

# Four ways generative AI is rapidly transforming marketing.

As generative AI continues to transform the business world, it's also changing the way that we create marketing content. Beyond increased speed and cost efficiency, generative AI will unlock opportunities to operate at a macroscale with microprecision. Below are four highlights from the Boston Consulting Group (BCG) and Adobe joint report on how generative AI will change the way people work.



## Marketers will create more personalized content at the point of experience.

Marketers will be able to take centralized brand assets and create localized experiences. That means they can:

- Work independently within tighter deadlines
- Modify centrally created assets to fit their needs
- Experiment based on localized audiences
- Quickly incorporate test results to refine content locally

### The result

Nimble marketing teams will respond to localized needs and produce highly relevant content for their audiences.

## Creative roles will become more strategic.

Streamlining labor-intensive tasks such as bulk image resizing and basic video edits will allow creative teams to focus more intently on refining concepts, enhancing narratives, and creating brand differentiation—critical roles that generative AI supports but does not replace.

### The result

Creatives will spend more time defining their brands' unique elements and testing creative concepts so they can stand out in a crowded market.



## Creative studios will deliver models and templates, not fixed assets.

With less manual production, creative studios and agencies can focus on strategic oversight and creative innovation. Instead of finished assets, they will deliver models and templates, shaping brand narratives.

### The result

Agencies and studios will become brand custodians, enabling downstream personalization and optimized media campaigns.

## New roles in marketing technology will emerge.

To successfully implement generative AI, new roles will emerge to ensure optimal integration, security, and compliance. These new roles will bridge the gap between creative goals and technological capabilities. They will ensure automated processes and data insights are aligned with strategic marketing objectives and creative campaigns.

### The result

A unified generative AI platform will marry technology and creativity, allowing organizations to scale securely and effectively.



How will generative AI reshape your marketing efforts?  
Read the full report now.