



Humanized Growth in the era of AI

Study Findings

Today

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

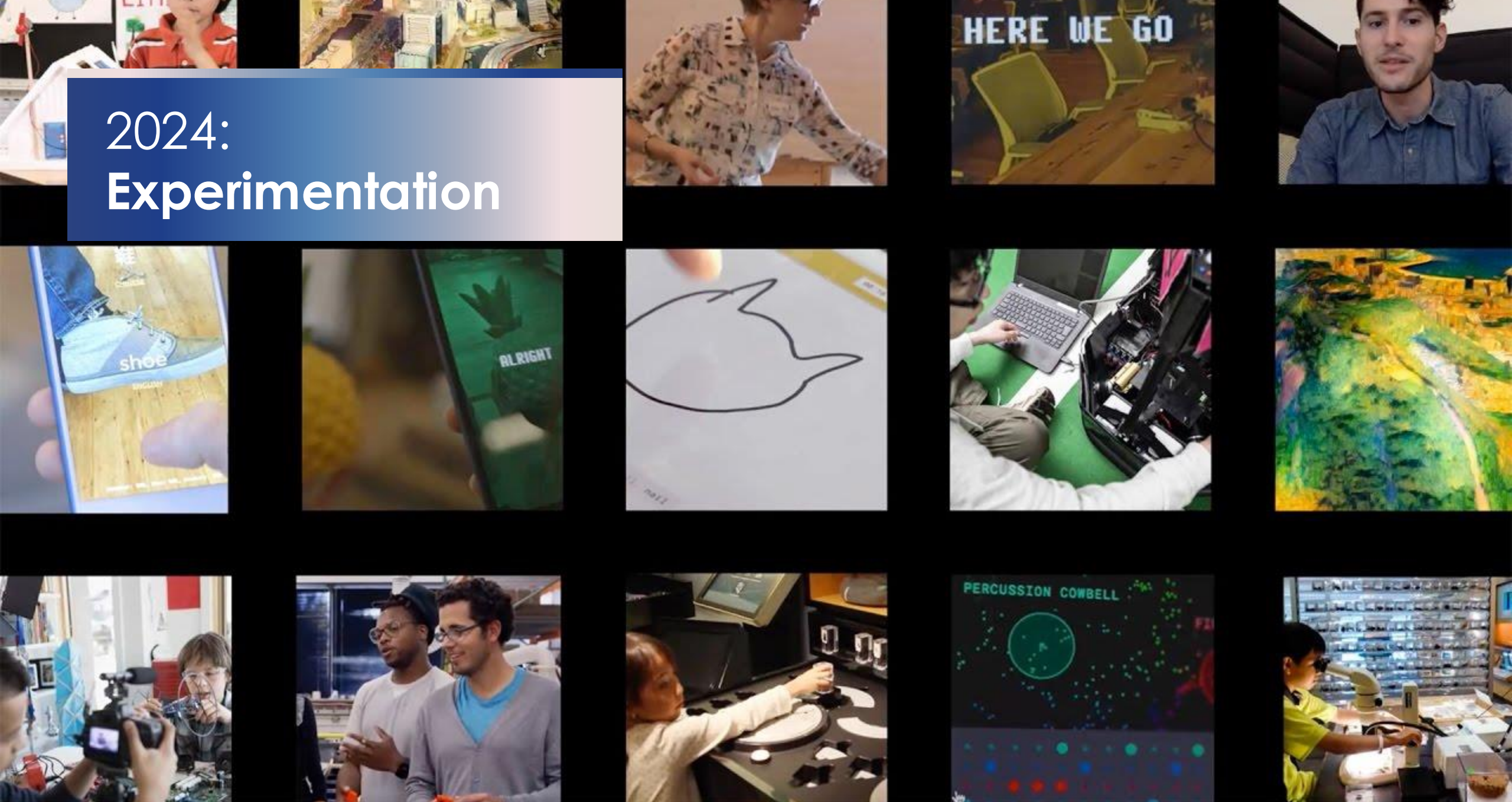
2025: Pivotal AI Year For Consumers and Marketers

2023: Discovery



ChatGPT

2024: Experimentation



2025: Adoption

Generative AI

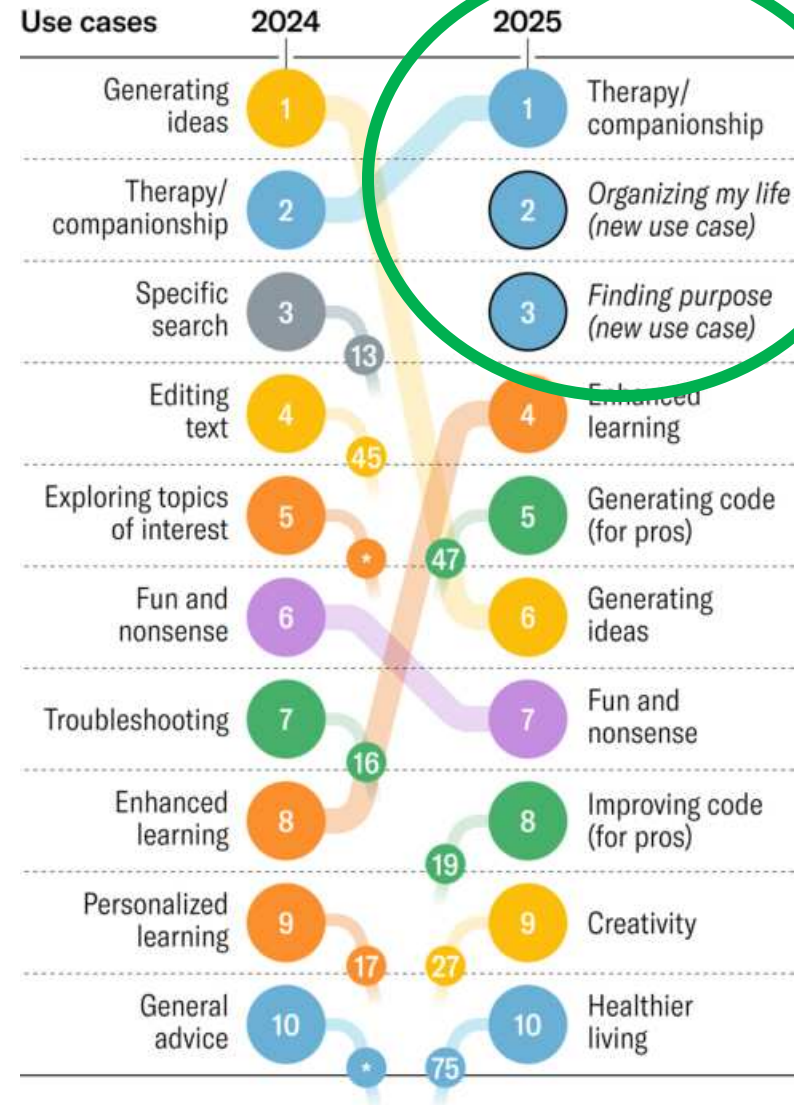
How People Are Really Using Gen AI in 2025

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 Morfio, 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



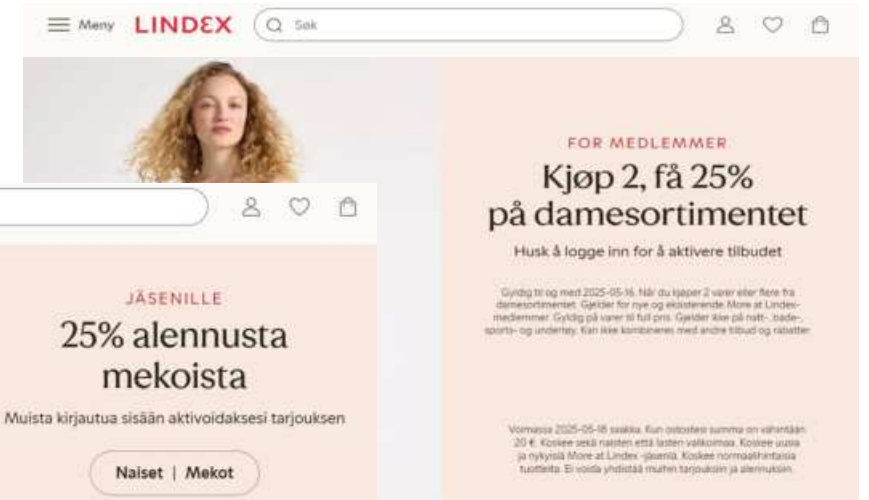
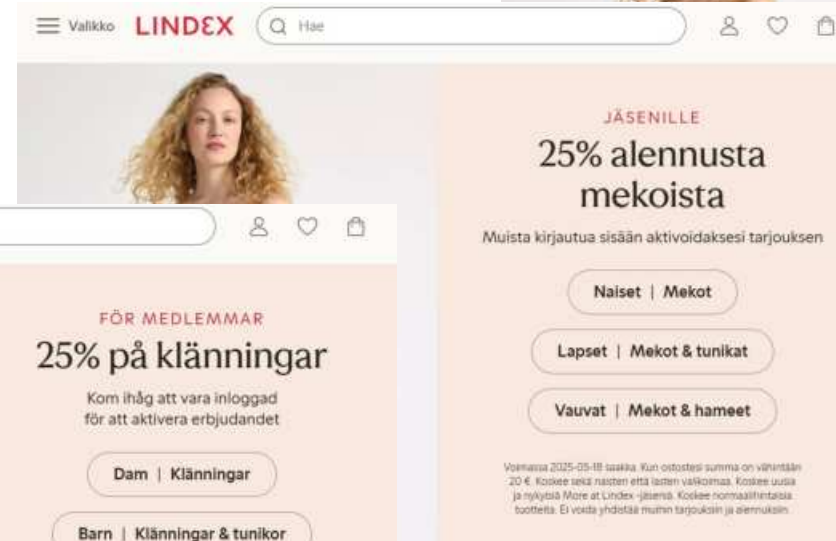
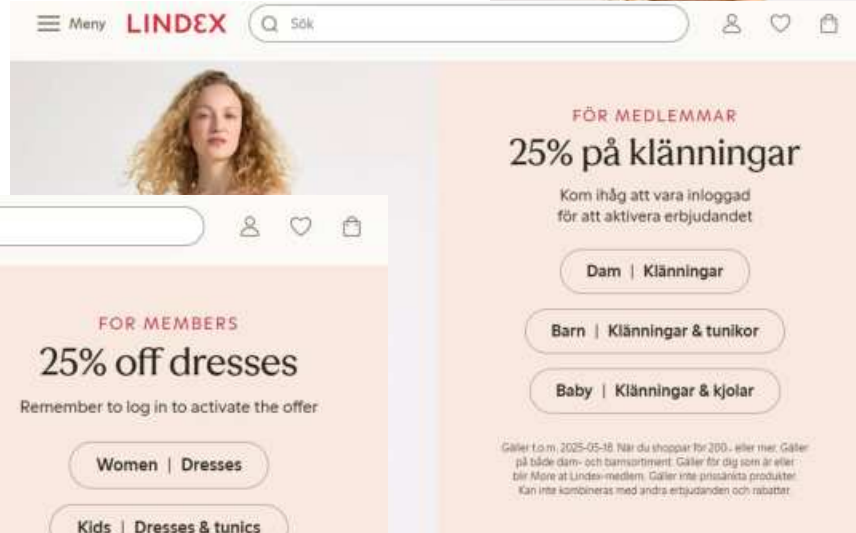
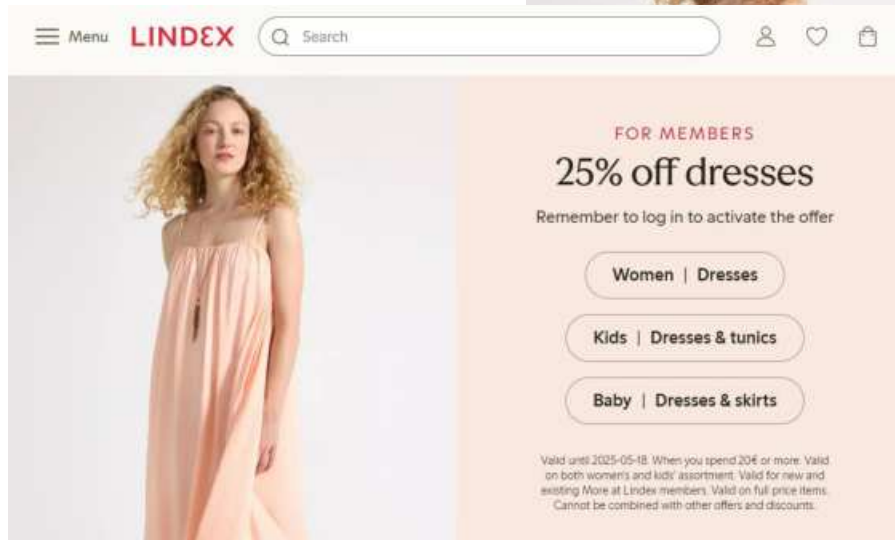


Economical
Creative

AI — POWERED
DESIGN
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 Optimization

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



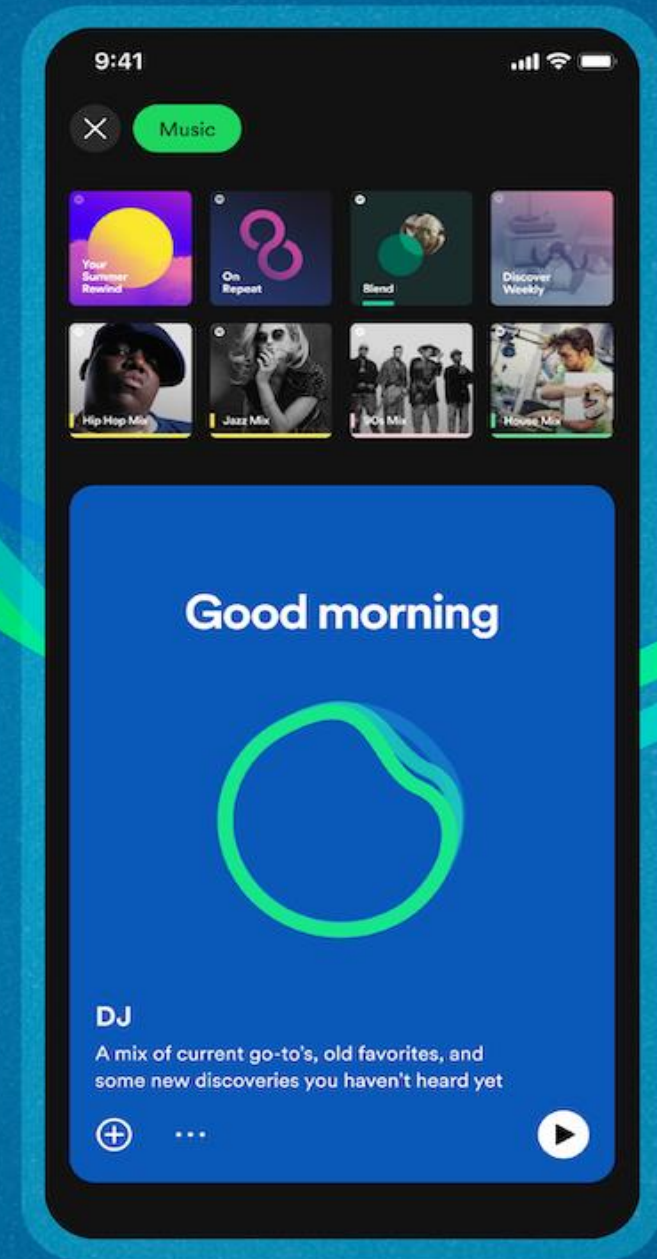
New Marketing Table stakes





The Exception: Brands Amplifying Advantage

Meet your DJ



The Exception: Brands Amplifying Advantage

duolingo





What does it take
to Win?



Mo Gawdat: Human Connections



Google



Humanized Growth in the era of AI

Study

IRG Purpose

Inspiring CMOs to increase
Personal, Business, and Societal Impact

Network of 850+ Senior Marketers

Thought Leadership



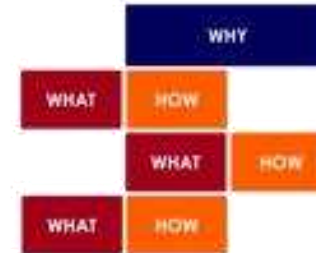
2010



2014



2017



2019



2024

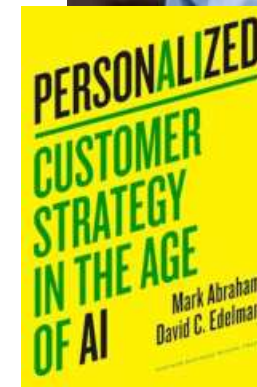
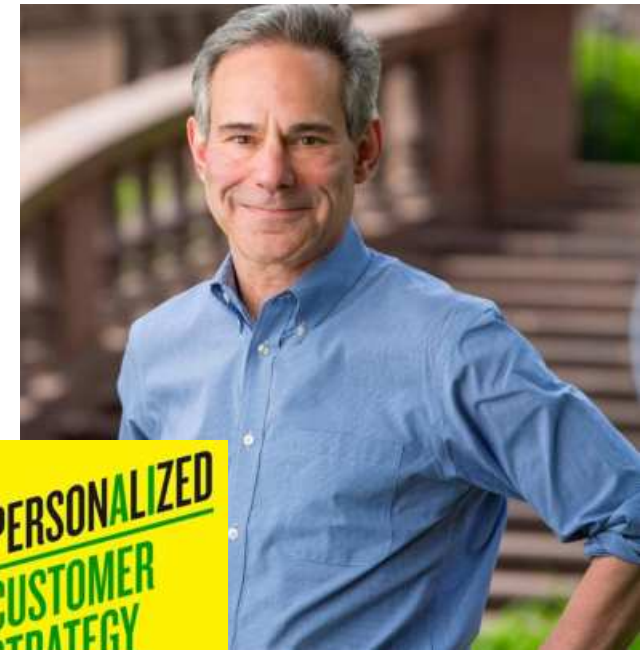
AI Meta Review of Reports about AI 😊



25+ Marketing & AI Expert Perspective



WPP Satalia



50+ Practitioner CMO Experience



JPMorganChase



NISSAN
MOTOR CORPORATION

LINDEX



P&G

Genentech



H&R BLOCK



300+ Online Survey CMO & C-Suite



Revenue Growth Overperformance

WINNERS
LOSERS

X%

Under
Performers

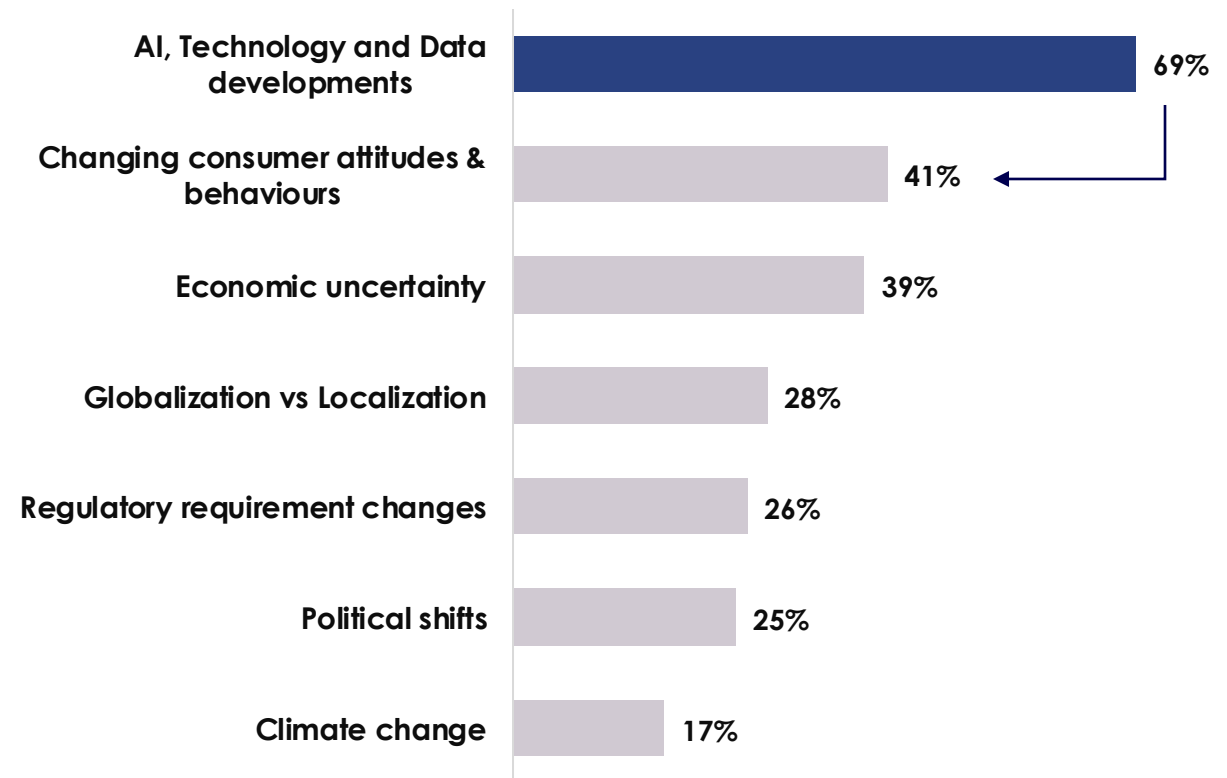
Y%

Over
Performers

2025: Top CMO Priorities

1 CMO Priority

Marketing will be impacted by...



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

Data Architecture

A hand with a light blue sleeve points towards a futuristic digital dashboard. The dashboard is composed of multiple panels displaying various data visualizations: a pie chart with four segments (blue, orange, yellow, and green), a line graph with a red line showing an upward trend, a bar chart with blue bars, and a line graph with a blue line showing fluctuations. The background is a dark blue grid with glowing lines and data points, creating a high-tech, data-driven atmosphere.

Brand Safety



Brand Differentiation



Reaching Consumers



Team & Process Implications



Ethics



Real Beauty Generation

Prompting Real Beauty within Generative AI

2025: Marketing Pivot

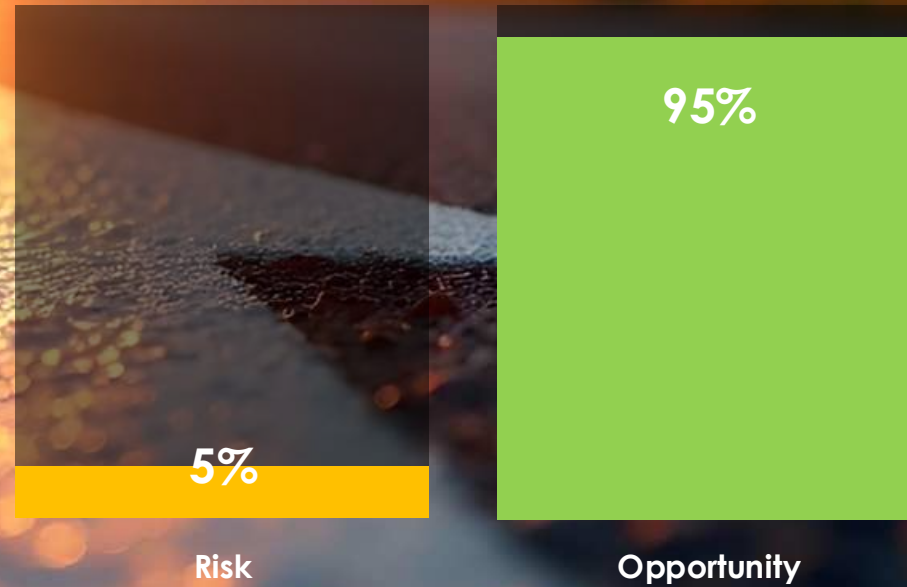


2024: Reactive AI CMO Mindset



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.

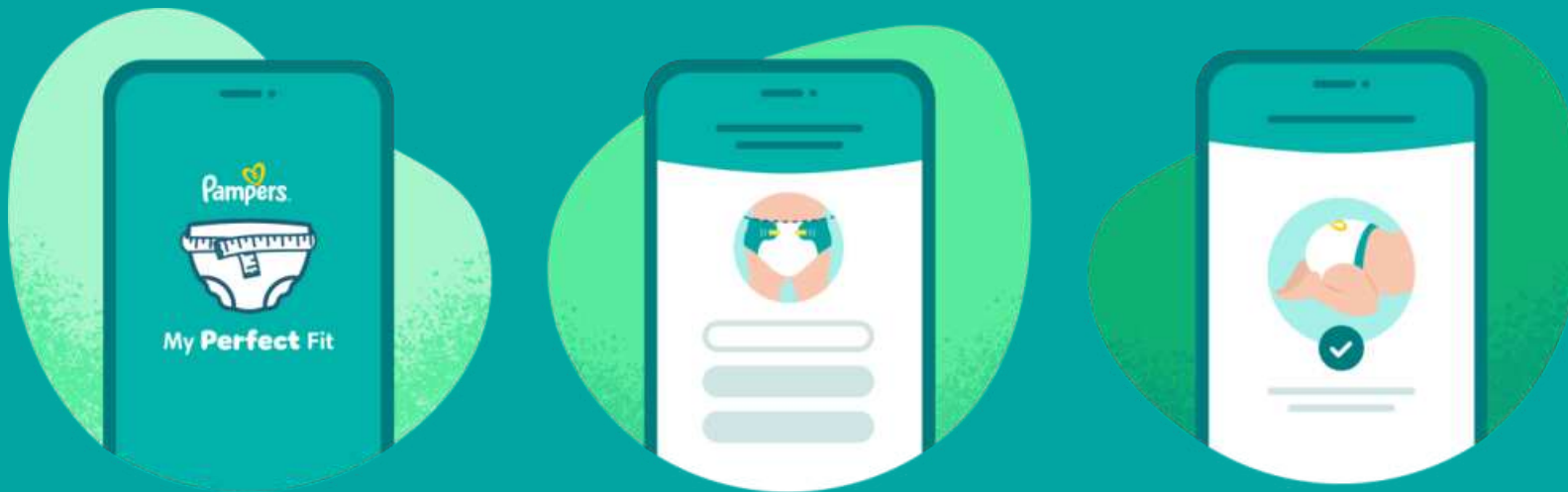
SAY HELLO



I'M HERE TO HELP WITH

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", with a "Choose" dropdown for the suffix. Below these are fields for "Date of birth" (MM/DD/YYYY) and "Marital status" (Choose). At the bottom, there are checkboxes for "This return is for a taxpayer who passed away." and "I'm legally blind or disabled." A green "Next >" button is at the bottom right. On the right side, there is a sidebar for "AI Tax Assist" with a green header. It 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". Below this is a section "Pick an example or ask a question" with two icons (a graduation cap and a dollar sign) and a text input field labeled "Ask a question".

Deluxe

Find AI Tax Assist here Help & AI Tax Assist

Overview Federal State File

Your Info Income Deductions Credits Taxes Wrap-Up

Your Household

Let's get acquainted.
You know our name, but we don't know yours. Let's change that.

First name Middle Initial Last name Suffix

Choose

Date of birth Marital status

MM/DD/YYYY Choose

On Dec. 31, 2023

☐ This return is for a taxpayer who passed away.

☐ I'm legally blind or disabled.

Next >

AI Tax Assist

Meet AI Tax Assist

- ✓ Available 24/7 to help you complete your tax return
- ✓ Ready with answers to help maximize your refund
- ✓ Providing the latest info from H&R Block's world-class tax libraries

Includes access to live agent chat

Pick an example or ask a question

Ask a question

Driving Brand Innovation



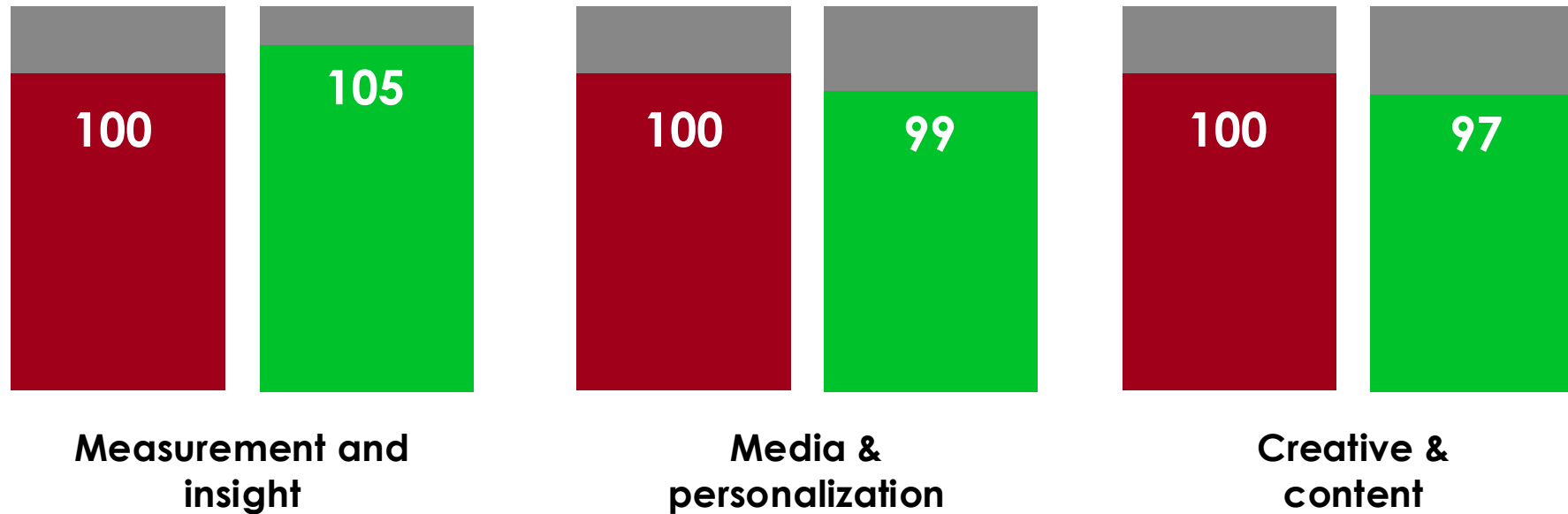
Y3000

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?

Top CMOs understand AI's Impact on Business

100

136

We understand the impact of AI on
business strategy



Winning CMOs Drive **Business Growth**

100

149

Today, in our company, we use AI to drive
business growth.



© L'Oréal Paris

Partnering with C-Suite Colleagues



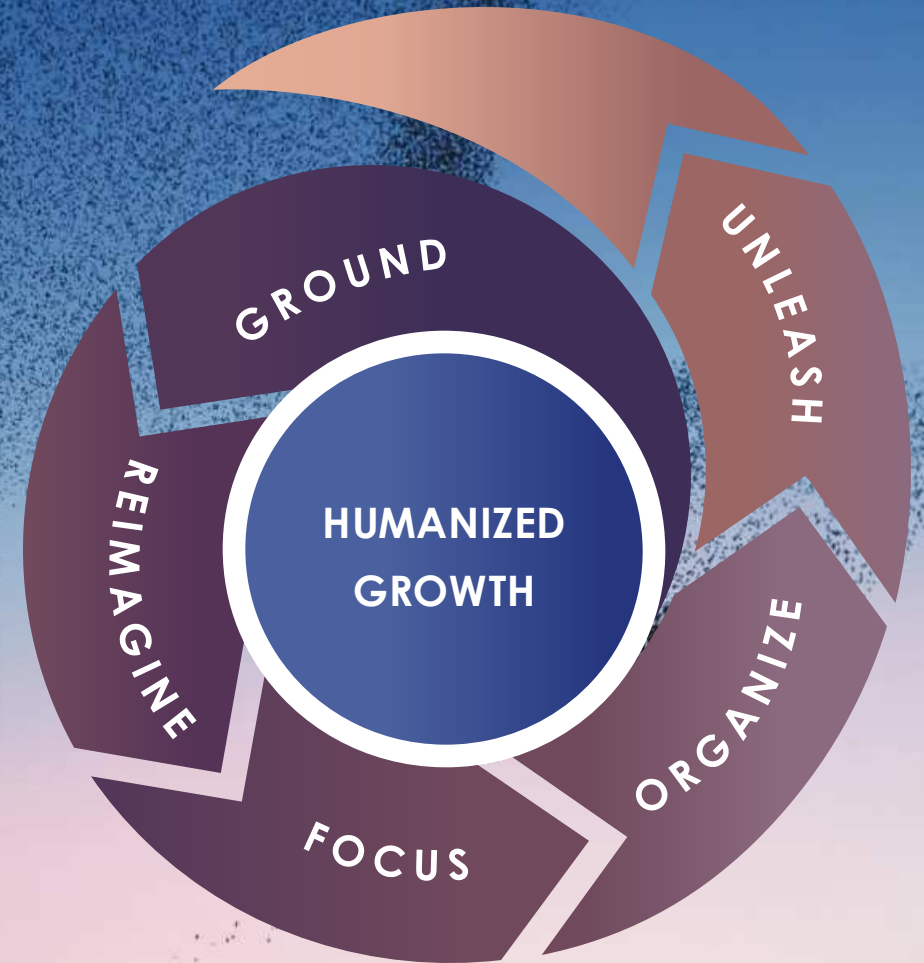
GENERATIVE AI
CREATIVITY & TECHNOLOGY

L'ORÉAL
GROUPE

Humanizing AI Business Growth

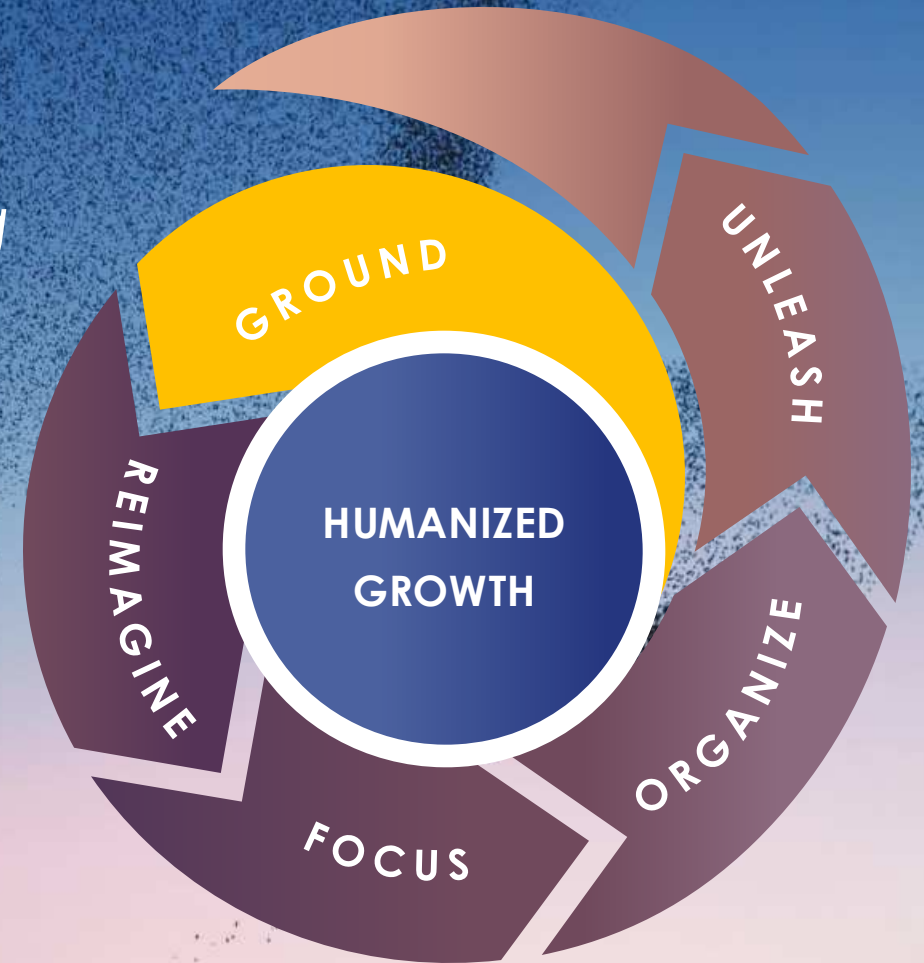


How?



Ground

*AI-powered Stakeholder Understanding
& Corporate Roots Celebration*



AI Industry Stakeholder Understanding



AI Corporate Roots Celebration

OgilvyGPT

by ROAS.PPC

Writes the most compelling Google and Microsoft Search Ads

2

65

0

Ogilvy

Reimagine

*AI-powered Emerging Future
& Aspirational Company Role*



AI-Powered Strategy Scenario Planning



AI Company Purpose & Values Tool

The Coca-Cola logo is displayed in its classic white script font against a solid red background.

Focus

*AI-powered Business Stakeholder
Value Creation Strategy*

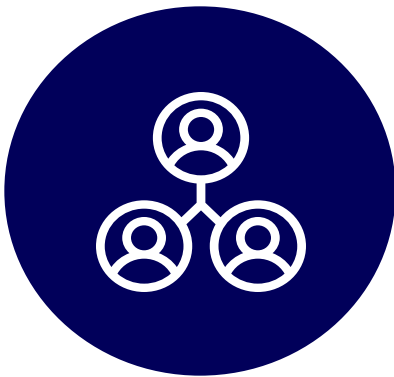


Brand Value: Customer Focus



Customers

Business Value: ALL Stakeholders



Colleagues



Customers



Community



Capital Markets

Cre
Rea

We invite
Cola artw
and GPT.
Start crea
be featur
billboards. A select number of artists
will also be invited to participate in the
Real Magic Creative Academy.

Create

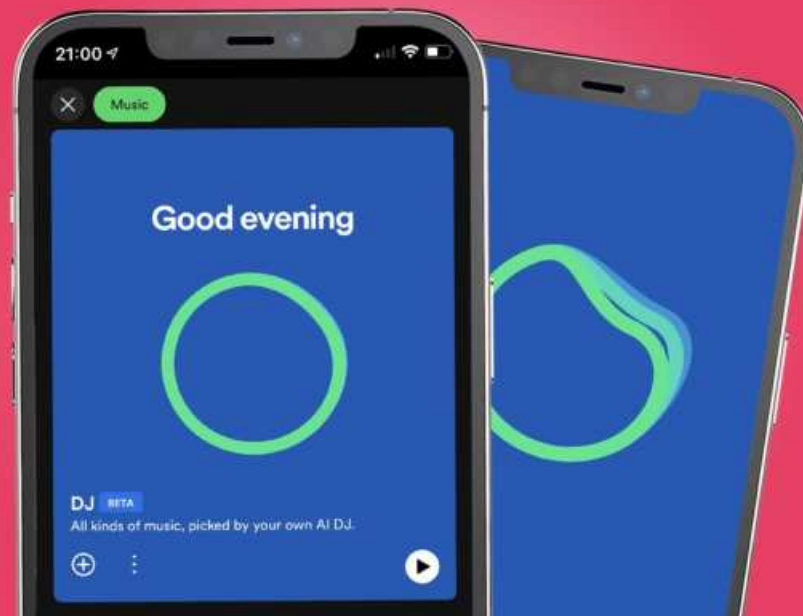
AI Value Creation for Customers



The world's first smart diaper sizing tool



duolingo



AI Value Creation for Colleagues

100

122

Colleagues Value



AI Value Creation for the **Community**



SUNCORP 

100

118

Community Value

AI Value Creation for the Capital Markets

100

105

Capital Markets
Value

Organize

*AI-Powered Interdependence
& Capability Building*



Working more Interdependently



67%

7%

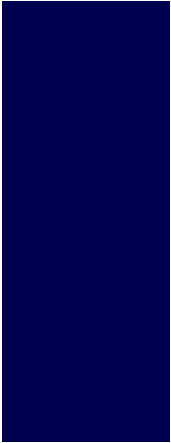
Working Interdependently

CMO as AI Change Partner

Seeing the Bigger Picture



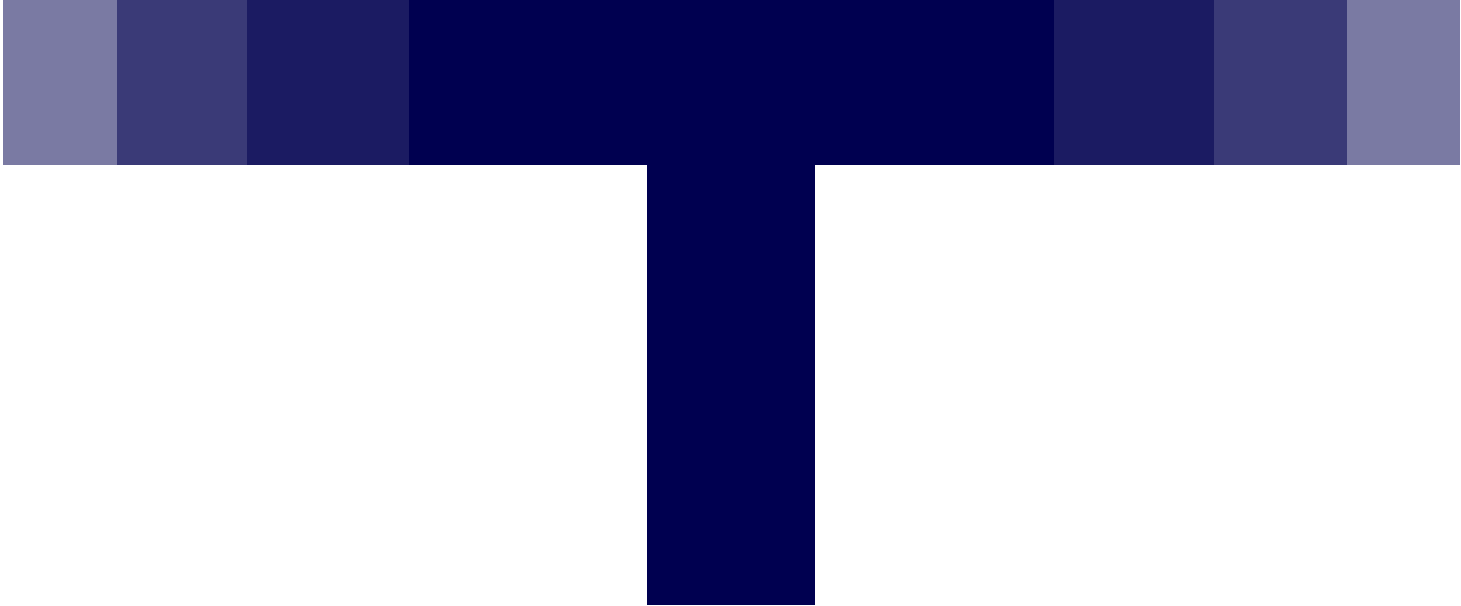
From
Marketing Impact



Marketing Impact

To
Business Impact

Business Impact



Business Transformation



Business Operations



Business Objective Setting



Business Logistics



CMO as AI Capability Builder

Top Team Priority

93%

Top 3 Box

**Our teams will need more
support to understand and
adopt AI**

Early movers have a huge Advantage

237

100

Teams are equipped with the relevant AI skills

Marketing AI Capability



Business AI Capability



ADWEEK'S AI TRAILBLAZER POWER 100



Jill Cress

Chief Marketing & Experience Officer
H&R Block

Community AI Capability

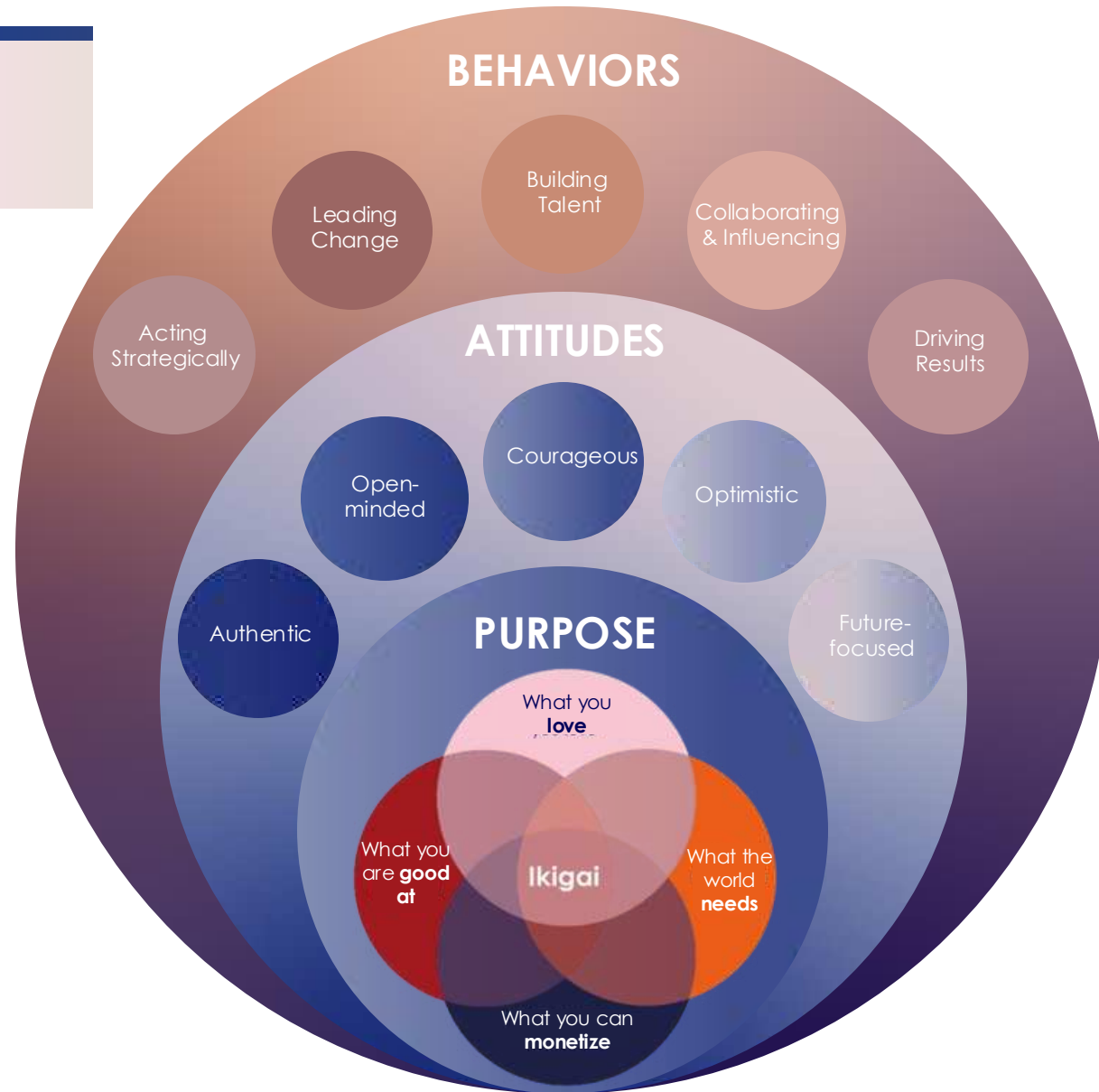


Unleash

Da Vinci Leadership



Da Vinci Profile



SpencerStuart

Future
Focused

LEADING DIGITAL MEDIA

audible
an amazon company



Open Minded

blue
Cinema



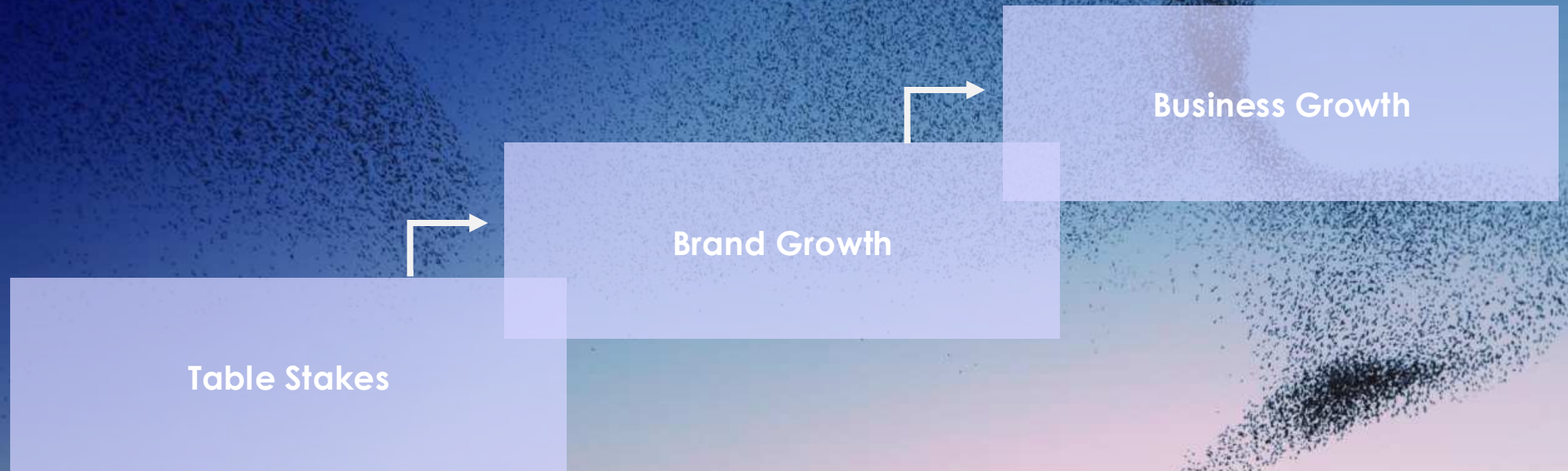
Courageous

Think
with
Google

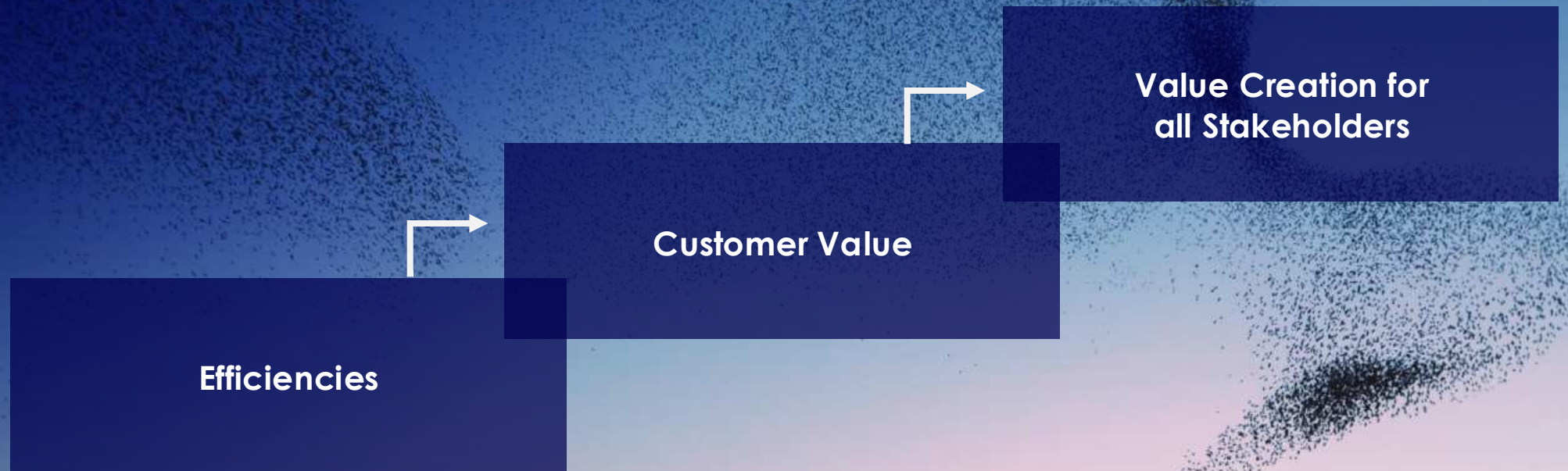


CMO Call to Action

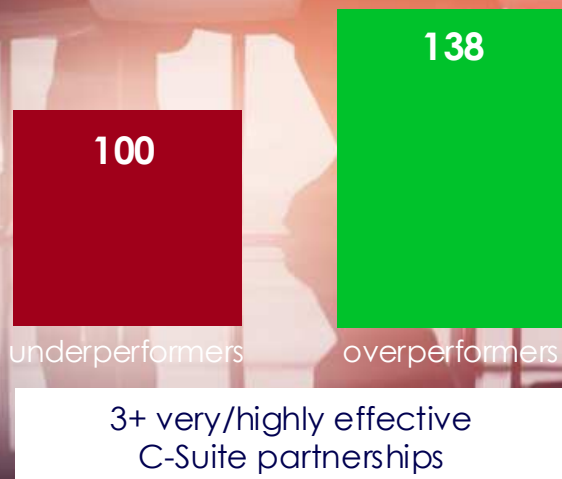
Marketing & AI



Humanized Growth



Partnering across the C-Suite for AI



Underperforming CMOs focus on IT Partnering

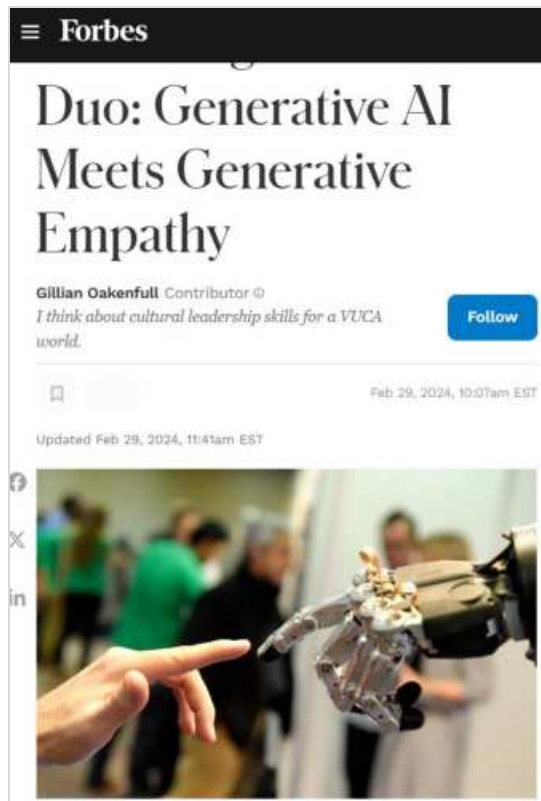
115

100

Partner with IT

To drive effective AI adoption, Marketings will need to partner with...

Driving Humanized Growth



MAC
VIRTUAL TRY-ON

Winning CMOs focus on People

100

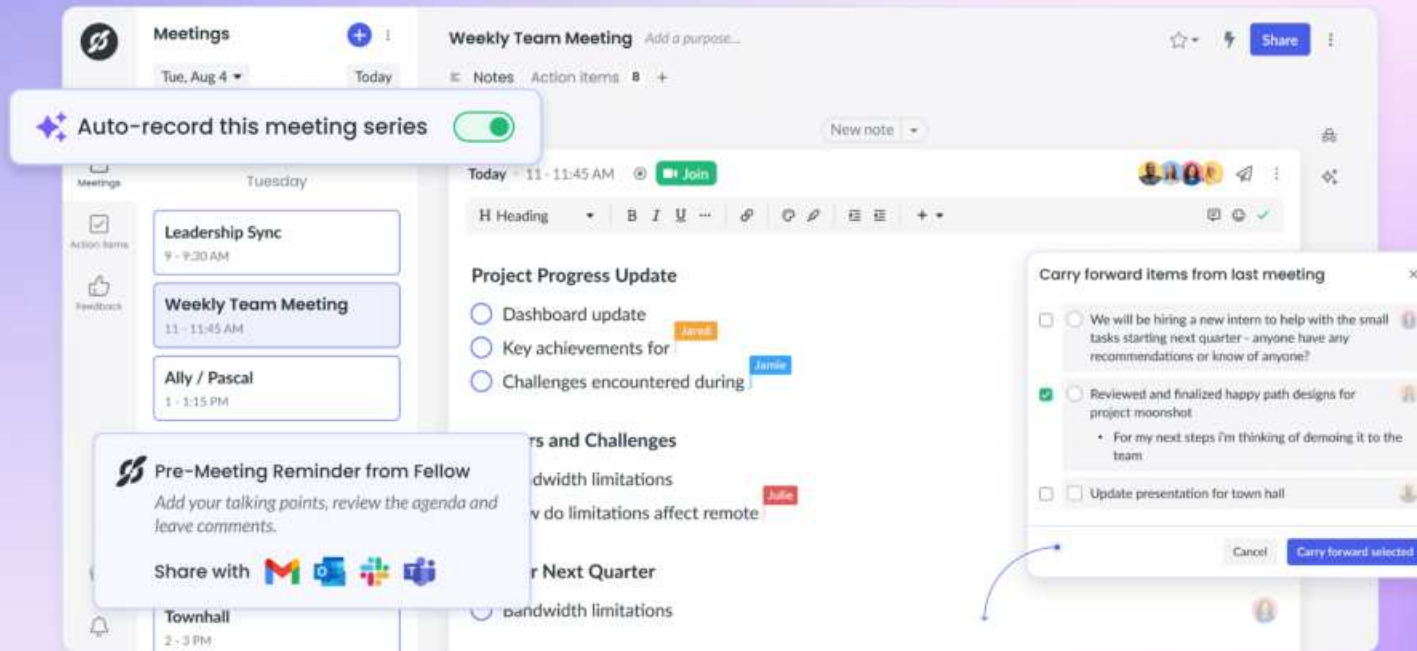
123

Partner with HR

To drive effective AI adoption, Marketings will
need to partner with...

Making it Personal

All CMOs use AI *Professionally*

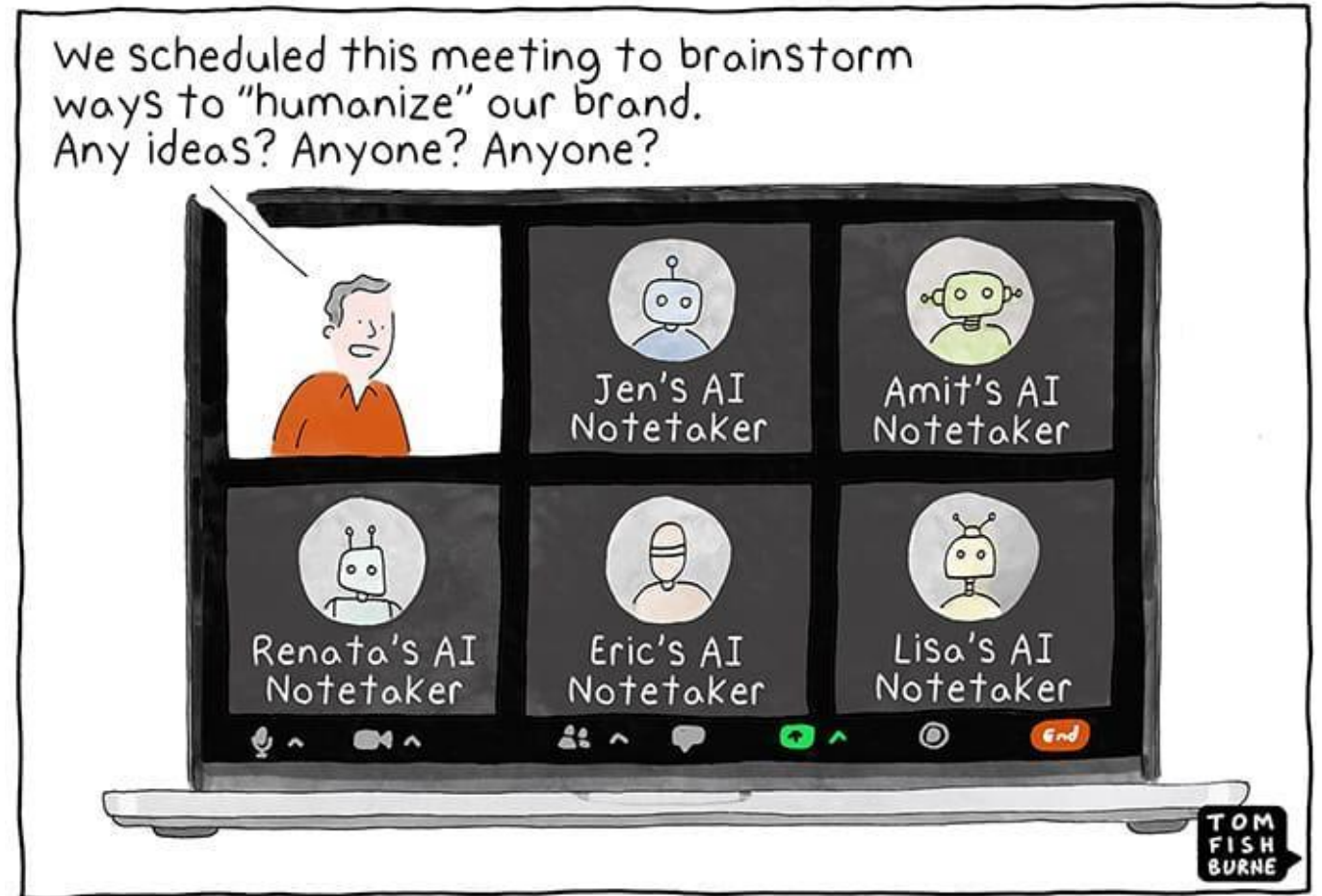


100

105

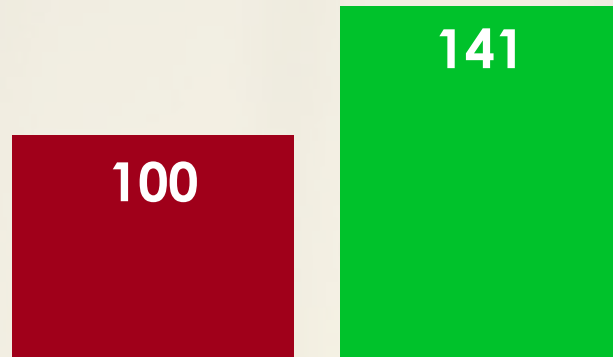
**I use AI to increase
my professional efficiency**

Awkward Zoom Notetakers

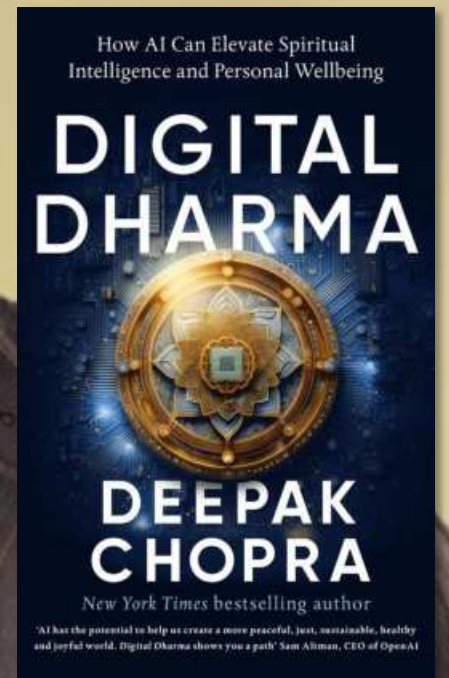


© marketoonist.com

Winning CMOs use AI for *Personal Wellbeing*



I use AI to increase
my personal wellbeing



Lead by Example



82%
Top 3 box

I need more support
to understand and
adopt AI

Summary: Call to Action

1. Focus on **Business Growth**
2. Build **AI Capability**
3. Personally **Lead by Example**

Humanized Growth



Join Us

