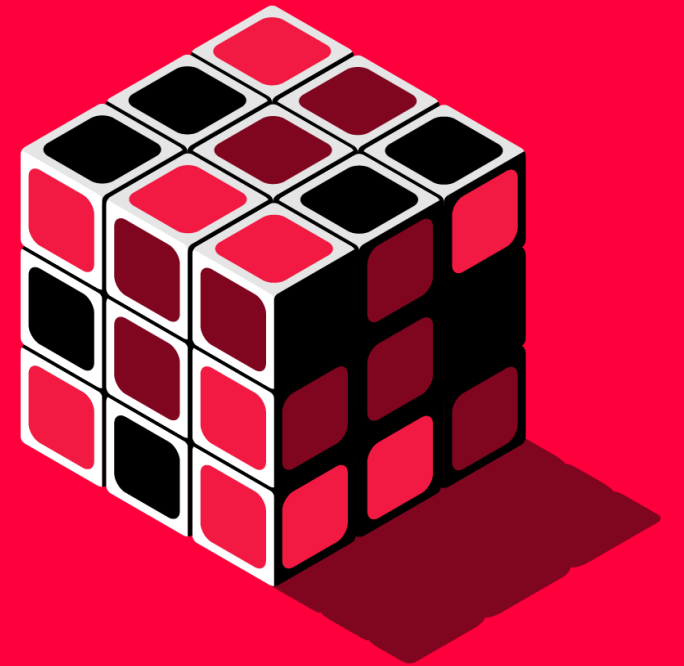# How marketers are using and governing generative AI
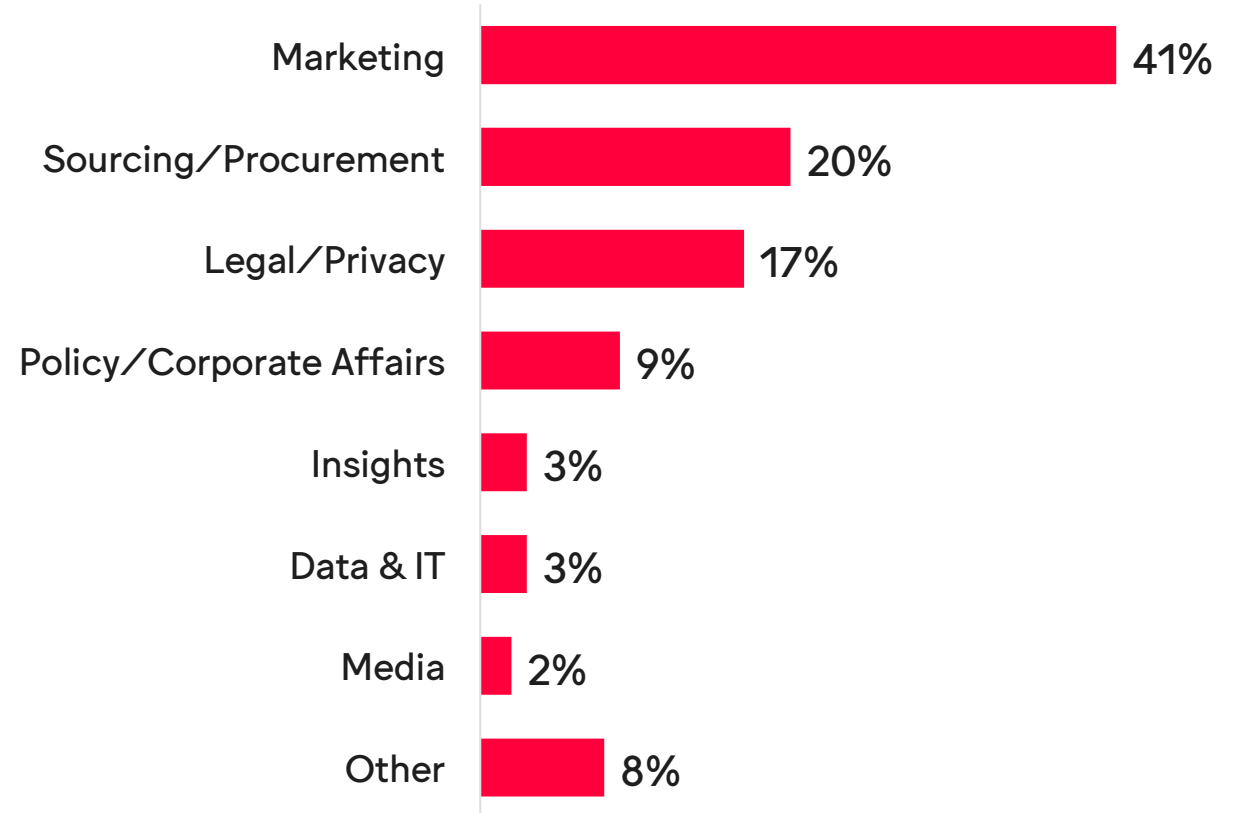
September 2024

54 respondents from 48 multinational brands

$102 billion cumulative annual marketing spend

The objective of this survey was to better understand how senior marketing professionals are using and governing generative AI (gen AI) and how they are working with partners.

The results of the survey will feed into the work of WFA's AI Community to help **brands leverage AI in an effective, efficient and responsible way**.

Profiles of respondents:

Category	Percentage
Marketing	41%
Sourcing/Procurement	20%
Legal/Privacy	17%
Policy/Corporate Affairs	9%
Insights	3%
Data & IT	3%
Media	2%
Other	8%

K&S

WFA
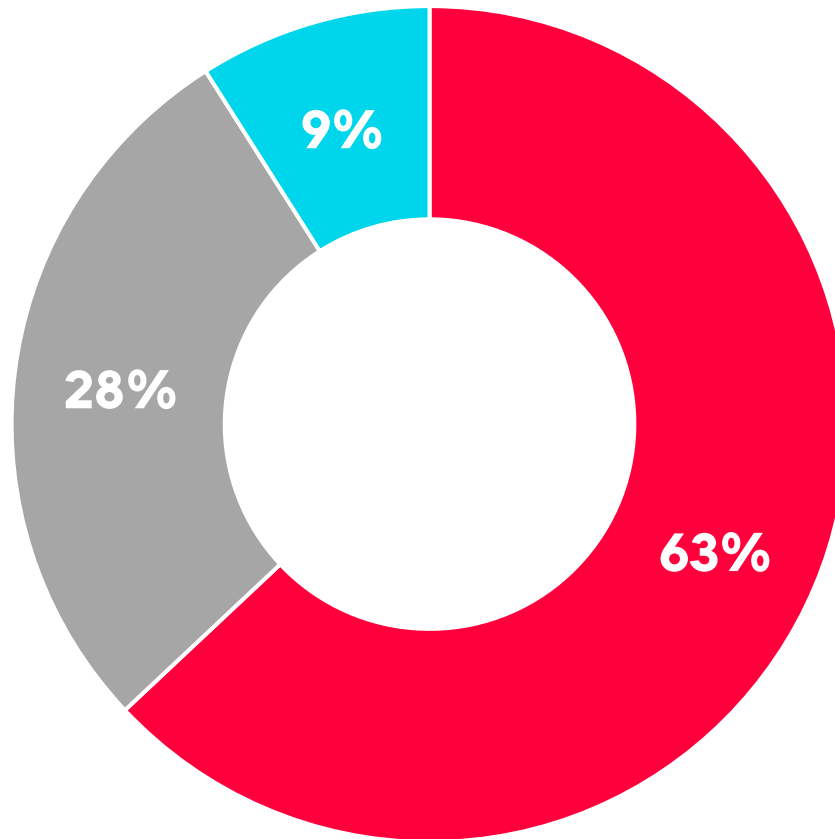
Generative AI use cases and objectives

WFA

63% of brands are using gen AI for marketing purposes

Up from 45% in September 2023...

9%

28%

63%

Question: Are you using generative AI for marketing purposes today?

- ■ Yes
- ■ Not yet, but we plan to
- ■ No

WFA

Most brands are still at early stages of their gen AI journey

AWARE
Sporadic, occasional use of gen AI

DEVELOPING
Dedicated gen AI strategy, but does not apply across all business units/teams

MATURE
unified gen AI strategy that applies across all business units/teams

LEADING
gen AI is embedded in how we drive innovation

TRANSFORMATIONAL
gen AI is changing our business models

26%

58%

12%

2%

2%

WFA
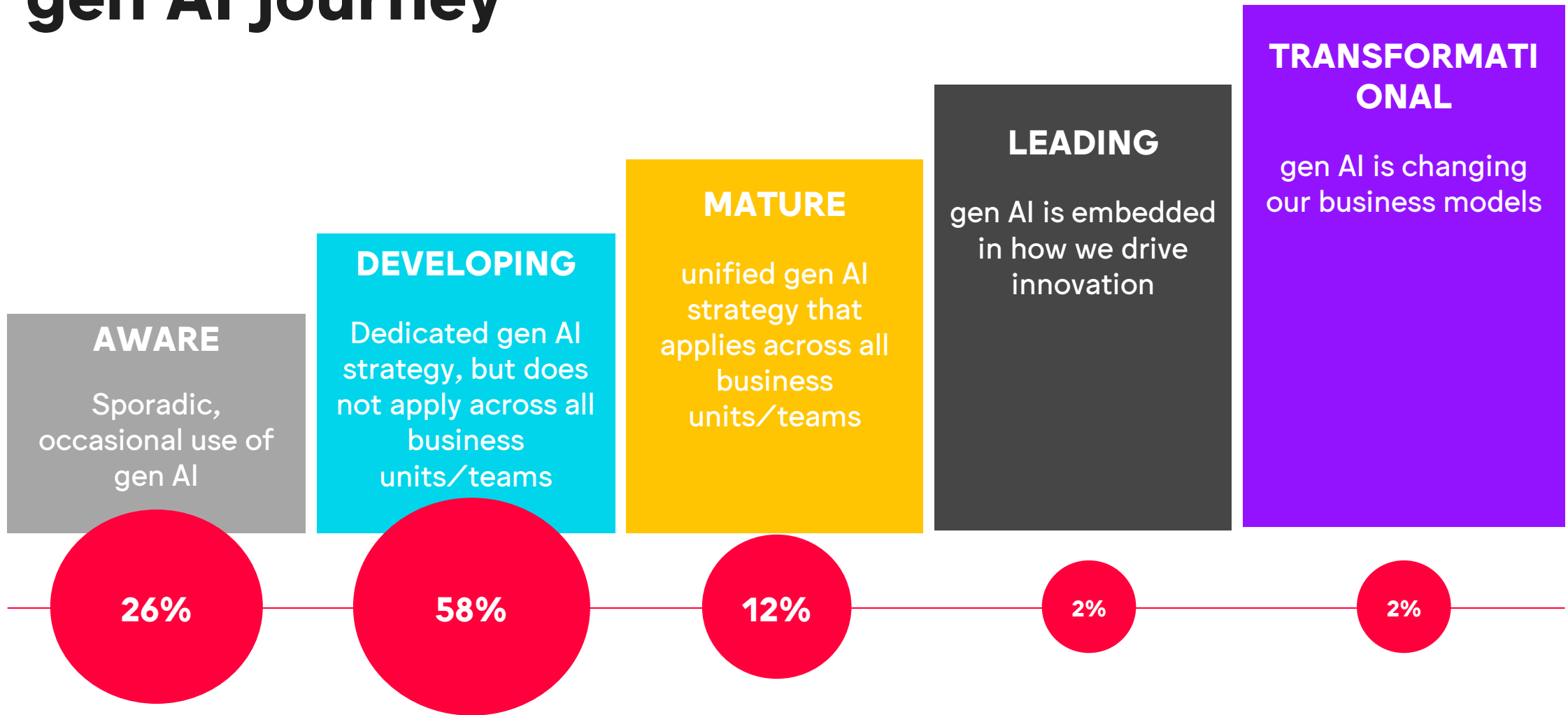
Legal risks, upskilling and lack of 'AI maturity' considered main roadblocks to gen AI adoption
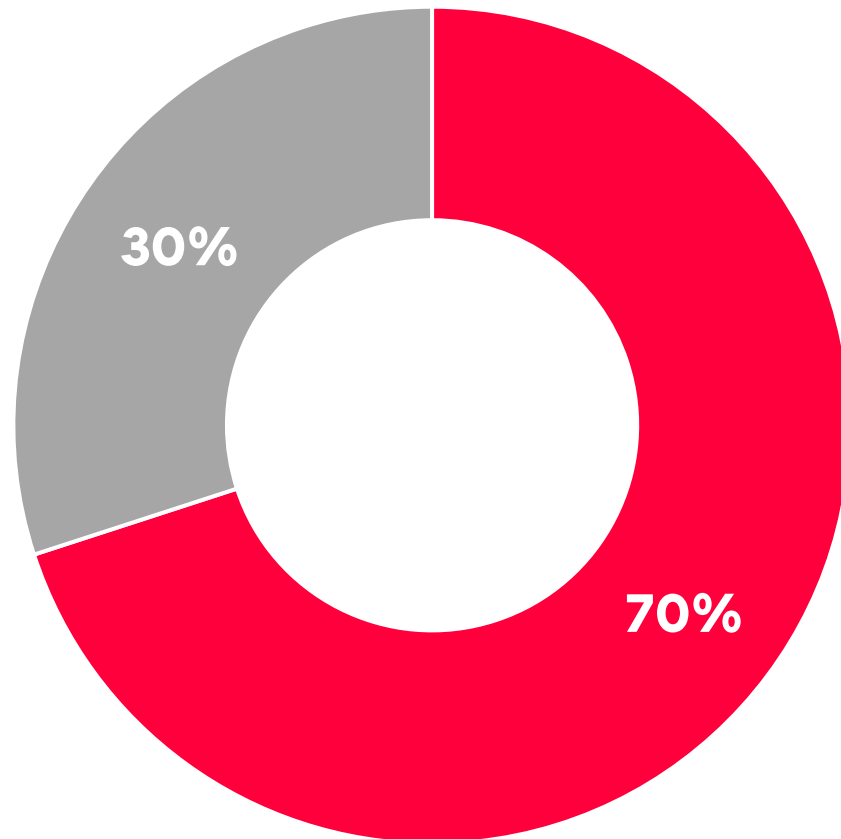
Question: which of the following would you say represents the greatest roadblock to your organisation's adoption of gen AI for marketing purposes?

Category	Percentage
Legal risks	66%
Capability building/upskilling	55%
Ethical risks	51%
AI maturity	49%
Reputational risks	49%
Finding appropriate commercialisation model	19%

WFA
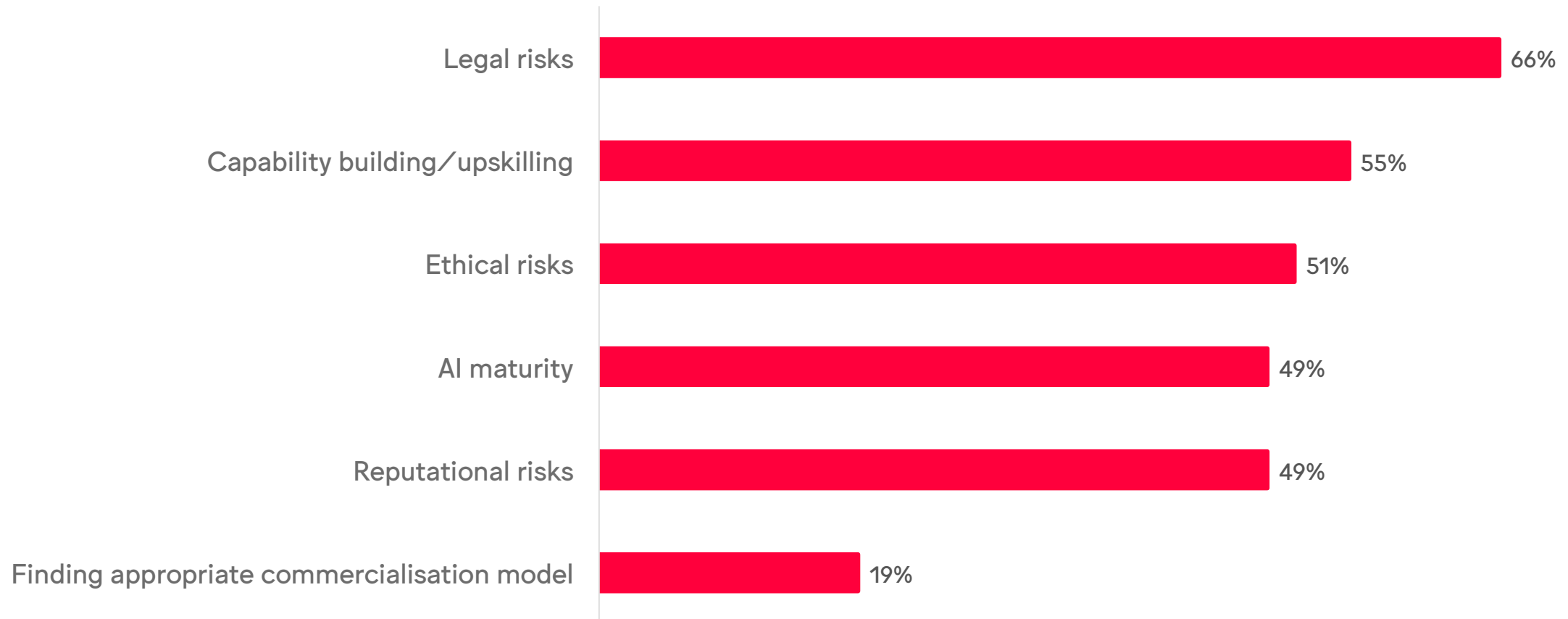
Most are prioritising efficiencies over effectiveness
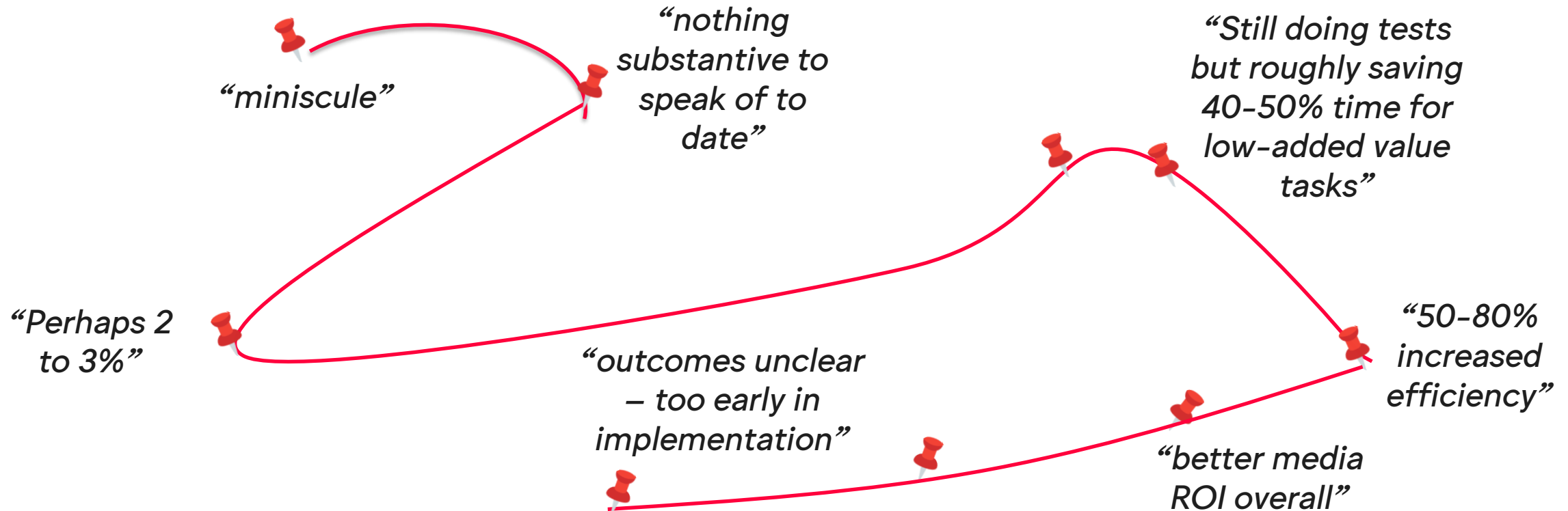

30%

70%

Does your application of generative AI primarily intend to:

■ Drive marketing efficiencies (saving time, costs)

■ Drive marketing effectiveness (increase revenue, ROI)

WFA

But true impact of gen AI still largely unknown

Question: What has been the impact of gen AI on your marketing effectiveness or efficiencies?

"miniscule"

"nothing substantive to speak of to date"

"Still doing tests but roughly saving 40-50% time for low-added value tasks"

"Perhaps 2 to 3%"

"outcomes unclear – too early in implementation"

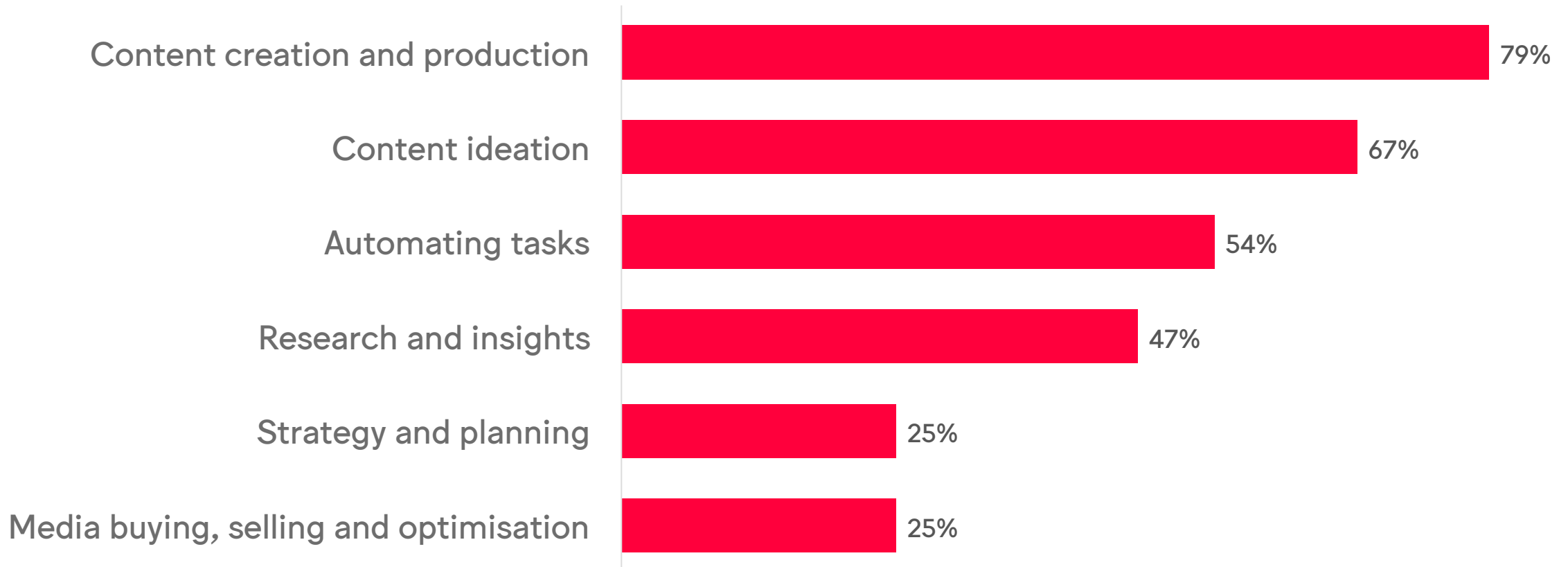*"50-80% increased efficiency"*

"better media ROI overall"

WFA

Content creation and ideation still top the list of current use cases

Question: For what marketing purposes do you use Generative AI today?

| Use case	Percentage
Content creation and production	79%
Content ideation	67%
Automating tasks	54%
Research and insights	47%
Strategy and planning	25%
Media buying, selling and optimisation	25%

WFA

Some concrete examples of use cases...

- *Adaptation and modification of content for full funnel communications*
- *Localisation of content across different countries*
- *Translation of marketing copy*
- *Animatics and stimulus creation*
- *Media and market share analysis and sentiment analysis*
- *Media optimisation and lead generation*
- *Business planning*
- *Campaign planning*
- *Insight generation*
- *Concept development and testing*
- *Trends and product ideation*
- *Packaging design*
- *Augment design for email campaigns*

WFA

But less than half of brands are using AI-generated content in user-facing marketing assets
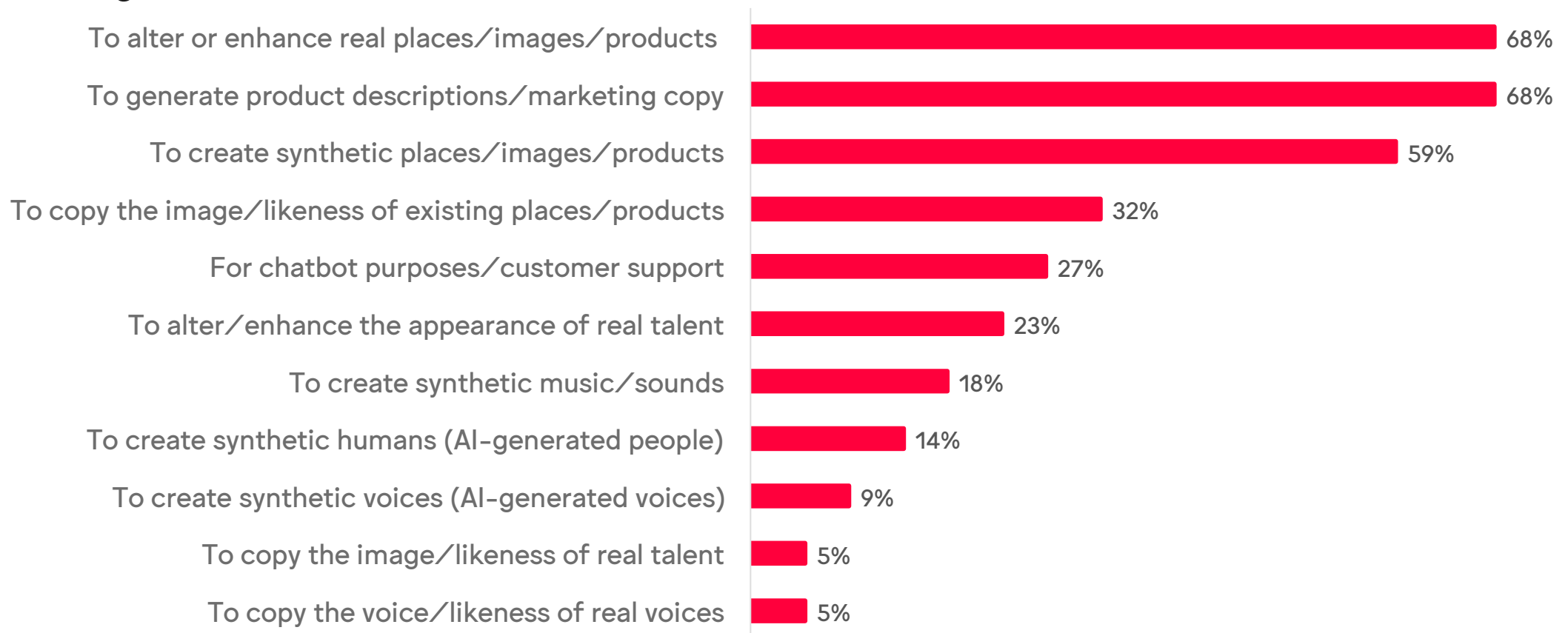

23%

40%

37%
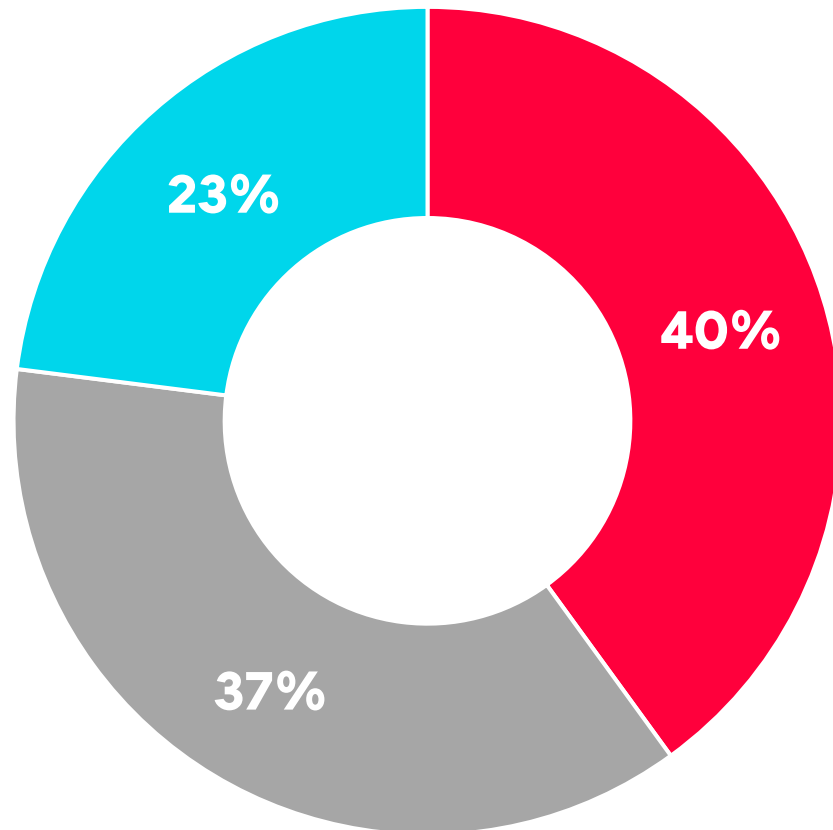
Question: Are you currently using generative AI in your external user-facing marketing assets (e.g. image, text, music)?

- ■ Yes
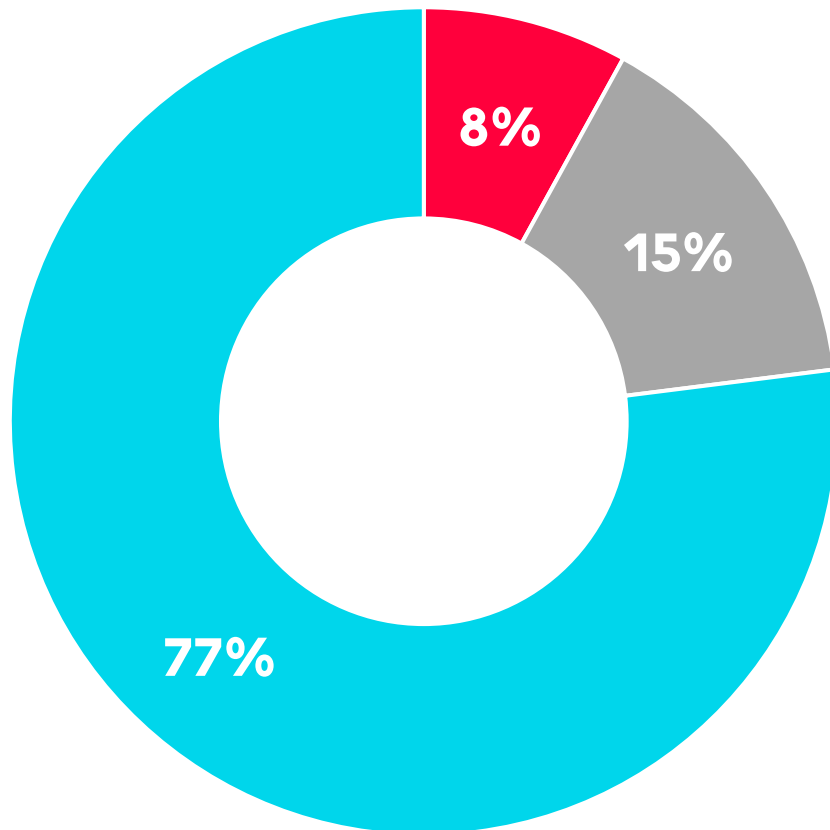- ■ Not yet, but we plan to
- ■ No

WFA

For those who said yes, only 5% are using generative AI to copy likeness and voice

Question: which of the following are you using generative AI for in external-facing marketing assets?

Category	Percentage
To alter or enhance real places/images/products	68%
To generate product descriptions/marketing copy	68%
To create synthetic places/images/products	59%
To copy the image/likeness of existing places/products	32%
For chatbot purposes/customer support	27%
To alter/enhance the appearance of real talent	23%
To create synthetic music/sounds	18%
To create synthetic humans (AI-generated people)	14%
To create synthetic voices (AI-generated voices)	9%
To copy the image/likeness of real talent	5%
To copy the voice/likeness of real voices	5%

WFA

And only 8% are already partnering with AI-generated influencers

8%

15%

77%

Question: Are you partnering with AI-generated influencers (virtual, digitally-created influencers)?
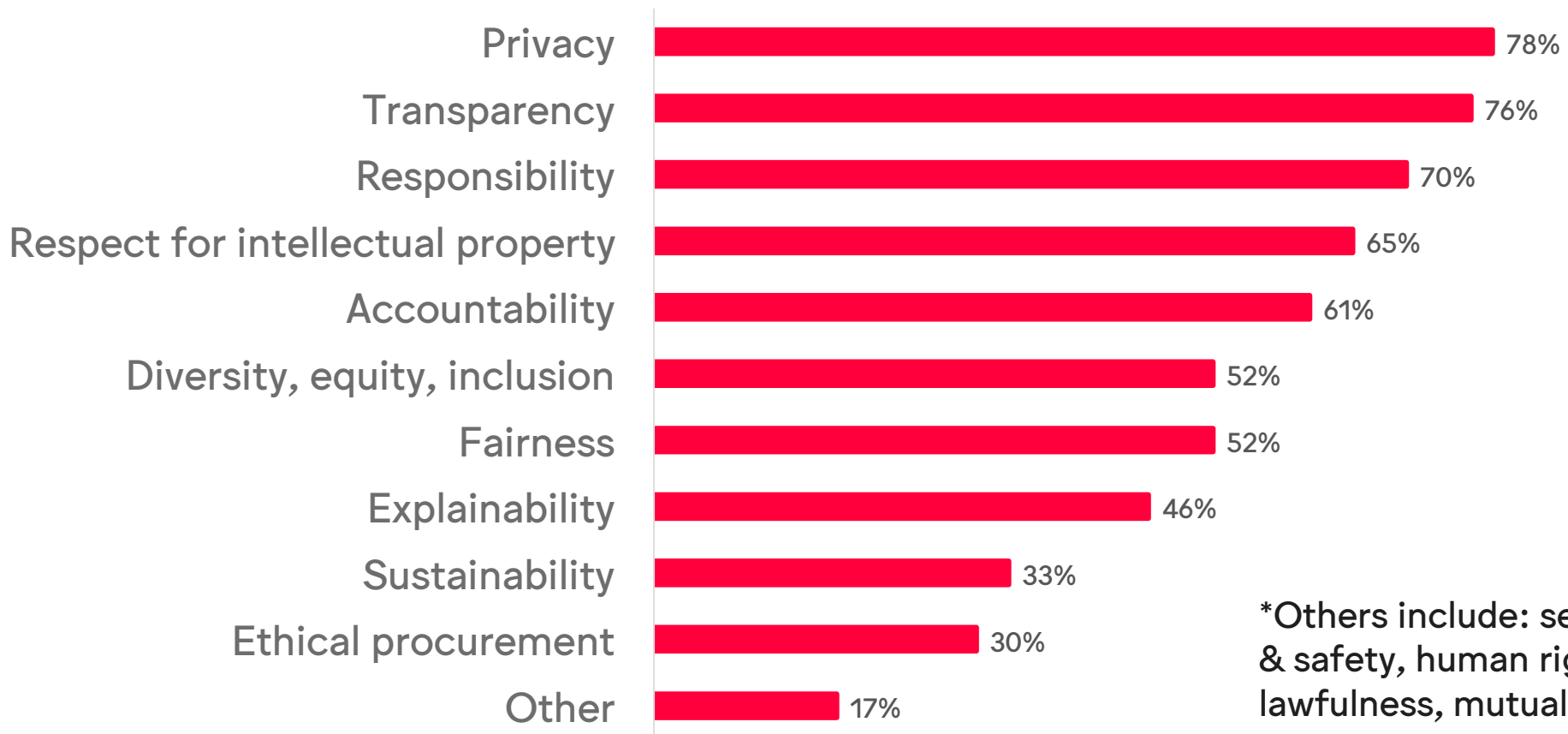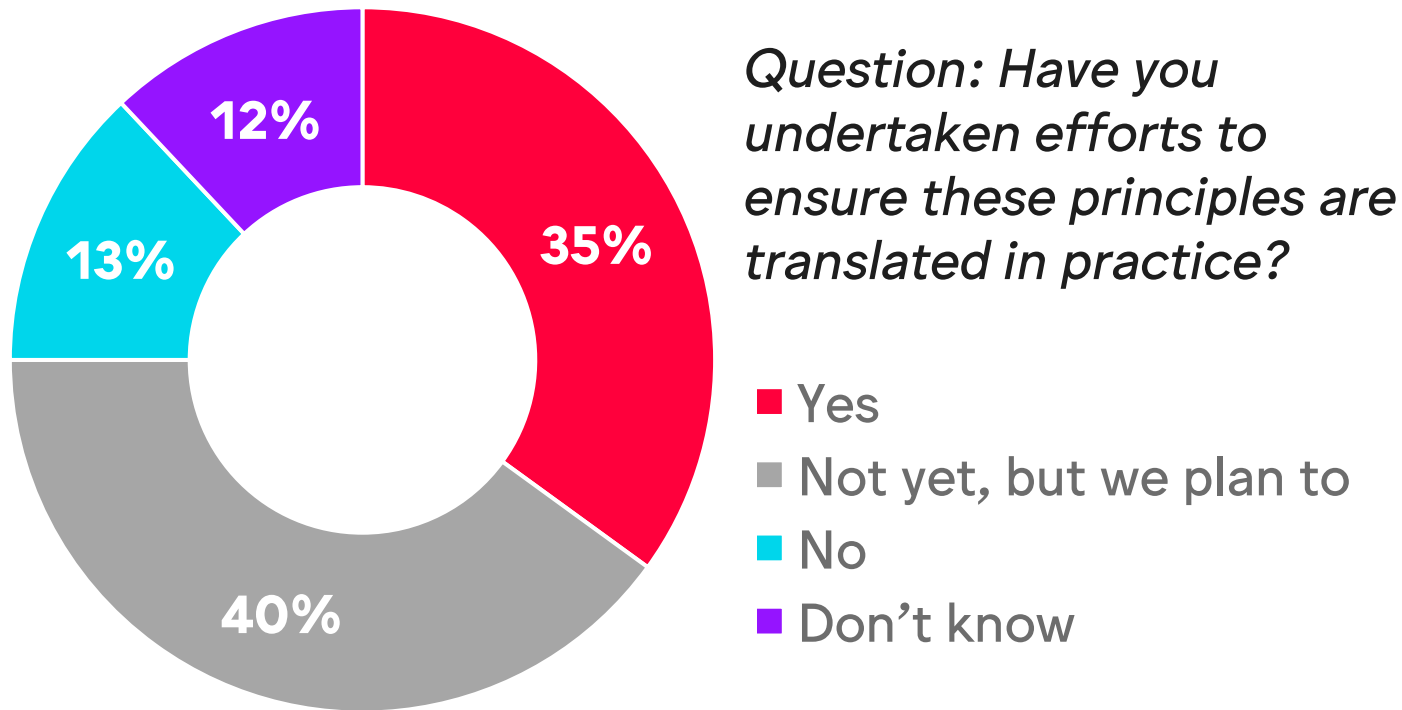
- ■ Yes
- ■ Not yet, but we plan to
- ■ No

WFA

Governance

WFA

63% of brands have adopted responsible AI principles...

21% are still in the process of developing them

Principle	Percentage
Privacy	78%
Transparency	76%
Responsibility	70%
Respect for intellectual property	65%
Accountability	61%
Diversity, equity, inclusion	52%
Fairness	52%
Explainability	46%
Sustainability	33%
Ethical procurement	30%
Other	17%

*Others include: security & safety, human rights, lawfulness, mutuality

Source: WFA Survey: using and governing generative AI. Base: 54

WFA

But only 35% have taken efforts to translate principles into marketing practice

Question: Have you undertaken efforts to ensure these principles are translated in practice?

- 🟥 Yes
- ⬜ Not yet, but we plan to
- 🟦 No
- 🟪 Don't know

- *Business-wide gen AI guidance*
- *Creative Gen AI Standards*
- *AI 'decision-gates' to examine new use cases*
- *Gen AI playbooks for legal teams*
- *Approved use case template clauses*
- *Checklists for procurement*
- *Gen AI contract addendums*
- *Creation of Responsible AI team*
- *Do's and don'ts*
- *Mandatory trainings*

WFA

Less than half have policies or guidelines on the use of gen AI for marketing
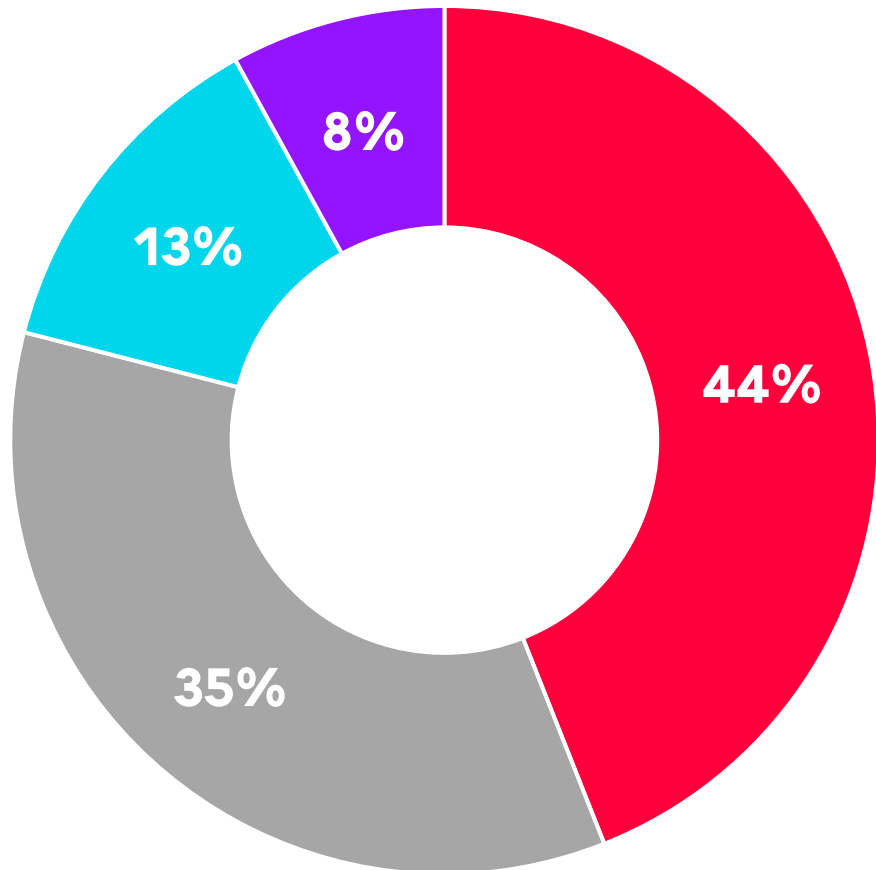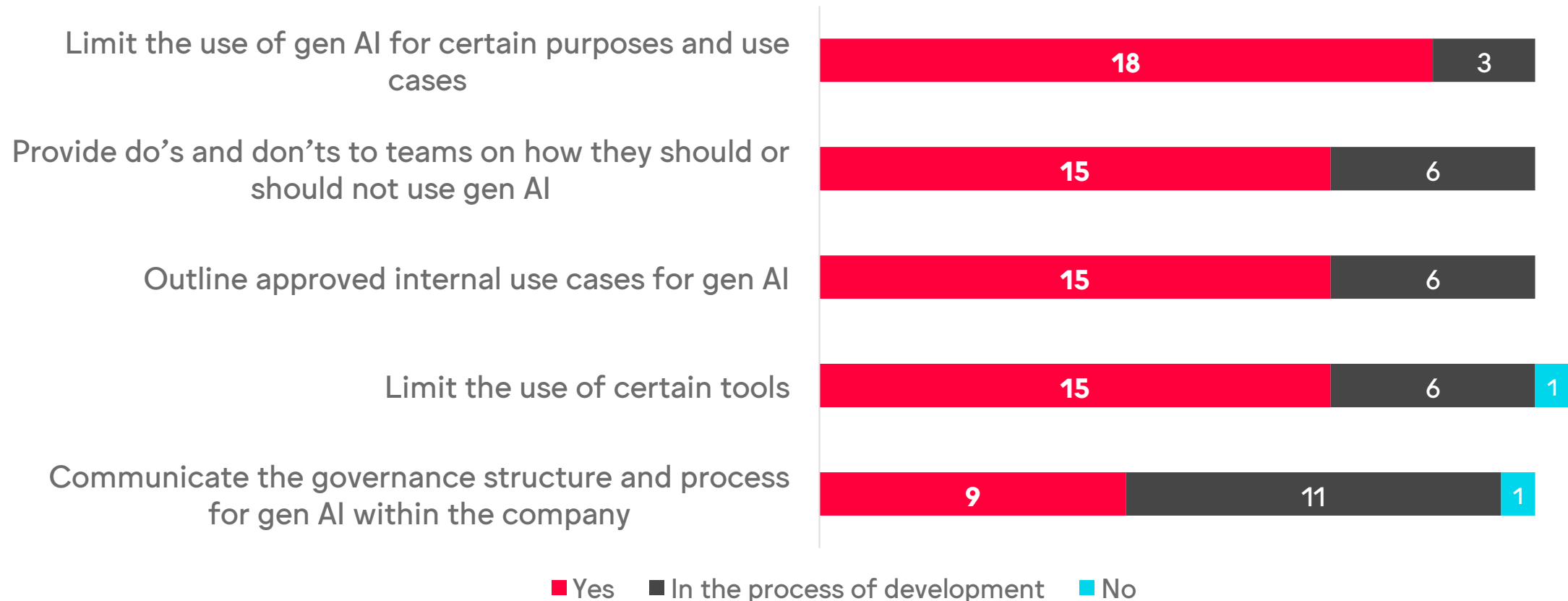

Question: Have you adopted policies/guidelines on the use of gen AI for marketing purposes?

- ■ Yes
- ■ In the process of development
- ■ No
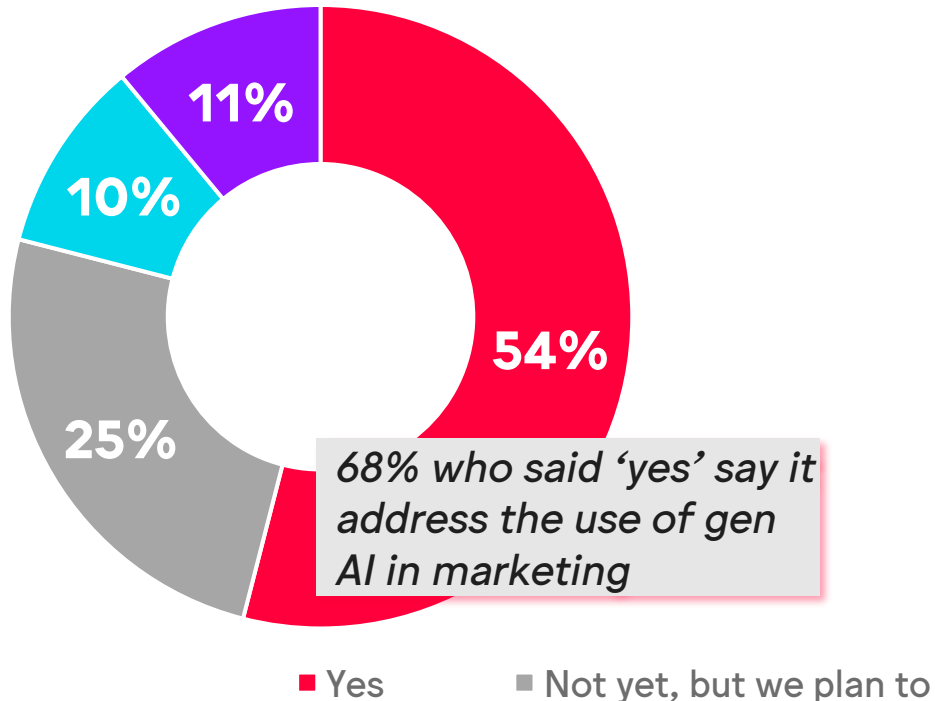- ■ Don't know

WFA

Most are focused on guidelines to limit use cases

Question: Have you developed policies/guidelines which:

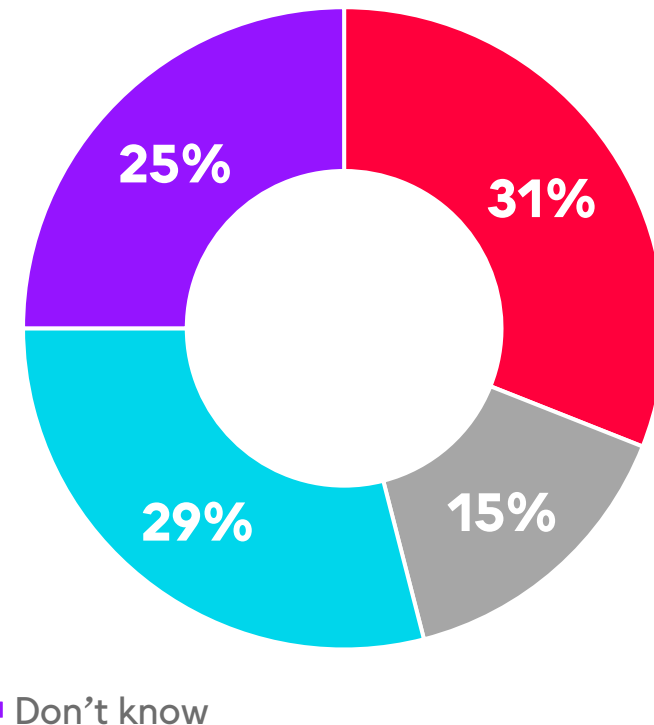|	Yes	In the process of development	No
Limit the use of gen AI for certain purposes and use cases	18	3	
Provide do's and don'ts to teams on how they should or should not use gen AI	15	6	
Outline approved internal use cases for gen AI	15	6	
Limit the use of certain tools	15	6	1
Communicate the governance structure and process for gen AI within the company	9	11	1

■ Yes ■ In the process of development ■ No

WFA

Over half of brands now have an AI governance board in place

Question: does your organisation have an AI governance board?

Question: does your organisation have a specific leadership role assigned to gen AI?

11%

10%

25%

54%

68% who said 'yes' say it address the use of gen AI in marketing

25%

31%

15%

29%

■ Yes　　■ Not yet, but we plan to　　■ No　　■ Don't know

WFA

Working with partners

WFA

80% of brands are concerned about how partners are using gen AI on their behalf

Question: Are you concerned about how your partners (e.g. creative and media agencies) are using gen AI on your behalf?
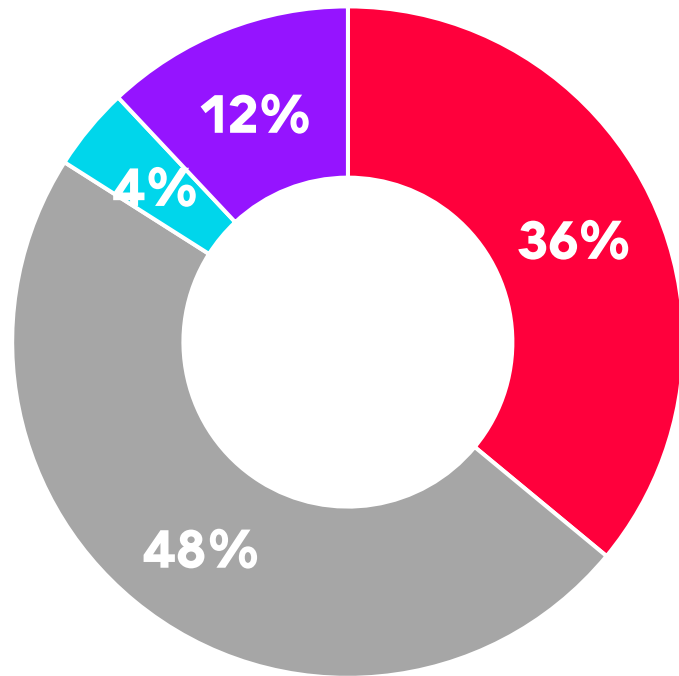
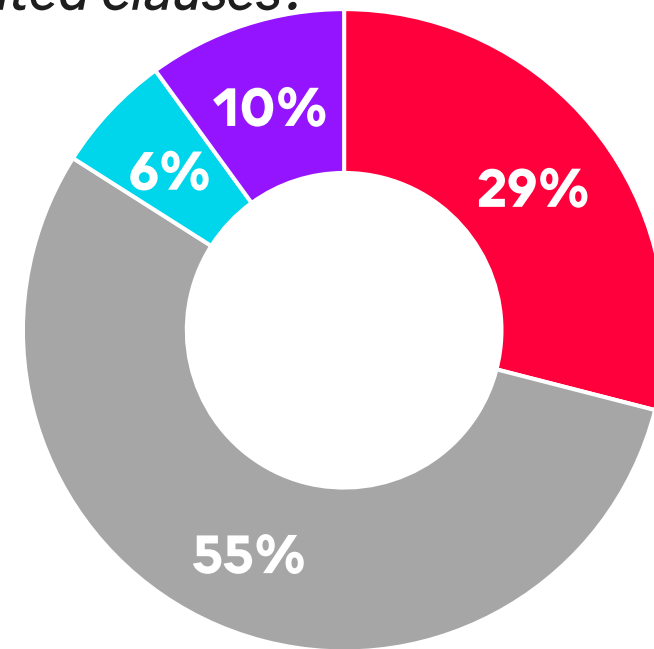| 80%	11%	9%

■ Yes   ■ No   ■ Don't know

WFA

55% are planning to review media and creative contracts with partners

Question: have you introduced terms of use for how partners can use gen AI on your behalf?

Question: Have you reviewed media and creative contracts with partners to introduce AI-related clauses?
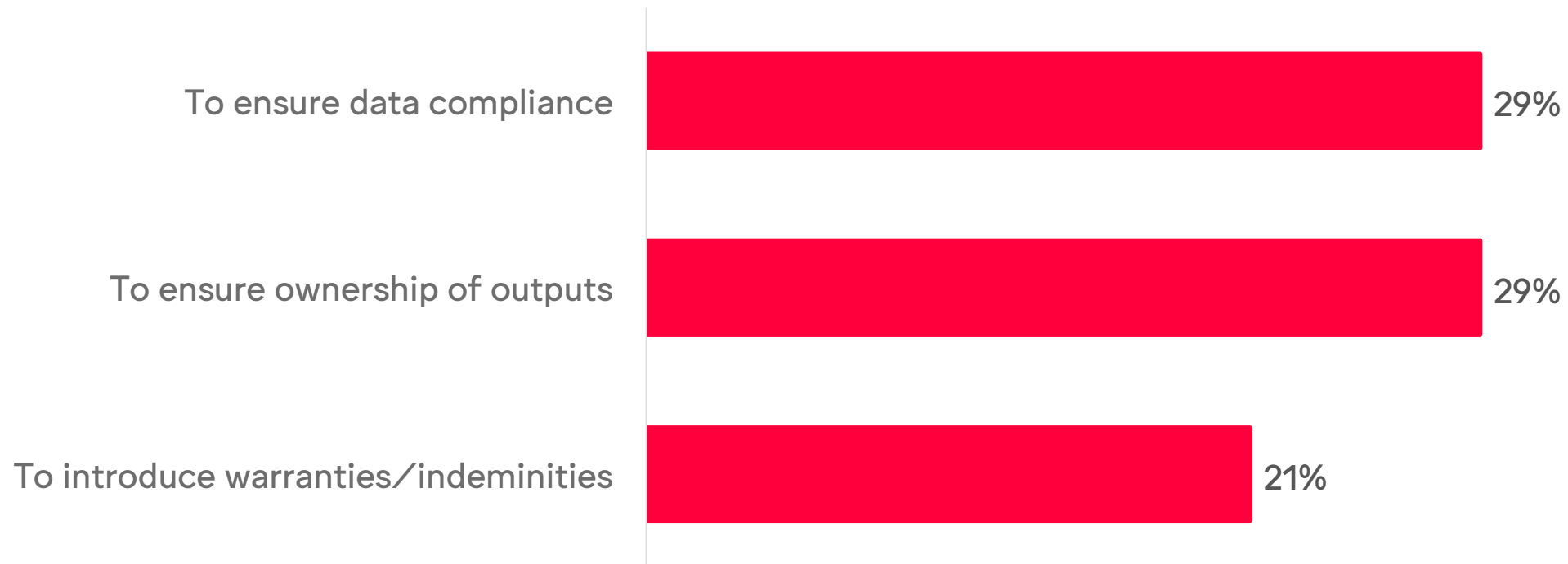
12%

4%

36%

48%

10%

6%

29%

55%

■ Yes   ■ Not yet, but we plan to   ■ No, no plans to   ■ Don't know
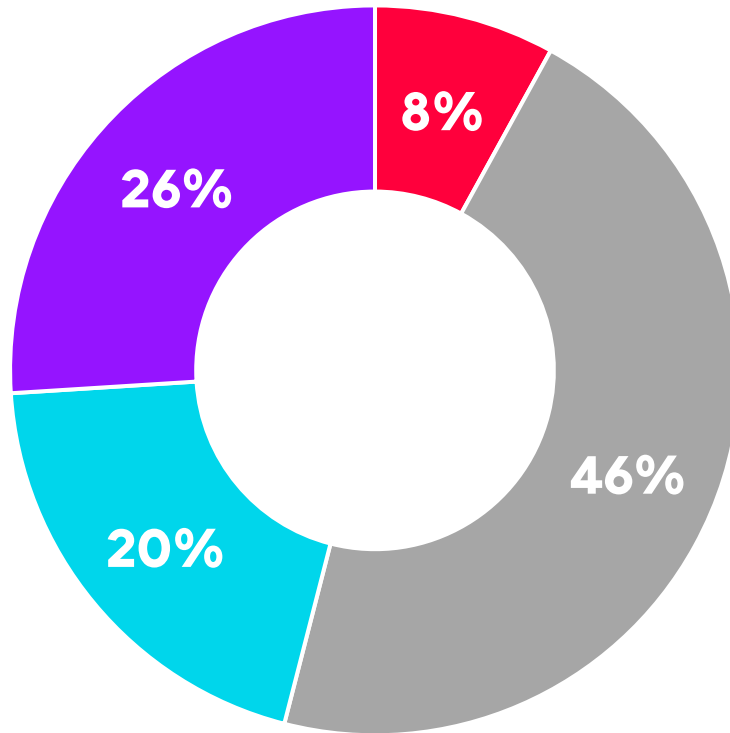
WFA

Data compliance and warranties are the main focus for contract reviews

Question: What is your primary motivation for updating your contracts to include gen AI-specific clauses?

To ensure data compliance	29%
To ensure ownership of outputs	29%
To introduce warranties/indeminities	21%

WFA

Almost half of brands are planning to update contracts with creative talent

8%

26%

46%

20%

Question: Are you updating contracts with creative talent (actors, voiceover artists) to provide for generative AI use in relation to voice or likeness?

■ Yes

■ Not yet, but we plan to

■ No, no plans to

■ Don't know

Source: WFA Survey: using and governing generative AI. Base: 53

WFA

For further details about the survey, please contact
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