Content reimagined: The role of generative AI in media evolution

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At the cornerstone of content consumption and the evolution of technology sits generative AI, which is fundamentally changing how brands and marketers conceptualize, produce and deliver creative content across multiple channels.

Using the right prompts, generative AI allows for a seamless and personalized creation process for visual media and helps create interactive digital experiences. Delivering tailored content that meets individuals' specific needs and preferences, this evolution is enhancing the capabilities of content creators and marketers while reshaping how users engage and discover content.

In addition to text and editorial content, robust generative AI systems such as DALL-E, Adobe Firefly, Midjourney, Canva, Stable Diffusion and others can convert text into images. These programs enable brands to create realistic photos, images, illustrations, logos and even text art that can be used in advertising, social media and many other applications.

A Salesforce survey shows that 51% of marketers are currently using or experimenting with generative AI, and 22% plan to integrate it soon. Additionally, the 2024 Annual Work Trend Index

Report from Microsoft and LinkedIn shows that 33% of content writers, 27% of graphic designers and 24% of marketing managers have added AI to their skills.

Generative AI empowers brands and marketers to engage with consumers by incorporating enhanced personalization and hypertargeting strategies, which improves interactive experiences. We are experiencing a new period characterized by the distribution of content and information. Brands must readily adopt this new change, modify their approach or risk being left behind.

Evolving content development with generative AI

The emergence of generative AI has transformed the creative process of conceptualizing and producing content. In addition to static content, generative AI creates dynamic media such as video, interactive advertisements and audio content. This opens up new opportunities for creative multimedia campaigns. The technology is appealing to marketers and brands alike due to its ability to produce content efficiently and create content that will resonate with consumers on a personal level.

Interactive articles, for example, can make recommendations based on user behavior and preferences. This enables marketers to use dynamic content in text, audio or video formats to improve the customer experience along the buyer's journey.

Through connected TV, advertisers can target audiences based on preferences and reach audiences based on location to deliver campaigns they are more likely to engage with. During the 2024 Super Bowl, Paramount+ used its streaming audience to run interactive ads on devices such as Roku, Apple TV, Android TV and Fire TV as part of its "Add-to-Watchlist" campaign to promote "Halo," "The Chi" and "Fire Country." The campaign, which allowed viewers to add the content to their personalized watchlists by engaging with overlay ads using their remote controls, achieved a 6% higher engagement rate than previous campaigns, proving its effectiveness.

Brands like Volkswagen, AT&T, Mars Petcare and Nike are embracing interactive marketing capabilities to engage consumers. In previous campaigns, Volkswagen urged readers to download an app and take a test drive along a "road" foldout in magazines. AT&T used bar codes on overlays on streaming TV ads to drive consumers to their websites for wireless promotions. Mars Petcare used AI to create geo-targeted pet adoption ads with real dog images. Nike partnered with Meta to create a unique Nike Air Jordan Facebook Messenger bot collaboration, allowing users to pick from three experiences -- Air Jordan, shop and watch. The bot generated 87% open rates, outperforming traditional email campaigns.
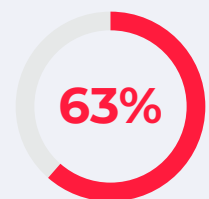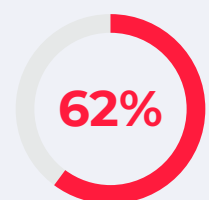
AI USE BY MARKETERS

76%
Writing copy
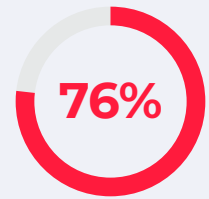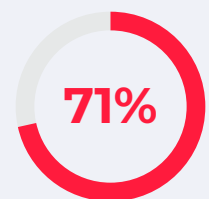
71%
Inspiring creative thinking

63%
Analyze market data

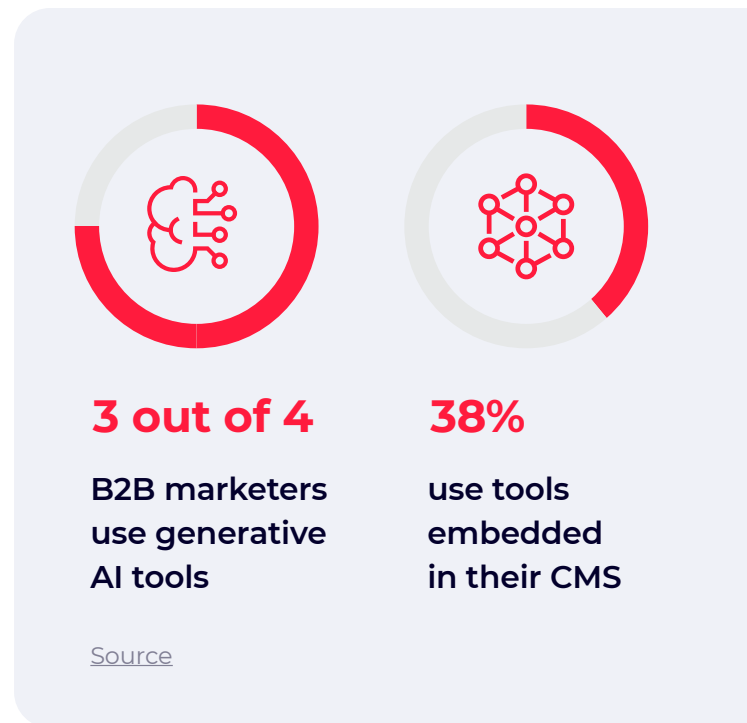**62%**
Generate image assets

Source

Generative AI's influence on content personalization and user engagement

Generative AI dramatically transforms how brands interact with consumers by personalizing marketing strategies and enhancing user engagement. AI technology leverages machine learning to deeply understand consumer behaviors and preferences, creating customized content that resonates more effectively with individuals.

By analyzing vast data sets, generative AI identifies unique user preferences and tailors content accordingly, ensuring each interaction is relevant and engaging. From crafting custom email marketing campaigns to personalizing social media posts, generative AI facilitates a broad spectrum of tailored content.

In addition to content development, real-time interaction with AI models such as ChatGPT provides immediate and more personalized responses that mimic human conversation. This enhances the customer experience and adapts based on the ongoing conversation.

Whether content for a website, ads, blogs or social media posts, AI can generate SEO-optimized content to ensure it's delivered to the right audience, boosting engagement and interaction rates. Tools

3 out of 4

B2B marketers use generative AI tools

38%

use tools embedded in their CMS

Source

such as Copymatic and Writesonic can help generate copy in different languages, Grammarly and Hemingway help edit editorial content, while GrowthBar, Scalenut and Jasper.ai make SEO content that audiences will resonate with.

Additionally, these tools can analyze high-performing keywords to get the content to the right audiences, improving efficiency and ROI.

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How generative AI is transforming customer experiences

Adopting generative AI in the content creation process enhances efficiency and supports a more nuanced approach to personalization and audience engagement. As business leaders strive to meet the growing demand for varied and rich content formats, generative AI stands out as a key technology driving this evolution in the digital age.

Using new technologies such as AI, brands are reimagining how to interact with consumers to establish new ways to make sales. McKinsey reports that generative AI could increase sales productivity by 3% to 5% of sales expenditures for B2B and B2C companies worldwide.

Common applications

☑ **Creativity:** Automates routine tasks and helps with more strategic content initiatives.

☑ **Content enhancement:** Enhances content operations by enabling personalized content creation, improving content quality and facilitating better content discovery.

☑ **Strategic integration and business operations:** Brands using generative AI can scale their efforts, boost productivity and optimize performance.

☑ **Predictive analytics:** With user purchase history, generative AI can generate attractive offers that foster long-term relationships.

☑ **Content delivery and consumption:** Brands can scale content across various channels to meet the consumer where they are and increase purchase avenues.

Challenges and ethical considerations

While there are many benefits to the use of generative AI, there are potential risks to consider, like content authenticity, bias, offensive content, copyright issues, over-reliance on AI and ethical considerations such as data security.

- **Misuse and prejudice:** Information produced by AI might propagate false information and show prejudices and maybe discriminatory material against particular groups. Users of ChatGPT can rectify false information produced by its chatbot; however, the company cautions that model complexity may prevent this from happening in most cases.

- **Data security and privacy:** AI systems could use large data sets that include personally identifiable information, which could result in legal actions and privacy infractions. Businesses have to put in place protections to prevent inadvertently disclosing private information and also should make it known to users that data might be stored.

- **Intellectual property and copyright:** AI-generated material may use web data sets that can include copyrighted photos and can include editorial content that is a form of literary plagiarism.

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Dena Malouf
MANAGING VICE PRESIDENT OF SALES, FUTURE B2B

Since using generative AI content entails certain risks, brands and marketers must have tight guidelines and routine evaluations in place to appropriately integrate generative AI into their process and comply with international laws. Part of these dangers also can be reduced by fact-checking and monitoring information with subject matter experts.

"AI is revolutionizing marketing by transforming data and allowing for targeting like we've never had before – AI is helping to turn campaigns into one-on-one conversations with the audience," says Dena Malouf, managing vice president of sales at Future B2B, a global publisher of specialist content for professionals across 15-plus industries. "And yet, if left unchecked, AI opens up the risk of dehumanizing the customer experience."

Melissa Turner, vice president of content at SmartBrief, a Future B2B brand, notes that integrating AI tools can be challenging due to the need for thorough testing and consideration of business ramifications. Trusting the output and making informed decisions rely on thorough testing. However, many people lack time for rigorous vetting. Turner suggests "looking at priorities holistically -- and putting any test in context because the anticipated benefits may help you reprioritize and make space for it."

Turner emphasizes the importance of data privacy, adding, "It's also important to look at what you are actually putting into an AI tool and what is happening with that information. If you input something sensitive or proprietary, you probably don't want that data used to train a widely available model. And if you don't own the content you input, you may not be within your right to use it."

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Looking ahead, generative AI is already transforming how content is delivered and consumed. Market.us reports generative AI content will grow 26.3% through 2033. The rising demand for personalized content, advancements in AI technology, cost efficiency and use of virtual and augmented reality applications drive market growth. The use of this technology is increasingly expanding and as its application grows it will continue to enhance marketing efficiency and improve user experiences.

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