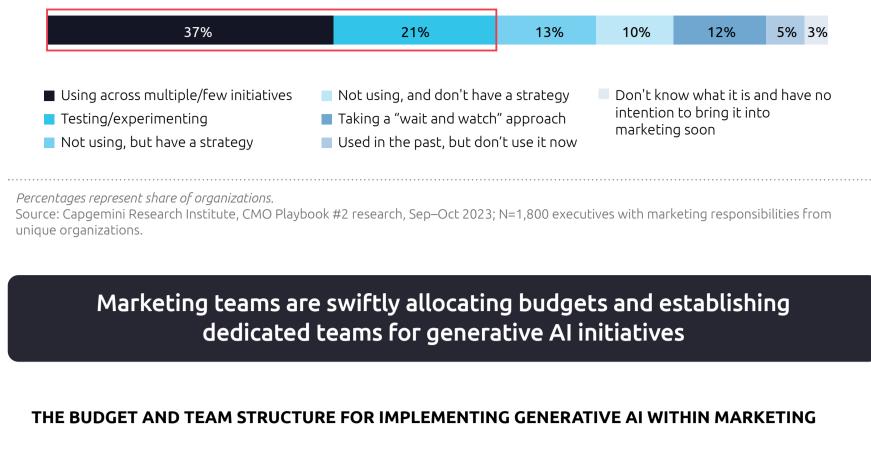
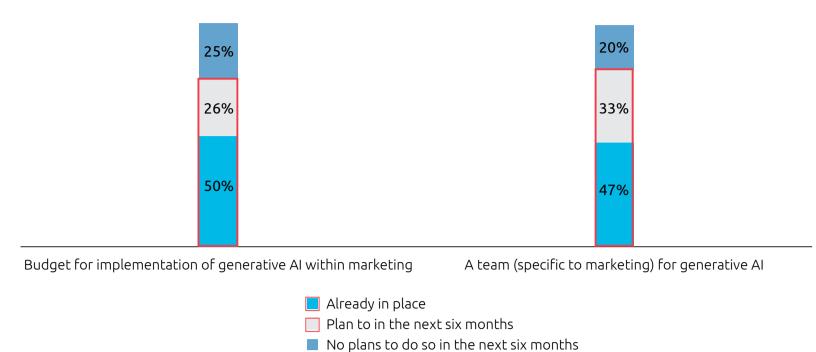
Generative AI in marketing is rapidly gaining pace

Most organizations already integrate generative AI in marketing

STATE OF IMPLEMENTATION OF GENERATIVE AI IN MARKETING





Source: Capgemini Research Institute, CMO Playbook #2 research, Sep-Oct 2023; N=1,752 executives with marketing responsibilities from unique organizations who are aware about generative Al.

Percentages represent share of organizations.

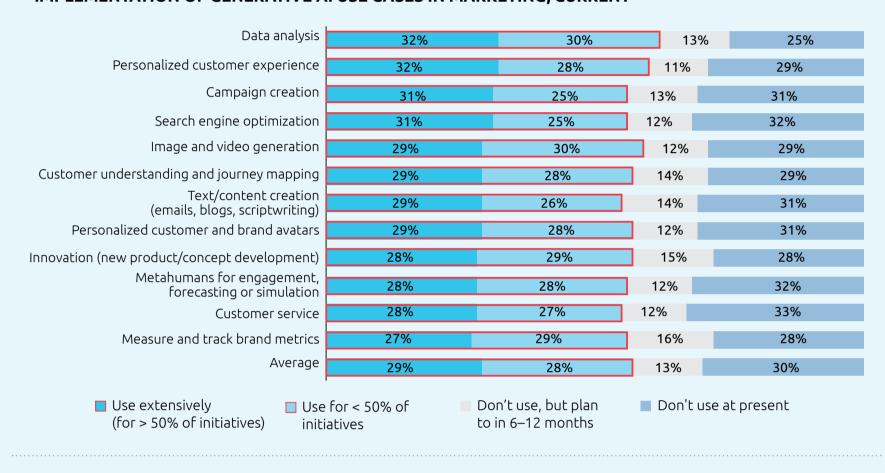
Percentages represent share of organizations.

For those organizations investing in generative AI, 62% of their marketing tech investments are dedicated towards it

Use of generative AI is widespread within marketing

customer experiences, conducting data analysis, and more IMPLEMENTATION OF GENERATIVE AI USE CASES IN MARKETING, CURRENT

Marketers employ generative AI for creating campaigns, enhancing



organizations who are using generative Al.

Nearly half of the organizations believe that generative AI will significantly

disrupt the marketing function

Source: Capgemini Research Institute, CMO Playbook #2 research, Sep-Oct 2023; N=1,112 executives with marketing responsibilities from unique

Generative AI will augment human

creativity in marketing

In the long-run (next 5–10 years), generative AI will serve as a catalyst

for human creativity

IN THE NEXT 5-10 YEARS, GENERATIVE AI WILL ...

29%

Generative Al will give more time for teams to

innovate by automating routine tasks

30%

12%

20%

... completely replace

Creative teams will use generative Al outputs as a

foundation in their creative process

33%

19%



57% 55% Generative Al will refine and enhance ideas Generative Al will motivate teams to think beyond conventional boundaries generated by creative teams **55%** 54% Percentages represent share of organizations. Source: Capgemini Research Institute, CMO Playbook #2 research, Sep-Oct 2023; N=1,752 executives with marketing responsibilities from unique organizations who are aware about generative Al.

and copyright issues associated with generative AI in marketing

Urgent action is needed to address ethical

Seven in ten organizations have not established ethical guidelines for the use of AI in marketing STATE OF ADOPTION OF ETHICAL GUIDELINES AND FRAMEWORKS IN MARKETING

28% we involve diverse stakeholders in decision-making We are exploring ethical frameworks for AI but have 21% not implemented them comprehensively yet

We have established ethical guidelines for AI usage

Ethical considerations are a part of our AI strategy, and

and continually monitor AI-generated content

Ethical considerations are not a priority

We are unaware of the potential ethical

in our AI marketing initiatives

10% implications of AI in marketing Percentages represent share of organizations. Source: Capgemini Research Institute, CMO Playbook #2 research, Sep–Oct 2023; N=1,800 executives with marketing responsibilities from unique organizations. Only 42% of organizations are implementing measures (such as strong cybersecurity protocols, confirm proper licensure of training data, monitoring for AI-derived versions of their work, including logos and artwork) to address copyright issues

Key considerations for organizations to drive generative AI initiatives in marketing



Navigate responsibly, addressing the environmental impact of generative AI **Expand boundaries**

Source: Capgemini Research Institute analysis.

Cultivate dynamic partnerships, and enhance internal skills Maintain equilibrium between generative AI and human ingenuity Transcend conventional roles and embrace tech-driven collaboration

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