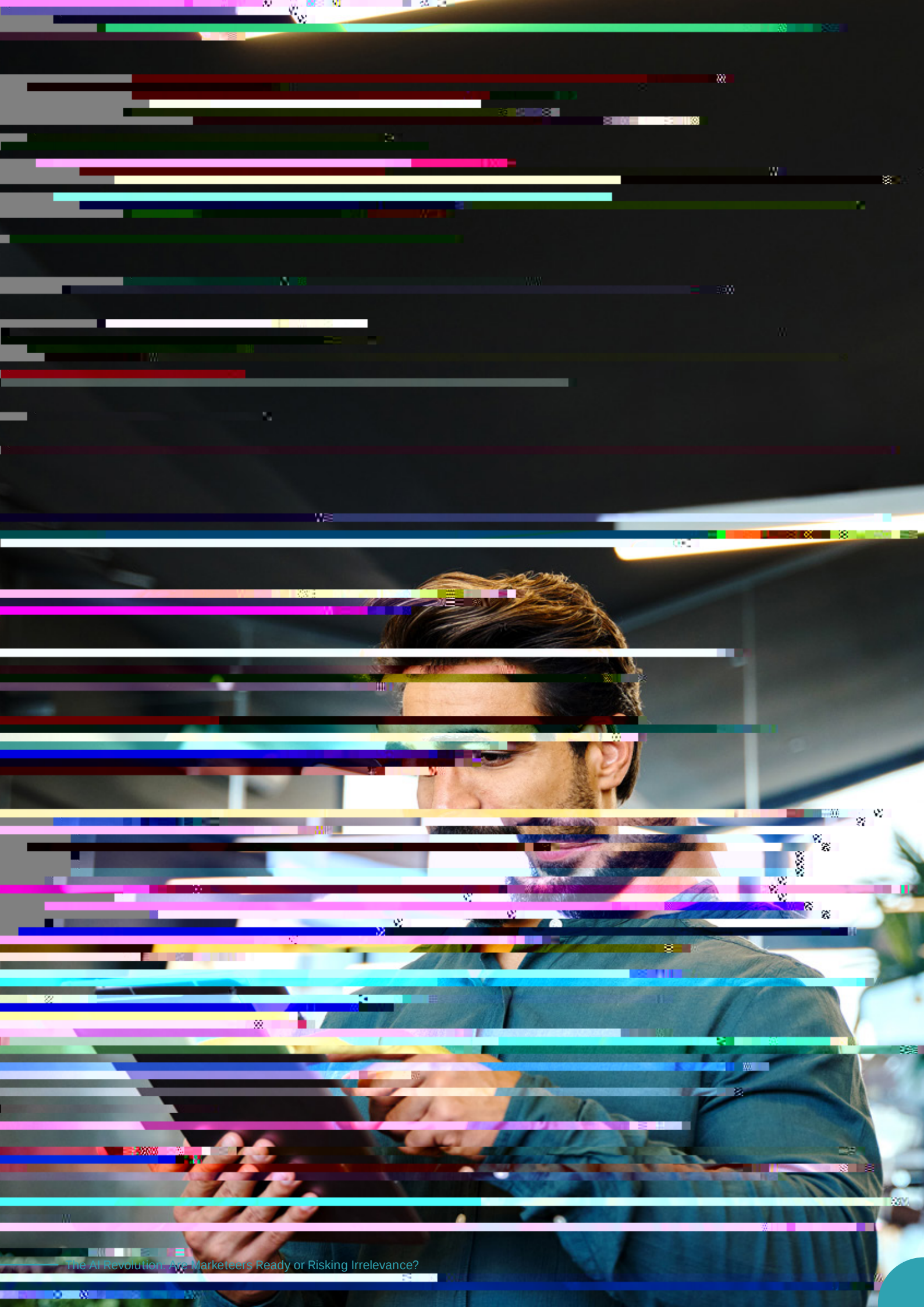




The AI Revolution: Are Marketers Ready or Risking Irrelevance?

Justin Deaville & Giles Robertson



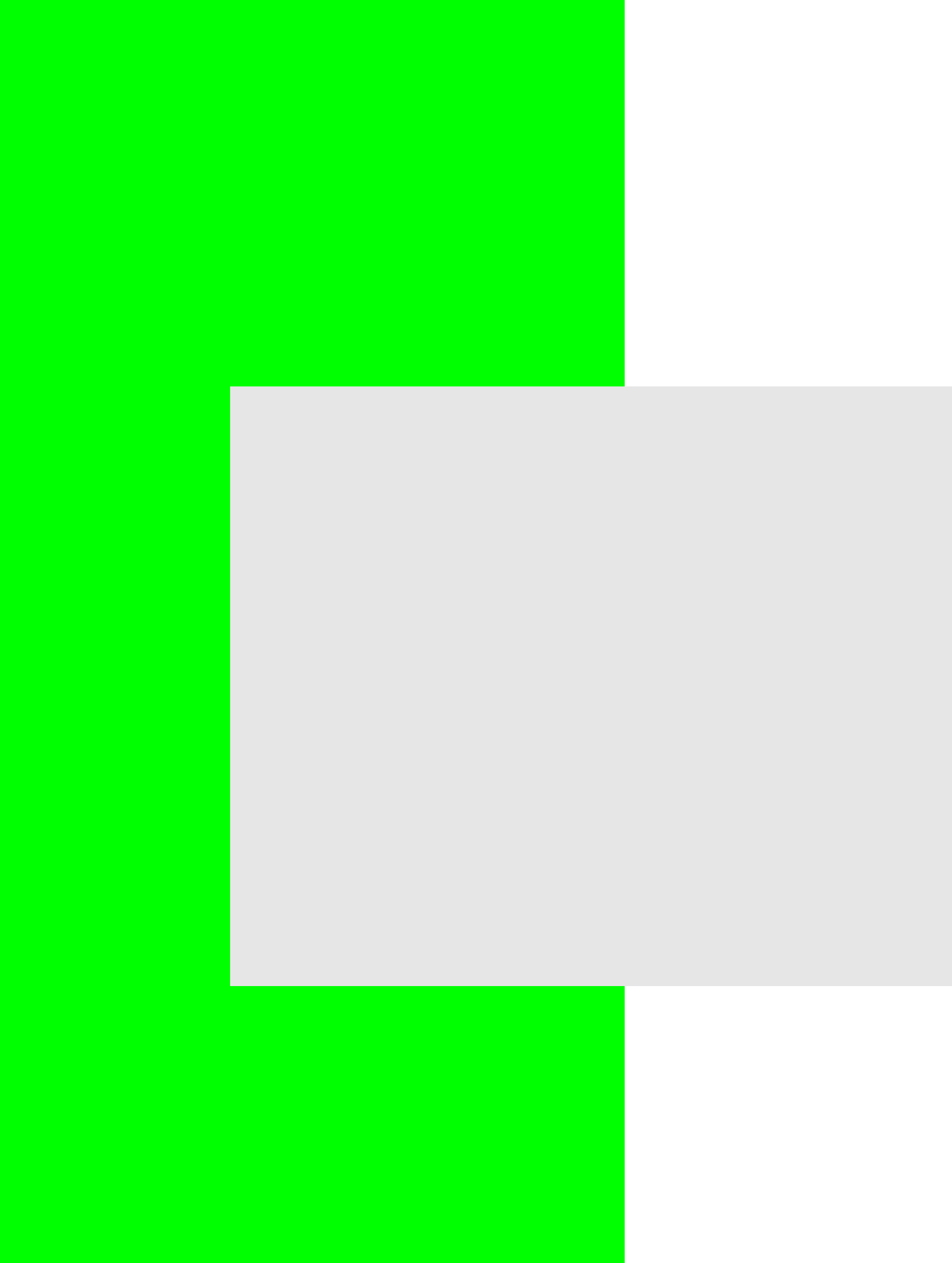
What proportion of your marketing budget do you anticipate allocating toward AI technologies in the next 12 months?



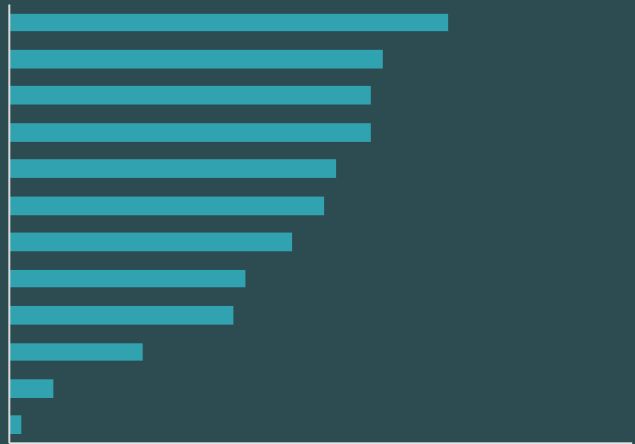
The reluctance to act

1. Ethics

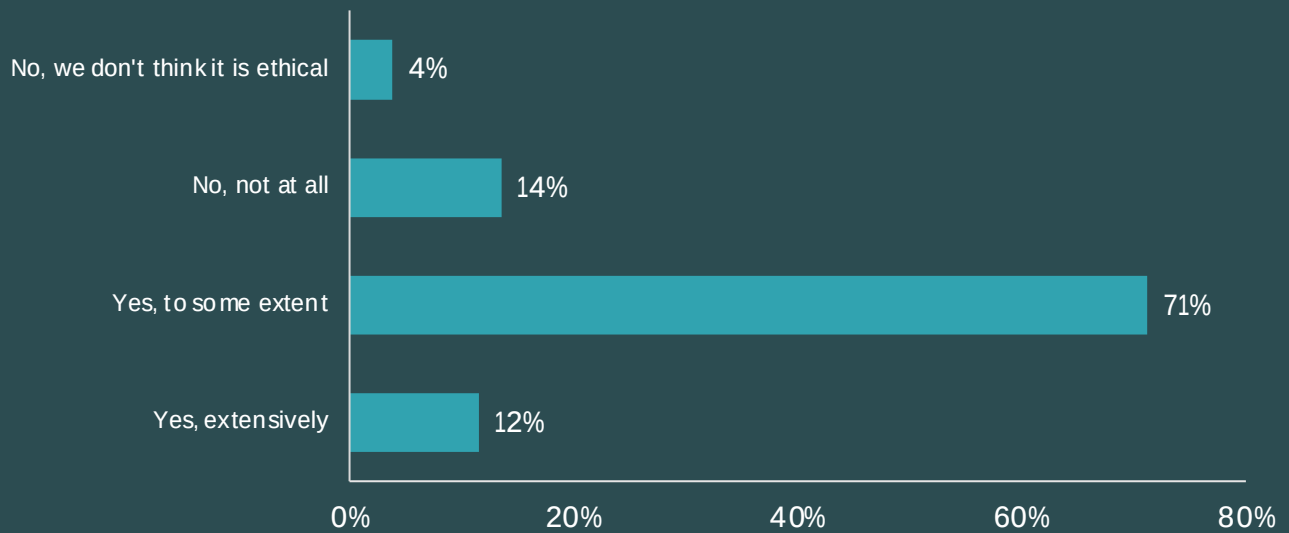




... Marketers in motion: tried and tested tools



To what extent do you use AI in your marketing activities?



... Finding your fit: tools worth trying





1. Creating content – text, video, and ad creative

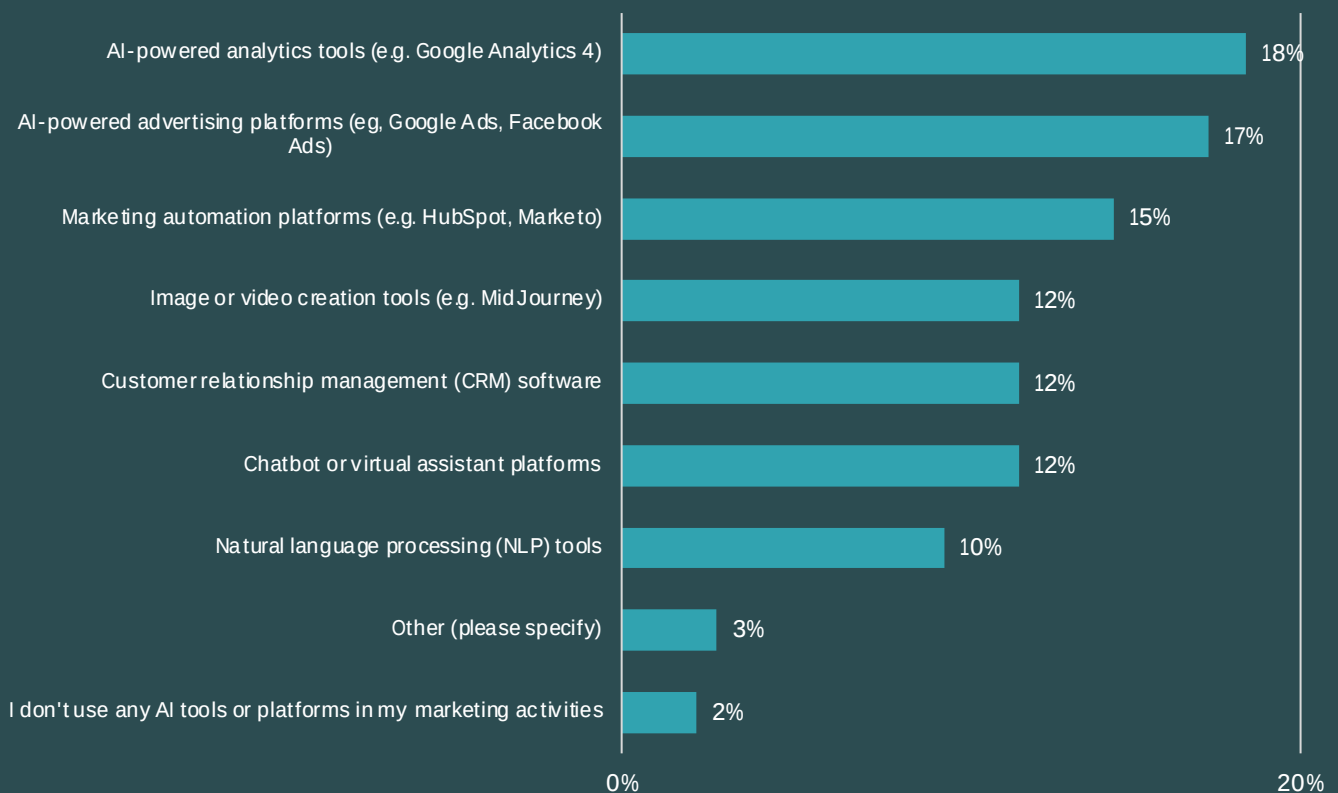
2. Training



3. Writing code for websites and emails

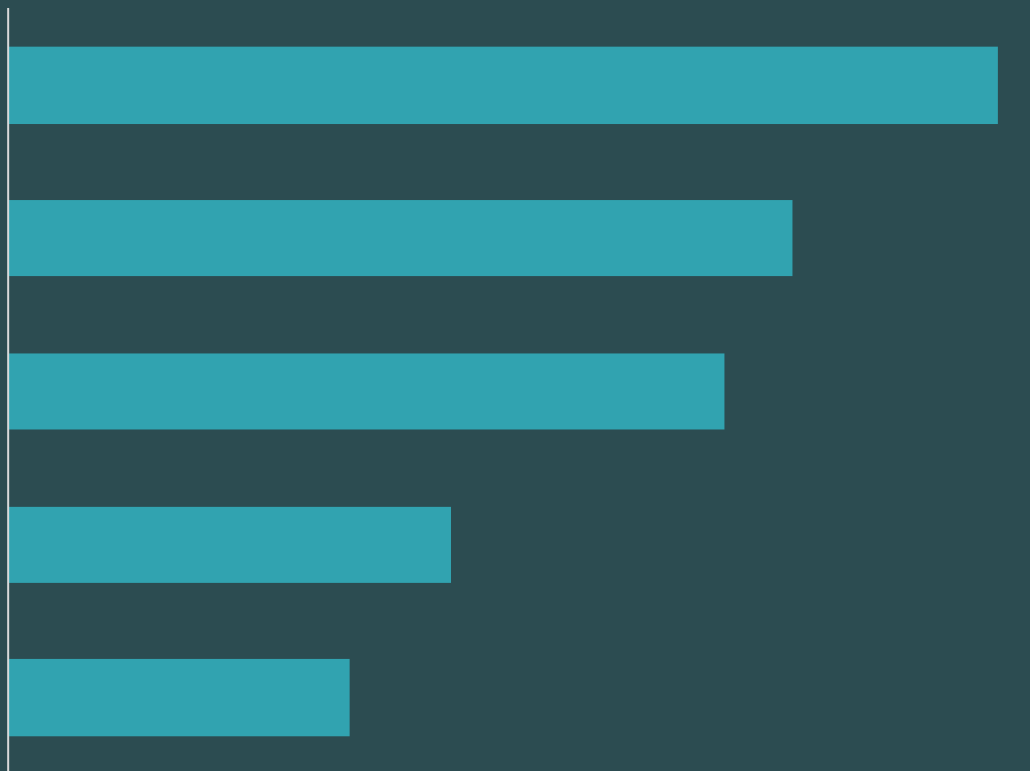
4. Translating existing content

Which AI tools or platforms do you use in your marketing activities?
(Select all that apply)



AI content is not
complete enough

A breakdown of ChatGPT prompts, by type



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