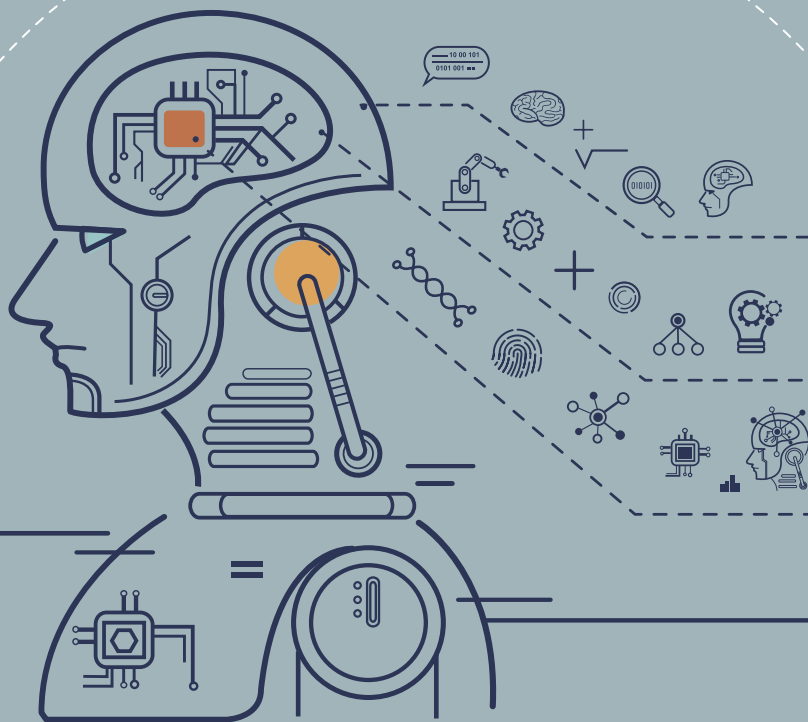


AI, INNOVATION & CREATIVITY

DOES THE REALITY LIVE UP TO THE HYPE?





“How can we as a multinational business, get new products or services to market quicker?

To quickly learn whether consumers will buy or to kill a launch before wasting too much money?”

Global Innovation Director

The marketing industry has not been slow to adapt to new technologies and I'm sure we can all recite numerous examples where businesses have been using AI to create a new or better consumer experience.

At **tib**, we believe there is an opportunity to utilise AI much further upstream, to use it in the early stages of idea generation and innovation to fast track ideas that work and kill those that don't, thus solving the innovation challenge faced by many brands and agencies of getting products and services in the hands of consumers quickly or as a client once said **“Helping us Fail Faster to Win Bigger”**.

We believe that there is a huge opportunity to use creative AI across a range of business areas as a source of inspiration, to rapidly broaden the starting point for strategic challenges and reach exceptional creative solutions by gathering relevant (publicly available) consumer data in a cost-effective way.

This survey was commissioned to see if our assumption is shared. **We wanted to understand how the industry feels about the use of Artificial Intelligence (AI) and Machine Learning (ML)** to gauge how this technology is currently being deployed and find out what, if anything, is stopping internal adoption.

More specifically, from a strategy, innovation and creativity perspective, we wanted to find out whether people felt there is an opportunity to use AI for strategic creativity and if not, why not?

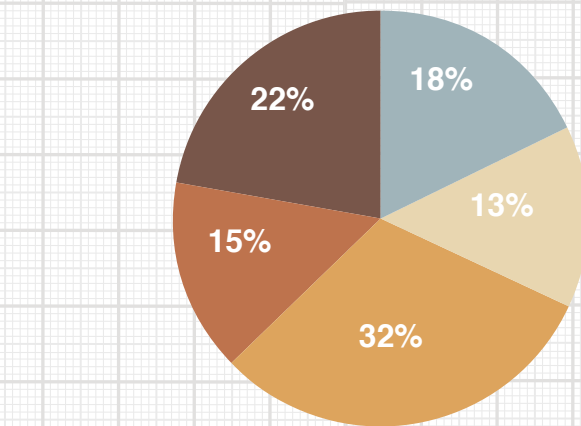
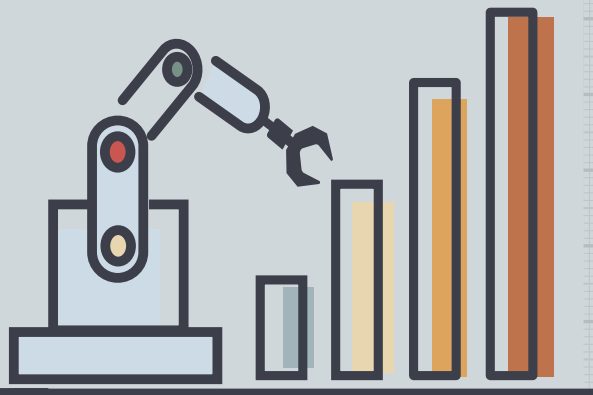
THE SURVEY

The survey itself was distributed via the MADFEST network to over 1000 agencies, brands and industry leaders and was split into 3 parts: **Process, AI & Ethics.**

As Fig 1 below shows, the respondents were a mix of people from different marketing disciplines which also included input from consultants, sales professionals, technologists and production specialists (22% other)

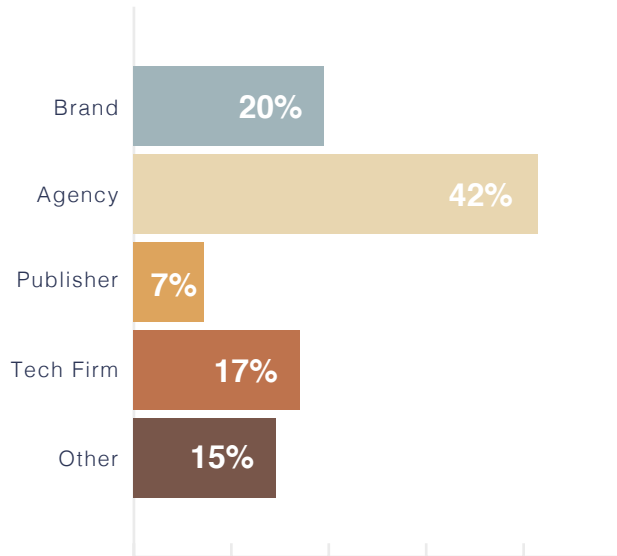
Fig 1.

What kind of function best describes your role?



The respondents were evenly split between agency & consumer facing business as Figure 2 shows

Fig 2.
What kind of company do you work for?

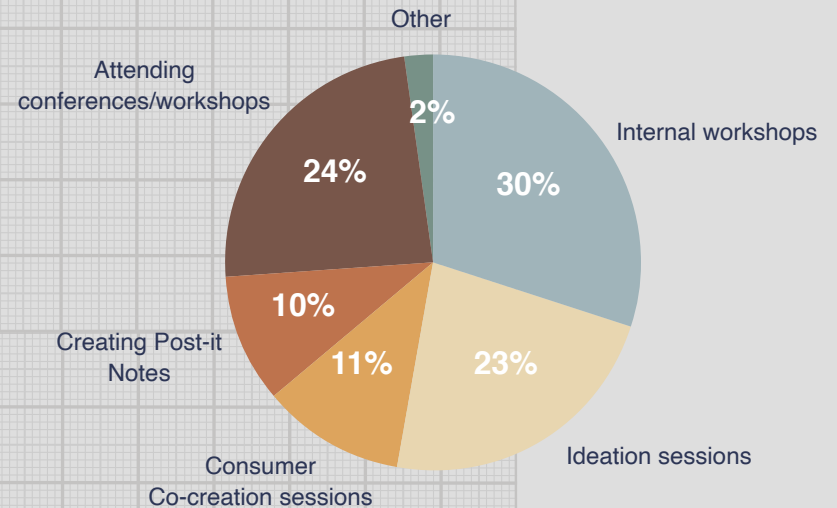


KEY THEMES

1. Need to mix internal and external inspiration

In order to understand the role AI can play in creativity we first wanted to understand how do people get creative?

Fig 3.
What techniques/processes do you use for solving strategic challenges & generating ideas



With Internal workshops (30%) and Ideation sessions (23%) scoring highly, figure 3 shows that the majority of idea generation comes from an internal perspective. However, with 24% of our respondents attending conferences and events and 11% in favour of co-creation with consumers, external inspiration is still valued, so it seems that **if we can combine internal and external perspectives, we are on to a winner.**

2. Money & time is killing creativity

Fig 4.

What stops your ideas being taken further?

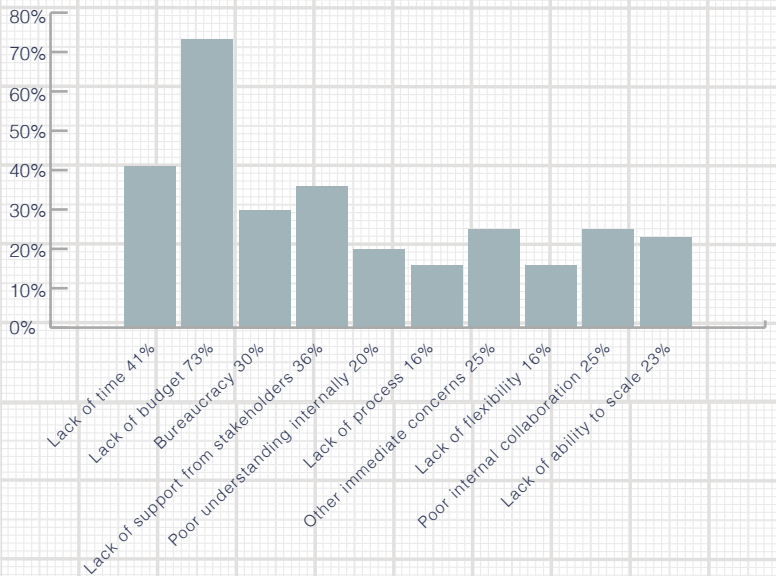


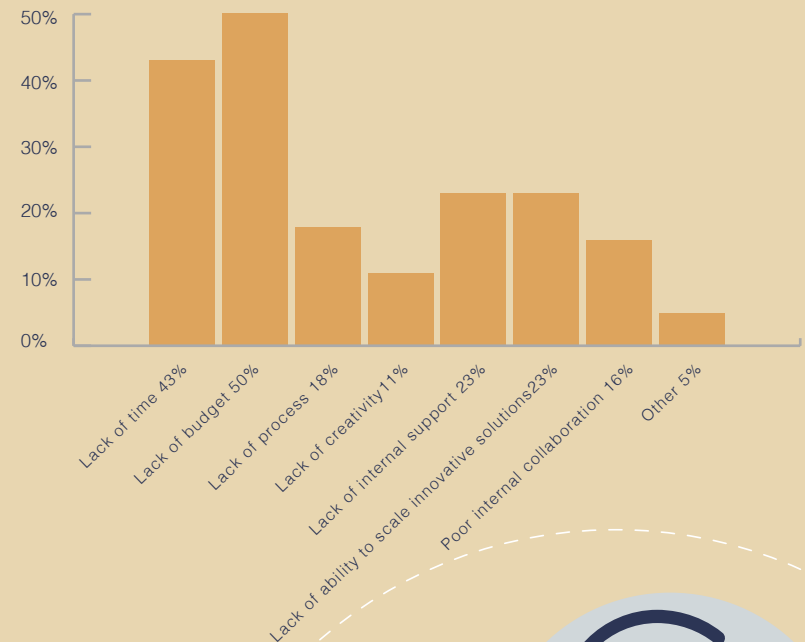
Fig 4. above shows an overwhelming majority (73%) of our respondents feel budget and (41%) time are the biggest barriers to gaining internal buy-in which suggests there is an opportunity for rapid response and cost-effective solutions.

Further exploration identifies that just over a third of our respondents (36%) need help convincing their wider business stakeholders that AI can help with idea generation and creativity for less and that it offers a scalable solution.

We see a similar trend when we put an internal view on idea generation (Fig 5). When asked what they find most tedious 50% of respondents cite lack of budget and 43% lack of time with 23% each for lack of stakeholder buy-in and scalability.

Fig 5.

What do you find the most tedious when trying to be creative/solve problems/come up with ideas?



3. AI for strategic creativity is an opportunity area

Fig 6.
How do you use AI in your role?

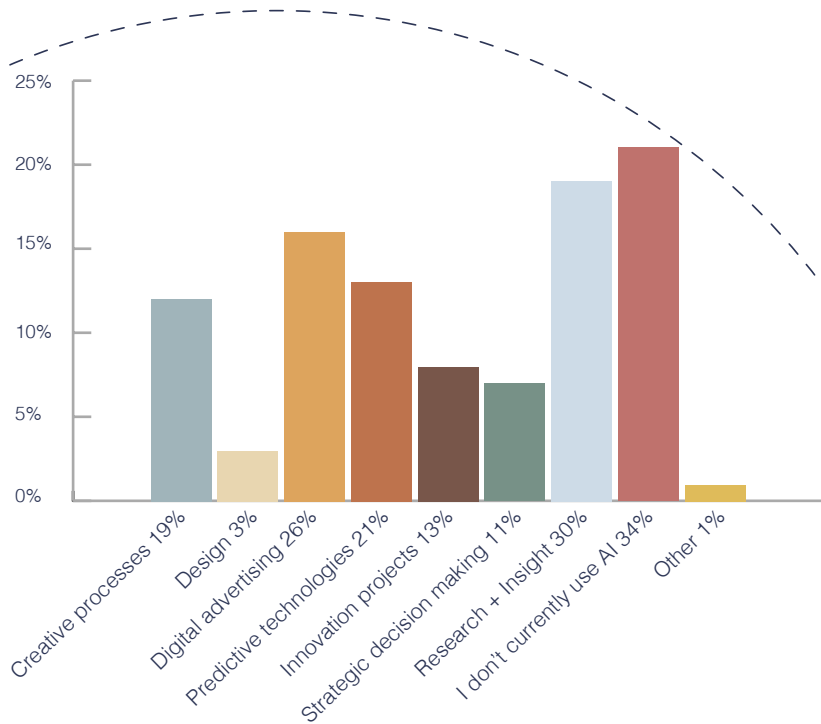
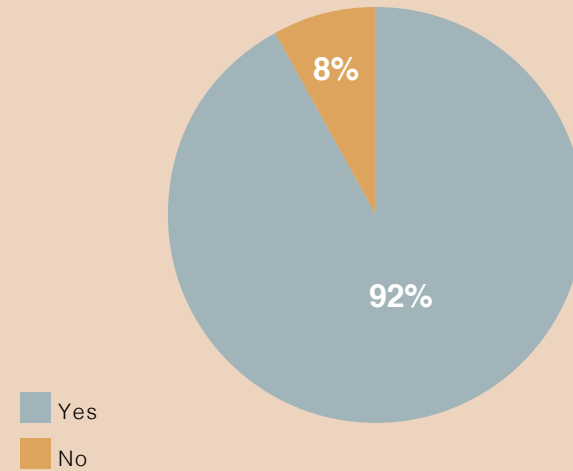


Fig 7.
Do you anticipate using AI in the future?



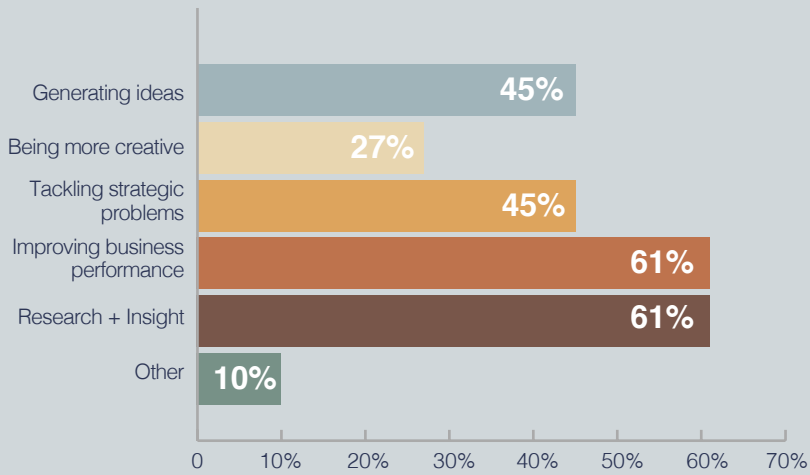
Perhaps unsurprisingly, the majority of our respondents are adopters of AI with only 34% not using AI in their role currently (Fig 6) and 92% anticipating that they will use AI in the future (Fig 7).

What our survey does highlight is that our hypothesis, that there is an opportunity for AI to be used creatively, and further upstream rings true as adoption of AI in creative (19%), design (3%), innovation (13%) and strategic decision making (11%) is relatively low.

This is further endorsed by the fact that our respondents feel that AI can help with a range of tasks where strategic creativity is required such as achieving action and impact from research and insight, improving business performance and tackling brand and innovation strategy (Fig 8)

Fig 8.

Do you think AI could help you with any of these tasks?

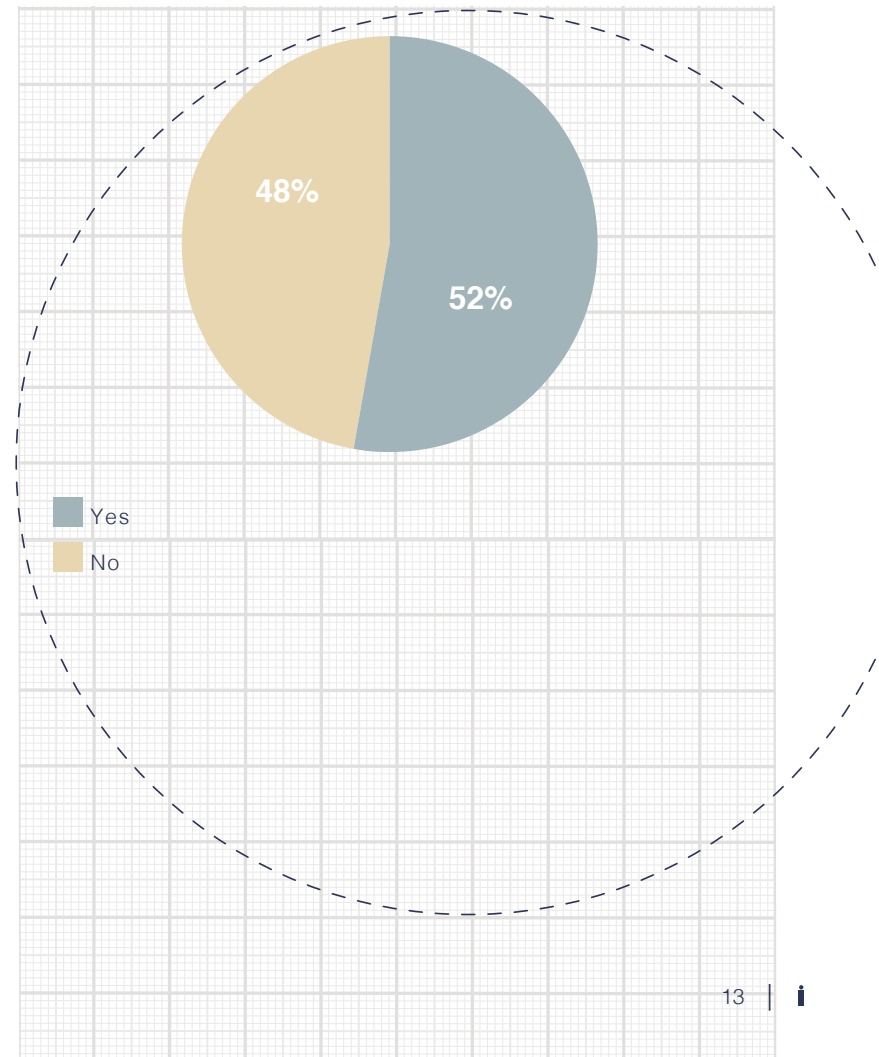


4.AI cannot work alone

When asked whether they felt AI could build a brand, our respondents we split as shown in Fig 9 below.

Fig 9.

Do you think AI can build a brand?



On digging a little deeper we uncover that actually whether they believe AI can build a brand or not, there is an agreement amongst our respondents that AI cannot do so alone and therefore should not be seen as a silver bullet, as the below selection of comments highlight.



“Not on its own, but it can fuel the insights that determine the strategy”

“Of course. The question is whether it can build a good brand”

“Automate compliance and accelerate decision making”

“AI can produce 100 strategies in no time. Even if 99 are rubbish, you’ve short cut to 1 good idea”

“It can provide deep insight at speed and identify emerging trends and behaviours far more effectively than traditional research methods”

“It’s missing the human emotional touch”

“Anything is possible”

5. Relevance is holding us back

73% of our respondents had no ethical concerns about using AI (Fig 10) so what’s stopping the adoption of AI?

Fig 10.

Do you have any ethical concerns over using AI in your role?

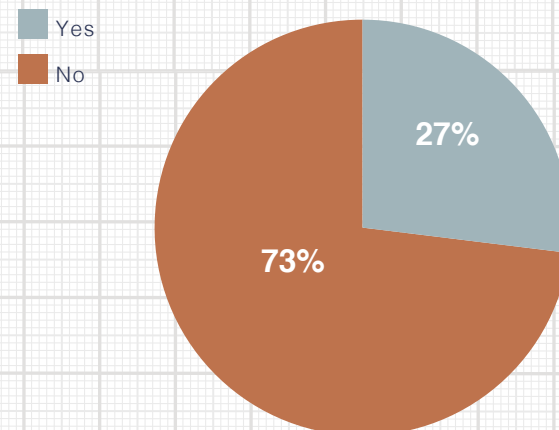
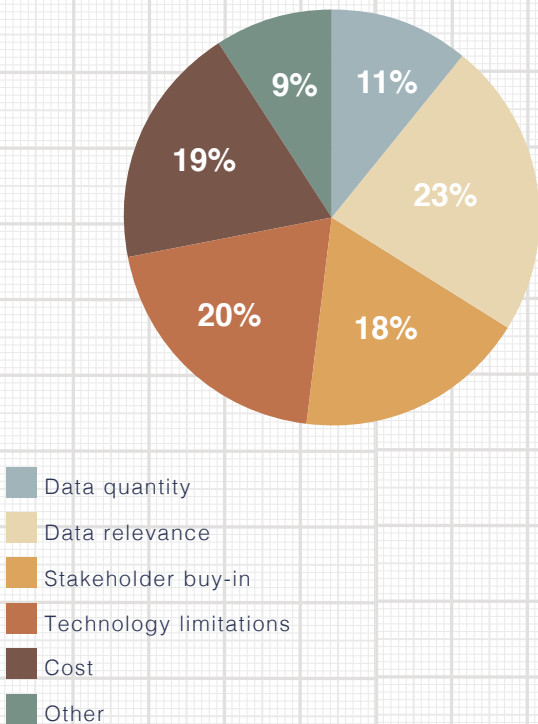


Fig 11.

What limitations can you see with AI?



As Fig 11 above shows, it comes in the triple form of data relevance (23%), technology limitation (20%) and cost (19%) so the questions that need to be addressed are:

How relevant is the data?

How limited is the technology?

And how expensive will it be?

Consumer trust & respect is also high on the agenda. As one respondent puts it “We already ignore the people we’re supposed to be talking to and treat their data terribly. We need to embrace human rights decision making, consumer protection and privacy concerns before we are allowed more AI!”

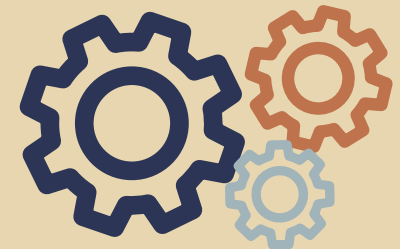
6. Augment not Automate

Our final question was to understand what, if anything, our respondents would not let AI loose on? Whilst there was a range of different perspectives, the general consensus is captured in the quotes below which assert that the best solutions are not those that replace humans but those that humans can use to do things better.

“Ideally nothing that replaces my usefulness as a human”

“Automate the tedious and free up the creatives to create new and better”

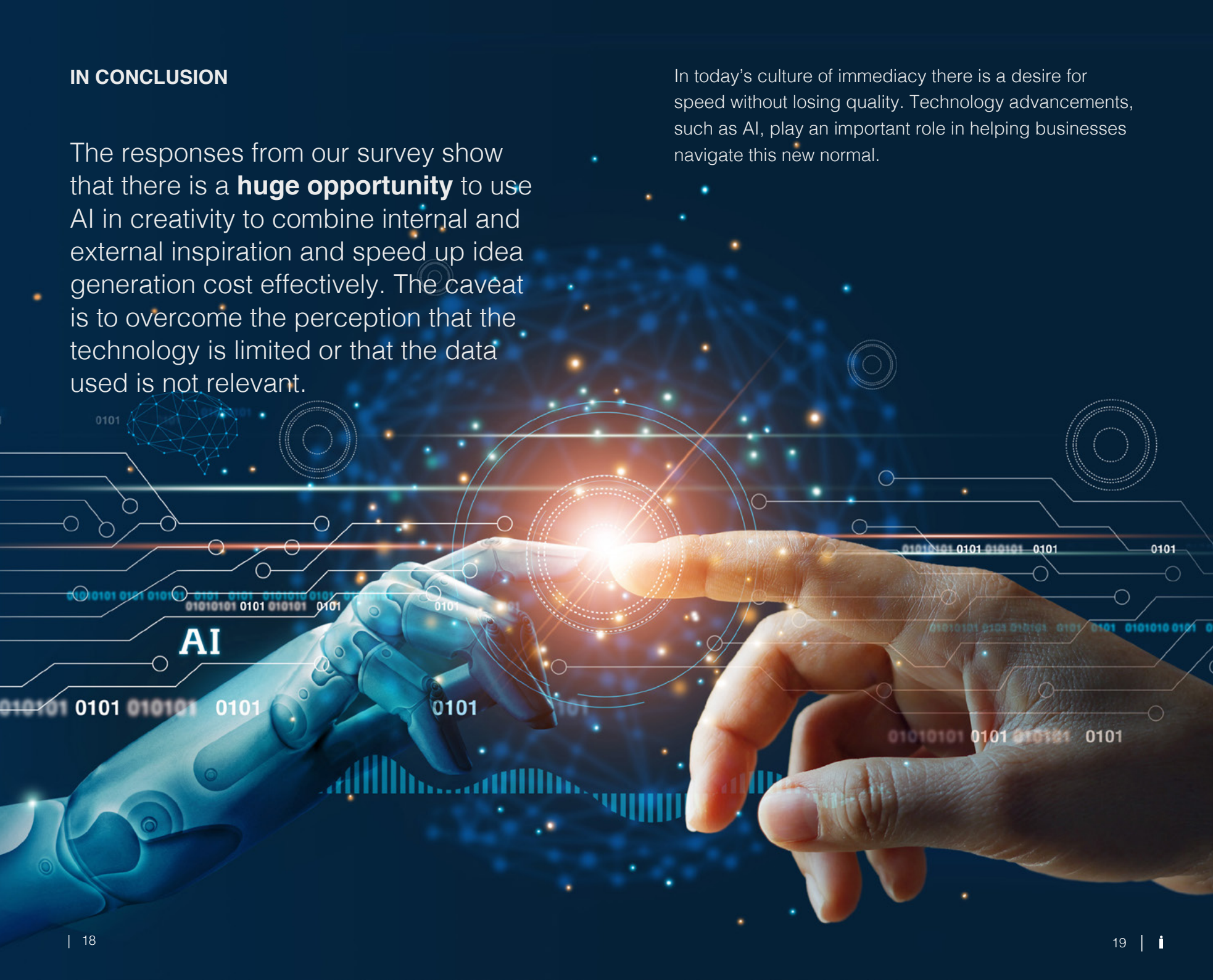
“You don’t always have to take what it proposes verbatim”



IN CONCLUSION

The responses from our survey show that there is a **huge opportunity** to use AI in creativity to combine internal and external inspiration and speed up idea generation cost effectively. The caveat is to overcome the perception that the technology is limited or that the data used is not relevant.

In today's culture of immediacy there is a desire for speed without losing quality. Technology advancements, such as AI, play an important role in helping businesses navigate this new normal.

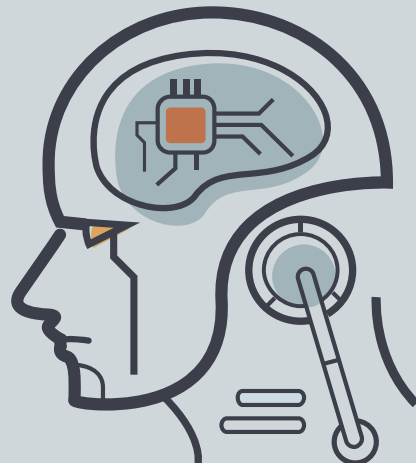


If you have read Sapiens by Yuval Noah Harari you'll be familiar with his view that the reason why we are the only 'Homo' species to still exist is that our species developed the ability to transmit information about things that do not really exist (the Cognitive Revolution).

At that time, all those million years ago, it ensured our species survival and the argument for business leaders today, with technology advancements rewriting the way information is being transmitted, is whether they want to survive and flourish (like we sapiens have)

To do so technology adoption and doing things differently is the only way forward.

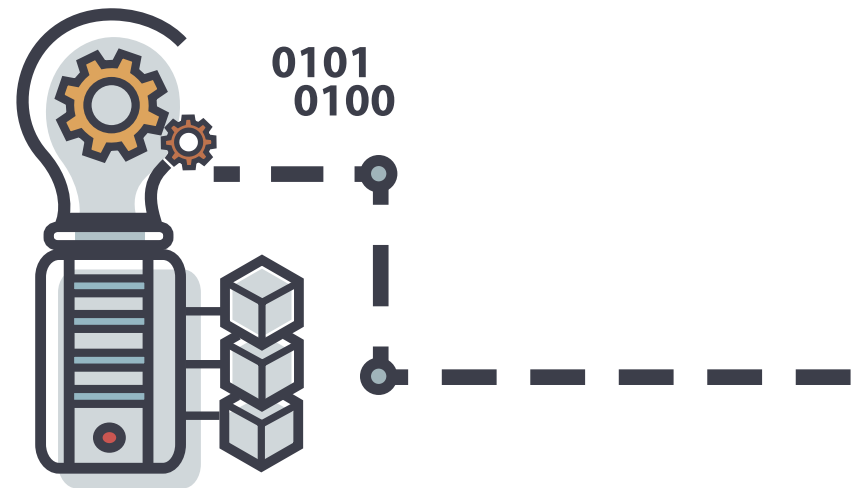
Technology alone is not the answer. AI can do many things, but the human touch is needed. Whilst we are still building products and services for humans, the real opportunity for AI usage is the **ability to help us do our jobs better.**



Here at **TIB**, we can use the machine to ensure faster delivery and creation of unique products.

We're not using AI to kill the creative process; we're using it to make it better.

By augmenting creativity we create the Intelligent Brief, enabling businesses to be more creative, more distinctive and more relevant, at speed.



With thanks to our partners MAD//Fest

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Contact James Hirst on 07900 981785 or jamesh@rare-design.com for more information on the survey or to find out how we are creating the Intelligent Brief.

Rare helps businesses large and small execute innovation, brand and design strategy using a combination of great design, strategic creativity, technology and speed.

Contact James Hirst jamesh@theintelligentbrief.com or +44(0)7900 981785 for more information on our suite of strategic design solutions and to discuss how we can help communicate your strategy to stakeholders & consumers through a range of deliverables & across all physical and digital touchpoints.



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