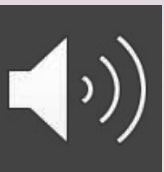




Humanized Growth in the era of AI

Study



Today

- 1** 2025: Pivotal Year for AI
- 2** From Brand to Business Growth
- 3** The CMO as AI Change Partner
- 4** Call to Action



2025: Pivotal AI Year For Consumers and Marketers



2023: Discovery



ChatGPT



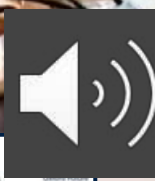
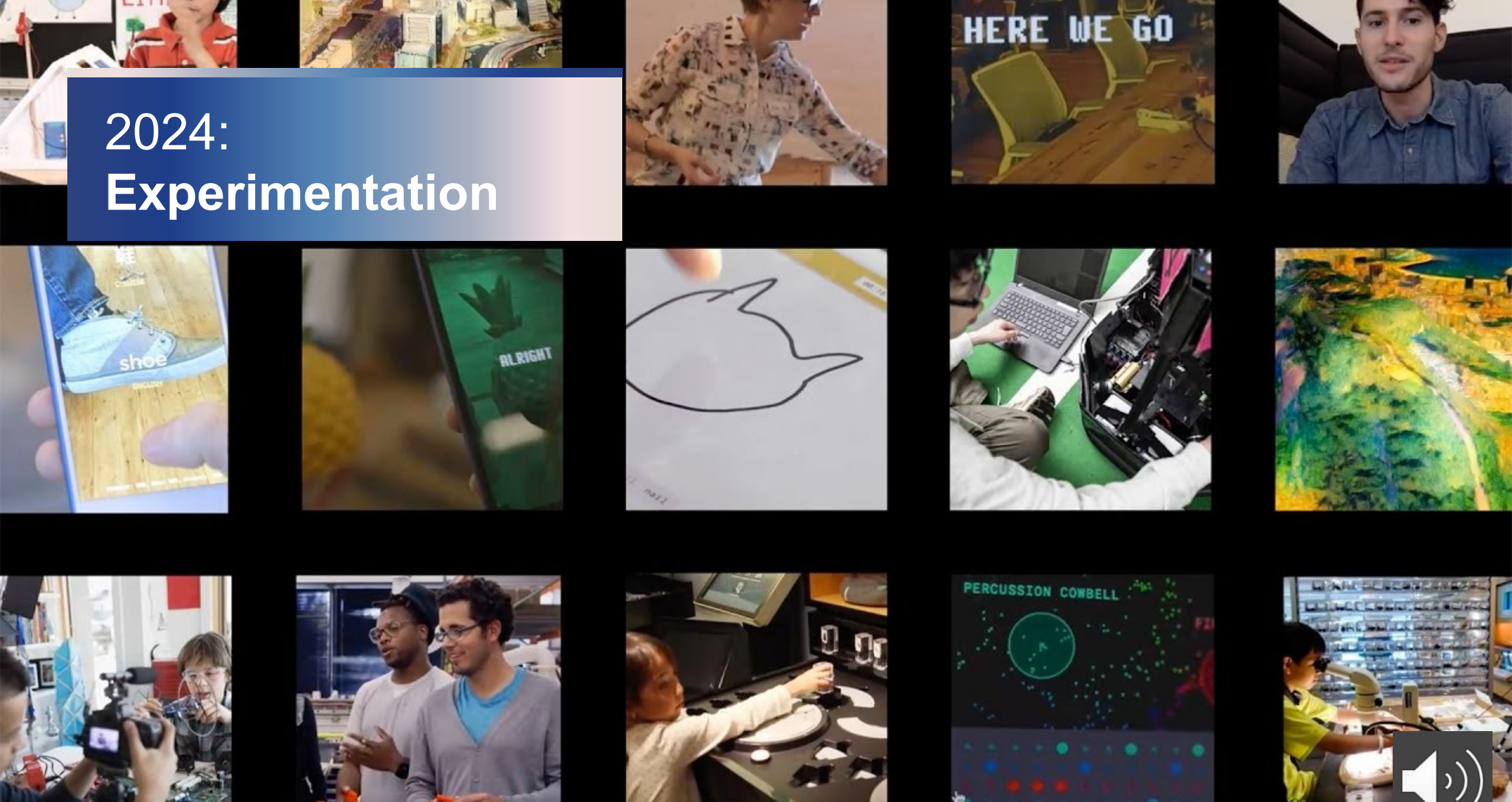
2023: Discovery



ChatGPT



2024: Experimentation



2025: Adoption

Generative AI

How People Are Really Using Gen AI in 2025

by Marc Zao-Sanders

April 9, 2025



Illustration by Andrea Ucini



*Did not make list of top 100 in 2025

Source: Filtered.com



Marketing & AI

A/B Testing



2024: Experimentation



The **AI-powered** Marketing Engine

The Blueprint for AI-Powered Marketing

By Derek Rodenhausen, Ray Yu, Trevor Sponseller, Paola Scarpa, Henry Leon, Javier Pérez Molino, Val Elbert, and Jordan Baker



The stages of **AI progress** for marketers

Essentials

38%

Scaling

43%

Leading

19%

Transforming

<1%

Source: Google/BCG, Path to AI Excellence, Global, N=2,135, marketing AI decision-makers/influencers at small to large companies, Sept. 2024.



All About Efficiency

Optimizely

POSTED MAY 15

Using AI for marketing efficiency: Dos and don'ts

TABLE OF CONTENTS

- ✓ Dos: How to use AI for marketing efficiency
- ✗ Don'ts: How NOT to

Forbes

INNOVATION

How AI Is Transforming Efficiency In Marketing

By [Gustav Westman](#), Former Forbes Councils Member.

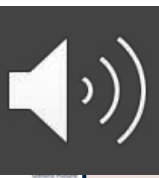
MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE

3 Min Read

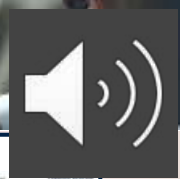
New Study Shows Generative AI Triples Work Efficiency

A brand-new study shows that generative AI usage in the workplace is not only on the rise—it's saving serious time on everyday tasks.

[The study](#), led by Jonathan Hartley at Stanford University in collaboration with researchers from George Mason University, Columbia University, and the World Bank, surveyed more than 4,000 workers across the United States.



Synthetic Research



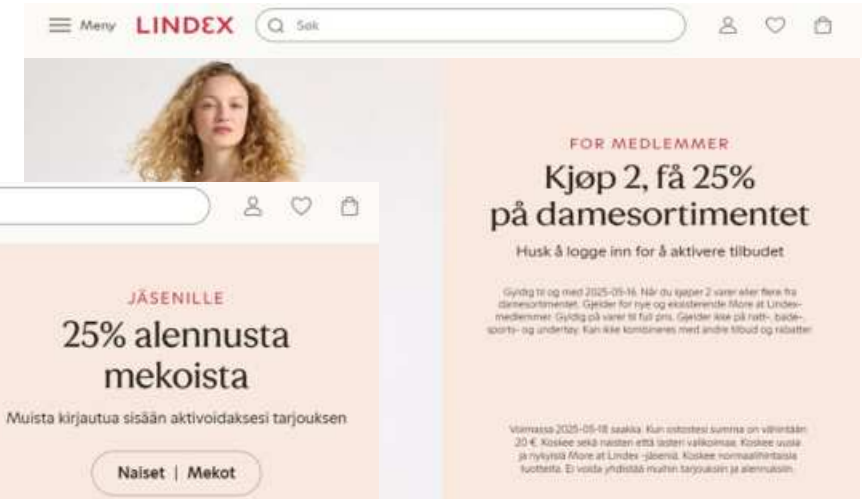
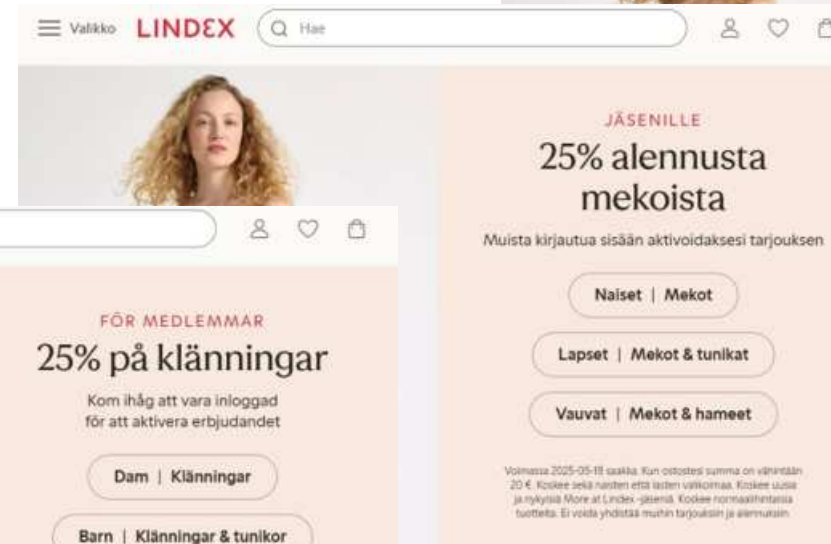
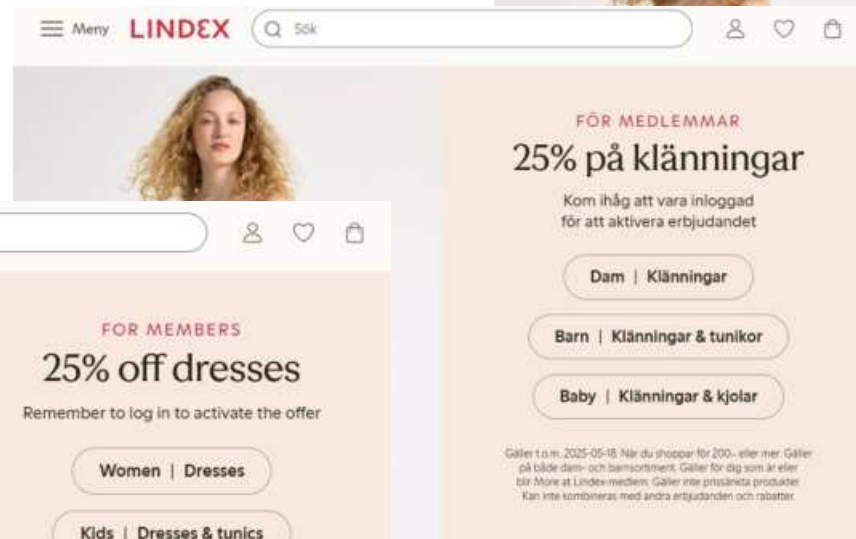
Economical
Creative

AI — POWERED DESIGN MAGIC TRANSFORMING CREATIVITY IN 2024

The intersection of artificial intelligence and graphic design is not just a futuristic concept - it's a present reality transforming creative industries worldwide.



Efficient Localization



Workforce Rationalization

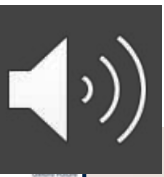
NEWS

Shopify CEO says no new hires without proof AI can't do the job

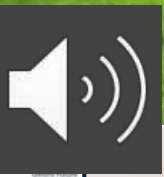


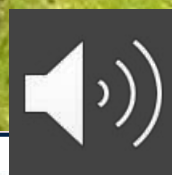
/ 'Before asking for more Headcount and resources, teams must demonstrate why they cannot get what they want done using AI.'

Apr 8, 2025, 12:06 AM GMT+2



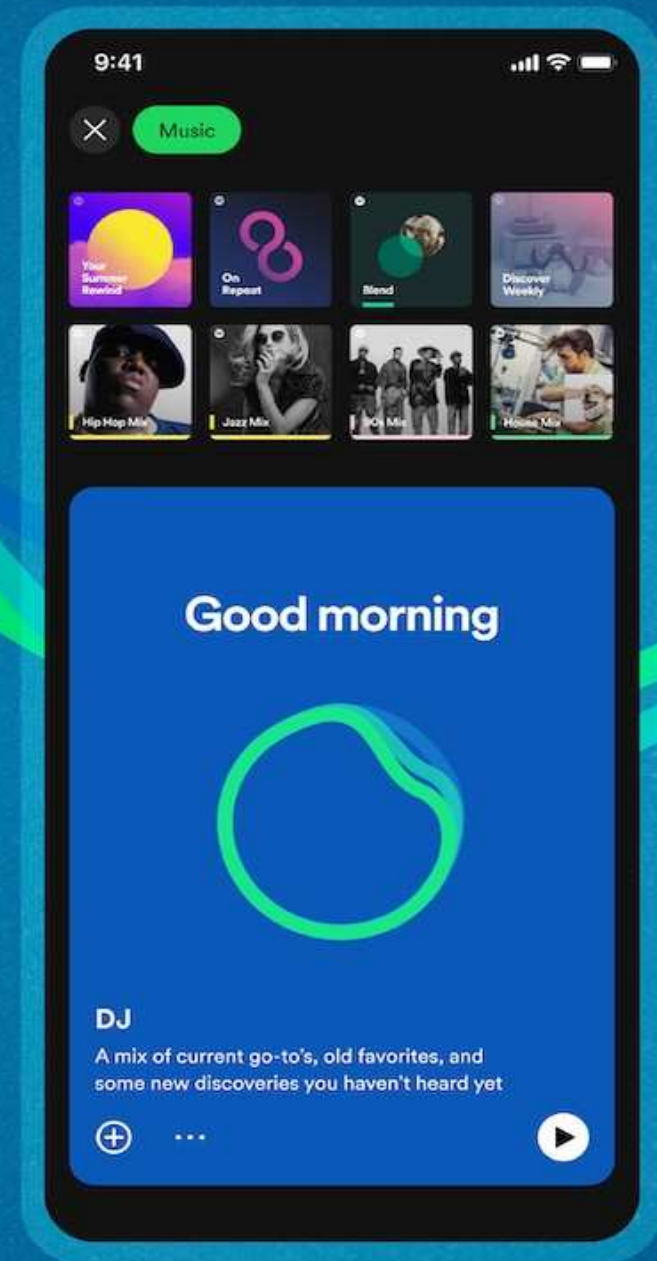
No LT Competitive Advantage





The Exception: Brands Amplifying Advantage

Meet your DJ





**What does it take
to Win?**



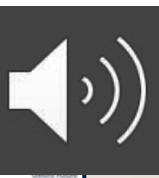


Humanized Growth in the era of AI

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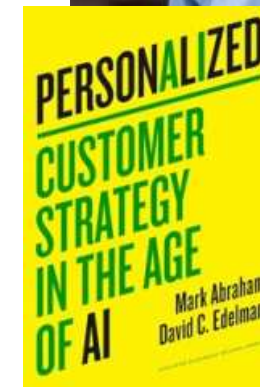
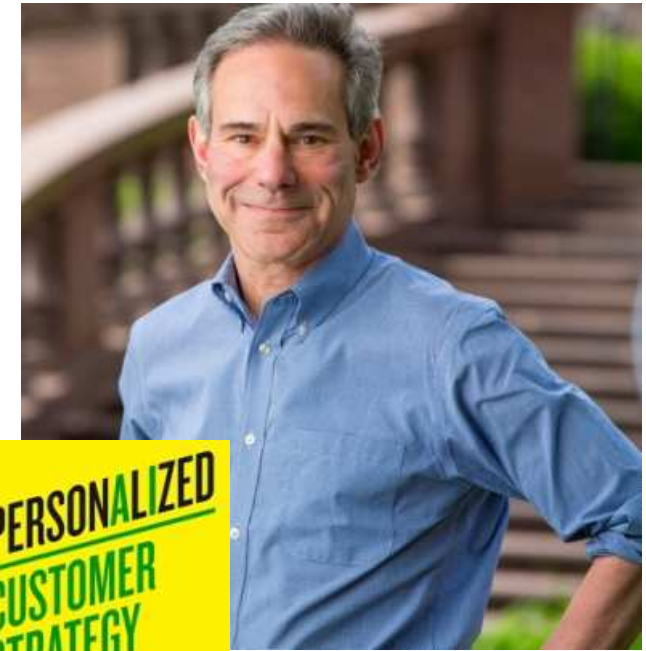
AI Meta Review of Reports about AI 😊



25+ Marketing & AI Expert Perspective



WPP Satalia



50+ Practitioner CMO Experience



JPMorganChase



NISSAN
MOTOR CORPORATION

LINDEX



Genentech



H&R BLOCK



300+ Online Survey CMO & C-Suite



Revenue Growth Overperformance

WINNERS
LOSERS

X%

Under
Performers

Y%

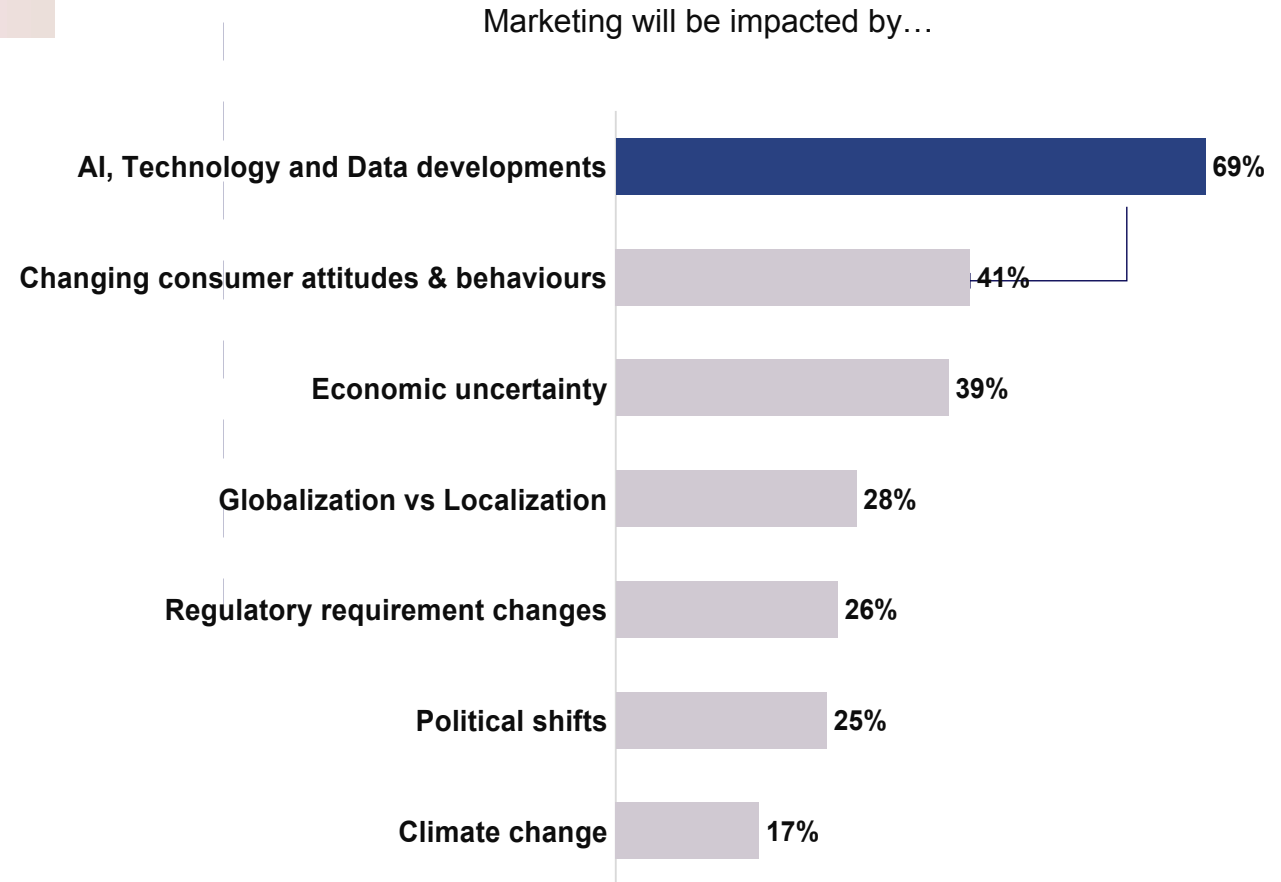
Over
Performers



2025: Top CMO Priorities



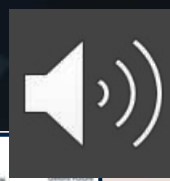
1 CMO Priority



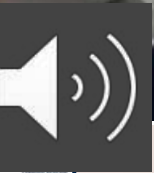
N=188 Marketing SVP, CMO or C-Suite Leaders



Data Architecture



Brand Safety



Brand Differentiation



Reaching Consumers



Team & Process Implications



Ethics



Real Beauty Generation

Prompting Real Beauty within Generative AI



2025: Marketing Pivot

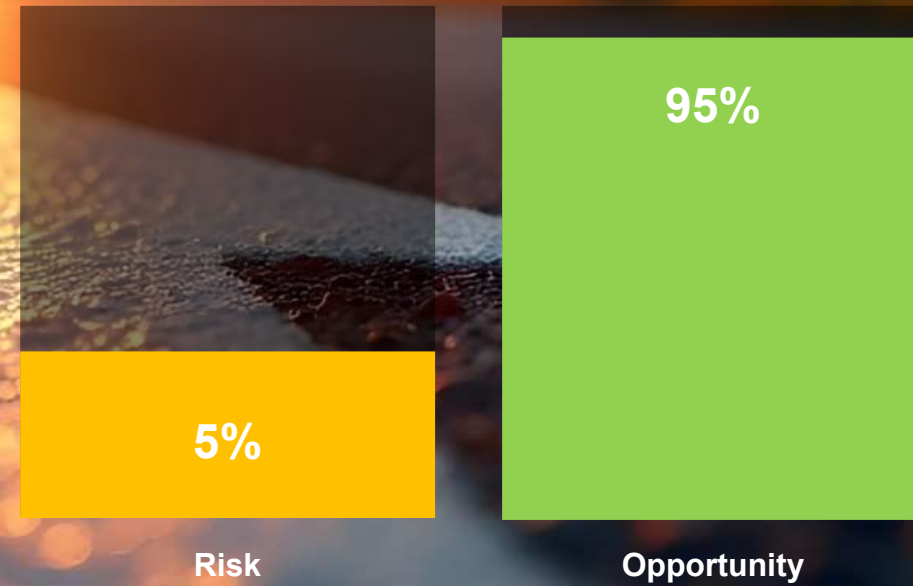


2024: Reactive AI CMO Mindset



2025: Proactive AI CMO Mindset

... regard AI predominantly as...



AI powered Brand Growth





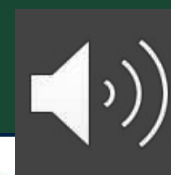
Driving new Brand Consumption

MEET ELLI

Our Virtual AI Concierge "Elli" is our in-house master mixologist and your go-to guide for all things Seedlip, cocktails, and gift ideas.

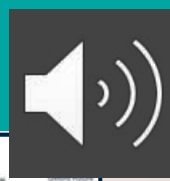
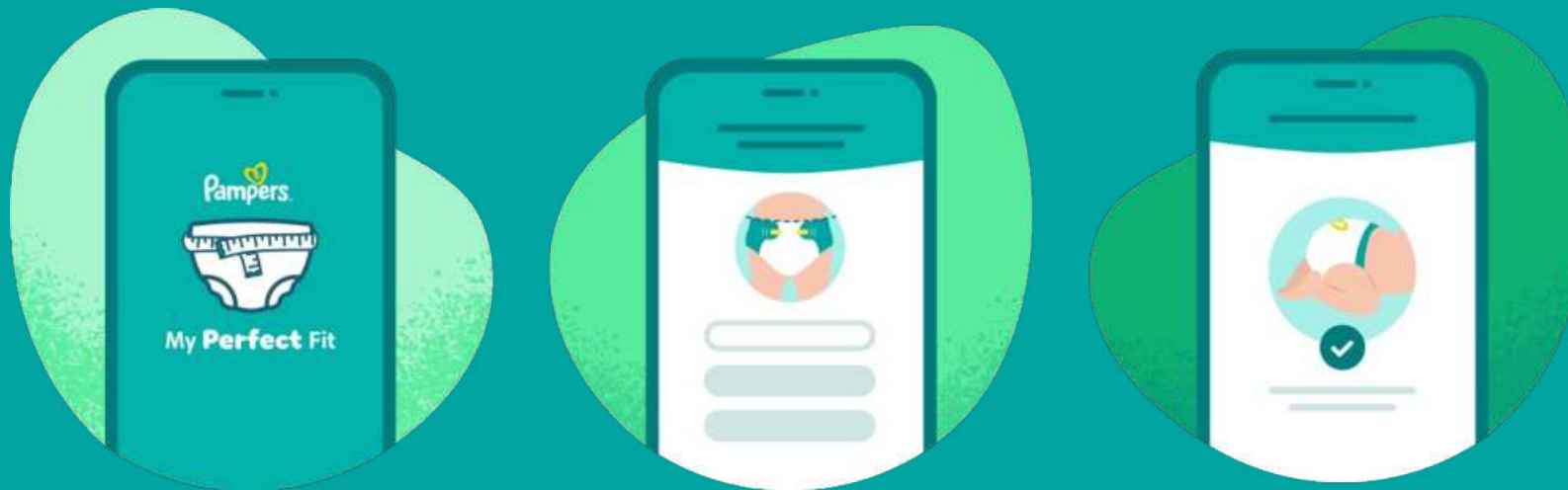
Start chatting with Elli now to unlock a world of non-alcoholic possibilities.

SAY HELLO



Improving Brand Experience

The world's first smart diaper sizing tool



Expanding Brand Solutions

**H&R
BLOCK®**

The screenshot displays the H&R Block Deluxe tax software interface. The main window is titled "Deluxe" and shows a navigation bar with "Overview", "Federal", "State", and "File" tabs. Below this is a row of icons for "Your Info", "Income", "Deductions", "Credits", "Taxes", and "Wrap-Up". The "Your Info" section is active, showing a "Your Household" header and a "Let's get acquainted." prompt. The form includes fields for "First name", "Middle Initial", "Last name", and "Suffix", along with "Date of birth" and "Marital status". There are checkboxes for "This return is for a taxpayer who passed away." and "I'm legally blind or disabled." A "Next >" button is at the bottom right. On the left sidebar, there are links for "2023 Taxes", "Previous taxes", "MyBlock", "Account settings", "Save & quit", and "Send Feedback". A floating window on the right titled "AI Tax Assist" features the heading "Meet AI Tax Assist" and lists benefits: "Available 24/7 to help you complete your tax return", "Ready with answers to help maximize your refund", and "Providing the latest info from H&R Block's world-class tax libraries". It also mentions "Includes access to live agent chat" and a section "Pick an example or ask a question" with icons for a graduation cap and a question mark. At the bottom of this window is a text input field labeled "Ask a question".



Driving Brand Innovation



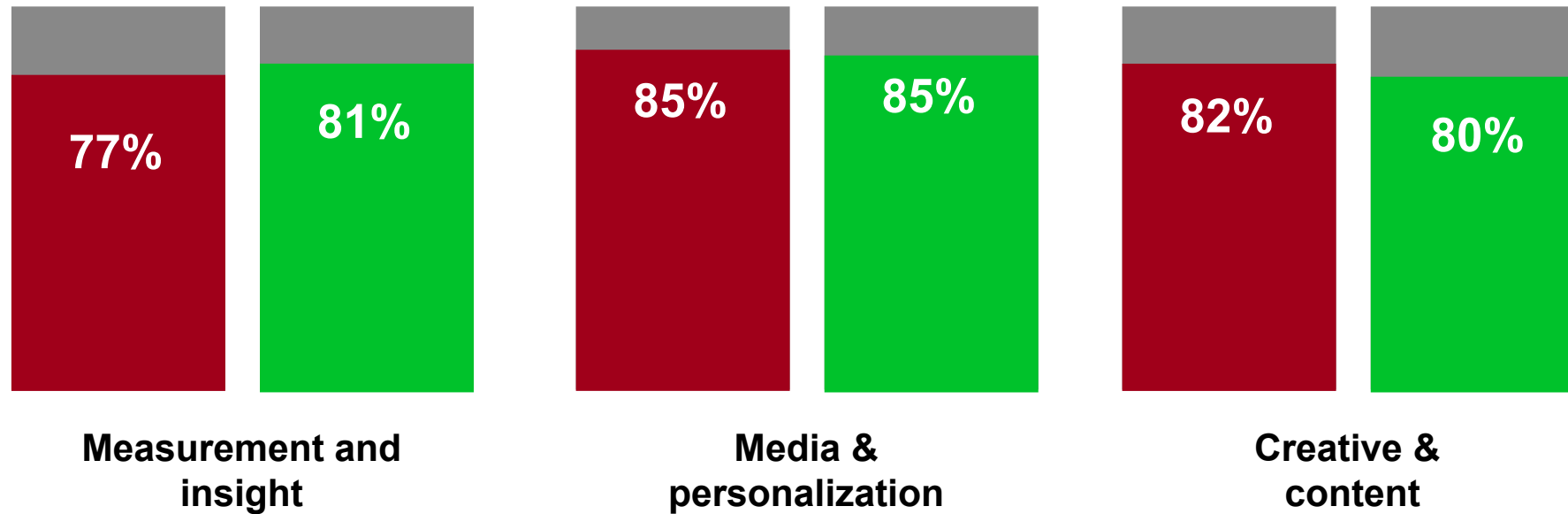
Y3000

LIMITED EDITION FLAVOR
TASTE THE FUTURE

Co-Created with AI



Table Stakes: No Advantage



AI will help your business drive competitive advantage in...





**What does it take
to Win?**

