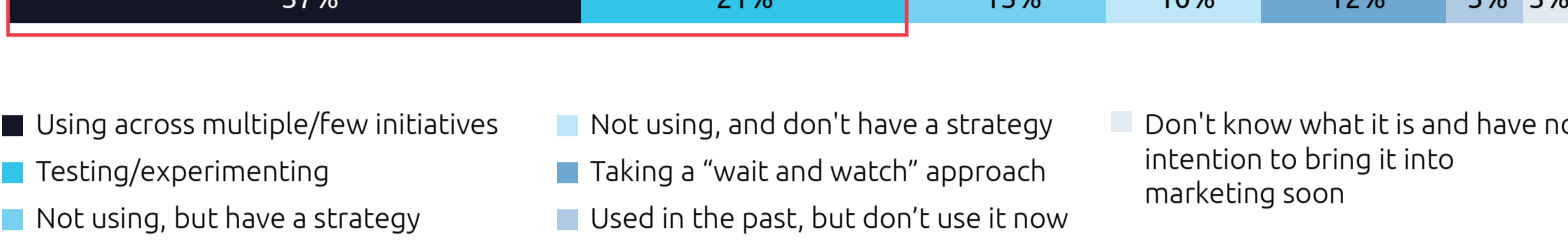


Generative AI and the evolving role of marketing: A CMO'S PLAYBOOK

Generative AI in marketing is rapidly gaining pace

Most organizations already integrate generative AI in marketing

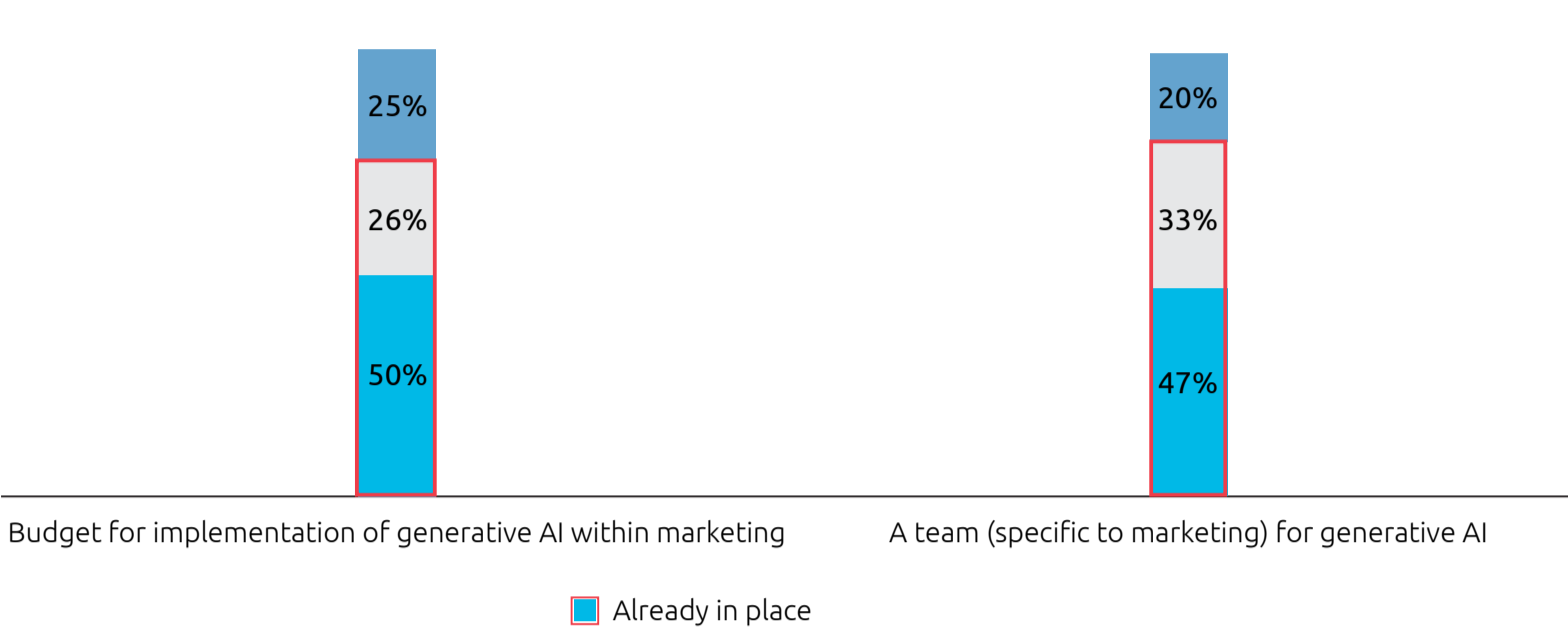
STATE OF IMPLEMENTATION OF GENERATIVE AI IN MARKETING



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.

Marketing teams are swiftly allocating budgets and establishing dedicated teams for generative AI initiatives

THE BUDGET AND TEAM STRUCTURE FOR IMPLEMENTING GENERATIVE AI WITHIN MARKETING



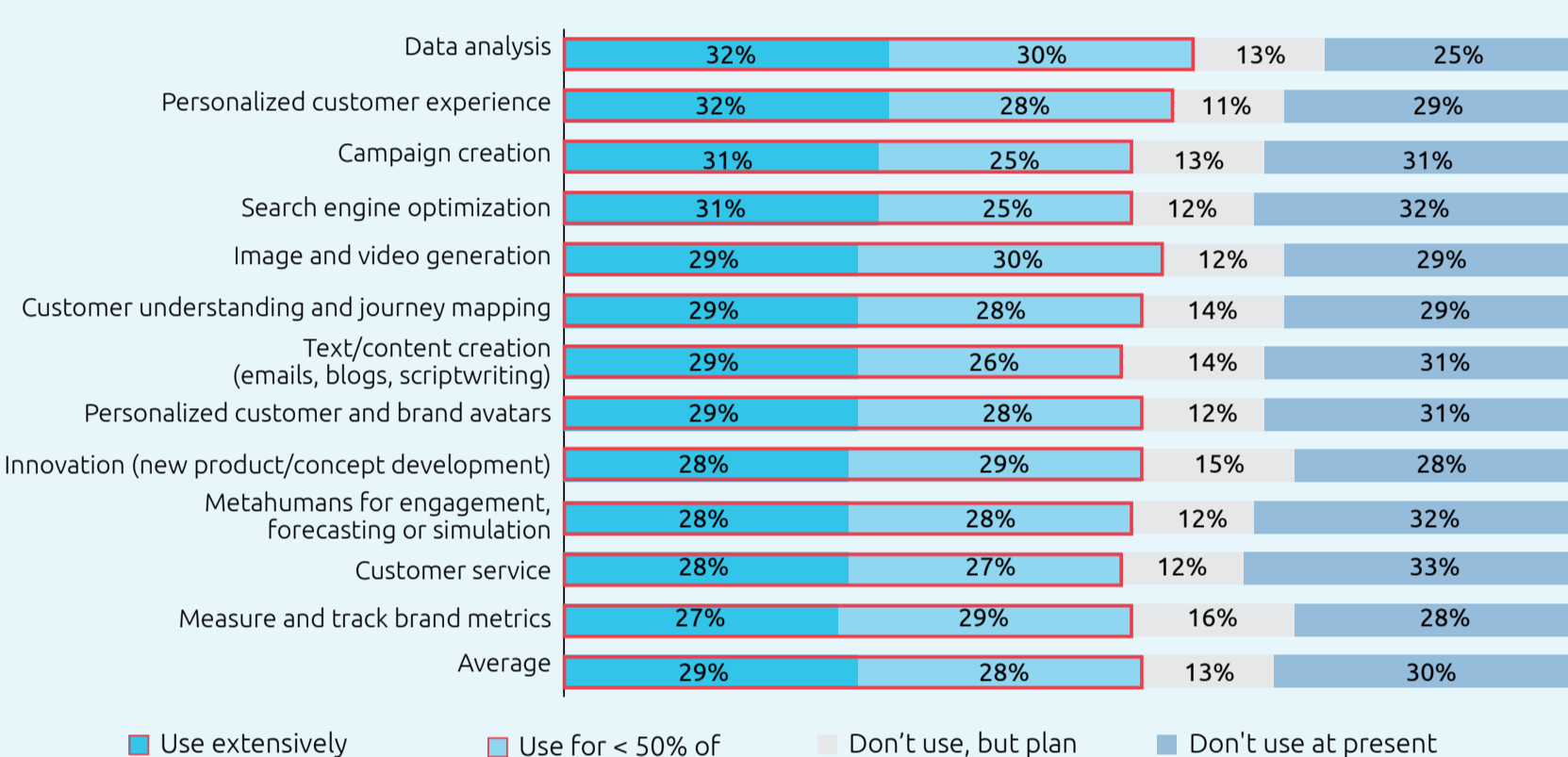
Percentages represent share of organizations. Source: Capgemini Research Institute, CMO Playbook #2 research, Sep–Oct 2023; N=1,752 executives with marketing responsibilities from unique organizations who are aware about generative AI.

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

Marketers employ generative AI for creating campaigns, enhancing customer experiences, conducting data analysis, and more

IMPLEMENTATION OF GENERATIVE AI USE CASES IN MARKETING, CURRENT



Percentages represent share of organizations. Source: Capgemini Research Institute, CMO Playbook #2 research, Sep–Oct 2023; N=1,112 executives with marketing responsibilities from unique organizations who are using generative AI.

Nearly half of the organizations believe that generative AI will significantly disrupt the marketing function

Generative AI will augment human creativity in marketing

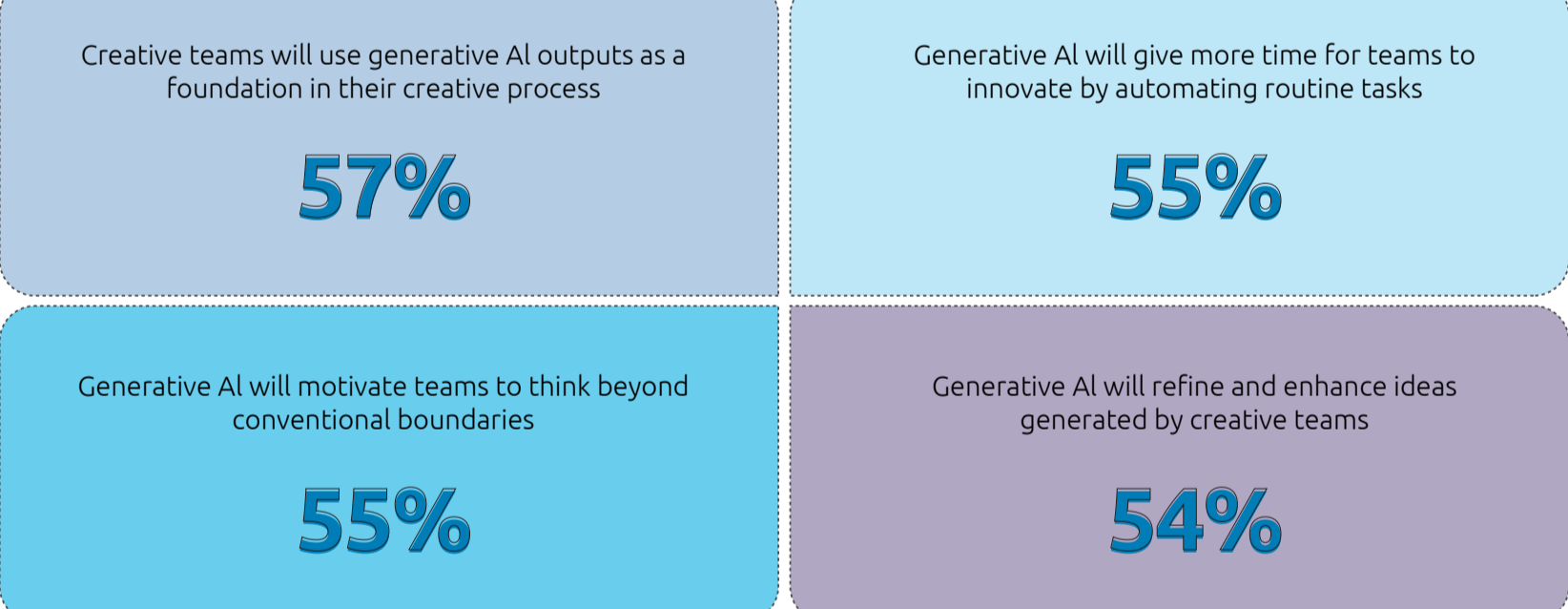
In the long-run (next 5–10 years), generative AI will serve as a catalyst for human creativity

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



Percentages represent share of organizations. Source: Capgemini Research Institute, CMO Playbook #2 research, Sep–Oct 2023; N=1,735 executives with marketing responsibilities from unique organizations who are aware about generative AI.

Generative AI will play a crucial role in enhancing the creative process

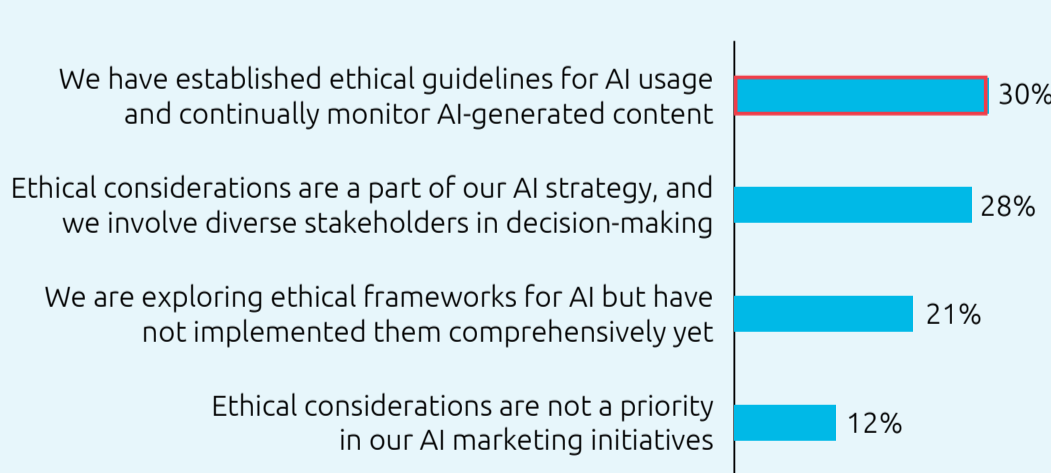


Percentages represent share of organizations. Source: Capgemini Research Institute, CMO Playbook #2 research, Sep–Oct 2023; N=1,752 executives with marketing responsibilities from unique organizations who are aware about generative AI.

Urgent action is needed to address ethical and copyright issues associated with generative AI in marketing

Seven in ten organizations have not established ethical guidelines for the use of AI in marketing

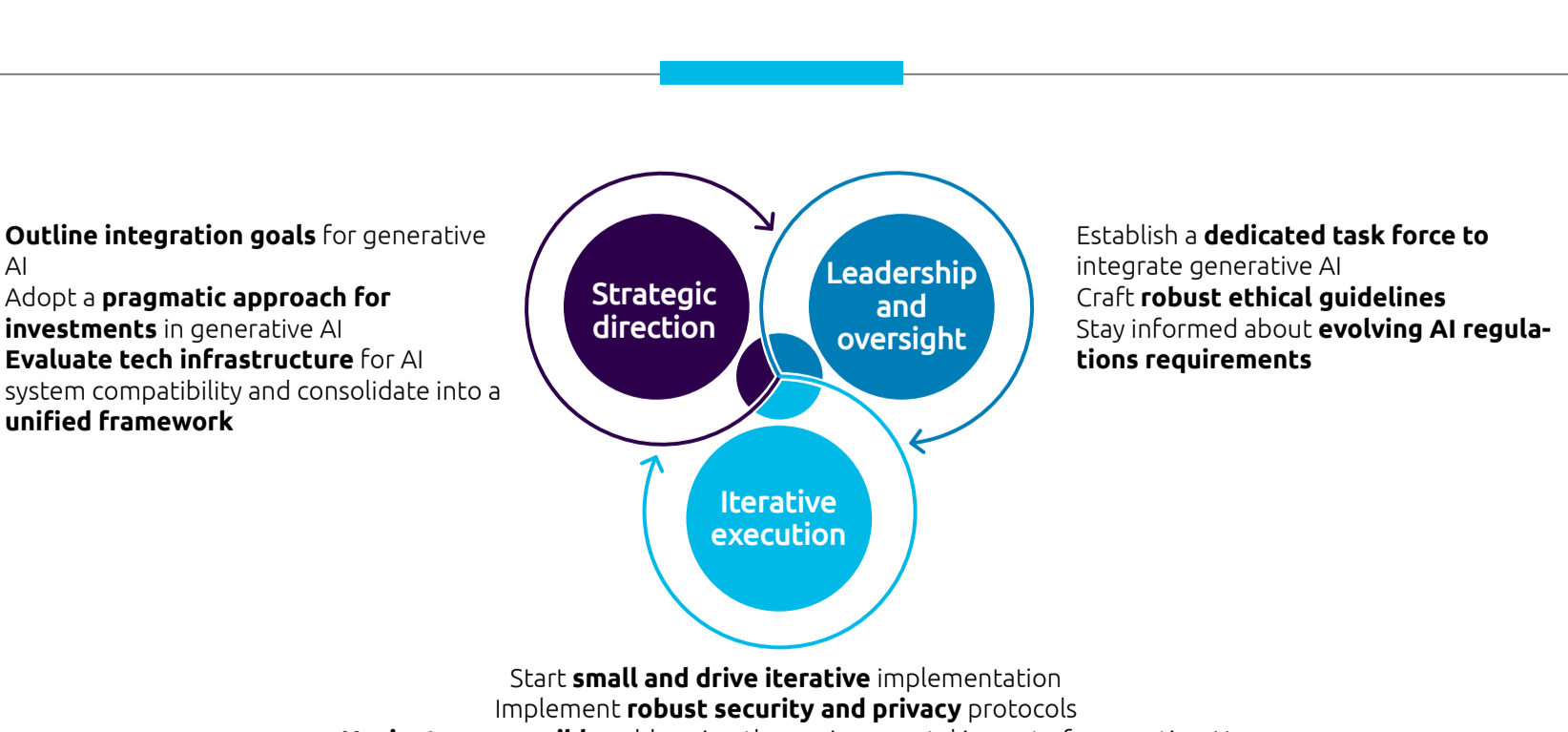
STATE OF ADOPTION OF ETHICAL GUIDELINES AND FRAMEWORKS IN MARKETING



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



Source: Capgemini Research Institute analysis.

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