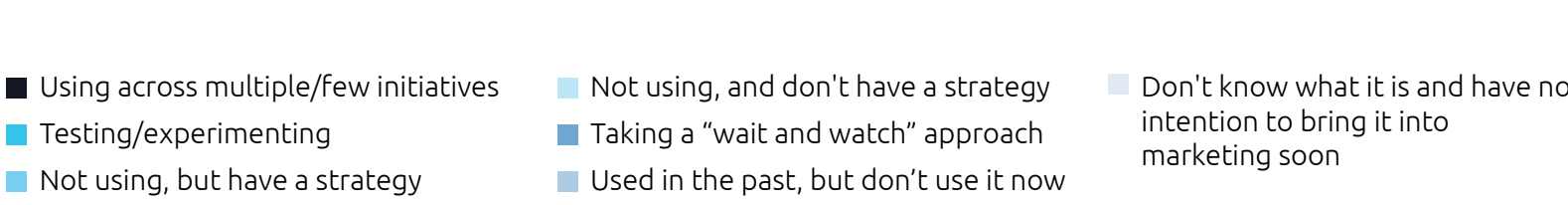


Generative AI and the evolving role of marketing: A CMO'S PLAYBOOK

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.

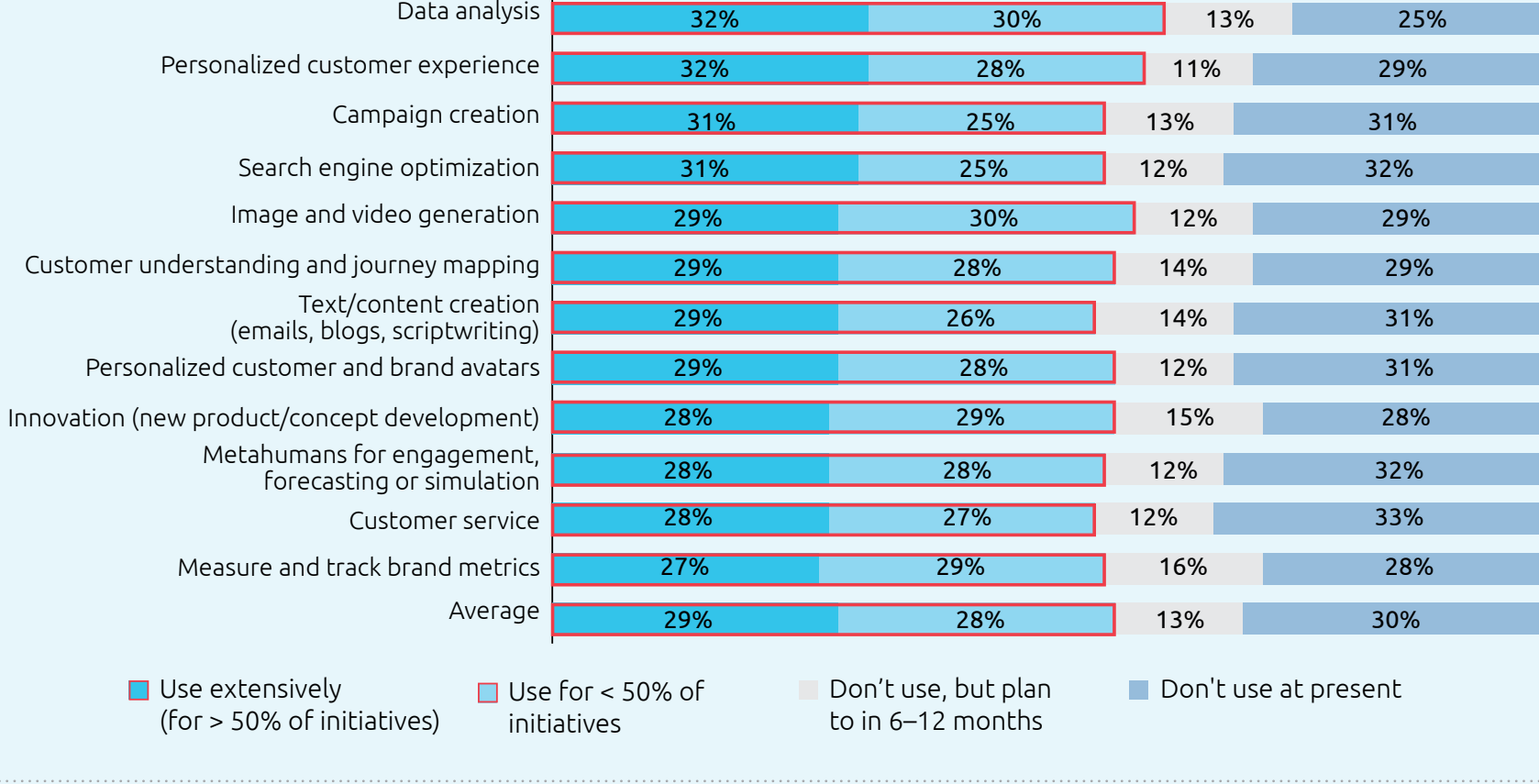
Source: Capgemini Research Institute, CMO Playbook #2 research, Sep–Oct 2023; N=1,752 executives with marketing responsibilities from unique organizations who are aware about generative AI.

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.

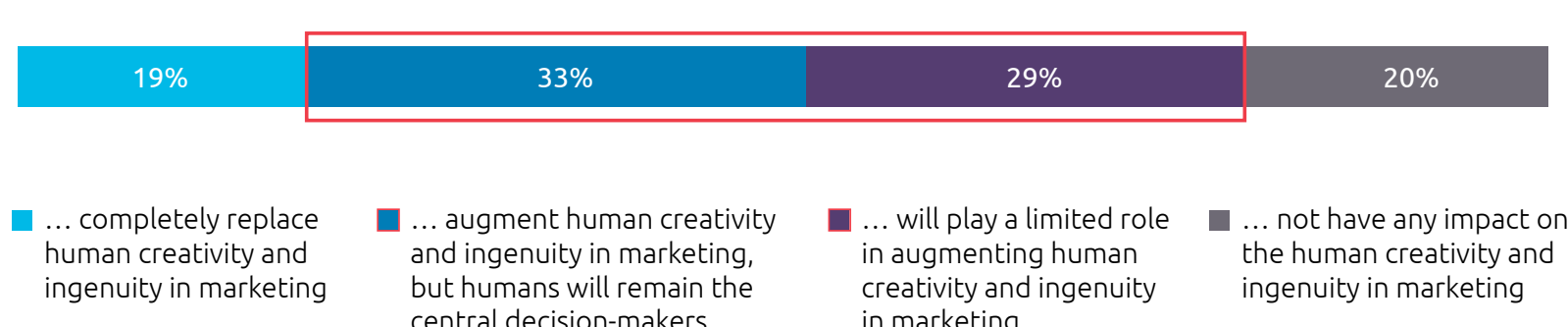
Source: Capgemini Research Institute, CMO Playbook #2 research, Sep–Oct 2023; N=1,112 executives with marketing responsibilities from unique organizations who are using generative AI.

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

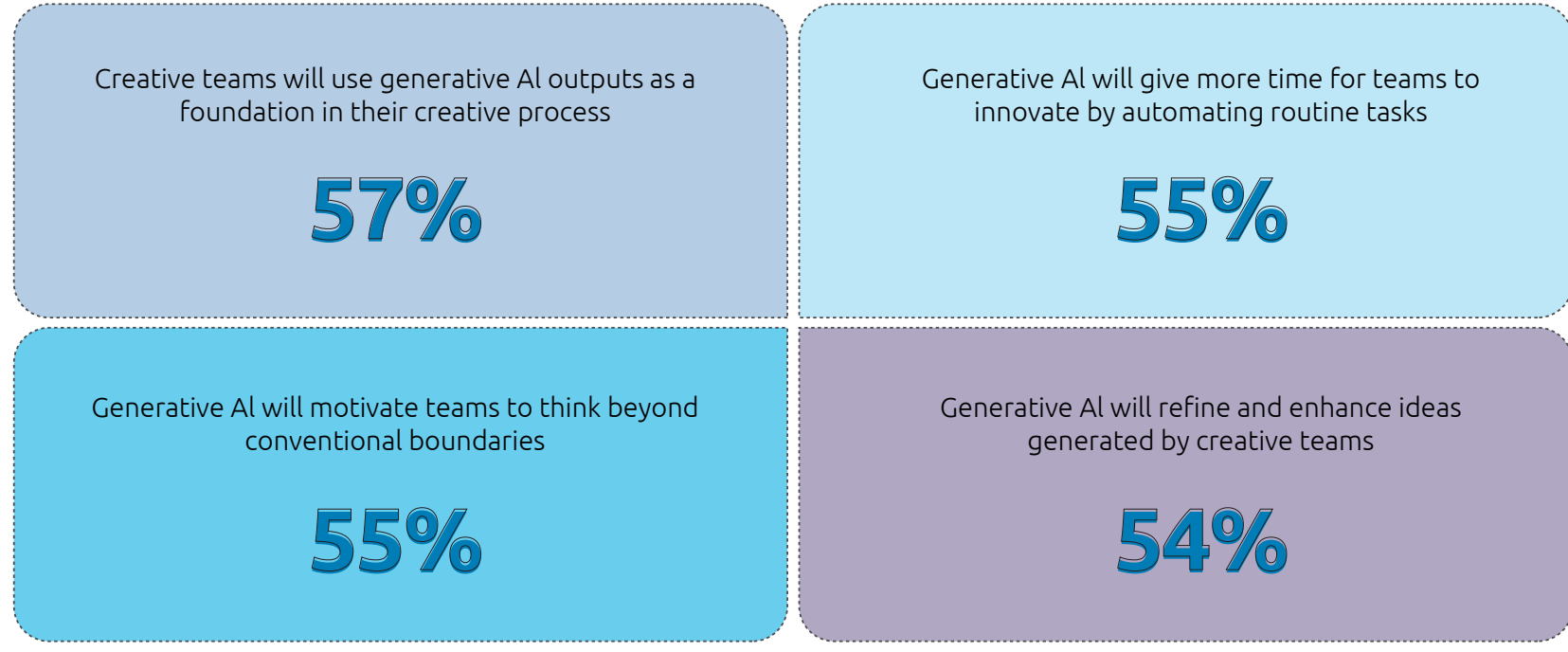
IN THE NEXT 5–10 YEARS, GENERATIVE AI WILL ...



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



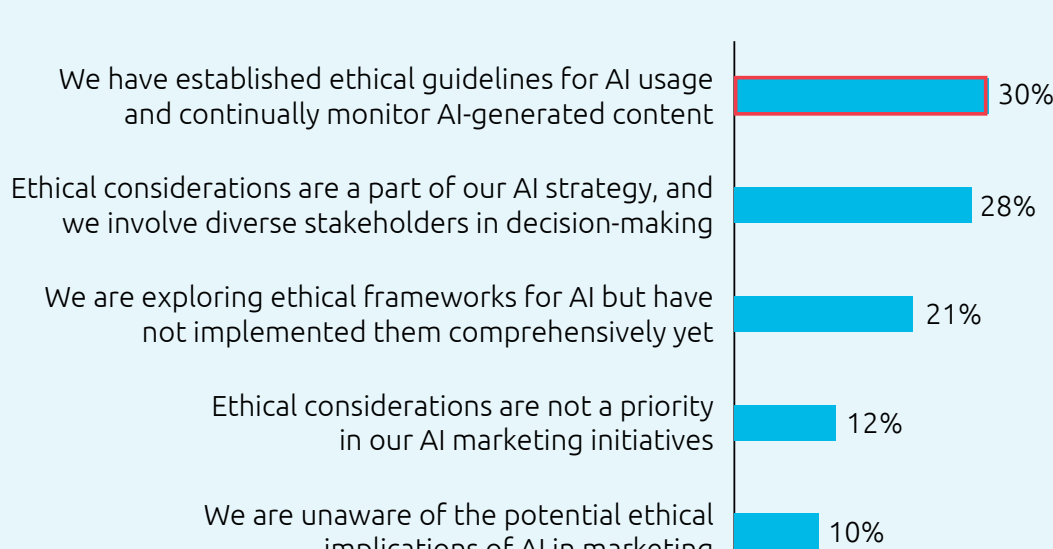
Percentages represent share of organizations.

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

Outline integration goals for generative AI
Adopt a **pragmatic approach** for investments in generative AI
Evaluate tech infrastructure for AI system compatibility and consolidate into a unified framework



Establish a **dedicated task force** to integrate generative AI
Craft **robust ethical guidelines**
Stay informed about **evolving AI regulations** and requirements

Start **small and drive iterative** implementation
Implement **robust security and privacy** protocols
Navigate responsibly, addressing the environmental impact of generative AI

Expand boundaries

Cultivate **dynamic partnerships**, and enhance internal skills
Maintain **equilibrium** between **generative AI** and **human ingenuity**
Transcend conventional roles and **embrace tech-driven collaboration**

Source: Capgemini Research Institute analysis.

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