



**Effective
investment in
*generative AI for marketing***



Introduction

Generative AI's capabilities in improving how content is created and distributed are rapidly evolving.

But can marketers leverage generative AI to meet their customers' ever-growing personalization demands while keeping costs low? We believe they can, and our recent research has revealed that almost 60% of organizations have already implemented or are exploring generative AI in marketing, with nearly 80% having allocated budget to integrate it into their marketing initiatives in 2024 or expressed plans to do so.¹

Read on as we weigh the opportunities, challenges, and potential benefits to assess whether investing in generative AI is worth your time, energy, and resources.

60%

of organizations have already implemented or are exploring generative AI in marketing.

¹ <https://www.capgemini.com/insights/research-library/cmo-playbook-gen-ai/>

Tapping the augmented content creation and management opportunity

It's no secret that the broad-segment marketing approach that was once so popular has all but lost its shine. Marketing efforts that focused on overarching demographics and channels, such as TV ads aimed at a general age range, have evolved to address individual customer preferences and needs for always relevant and always personalized content – or at least that's the gold standard of where marketing desires to be. According to a Salesforce report, The State of the Connected Customer, 73% of customers now expect companies to understand their unique wants and needs (up from 66% in 2020).²

As we welcome new ways, habits, and places for commerce – and consider the insatiable customer demand for increasingly personalized messaging – all B2C and B2B marketing organizations must ask themselves if they're equipped to create and manage the explosion of content they'll need to delight and engage their customers.

According to some estimates, this content surge is expected to be as much as 5X more than current capacities in the coming years,³ which begs the question: how can this be done when

marketing budgets continue to tighten and the pressure to deliver more effective campaigns only increases.

² <https://www.salesforce.com/news/stories/customer-engagement-research/>

³ <https://business.adobe.com/resources/webinars/adobe-on-the-content-supply-chain.html>








Can generative AI solve the content gap?

Since its late-2022 advancement, generative AI has sparked the imagination of both individuals and businesses around the world.

Leading marketing technology vendors have made incorporating it in their applications a number one priority.⁴ And marketers have been eager to discover how generative AI can help them create personalized,

contextually relevant text, images, video, and sound almost instantaneously. Here are some selected generative AI applications and the providers of the respective capabilities.

	Selected generative AI applications	Indicative examples
 Text	Generating new text/reports, summarizing and translating into multiple languages	OpenAI's GPT-4, Google Palm 2, Scribe, Claude
 Images and video generation	Generating new images/videos, analyzing existing images/video (e.g., video games, VR, animation)	Adobe Firefly, Stability AI, Midjourney, Nvidia, Dall-E2, Synthesia, Nvidia, Runway ML
 Audio	Generating music and remixing, speech synthesis, sound effects, voice conversion, audio enhancement	Synthesia, Amazon Polly, Sonix.ai
 Chatbots	Generate human-like contextually relevant text responses in real-time to expand and improve customer service and advice	OpenAI's ChatGPT, Amazon Lex, Google Bard
 Search	Enhanced search functions, adding language capabilities to search (e.g., "RAG," retrieval augmented generation)	Google Bard, Landing AI, Azure, Facebook Llama 2, Perplexity AI

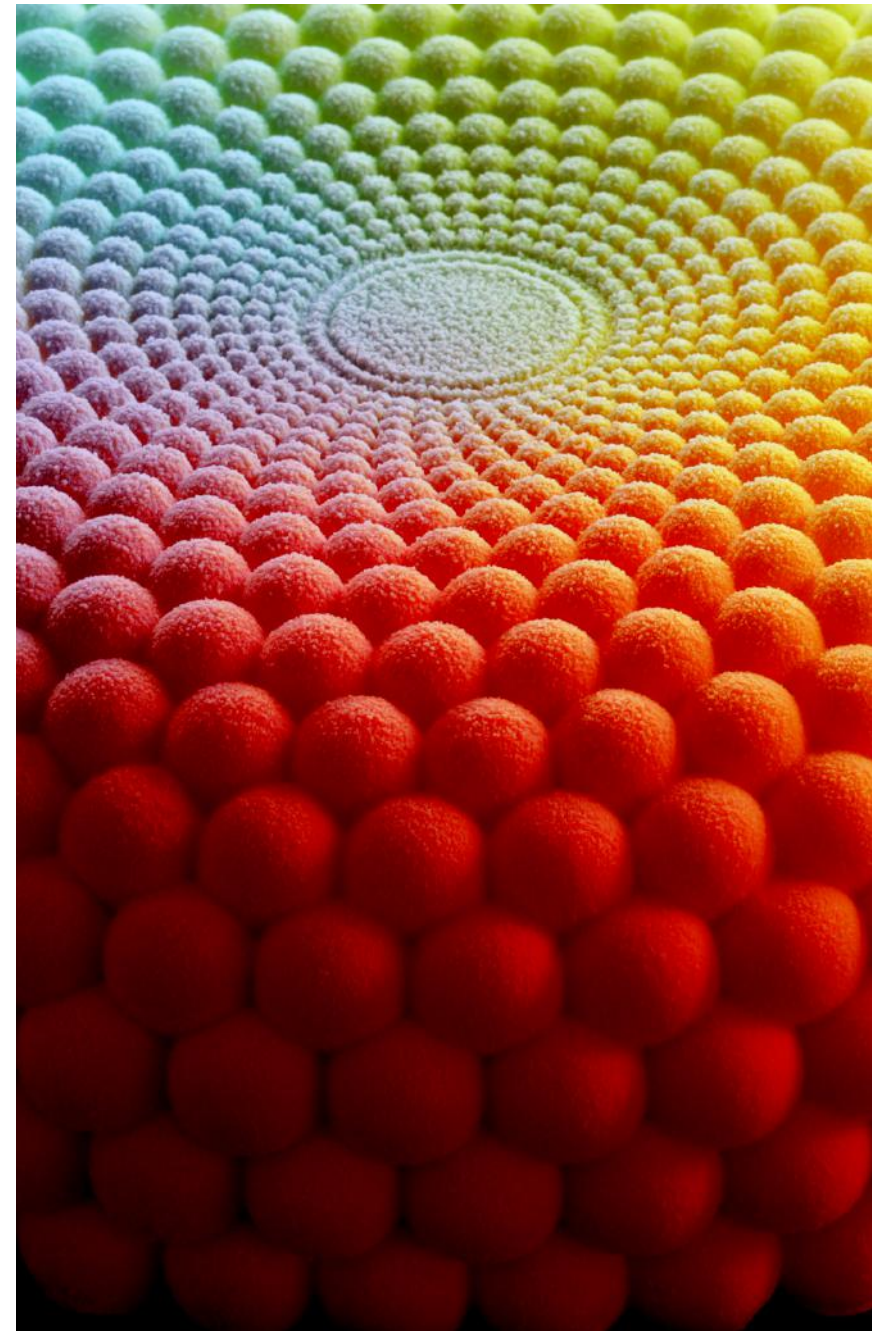
⁴ <https://www.capgemini.com/insights/research-library/imagining-a-new-era-of-customer-experience-with-generative-ai/>

But content creation is just one aspect of how generative AI can be used.

If organizations plan to meet the ever-better content personalization standards customers anticipate, they must further explore and test the technology's potential by embedding it throughout their content life cycle – from planning and creating content to optimizing, organizing, distributing, measuring, and storing it for future reuse (a crucial aspect of sustainability in content production).

After all, what good is having exponentially more content if the business is unequipped to manage and distribute it well? It's like investing in a state-of-the-art production facility to churn out market-ready products at lightning speed and not having an efficient distribution network that can keep up with the accelerated production levels.

That's why, in addition to helping organizations create new content fast, generative AI can also be tasked to ensure the appropriate message gets delivered to the right person, at the right time, through their preferred channel. Unsurprisingly, making this connected marketing aspiration a reality will have a favorable impact on how customers view a brand, drawing them deeper – and more often – into the purchasing funnel.



True personalized messaging through multi-level data insights

If generative AI is to be a powerhouse for elevating content creation and boosting marketing productivity, it requires a massive amount of data.

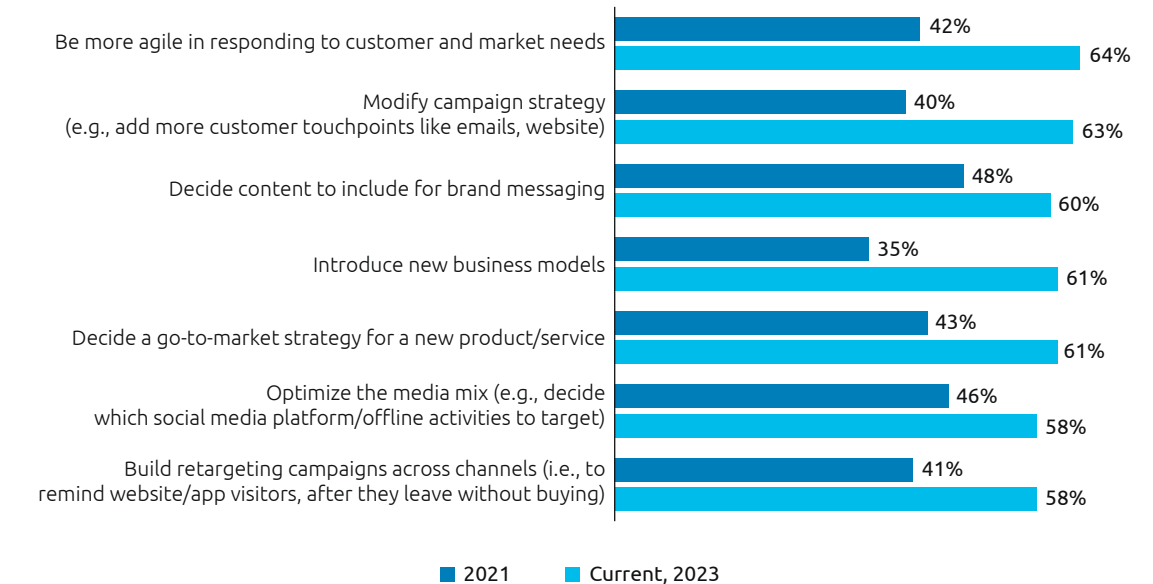
This data will be used to build customer personas and refine messaging strategies so that customers receive compelling content every time. Fortunately, modern forward-thinking brands have an abundance of micro-level data about their customers – and their transition plans from third- to first- and second-party data are well underway – meaning they already

have a steady flow of the essential ingredient needed to potentially produce timely, personalized messaging.

Here's a breakdown of how organizations have been using data to optimize return on investment in different marketing scenarios over the past couple of years.

Use of data in different marketing scenarios at B2C organizations has increased over the past couple of years.

OUR MARKETING TEAM USES DATA TO ...



Percentages represent share of B2C organizations.

Note: Research conducted in 2021 exclusively focused on B2C sectors.

Source: Capgemini Research Institute, CMO Playbook #2 research, Sep-Oct 2023; N=1, 404 executives with marketing responsibilities from unique B2C organizations; A new playbook for chief marketing officers, September 2021.



Generative AI can help personalize content by using an organization's data to create and distribute multiple different variations of the same message to satisfy diverse audiences.

For example, when promoting sustainability, the content created for rural residents would differ significantly from that of content destined for urban dwellers. Getting more granular, other factors like education, age, gender, health, political views, and even important life moments could be key determiners of how receptive an audience is to a particular message. The channel through which the message is delivered to an audience may also vary. The goal will be to get generative AI to help create new campaign versions rapidly – and distribute them just as swiftly – using a modular (component-by-component) approach. But, at the moment, this is more aspirational than practical.

If organizations want to achieve personalized content marketing, they must use AI to layer real-time customer insights over their historical data to devise an overarching content strategy tailored to each individual.

An Adobe survey has revealed that 80% of organizations think personalization is critical to business growth.⁵ But, at least for now, only 46% use or plan to use generative AI to create their personalized marketing campaigns, according to a recent Capgemini Research Institute survey.⁶

46%

of organizations only, use generative AI to create their personalized marketing campaigns.

⁵ <https://business.adobe.com/pl/resources/personalization-at-scale-report.html>

⁶ <https://www.capgemini.com/insights/research-library/generative-ai-in-organizations/>

Addressing fears and challenges

Organizations today find themselves caught between two powerful forces: excitement and fear.

On the one hand, they're extremely enthusiastic about AI potentially expediting their many processes related to content creation, dissemination, and management. (Robust content management solutions have been on their radar for several years now.)

Yet, there is also some trepidation that, despite their best exploratory efforts, they'll still lag behind competitors and fail to effectively embed the technology fast enough, in a cost-conscious manner, due to unforeseen missteps.



Before diving headlong into full-scale adoption of generative AI, organizations will be wise to first lay a solid foundation that's conducive to AI integration. Here are several things to consider:

Change management concerns

There is a fear that generative AI could replace humans in content ideation, creation, and management tasks. Although some roles could become redundant, the more likely scenario is that there will be new opportunities that combine an employee's existing expertise with cutting-edge tools. It's important for organizations to impart to their employees that AI will never truly replace their creative genius, their imagination, and their human touch. For example, AI image creation tools like Adobe Firefly, Midjourney, or OpenAI's DALL-E act more like a copilot, allowing humans to apply their artistic essence to all generated visuals.

According to our recent surveys, 57% of marketers expect generative AI to act as a catalyst for unlocking new creative possibilities, and 55% foresee this motivating teams to think beyond conventional boundaries.¹ AI should be thought of as a highly useful collaborator that can provide workable starting points. The sooner creatives (copywriters, copyeditors, etc.) understand this, the more willing they'll be to embrace the technology and adapt to their new role in the evolving marketing landscape – which will be inevitable. Gartner says that by 2025, organizations that use AI across the marketing function will shift 75% of their staff's operations from production to more strategic activities.⁷

57%

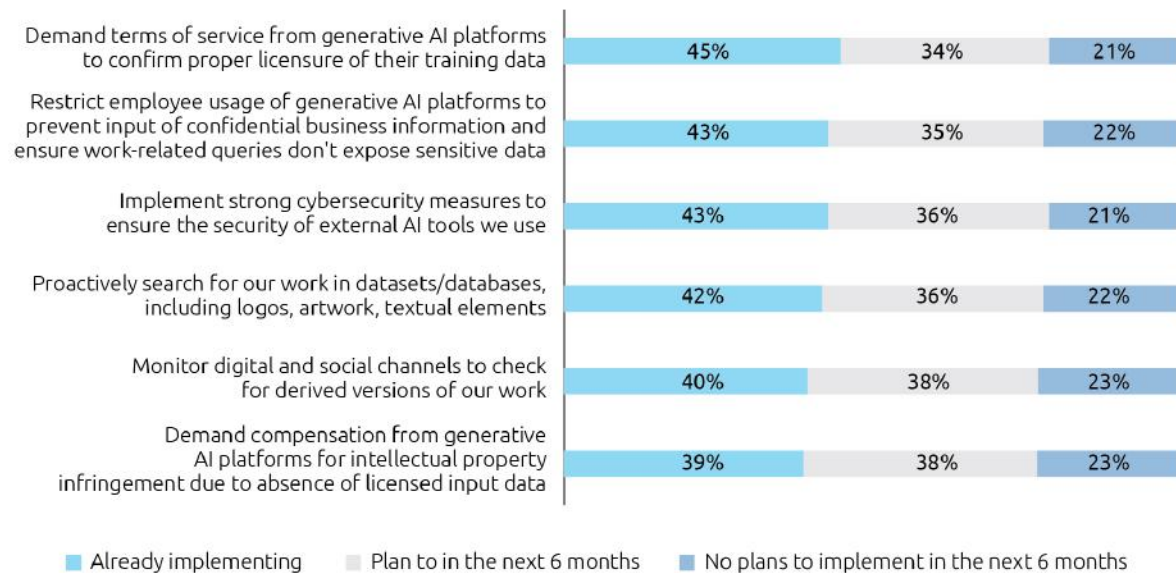
of marketers expect generative AI to act as a catalyst for unlocking new creative possibilities.

⁷ <https://www.gartner.com/en/newsroom/press-releases/2022-12-13-gartner-predictions-for-cmos-show-ai-social-toxicity-and-data-privacy-forge-the-future-of-marketing>



Copyright management concerns

STEPS TAKEN TO ADDRESS COPYRIGHT ISSUES ARISING OUT OF USE OF GENERATIVE AI IN MARKETING



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.

Organizations should be aware that employees or the agencies working on their behalf could use the intellectual property of others, thereby exposing the business to infringement. They must also ensure their own data stays within company walls. That's why it's important to establish procedures for determining the suitability of any data source as well as how the organization will use generative AI tools.

According to our research, only 30% of organizations have implemented clear guidelines for the use and oversight of AI systems, and less than half consider attributes of trust, privacy, and responsibility when selecting AI systems for marketing activities.¹

A little over

40%

of organizations, on average, have taken concrete steps to address copyright issues.




Brand integrity concerns

As many marketers have already experienced during previous content surges, the more assets an organization creates, the greater the risk of dilution and misuse of their brand visual identity, tone of voice, and key messages. To accelerate content creation, production, and personalization while ensuring consistency across all touchpoints, and protecting their distinctive communication features, marketing services must be prepared to revisit their brand guidelines and invest time in training large language models for their specific use.



Composability concerns

In the dynamic martech landscape, more and more organizations are in favor of building their marketing architecture from swappable best-of-breed components, which could be content management system (CMS) platforms, customer relationship management (CRM) software, or email marketing automation tools. Technological innovations advance rapidly, so organizations must be prepared to adapt when once-effective software becomes inadequate. Although composability gives organizations the invaluable flexibility to continuously integrate the latest tools in their marketing arsenal, it can also disrupt employee operations and add unneeded frustration to established workflows. That's why it's important to consider how training and better communication can help employees quickly adjust to these changes.



To minimize hardship, organizations should take a holistic approach to building their software architecture. The goal is for the architecture to always be stable and scalable, preferably using established software from recognized market players, such as Adobe, Microsoft, Salesforce, and Pega. It should also be flexible to incorporate specialized capabilities provided by new platforms like Soul Machines or Midjourney. Google, Azure, and AWS can provide additional services through cloud-based software.



Data management concerns

Many organizations have trouble setting up good digital asset management (DAM) systems, so they discount their importance. But they are vital when adopting generative AI for content marketing purposes as they provide a centralized platform for managing and organizing all assets while ensuring brand consistency through proper version control.

Since generative AI will help create a large number of these assets very quickly, there needs to be a way to accommodate the content rush. A DAM system can store and organize everything to make retrievability and accessibility much easier. As a result, the customer experience will improve thanks to faster, timely message delivery.

Sustainability concerns

There are worries that using generative AI to create numerous content assets carries the risk of a higher overall carbon footprint for organizations. Although this can be true initially, those elevated levels will gradually come down as generative AI learns what appeals to a brand's multifaceted customers. Better architecture and workflow can also significantly reduce carbon consumption.

The huge benefit of having an AI assistant is that it can derive insights from campaign rollouts in real time, which means that as it learns what customers like, it can fine-tune subsequent campaigns for more effective exposure and eliminate creating misguided content. Today over 70% of assets are never used, so organizations need an automated way to track and quickly correct what's distributed tomorrow.

Organizations must also be prepared to deal with hallucinations in generated content, ethical concerns, how to control generative AI, and the dilemma of what to do with discarded pilot projects.

Although the era of generative AI presents significant challenges for organizations, there are also remarkable opportunities. By approaching it with a balanced perspective while doubling down on cautious experimentation, it will be possible to experience a successful integration.

A toolkit to tackle generative AI adoption risks

That's why we're building a fully packaged generative AI innovation toolkit to equip organizations with the materials and guidelines they need to dial up their innovation efforts safely and effectively. We already have a few assets available (with more along the way):

Project initiation form

Designed to simplify generative AI project briefings with creative agencies, ensuring clarity and efficiency from the outset while bolstering project scalability and safety.

Legal risks and recommendations guide

Guidance covering generative AI legal challenges, from IP ownership to AI ethics, paired with actionable strategies and a handy checklist for safe and responsible adoption.

Best practice pilot framework: an essential

Guide to navigating generative AI projects with confidence, including legal, data, ethics, and security measures, to help organizations innovate responsibly while maximizing the technology's potential.

Generative AI tool selector

A dynamic framework designed to help organizations select the most suitable generative AI tool for each use case, with a traffic light grading system to clearly indicate tool effectiveness and safety.

Tip sheets

Guidelines, including the dos and don'ts of selecting and using generative AI tools.

Marketing data strategy

A framework for building and evolving a first-party marketing data supply chain.

Exploring the possibilities with generative AI

Integrating generative AI into existing processes won't be easy, but the journey will be worth the time and effort.

From creating highly tailored content at scale to generating new insights and ideas, generative AI offers a range of benefits that will expand across the content life

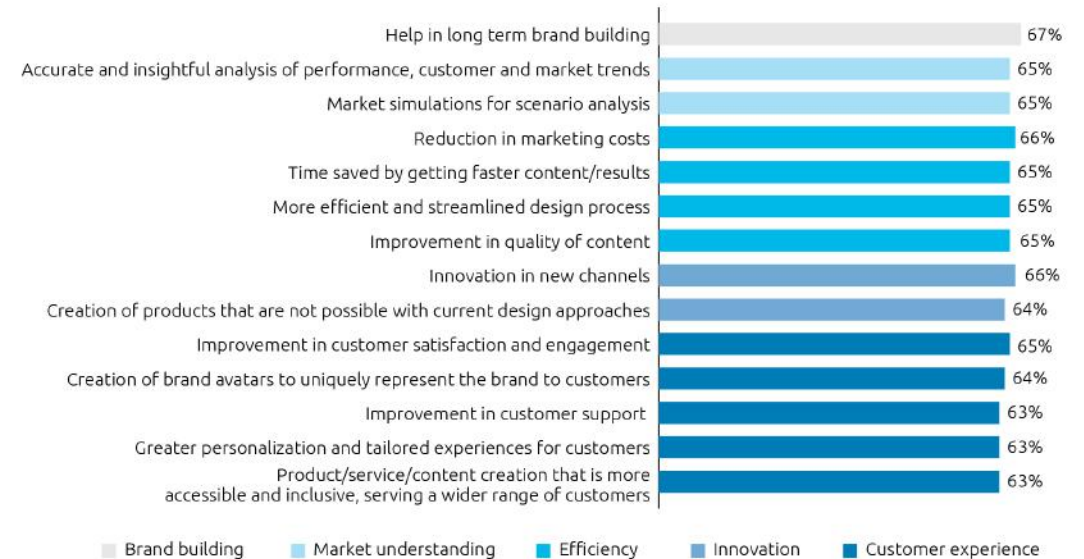
cycle as more adoption barriers fall. Here's a look at how the technology is already affecting a breadth of marketing outcomes.

67%

of organizations think generative AI will help in long term brand building.

Expected benefits from the use of generative AI in marketing encompass brand building, cost reduction, innovation, enhanced customer satisfaction, and more

SHARE OF ORGANIZATIONS STATING VARIOUS BENEFITS OF USING GENERATIVE AI IN MARKETING

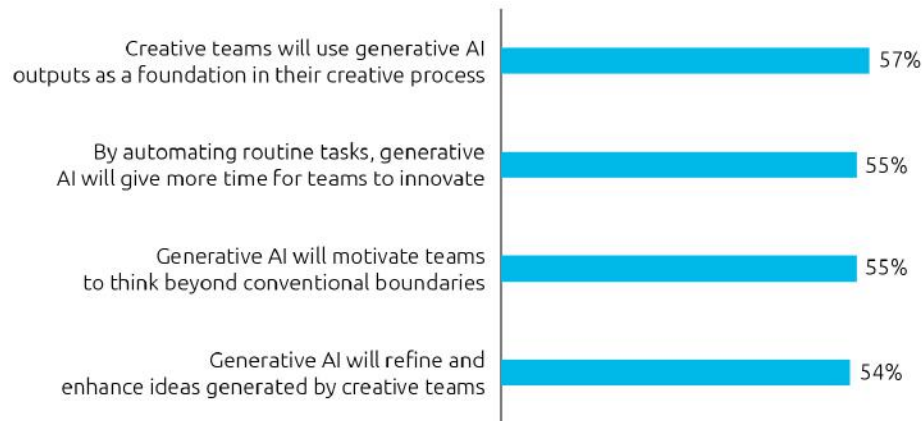


Source: Capgemini Research Institute, CMO Playbook #2 research, Sep–Oct 2023; N=1,137 executives with marketing responsibilities from unique organizations who are using generative AI.

Generative AI is expected to play an active role in the way creative teams approach new tasks.

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

SHARE OF ORGANIZATIONS STATING THE IMPORTANCE OF GENERATIVE AI IN THE CREATIVE PROCESS



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.

Some organizations have already given their employees and customers new, exciting experiences thanks to generative AI. Here are a few examples:

Personalized customer experience

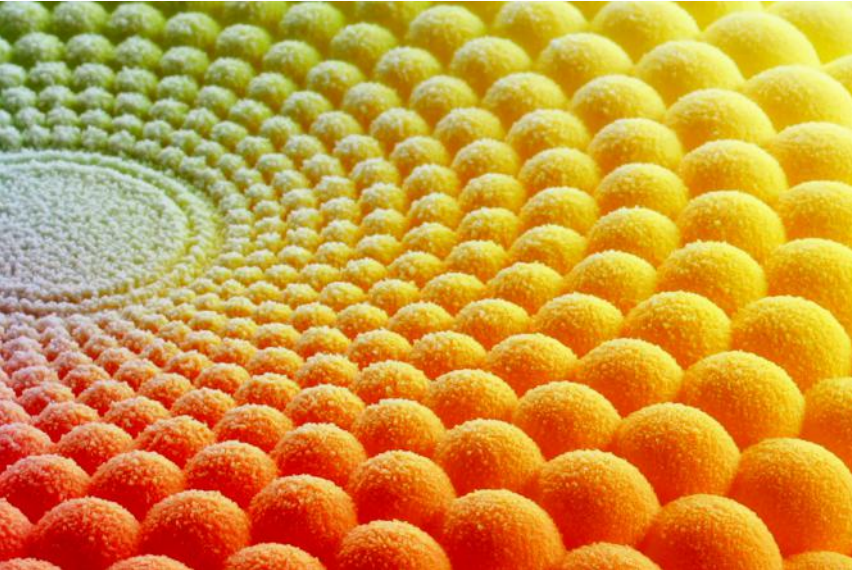
Continental has partnered with Google Cloud to enable drivers to interact with their car in a natural dialogue. Their vehicle can respond to questions as well as inform them about tire pressure, local points of interest at their destination, and more.

Campaign creation

Adobe integrated generative AI into a digital marketing platform called Adobe GenStudio. The platform uses generative AI to automate and optimize the creation of digital advertisements.

Customer service

Allstate has developed a generative AI application based on ChatGPT 3.3, MyStory, which reduces the time for customers to report a claim. Customers can now recount the incident just once, which then gets delivered to all necessary parties.



How to guarantee success with generative AI

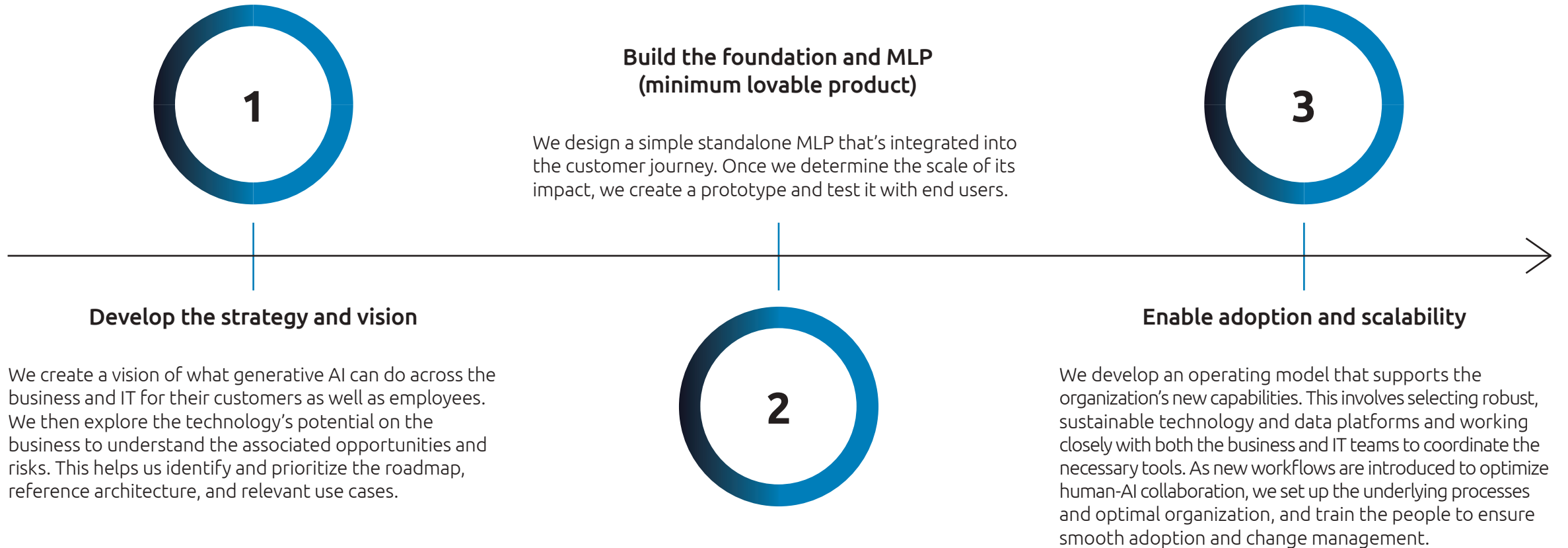
To avoid adoption stumbles in developing and deploying generative AI-enabled services, organizations should work with an experienced advisor that has established partnerships with major cloud service providers, data players, and CX platform vendors.

An advisor can provide extensive knowledge about which tools are best fit to address specific challenges within each content life cycle stage. They can gradually integrate generative AI-based software into an organization's ecosystem while ensuring a best-in-class tech and data architecture.

But for this to happen, current business processes may need to change to enable a smooth transition to the new automated and modular way of thinking and working. After that, the focus can turn to designing and delivering personalized content for outstanding customer experience –

with generative AI acting as a trusted, reliable assistant.

Capgemini has a proven three-phase approach to implementing generative AI in businesses:



This measured approach helps us implement solutions that create sustainable impact and value over the long term.

Client story: Adaptive content creation powered by generative AI

Capgemini is working closely with a leading global consumer products brand to expedite their adaptive content creation and distribution processes. It just so happens that the top generative AI use case for retailers right now is building creative marketing campaigns and visually appealing advertisements.⁸

Advertisement videos, particularly those strategically placed within social media, can be an effective means of promoting products and services. But to get maximum engagement from them, they must be tailored to suit different audiences, which means one broadly distributed version likely won't make huge engagement ripples.

To ensure each customer experiences a connection with what they're seeing, our client has chosen to explore how various generative AI tools can be used to quickly create multiple versions of the same intended message. With text, image, and AI voiceover generation complete, the right video is then distributed to the right customer through their channel of choice. And, thanks to generative AI's ability to glean real-time customer behaviors, new content can be instantly adapted to account for evolving customer preferences.

This newfound agility in content production will increase the likelihood that the client's content is seen by the right audience.

Your GenAI Campaign Builder – the future of campaign building?

Imagine being able to create multiple campaigns targeting diverse audiences across many different channels – with just a single brief. That's the promise of our campaign accelerator. In a pioneering proof of concept, we put this tool in the hands of an automotive marketing department: first they select a car as the focal point for their campaign, then the features to highlight (safety, performance, space, etc.), the target audience (working professionals, parents/families, sports enthusiasts, etc.), and lastly the platform (Facebook, Instagram, Twitter, etc.) on which the campaign will run.

With this input, the tool generates a theme, combines images and messages, and filters everything through the

company's brand guidelines for consistency and cohesive representation. It provides several initial options from which the marketer can then add the final touch-ups and deploy the campaign in a matter of weeks – significantly reducing time to market and associated costs. The tool has been developed to accommodate any industry's requirements.

⁸ <https://www.capgemini.com/insights/research-library/generative-ai-in-organizations/>

Moving generative AI further up the content life cycle

While using generative AI to effectively manage content is just as important as using it for content creation, these stages are only the near-term priority.

The ultimate last step – although, in actuality, the first step (ideation) in the content life cycle – will be to get the technology to automatically generate new ideas and concepts for campaigns. After all, if an organization has already integrated generative AI into their workflows, the technology has a deep understanding of their brand, products, customer base, and markets, which means it can decide about what and to whom it should promote the company's products and services.

In this advanced stage, generative AI becomes a valuable collaborator in helping organizations meet the content volume and personalization demands expected of them. But we must remember that, despite AI's incredible efficiency and creativity, it lacks the nuanced understanding

and ethical judgement that only humans can provide. Human expertise will therefore be needed to oversee and enhance all of generative AI's creations so that the end result aligns perfectly with both the brand's objectives and the audience's expectations.



Stand-out experiences thanks to our Connected Marketing Engine

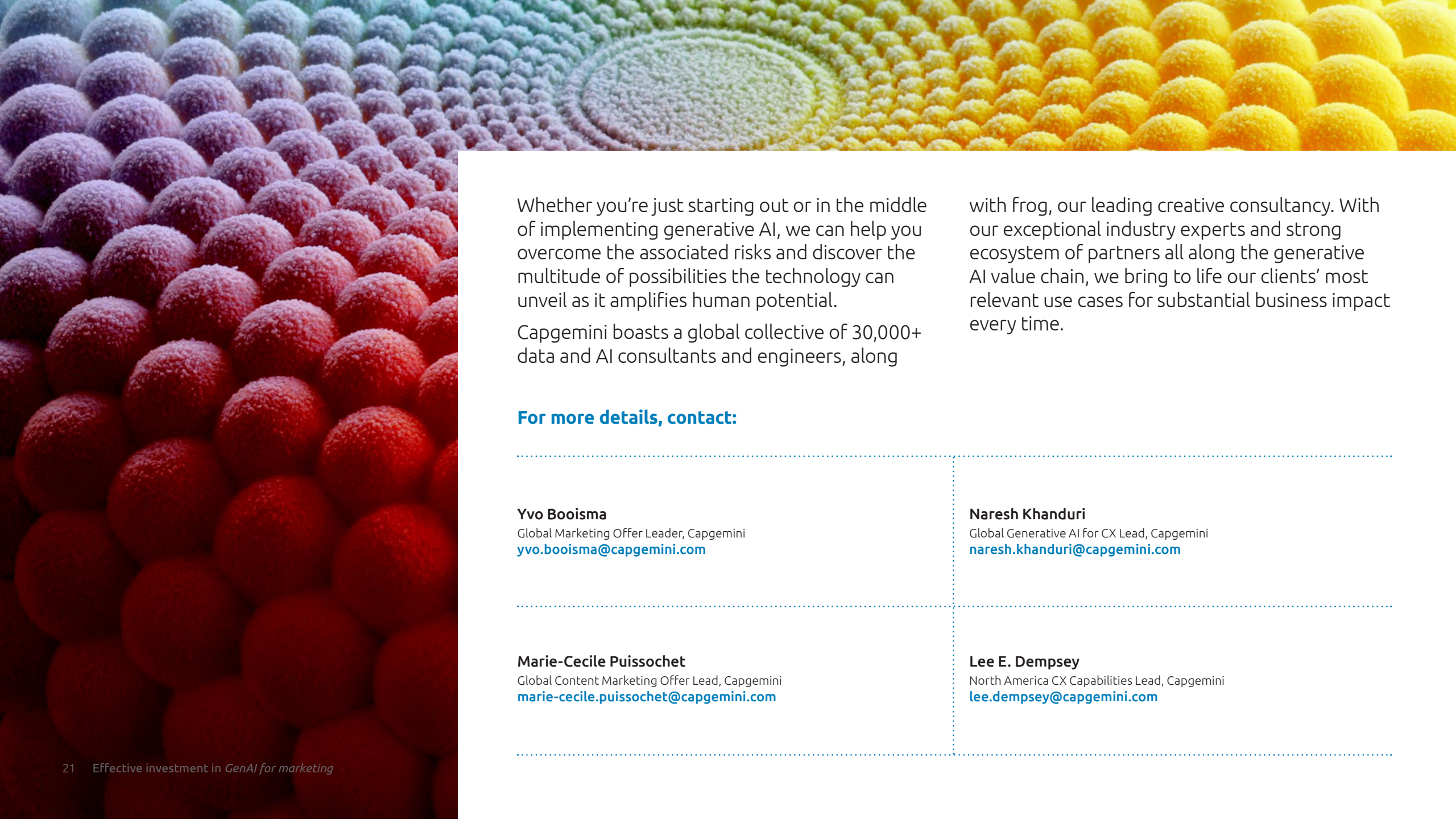
In the dynamic landscape of customer relationships, personalizing any engagement with a customer is essential to winning their business and long-term loyalty.

Capgemini's Connected Marketing Engine platform has been helping organizations turn regular customers into loyal and engaged ones while empowering employees to be more effective and productive. The platform leverages generative AI, machine learning, and advanced analytics to pool all customer data in one place. With its ability to bridge technology tools and break down marketing silos, the platform can be

integrated into any existing ecosystem to:

- Create 360° customer profiles using both online and offline data.
- Deliver real-time personalized content at every touchpoint based on first-party data.
- Empower employees with relevant customer information available through easy-access dashboards.

Discover how it works [here](#).



Whether you're just starting out or in the middle of implementing generative AI, we can help you overcome the associated risks and discover the multitude of possibilities the technology can unveil as it amplifies human potential.

Capgemini boasts a global collective of 30,000+ data and AI consultants and engineers, along

with frog, our leading creative consultancy. With our exceptional industry experts and strong ecosystem of partners all along the generative AI value chain, we bring to life our clients' most relevant use cases for substantial business impact every time.

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About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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