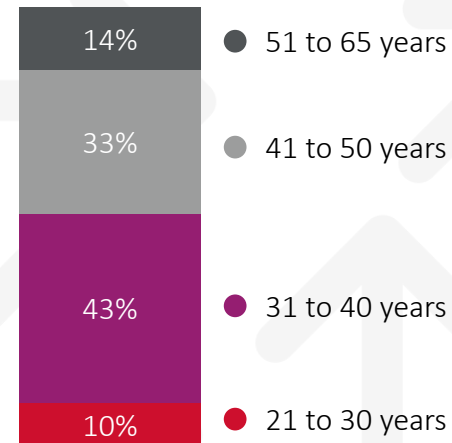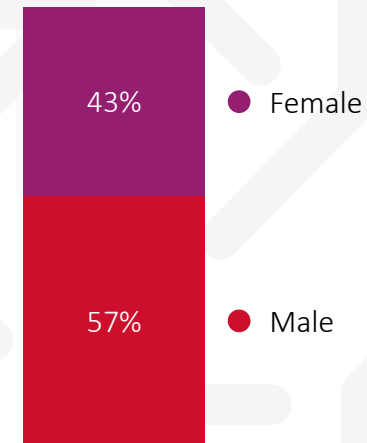Question: In general, to what extent do you use generative AI tools like ChatGPT, Bard (Gemini), or Midjourney for your marketing activities?

Focus ChatGPT:
Majority of respondents consult the chatbot at least once a day

Every respondent
has used ChatGPT at least once during the last three months.

55%
At least once a day

21%
Once a week

23%
Several times a month

0%
Never used

2%
Once a month or less

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Question: On average, how frequently have you used ChatGPT at work over the past three months?

Nürnberg Institut für Marktentscheidungen e.V.   Founder of GfK

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Generative AI is spreading equally across the surveyed regions

Usage of generative AI by country

- ● Significant or predominant use
- ● Moderate use
- ● Minimal or limited use

	Overall (n=600)	Germany (n=200)	UK (n=200)	US (n=200)
Significant or predominant use	49%	50%	49%	47%
Moderate use	38%	37%	38%	39%
Minimal or limited use	14%	14%	14%	14%

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Question: In general, to what extent do you use generative AI tools like ChatGPT, Bard (Gemini), or Midjourney for your marketing activities?
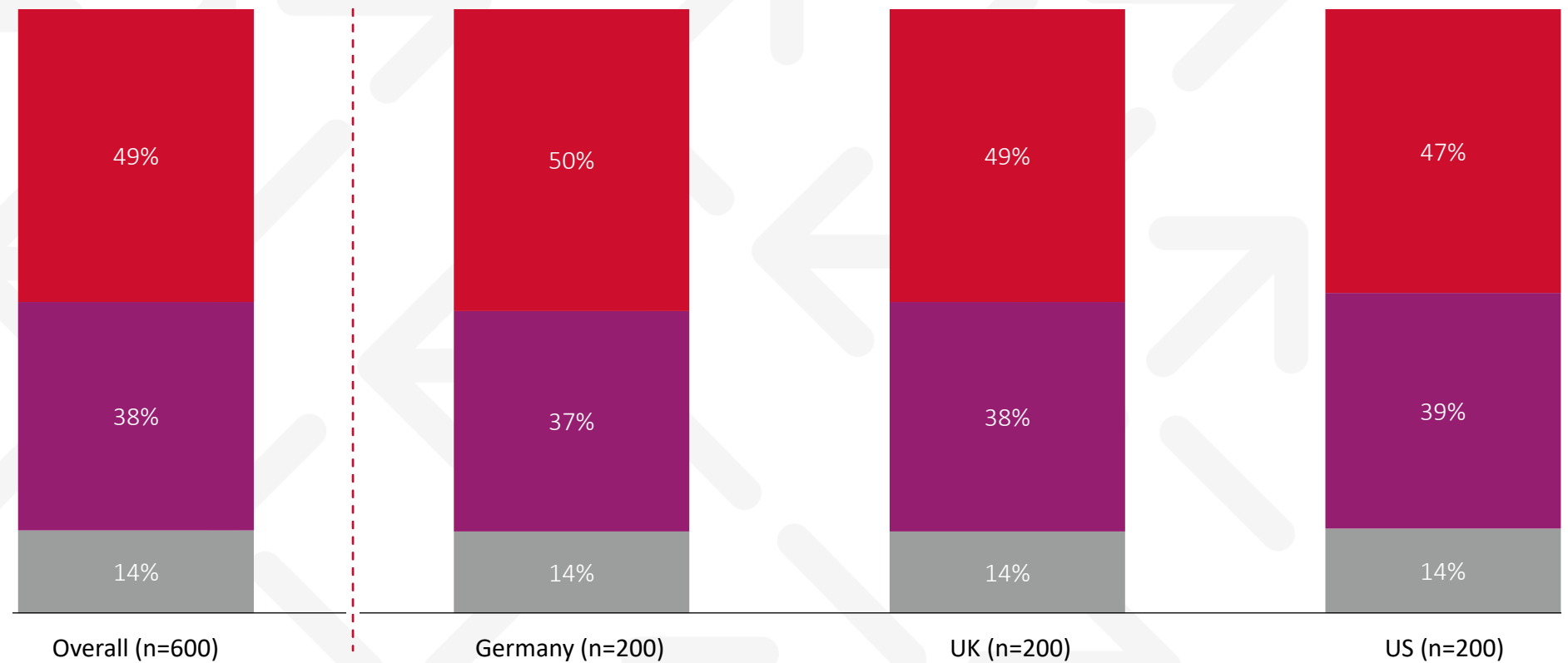
Usage of AI seems to depend on the type of marketing function

Usage of generative AI by job role

- ● Significant or predominant use
- ● Moderate use
- ● Minimal or limited use
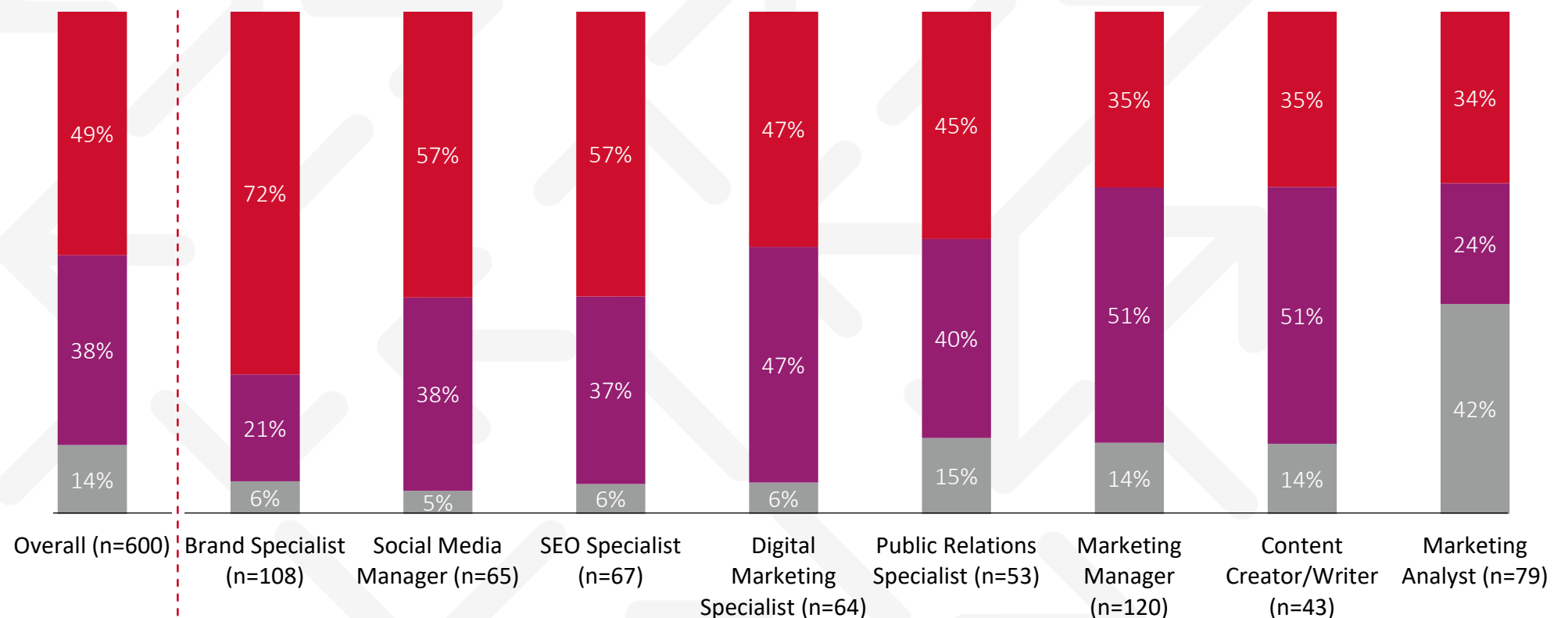
	Overall (n=600)	Brand Specialist (n=108)	Social Media Manager (n=65)	SEO Specialist (n=67)	Digital Marketing Specialist (n=64)	Public Relations Specialist (n=53)	Marketing Manager (n=120)	Content Creator/Writer (n=43)	Marketing Analyst (n=79)
Significant or predominant use	49%	72%	57%	57%	47%	45%	35%	35%	34%
Moderate use	38%	21%	38%	37%	47%	40%	51%	51%	24%
Minimal or limited use	14%	6%	5%	6%	6%	15%	14%	14%	42%

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Question: In general, to what extent do you use generative AI tools like ChatGPT, Bard (Gemini), or Midjourney for your marketing activities?

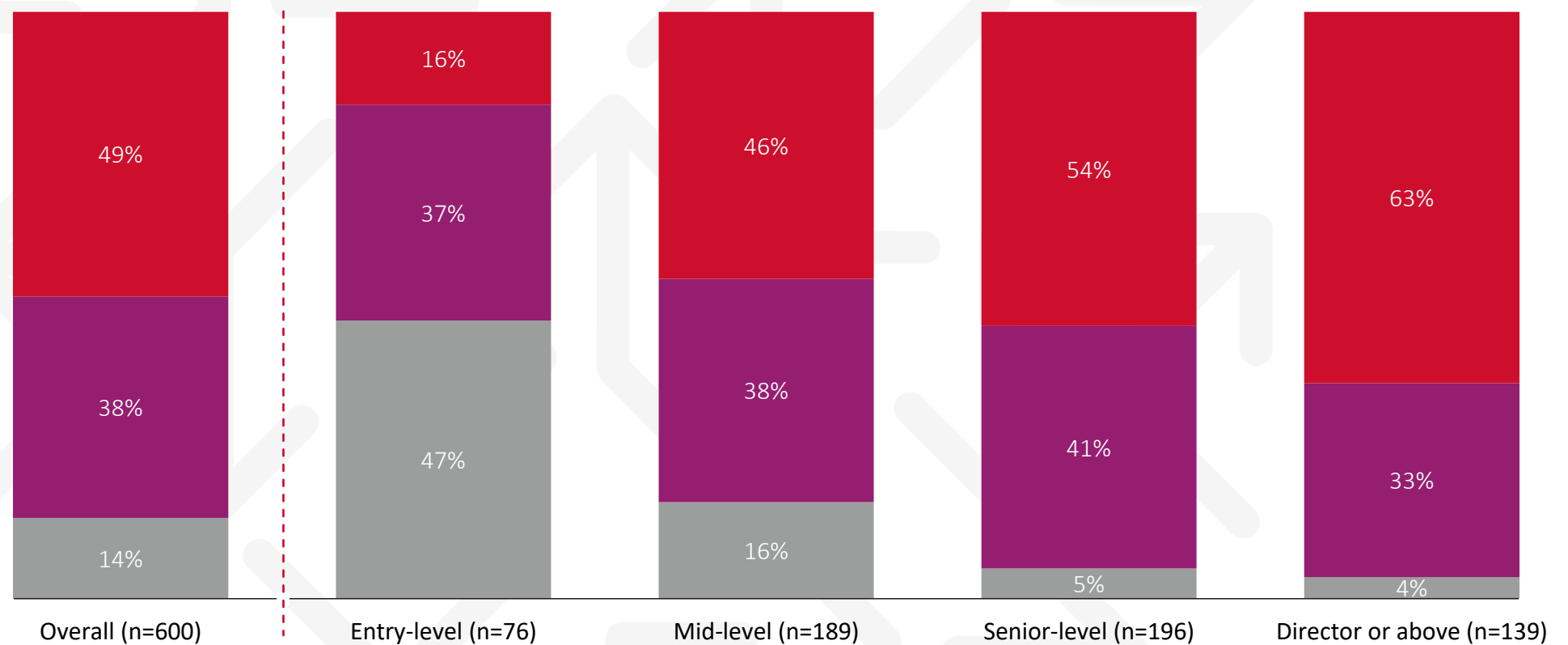# Usage of generative AI is increasing with higher job positions
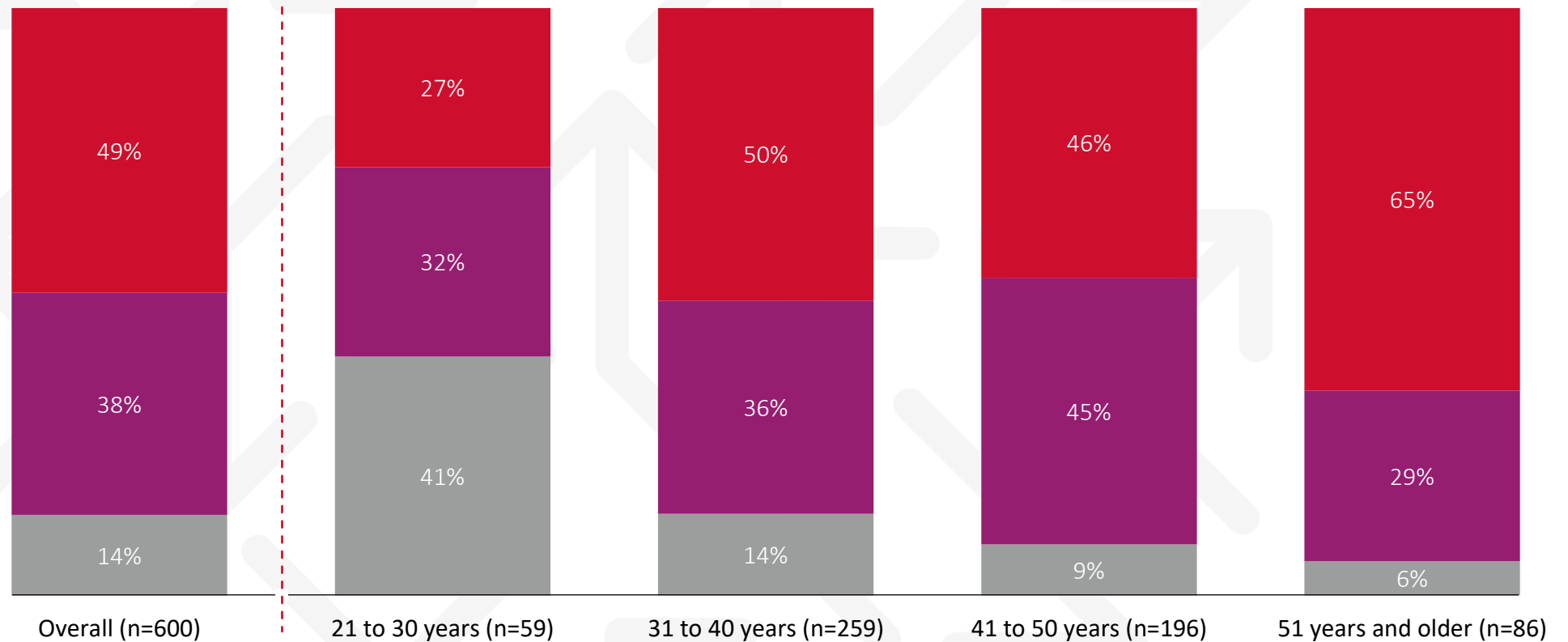
Usage of generative AI by job position

Legend:
- ● Significant or predominant use
- ● Moderate use
- ● Minimal or limited use

	Significant or predominant use	Moderate use	Minimal or limited use
Overall (n=600)	49%	38%	14%
Entry-level (n=76)	16%	37%	47%
Mid-level (n=189)	46%	38%	16%
Senior-level (n=196)	54%	41%	5%
Director or above (n=139)	63%	33%	4%

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Question: In general, to what extent do you use generative AI tools like ChatGPT, Bard (Gemini), or Midjourney for your marketing activities?

The higher the age, the higher the usage of generative AI

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Usage of generative AI by age group

- ● Significant or predominant use
- ● Moderate use
- ● Minimal or limited use

Overall (n=600)
- 49%
- 38%
- 14%

21 to 30 years (n=59)
- 27%
- 32%
- 41%

31 to 40 years (n=259)
- 50%
- 36%
- 14%

41 to 50 years (n=196)
- 46%
- 45%
- 9%

51 years and older (n=86)
- 65%
- 29%
- 6%

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What are the possible reasons why usage of generative AI positively correlates with age and job position?

Expert opinions

To gain deeper insights into specific topics, we spoke with outstanding marketing and AI experts to better understand and contextualize the results.

The possible explanations given by the experts were grouped as follows (the order does not indicate priority):

> **Foundation building for juniors**
> Junior staff and new entrants need to build foundational skills before leveraging AI to solve their tasks.

> **Productivity and work volume**
> Higher-level positions involve the use of generative AI more often due to the large volume of work and the potential productivity gains that it offers.

> **Evaluation and future cascading**
> Companies are still evaluating the best tools to use, with the expectation that AI usage will cascade down to lower levels over time.

> **Strategic and predictive tools**
> AI tools for strategic tasks such as budgeting and predictive analysis are primarily used at higher levels.

> **Belief in the technology and investment by senior management**
> Senior leaders believe and invest in AI, becoming sponsors or evaluators, which leads to higher exposure to AI.

How can organizations foster the use of generative AI?

Marketers who use generative AI more often work in environments with **certain organizational characteristics:**

> These include having **dedicated resources and budgets for AI initiatives**, ensuring that the essential components for AI adoption are in place.

> Beyond spending money, these companies incorporate generative AI as a **core component of their marketing strategies.**

> Finally, these companies successfully foster a **culture where sharing insights and best practices** around generative AI is commonplace.

While these findings do not establish causation, they may suggest avenues for companies looking to leverage generative AI for more sophisticated, efficient, and effective marketing outcomes.
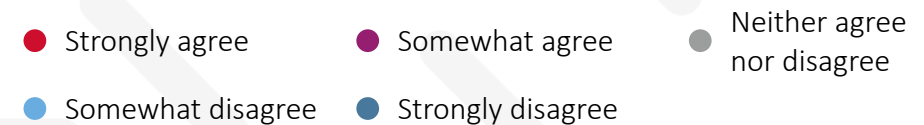
"Our company dedicates specific resources and budgets for generative AI initiatives."

| 16% | 43% | 31% | 9% | 1% |

"Generative AI is a core component of our marketing strategy."

| 16% | 41% | 29% | 13% | 1% |

"There's a culture of sharing insights and best practices related to generative AI among colleagues."

| 21% | 41% | 28% | 10% |

● Strongly agree   ● Somewhat agree   ● Neither agree nor disagree

● Somewhat disagree   ● Strongly disagree

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Benefits for Specific Marketing Use Cases

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Where does generative AI truly excel in marketing?

As shown earlier, every marketer we surveyed reported using generative AI to at least some extent in their marketing activities. In this chapter, we will first explore how the usage of generative AI is reshaping the marketing landscape. Notably, we will examine the specific marketing tasks where generative AI is most frequently applied and the tangible benefits that result in terms of efficiency, quality, and cost-effectiveness.
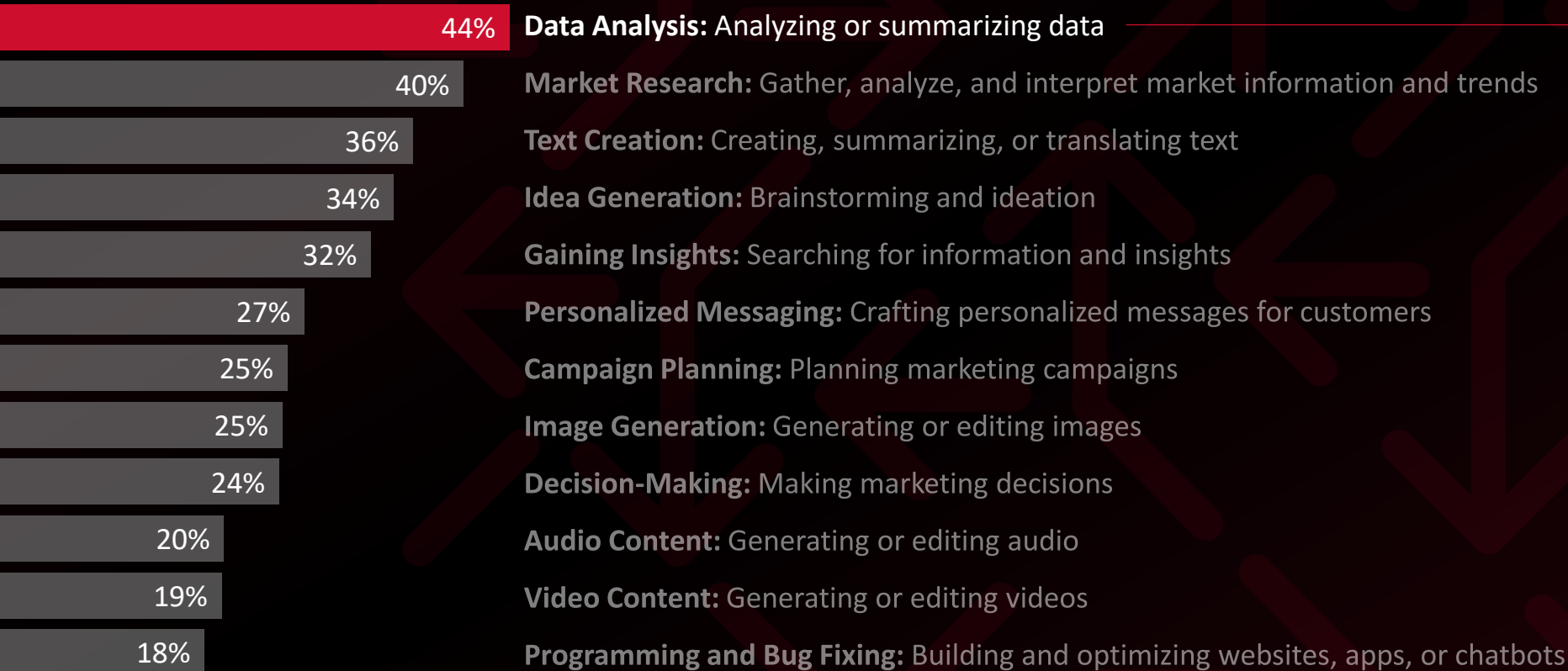
In our quest to understand the tangible value that generative AI tools bring to marketing, we zeroed in on the "**heavy users**"—the marketing professionals who reported significant or predominant use of generative AI for a specific task (see definition on the right).

Definition of "Heavy User"

Respondents who stated that a specific marketing activity is generally part of their job AND who reported significant use (mostly use) or even predominant use (almost always use) of generative AI tools for this marketing activity.

Widespread adoption of generative AI for a multitude of marketing activities

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Percentage of "heavy users"[1] of generative AI tools in specific marketing use cases

%	Use Case
44%	**Data Analysis:** Analyzing or summarizing data
40%	**Market Research:** Gather, analyze, and interpret market information and trends
36%	**Text Creation:** Creating, summarizing, or translating text
34%	**Idea Generation:** Brainstorming and ideation
32%	**Gaining Insights:** Searching for information and insights
27%	**Personalized Messaging:** Crafting personalized messages for customers
25%	**Campaign Planning:** Planning marketing campaigns
25%	**Image Generation:** Generating or editing images
24%	**Decision-Making:** Making marketing decisions
20%	**Audio Content:** Generating or editing audio
19%	**Video Content:** Generating or editing videos
18%	**Programming and Bug Fixing:** Building and optimizing websites, apps, or chatbots

How to read the numbers:

44% of marketers who reported that data analysis is part of their job indicated that they use generative AI tools "mostly" or "almost always" for data analysis.
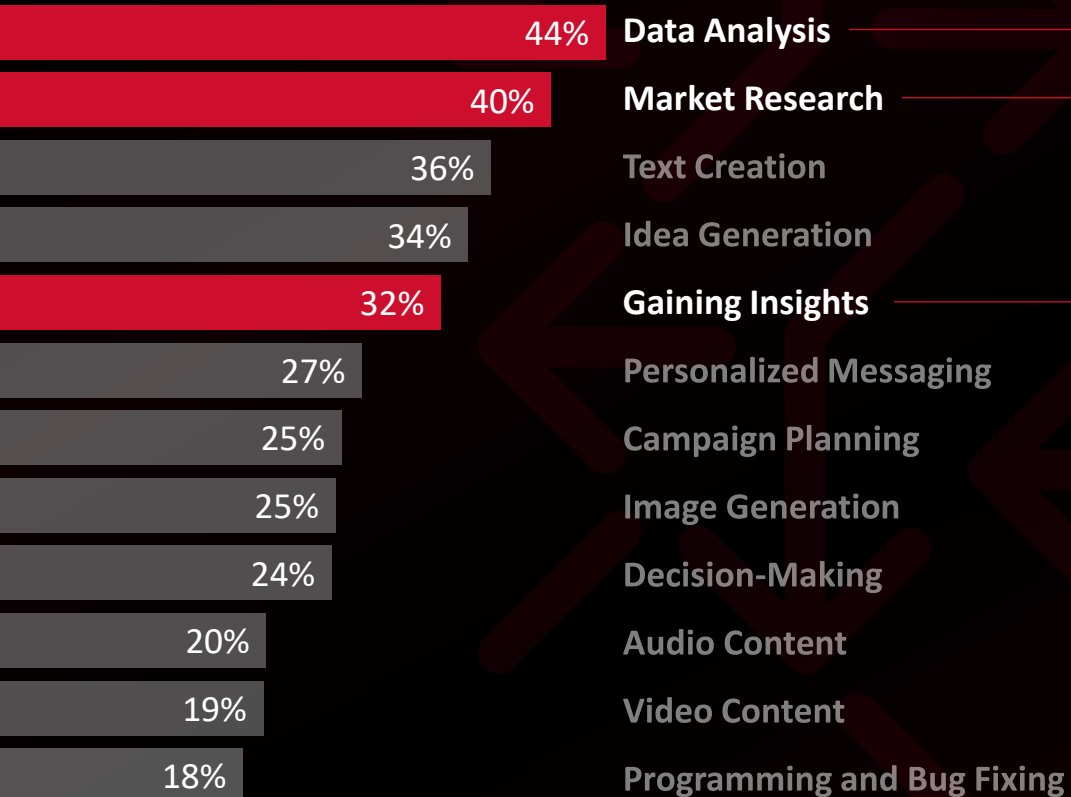
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Question: To what extent do you use generative AI tools like ChatGPT, Bard (Gemini), or Midjourney for the following specific marketing tasks in your job?
[1] Share of respondents who use generative AI tools "mostly" or "almost always" for the following marketing activities.

Data analysis and gaining insights are among the most important use cases

Percentage of "heavy users"[1] of generative AI tools in specific marketing use cases

Use Case	Percentage
Data Analysis	44%
Market Research	40%
Text Creation	36%
Idea Generation	34%
Gaining Insights	32%
Personalized Messaging	27%
Campaign Planning	25%
Image Generation	25%
Decision-Making	24%
Audio Content	20%
Video Content	19%
Programming and Bug Fixing	18%

It appears that generative AI has been quickly adopted as a standard means of facilitating not only data analysis but also market research and insight generation by many marketers.

The preference for AI in these areas suggests that marketers recognize its efficiency as well as its ability to generate plausible interpretations of complex data and information.
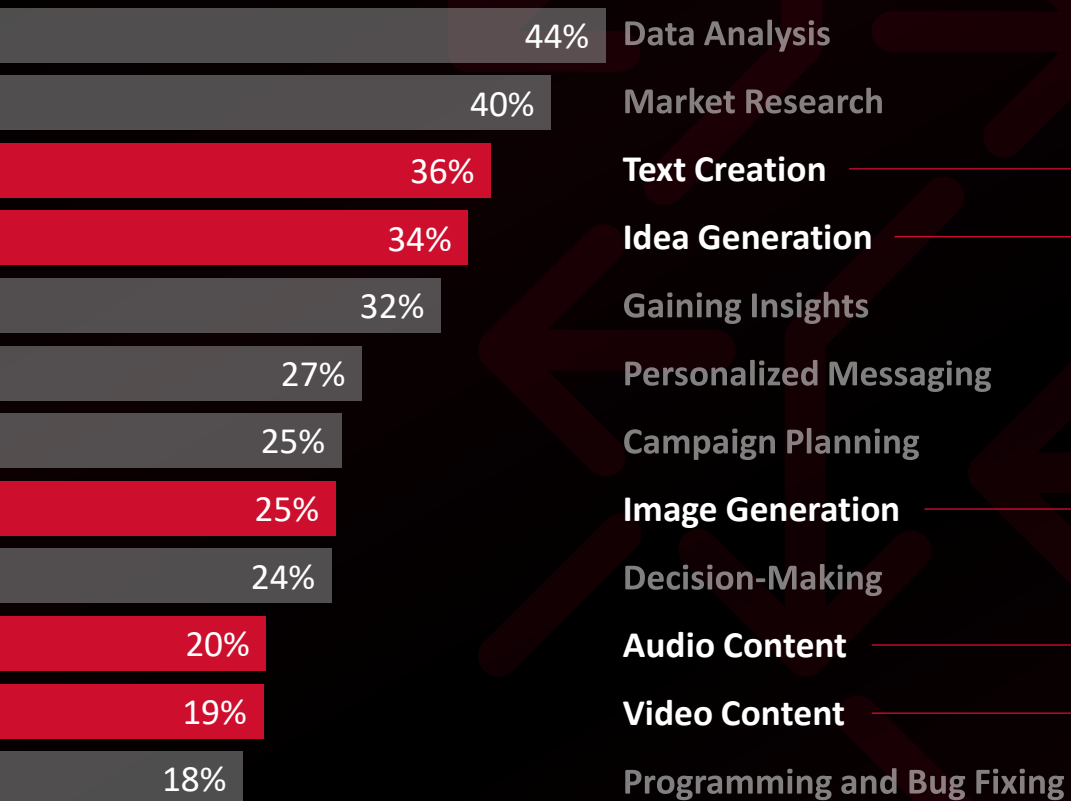
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Question: To what extent do you use generative AI tools like ChatGPT, Bard (Gemini), or Midjourney for the following specific marketing tasks in your job?
[1] Share of respondents who use generative AI tools "mostly" or "almost always" for the following marketing activities.

Generative AI revolutionizes creative work in marketing

Percentage of "heavy users"[1] of generative AI tools in specific marketing use cases

44%	Data Analysis
40%	Market Research
36%	**Text Creation**
34%	**Idea Generation**
32%	Gaining Insights
27%	Personalized Messaging
25%	Campaign Planning
25%	**Image Generation**
24%	Decision-Making
20%	**Audio Content**
19%	**Video Content**
18%	Programming and Bug Fixing

A notable finding is the extent to which respondents are using generative AI in the ideation process, such as for brainstorming and idea generation. This application may represent a shift in creative processes, as AI is now being used as a tool to inspire and generate new marketing ideas.

This underscores the growing recognition of the value of AI not only for analytical tasks but also as a contributor to the creative aspects of marketing—an area long considered one of the last bastions of exclusively human skill.
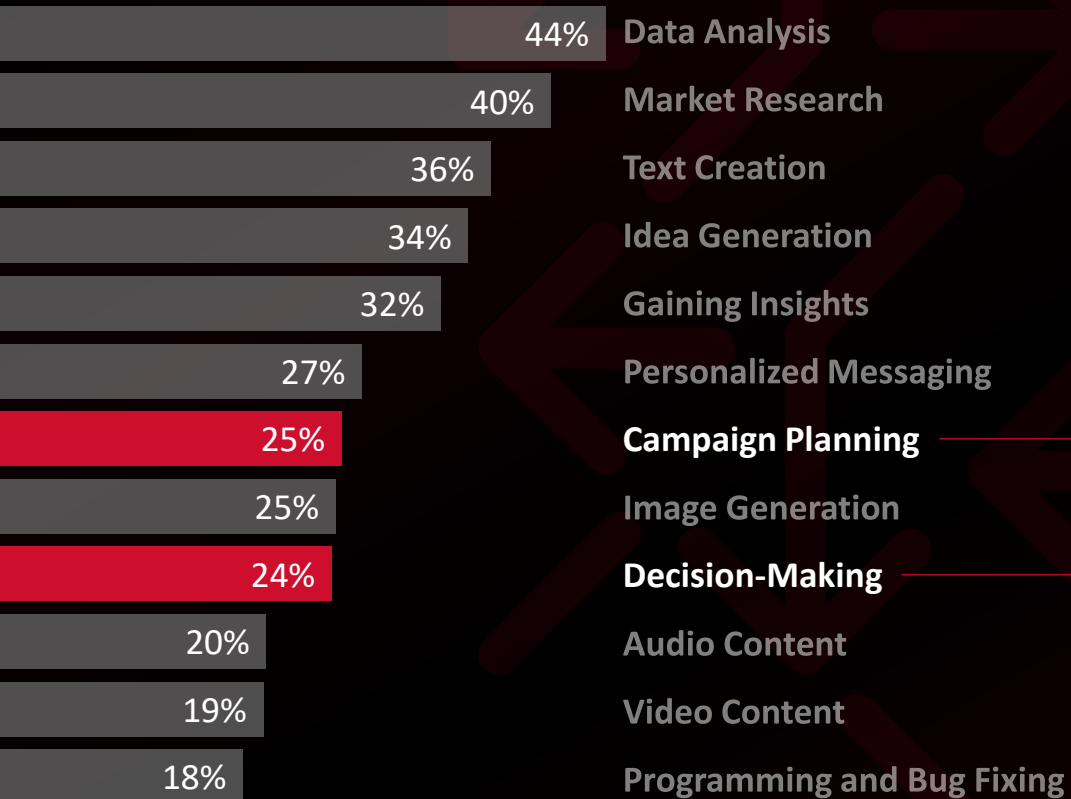
Generative AI moves up the value chain and may even become a "co-pilot" in management decision-making

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Percentage of "heavy users"[1] of generative AI tools in specific marketing use cases

Use Case	Percentage
Data Analysis	44%
Market Research	40%
Text Creation	36%
Idea Generation	34%
Gaining Insights	32%
Personalized Messaging	27%
Campaign Planning	25%
Image Generation	25%
Decision-Making	24%
Audio Content	20%
Video Content	19%
Programming and Bug Fixing	18%

Our survey results show that applications of generative AI may even extend beyond operational improvements to a more strategic shift, where AI becomes a partner in marketing planning and decision making.

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Question: To what extent do you use generative AI tools like ChatGPT, Bard (Gemini), or Midjourney for the following specific marketing tasks in your job?
[1] Share of respondents who use generative AI tools "mostly" or "almost always" for the following marketing activities.

Generative AI is perceived as a promising solution:
– Predominantly positive opinions on the beneficial potential of generative AI

63% believe that generative AI tools can result in very much or even extreme improvement in marketing activities.

13%
Extreme improvement

50%
Very much improvement

33%
Moderate improvement

5%
Slight improvement

0%
No improvement

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Question: Based on your knowledge or experience, how much do you believe the use of generative AI tools could improve marketing activities?
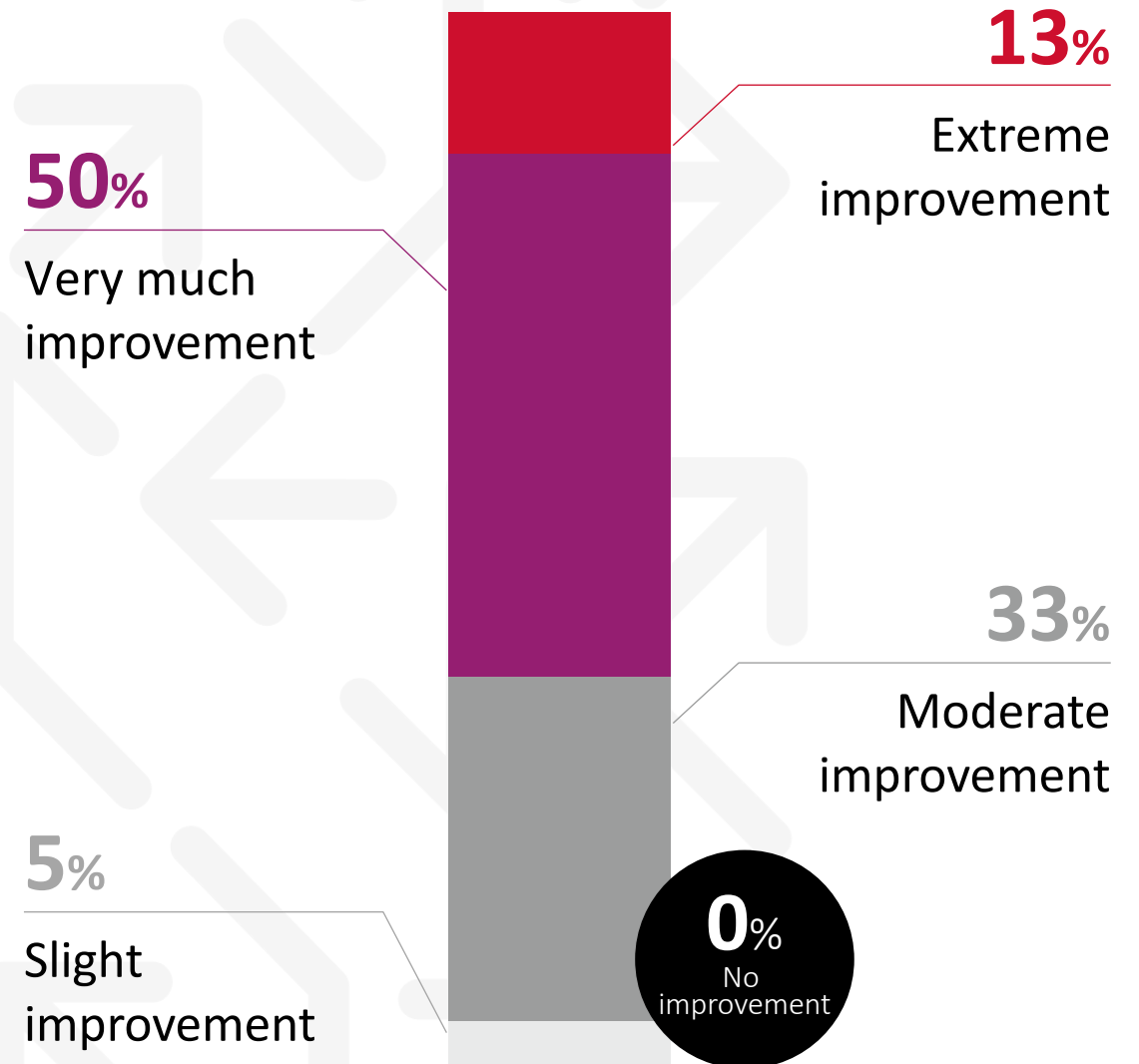
Benefits: the value of generative AI in terms of speed, quality, and cost

Despite the widespread adoption of generative AI for a multitude of marketing activities, the essential question remains: Where does AI truly excel?

To pinpoint where generative AI greatly enhances marketing tasks, we focused on the "heavy users"—professionals who significantly or even predominantly use generative AI in their roles. These insights reveal the specific areas where AI-driven tools provide the most substantial improvements in efficiency, quality, and cost reduction.

For our "heavy users" in each specific marketing activity, we highlight the percentage who stated that generative AI makes the activity:

much **faster**
(5-point scale from "much slower" to "much faster")

of much **higher quality**
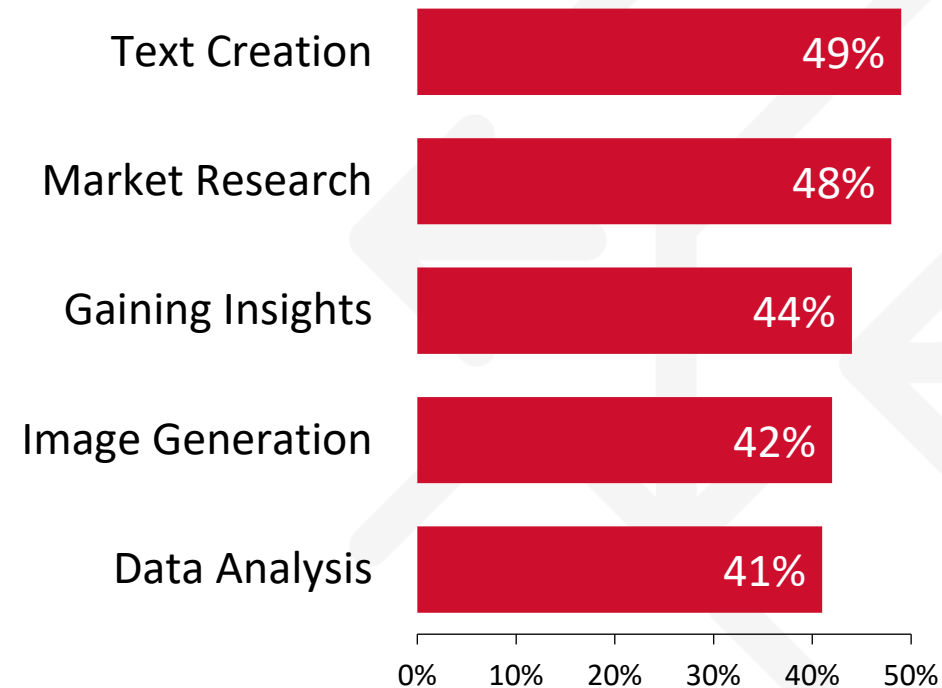(5-point scale from "much lower quality" to "much higher quality")

much **less expensive**
(5-point scale from "much more expensive" to "much less expensive")

Speed: acceleration of marketing activities through generative AI

Generative AI makes this marketing activity …

… much faster[1].

Generative AI is reported to speed up market research, insight generation, and content creation.

AI's ability to process large data sets and summarize information allows marketers to gain insights and adjust strategies much faster.

Generative AI helps to overcome the challenges of producing customized text and images quickly, thus increasing productivity.

Activity	Percentage
Text Creation	49%
Market Research	48%
Gaining Insights	44%
Image Generation	42%
Data Analysis	41%

(Scale: 0% 10% 20% 30% 40% 50%)

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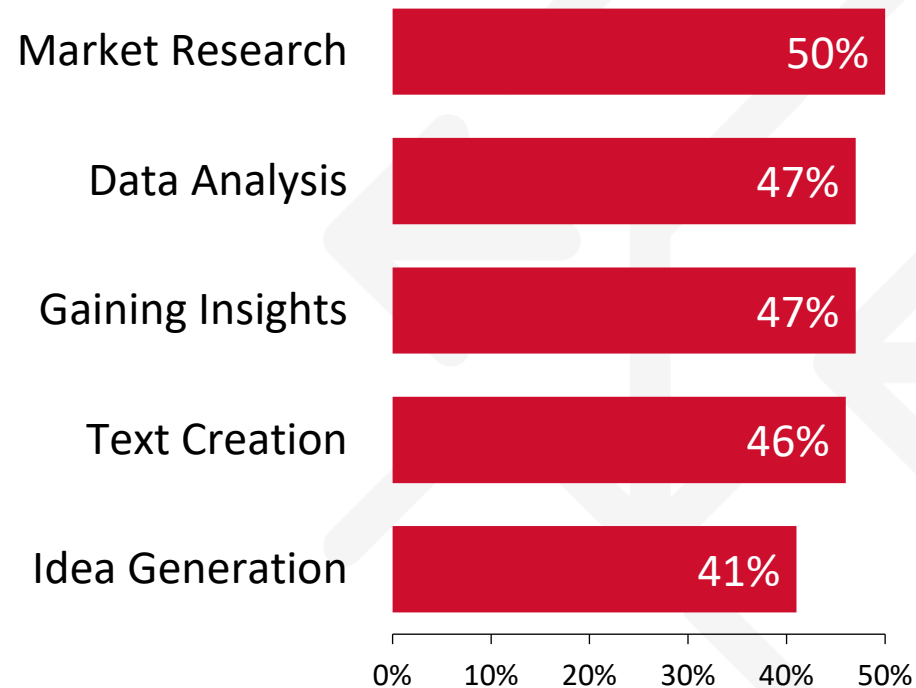Question: Based on your knowledge or experience, how beneficial do you consider the application of generative AI tools for the following marketing tasks in comparison to not using any generative AI for this task?
[1] Percentage of "heavy users" stating that the application of generative AI tools makes a certain marketing activity "much faster" (Top1-box; scale from "much faster" to "much slower")

Quality: marketing activities with improved quality through the use of generative AI

For this marketing activity generative AI helps to achieve …

… much higher quality.[1]

Market Research 50%

Data Analysis 47%

Gaining Insights 47%

Text Creation 46%

Idea Generation 41%

0% 10% 20% 30% 40% 50%

Heavy users see quality enhancement in analytic tasks and text creation.

Experienced users report much higher quality when using generative AI tools for market research and data analysis.

Additionally, AI helps to create higher-quality text content.

Moreover, generative AI is reported to help to create higher-quality ideas, e.g., by being used in brainstorming and ideation processes.

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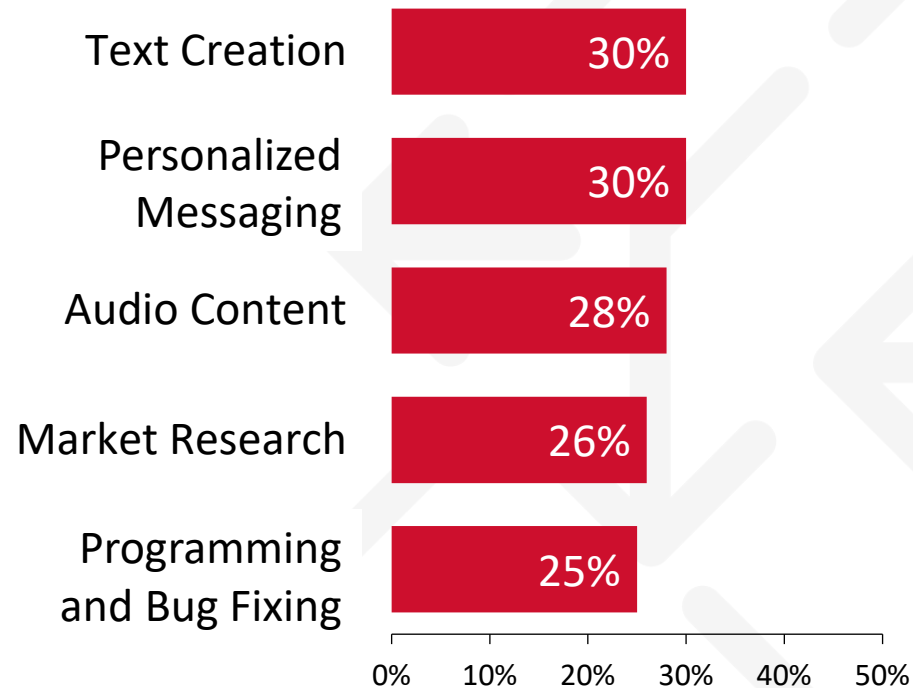Question: Based on your knowledge or experience, how beneficial do you consider the application of generative AI tools for the following marketing tasks in comparison to not using any generative AI for this task?
[1] Percentage of "heavy users" stating that the application of generative AI tools leads to output of "much higher quality" (Top1-box; scale from "much lower quality" to "much higher quality")

Costs: marketing activities in which generative AI creates potential for cost savings

Generative AI makes this marketing activity …

… much less expensive.[1]

Marketing activity	Percentage
Text Creation	30%
Personalized Messaging	30%
Audio Content	28%
Market Research	26%
Programming and Bug Fixing	25%

Scale: 0% — 10% — 20% — 30% — 40% — 50%

The greatest potential for cost savings is seen in content creation and personalization.

In comparison to speed and quality improvements, the impact on cost savings is less clear.

Especially for tasks with high external costs, such as content creation and market research, generative AI could offer the potential for cost-effectiveness.
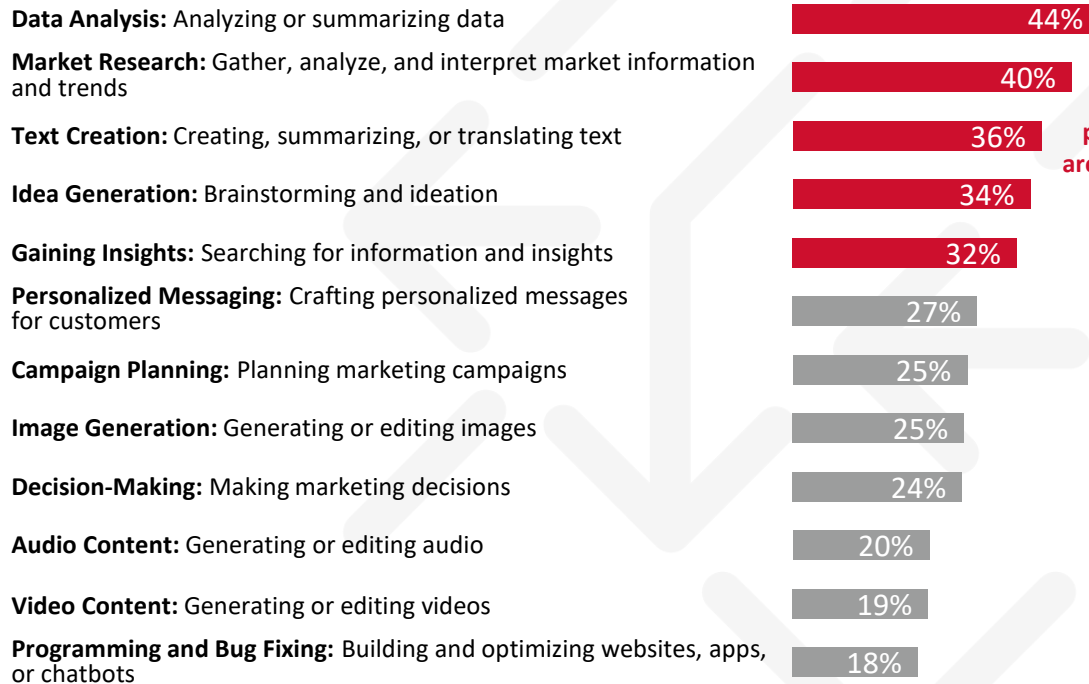
Question: Based on your knowledge or experience, how beneficial do you consider the application of generative AI tools for the following marketing tasks in comparison to not using any generative AI for this task?
[1] Percentage of "heavy users" stating that the application of generative AI tools makes a certain marketing activity "much less expensive" (Top1-box; scale from "much more expensive" to "much less expensive")

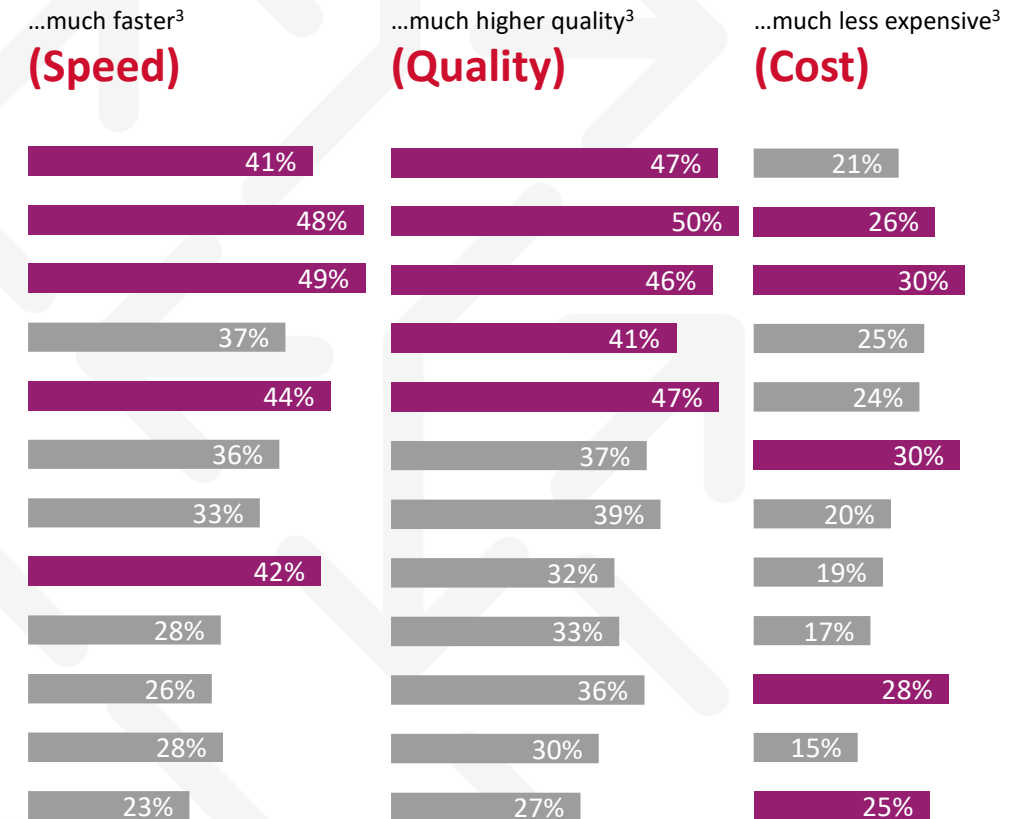# Overview: GenAI marketing use cases and perceived benefits by "heavy users"

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Percentage of "heavy users" of generative AI tools[1]

Benefits perceived by "heavy users"
Generative AI makes this marketing activity[2] …

(Respondents who stated that a specific marketing activity is generally part of their job AND who reported significant (mostly) or even predominant (almost always) use of generative AI tools for this marketing activity)

Marketing activity	% heavy users	…much faster[3] (Speed)	…much higher quality[3] (Quality)	…much less expensive[3] (Cost)
Data Analysis: Analyzing or summarizing data	44%	41%	47%	21%
Market Research: Gather, analyze, and interpret market information and trends	40%	48%	50%	26%
Text Creation: Creating, summarizing, or translating text	36%	49%	46%	30%
Idea Generation: Brainstorming and ideation	34%	37%	41%	25%
Gaining Insights: Searching for information and insights	32%	44%	47%	24%
Personalized Messaging: Crafting personalized messages for customers	27%	36%	37%	30%
Campaign Planning: Planning marketing campaigns	25%	33%	39%	20%
Image Generation: Generating or editing images	25%	42%	32%	19%
Decision-Making: Making marketing decisions	24%	28%	33%	17%
Audio Content: Generating or editing audio	20%	26%	36%	28%
Video Content: Generating or editing videos	19%	28%	30%	15%
Programming and Bug Fixing: Building and optimizing websites, apps, or chatbots	18%	23%	27%	25%

The top 5 per column are highlighted in red, respective purple

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Challenges and
Ways to Overcome Them

Qualitative approach: collecting the biggest challenges and proposed solutions when integrating generative AI

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To collect the **most pressing challenges** involved in the implementation of generative AI, we asked respondents the following:

What is the greatest challenge that you anticipate when integrating generative AI into your marketing workflows?

This was directly followed by another question:

In your view, what is a promising approach to solving the named challenge?
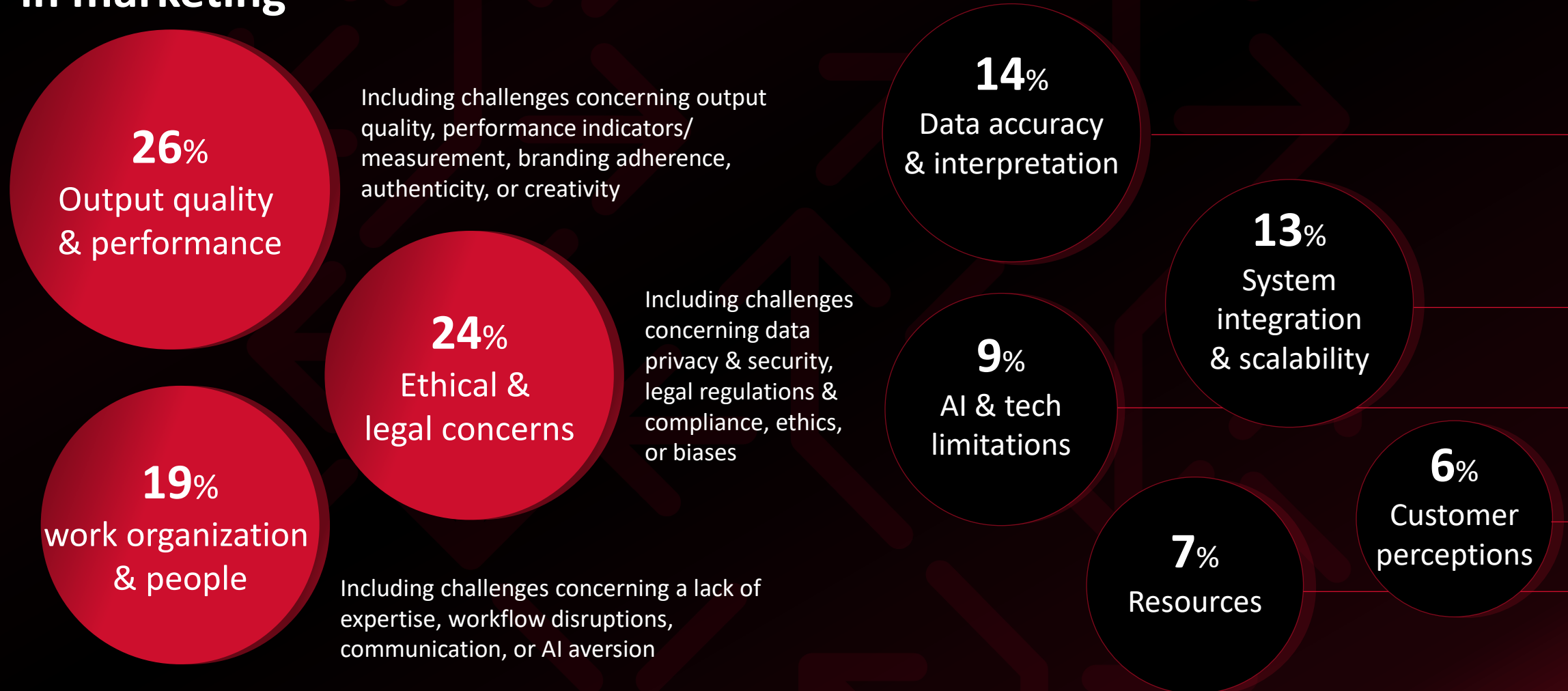
By considering only the **challenge named first**, we extract the most **important** and **urgent challenges.**

All mentions were sorted into **8 main categories.** Answers could be grouped into multiple categories.

On the following slides, we present the overall **top challenges** as well as **respective solutions mentioned.**

The biggest challenges when using generative AI in marketing

26% Output quality & performance

Including challenges concerning output quality, performance indicators/measurement, branding adherence, authenticity, or creativity

24% Ethical & legal concerns

Including challenges concerning data privacy & security, legal regulations & compliance, ethics, or biases

19% work organization & people

Including challenges concerning a lack of expertise, workflow disruptions, communication, or AI aversion

14% Data accuracy & interpretation

13% System integration & scalability

9% AI & tech limitations

7% Resources

6% Customer perceptions

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Challenge of generating creative brand content

The primary challenge is striking a balance between personalization and authenticity.

Loss of control

*"The greatest difficulty, in my opinion, would be the possible **loss of control** over messaging and branding."*

Lack of brand consistency and authenticity

*"It can be challenging to ensure that AI-generated content **aligns with the core values** of the brand."*

Lack of innovativeness

*"Overuse of AI techniques can lead to extremely **homogenized** material […]"*

*"The main issue we have is […] marketing content to **lose its uniqueness** and genuine creativity."*

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Possible ways of navigating the challenges of generating creative brand content

Human-AI iteration

> Augment AI content with human creativity and emotional intelligence.
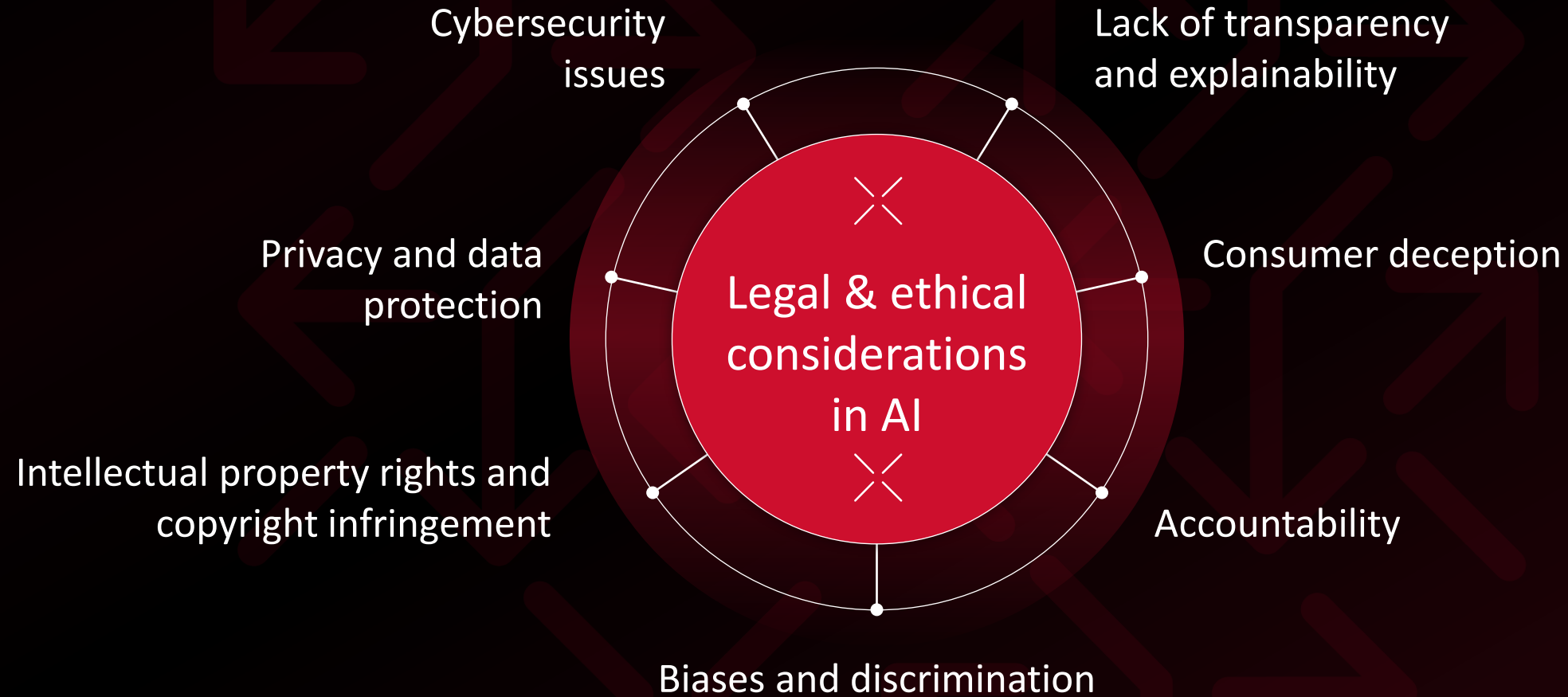> Provide a feedback system on AI output to train models.

Brand guidelines for generative AI

> Create specific brand standards that include visual components.
> Establish a briefing template for generative AI.

Update and training for AI models

> Include brand-specific constraints into the AI model.
> Update models regularly based on market trends and feedback.

Ethical and legal challenges in AI

Cybersecurity issues

Lack of transparency and explainability

Privacy and data protection

Legal & ethical considerations in AI

Consumer deception

Intellectual property rights and copyright infringement

Accountability

Biases and discrimination

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Navigating the challenges that arise from ethical and legal implications

Take proactive measures

> Set up guidelines & reporting systems.

> Seek professional advice, not only from lawyers, but also from ethicists.

> Stay up to date on changing regulations.

> Ensure that employees and AI models are continuously trained.

Install ethical guidelines and create awareness

> Regularly check models for bias, and include diverse teams in AI creation.

> Diversify training datasets to ensure cultural diversity comprehension.

Ensure compliance with data security, privacy, and copyright regulations

> Incorporate, for example, encryption and access limits, effective threat detection, and privacy-preserving AI techniques.

Lack of Expertise

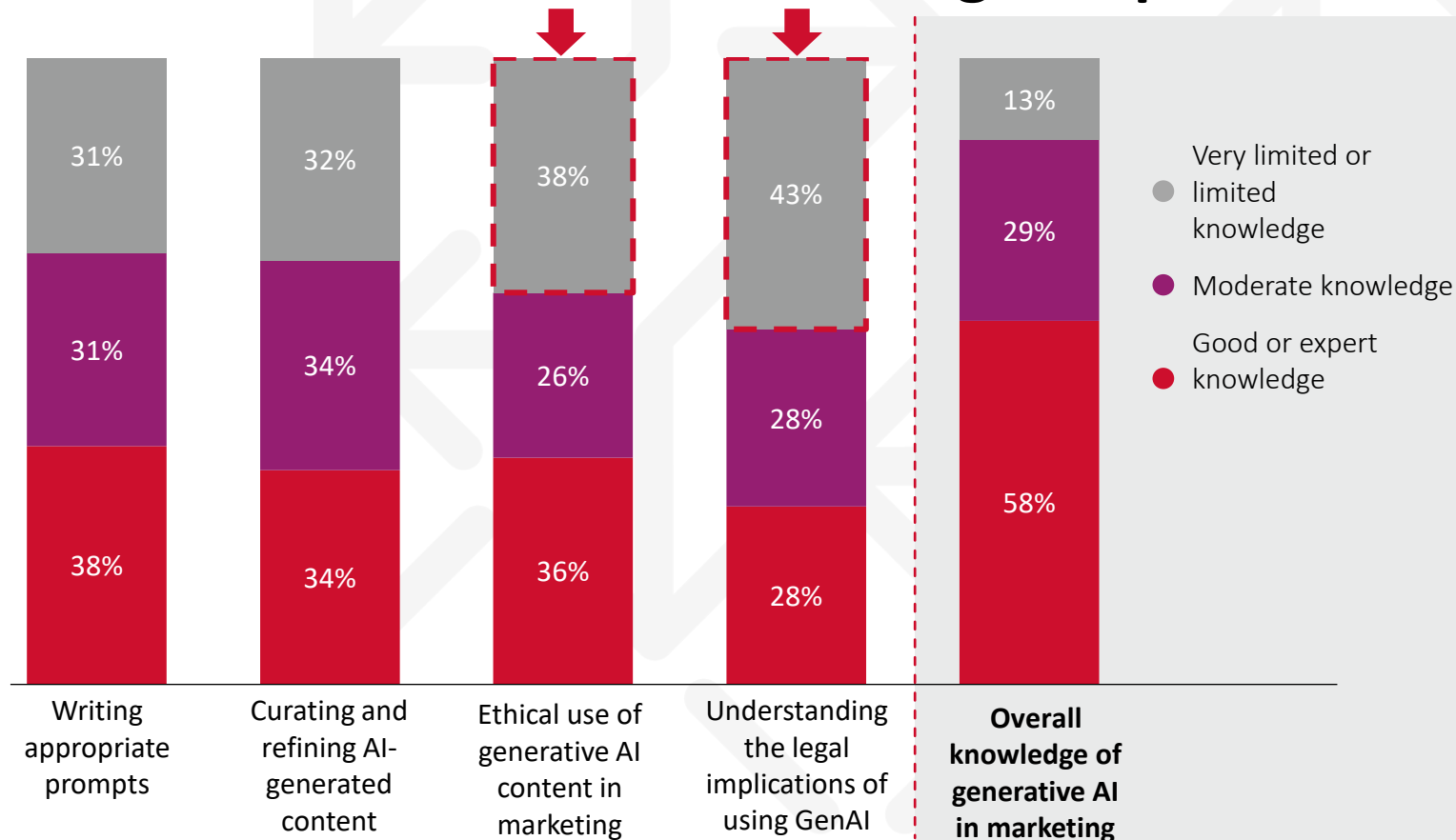*"Lack of knowledge of generative AI is a **barrier** to its adoption."*

Verbatim based on the open question: What is the greatest challenge that you anticipate when integrating generative AI into your marketing workflows?

Knowledge about generative AI
Effectively employing AI hinges on understanding its capabilities and limitations

13% of respondents would describe their knowledge as limited or even very limited.

58% of respondents state they have good or even expert knowledge of generative AI in marketing.

13%
Very limited or limited knowledge

29%
Moderate knowledge

58%
Good or expert knowledge

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Critical knowledge gaps
When it comes to ethical and legal implications

Writing appropriate prompts	Curating and refining AI-generated content	Ethical use of generative AI content in marketing	Understanding the legal implications of using GenAI	Overall knowledge of generative AI in marketing
31%	32%	38%	43%	13%
31%	34%	26%	28%	29%
38%	34%	36%	28%	58%

Legend:
- Very limited or limited knowledge (grey)
- Moderate knowledge (purple)
- Good or expert knowledge (red)

When asked about **specific areas of knowledge**, respondents report **higher** knowledge gaps than when asked generally.

The **most critical knowledge gaps** are around the **ethical use of generative AI content** and the **understanding the legal implications** of using generative AI.

These findings highlight the urgent **need for companies to invest in targeted skills development** to ensure compliance and ethical integrity.

© Nuremberg Institute for Market Decisions 2024 | n=600 marketing professionals working for companies in Germany, the UK, and the USA
Question: Please rate your knowledge regarding the following topics in the context of generative AI in marketing.
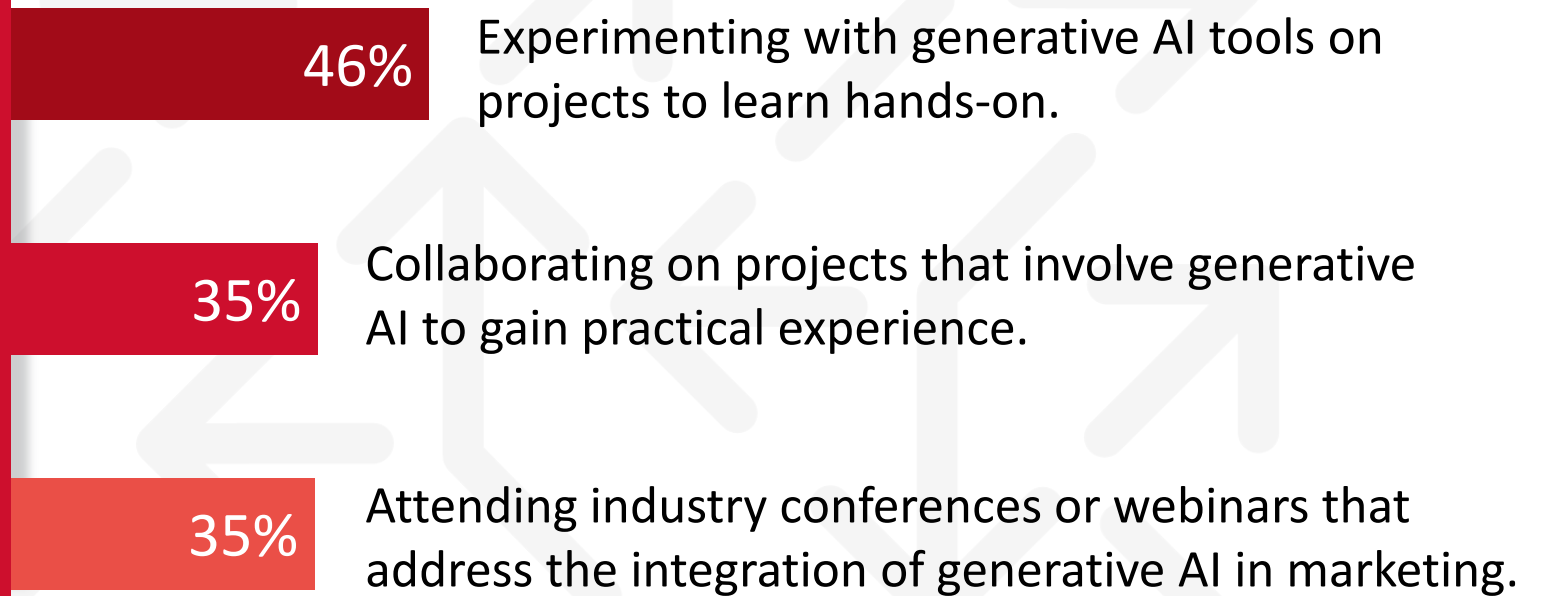
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Navigating Knowledge Gaps

The ways of upskilling marketers prefer when it comes to generative AI

Learning by generating with AI

46% Experimenting with generative AI tools on projects to learn hands-on.

35% Collaborating on projects that involve generative AI to gain practical experience.

35% Attending industry conferences or webinars that address the integration of generative AI in marketing.

Perceived as less useful:
Formal trainings or reading books or research articles.

CREATING MARKETING VALUE
WITH GENERATIVE AI

Future Outlook:
Marketing in 2033

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Creativity

Scenario: AI-driven creativity
Generative AI will largely take over most creative tasks in marketing.

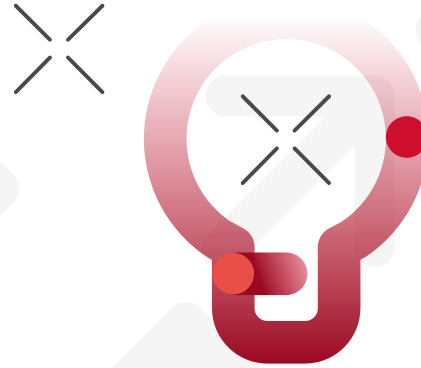**89%** of respondents consider this scenario to be **(very) likely**

85% see it as **(very) beneficial**

Scenario: AI-driven content creation
Generative AI will become the primary tool for creating content, replacing human-driven content creation.

91% of respondents consider this scenario to be **(very) likely**

88% see it as **(very) beneficial**

Overall, **AI-driven creativity** and **content creation** are seen as **highly likely and beneficial.** Higher hierarchy levels (directors and above) even see these advances as more likely and beneficial than entry-level employees do.

Expert opinions

Many of our expert conversations reinforced the optimistic perspective shared by the interviewees. The experts often envisioned the future of creativity as a collaborative process, where humans provide instructions and AI generates various options and outputs, allowing for iterative refinement and enhancement.

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Decision-making & strategy

Scenario: Data-based decision-making
Generative AI will overshadow traditional methods in campaign strategy planning, making decisions based on real-time data and predictive modeling.

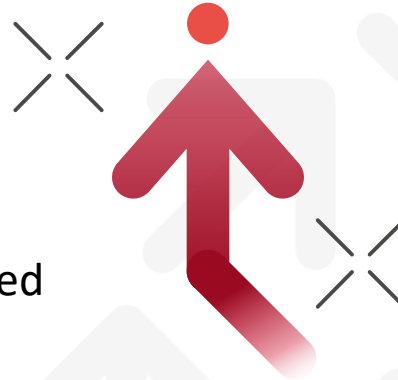**82%** of respondents consider this scenario to be **(very) likely**

64% see it as **(very) beneficial**

Scenario: Automated decision-making
Tactical and even strategic marketing decisions are automated to a large degree by the use of generative AI.

79% of respondents consider this scenario to be **(very) likely**

56% see it as **(very) beneficial**

Generative AI is anticipated to **enhance** both **data-based** and **automated decision-making** in marketing by 2033.

Overall, the **comparatively low level of agreement with the benefits** of these scenarios suggests that the group of marketers surveyed may still have reservations about a too **far-reaching shift in marketers' decision-making and strategy toward automation supported by generative AI.**

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Workforce

Scenario: Reduced workforce
The need for large marketing teams will decrease as generative AI executes many of the tasks currently done by professionals.

73% of respondents consider this scenario to be **(very) likely**

42% see it as **(very) beneficial**

Generative AI is anticipated to **reduce the need for large marketing teams** by automating many tasks currently performed by professionals. However, our interviewees did not view this reduction as particularly beneficial compared to other potential impacts of AI.
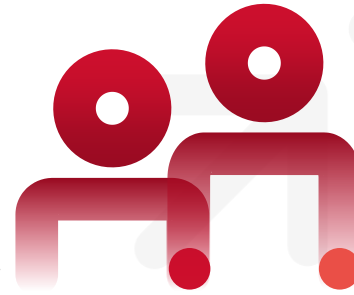
Expert opinions

The experts we consulted view AI primarily as a **tool to enhance productivity** rather than as a means to significantly reduce the size of marketing teams. They believe that the time saved through AI implementation can be effectively redirected to tasks requiring human skills, such as project coordination, stakeholder communication, and final decision-making. This perspective highlights a **shift toward using AI to improve efficiency** while allowing human efforts to focus on higher-value activities within marketing.

CREATING MARKETING VALUE
WITH GENERATIVE AI

Concluding Thoughts

Moving beyond the hype

The authors of this report are convinced that generative AI is not just a passing trend in marketing; it is a transformative force that is already reshaping how marketing professionals work and make decisions.

By speeding up market research and content creation; improving the quality of analytical and market research tasks, text generation, and ideation; and offering the potential for cost efficiencies, AI is proving to be a valuable asset in the marketing toolkit of those who can use it. Applications may even extend beyond operational improvements and entail a more strategic shift, with AI evolving as a partner in creativity and marketing planning.

For marketers, the key takeaway is this: Embrace the practical uses of AI in your strategies while being mindful of its limitations and the challenges of integrating it at both the user and organizational levels.

Limitations of this research

While this study provides valuable insights into the use and benefits of generative AI in marketing, it is not without limitations. The research is based on self-reported data from a specific group of 600 marketing professionals in Germany, the UK, and the USA. Therefore, it may not capture the full diversity of experiences and practices in all different regions and industries. Additionally, the rapidly evolving nature of AI technology means that findings may become quickly outdated as new tools and applications emerge.

Want to know more about our studies?
Contact us directly

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Founder of GfK

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