UNCOVERING THE IMPACT OF

# AI Tools in Creative Work

Lytho

2024
Creative
Operations
Report

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# Executive Summary

**THE TRANSFORMATIVE INFLUENCE OF AI ON THE CREATIVE INDUSTRY**

In the ever-evolving landscape of marketing and creative, the rise of artificial intelligence (AI) has sent ripples of changes through the industry. To understand the impact of AI on creative professionals, we surveyed over 180 individuals and uncovered some fascinating insights.

**KEY FINDINGS**

1. **Industry Shifts:** An overwhelming 84% of respondents recognized significant shifts in the industry, propelled by automated content creation, AI-driven graphic design, and personalized advertising. These advancements are reshaping content production and consumption.

2. **AI Adoption:** A staggering 98% of respondents currently use AI tools or plan to do so soon, indicating a widespread acceptance of AI's potential to enhance creative processes.

3. **AI Usage:** AI integration is becoming a routine aspect of the creative workflow with 50% of respondents utilizing AI tools weekly and 33% incorporating them daily.

4. **AI's Duality:** While 53% of respondents believe AI streamlines content production, 52% feel that AI tools can be distracting. This dual impact emphasizes the need for thoughtful integration and training to maximize benefits while minimizing disruptions.

*Continued on next page...*

## KEY FINDINGS

**84%**
recognize shifts in the industry

**98%**
currently or plan to use AI tools

**50%**
utilize AI tools weekly; **while**

**30%**
incorporate daily

**53%**
believe AI streamlines production, **while**

**52%**
feel AI tools can be distracting

# Executive Summary <span style="color:gray">continued</span>

5. **AI's Role:** Predominantly a creative assistant, AI is most influential in content generation (like part of this executive summary) and creative assistance. However, its impact on strategic planning remains limited, indicating an ongoing evolution toward a more strategic role.

6. **Content Output:** Respondents report increased content output as the primary benefit of AI, highlighting its ability to alleviate repetitive tasks and enable creatives to focus on more strategic and innovative work.

7. **AI's Impact on Creativity:** A paradoxical perception emerges with 35% of marketers feeling less creative with AI tools while an equal percentage of creatives feel more creative with AI assistance. This complexity underscores the varied influence of AI on creativity.

8. **AI's Creative Output:** Despite concerns among marketers about AI-generated content lacking creativity (60%), the efficiency gains (90%) and enhanced content effectiveness (70%) outweigh these reservations.

## CONCLUSION

As AI continues its evolution, its impact on the creative industry is undeniable. It is important to acknowledge that AI is not a replacement for human creativity but rather a collaborative partner. By embracing AI's strengths and addressing its limitations, creative professionals can leverage this powerful tool to produce more innovative, effective, and impactful work. The future of creativity lies in a synergistic partnership between human ingenuity and artificial intelligence.

# KEY FINDINGS

## AI Is Most Influential

in content generation and creative assistance

## Content Output

was the primary benefit of AI

## 35%

of marketers feel less creative with AI tools while the same percentage of creatives feel more creative

## Efficiency and Effectiveness

of AI-generated content outweigh reservations regarding its lack of creativity
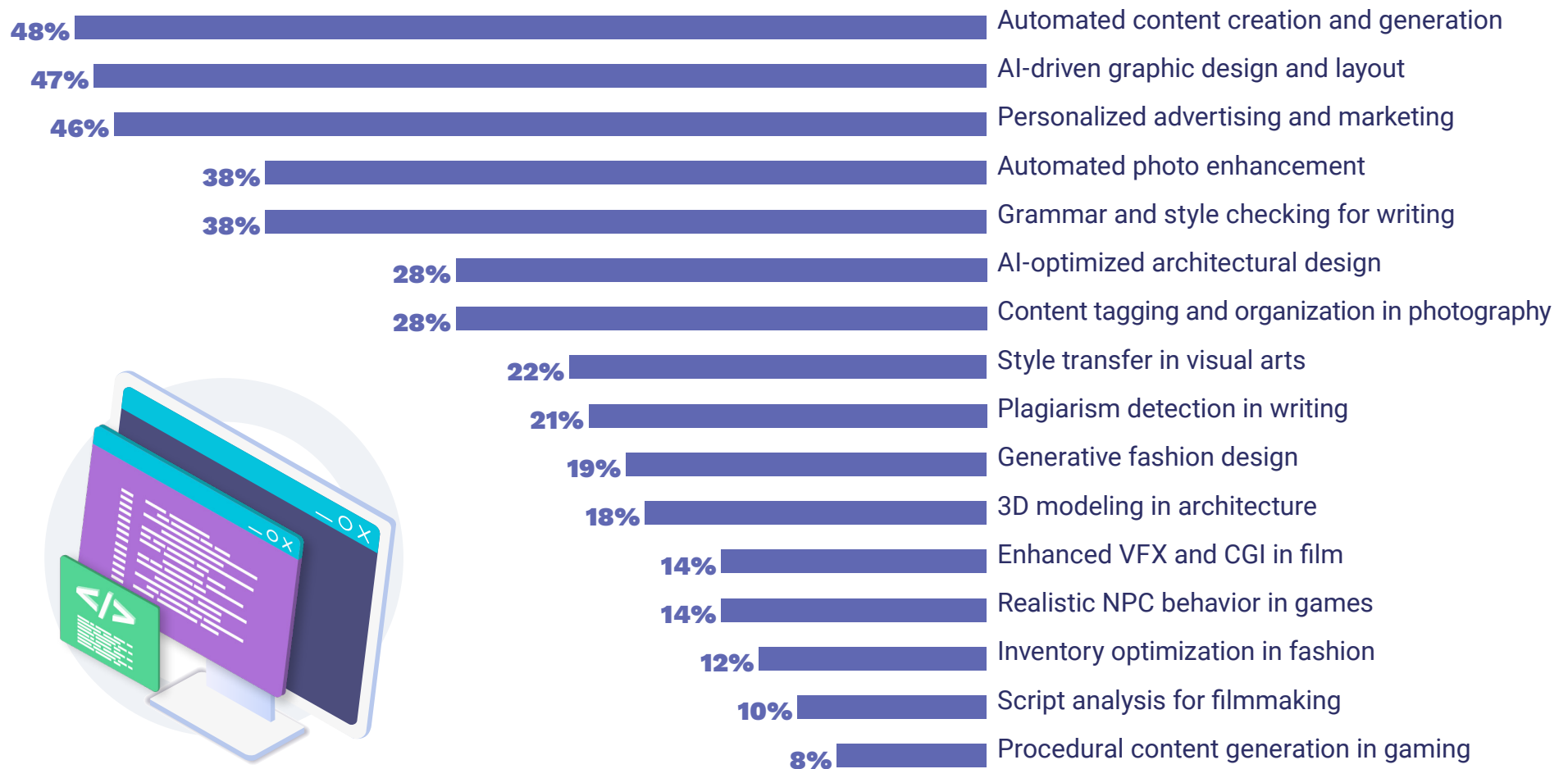
# How is the industry shifting?

# What Are the Major Industry Events Happening?

The demand for **more personalized** deliverables is driving changes in how content is developed and generated.

→ **WHICH INDUSTRY SHIFTS HAVE YOU WITNESSED AND/OR EXPERIENCED?**

| | |
|---|---|
| 48% | Automated content creation and generation |
| 47% | AI-driven graphic design and layout |
| 46% | Personalized advertising and marketing |
| 38% | Automated photo enhancement |
| 38% | Grammar and style checking for writing |
| 28% | AI-optimized architectural design |
| 28% | Content tagging and organization in photography |
| 22% | Style transfer in visual arts |
| 21% | Plagiarism detection in writing |
| 19% | Generative fashion design |
| 18% | 3D modeling in architecture |
| 14% | Enhanced VFX and CGI in film |
| 14% | Realistic NPC behavior in games |
| 12% | Inventory optimization in fashion |
| 10% | Script analysis for filmmaking |
| 8% | Procedural content generation in gaming |

# How Do Respondents Adapt to Change?

For professionals trying to keep up with industry changes, learning new skills and showing agility in how they work is key ... and **AI tools are aiding them**.

## ARE AI TOOLS AIDING IN ADAPTATION?

**42%**
Yes, significantly

**49%**
Yes, to some extent

**9%**
No

## HOW DO RESPONDENTS ADAPT?

**59%** Learned new skills or software

**50%** Modified work processes and workflows

**49%** Attended training or workshops

**48%** Stayed updated through industry publications

**46%** Collaborated with colleagues or experts

**43%** Invested in new technologies or tools

**14%** Outsourced specific tasks
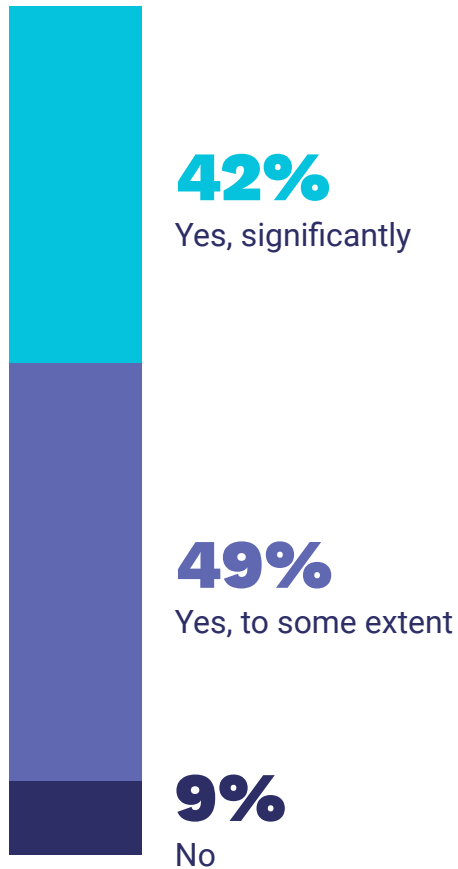
# Is AI preventing bad creative?

# Is AI Preventing Bad Creative?

Respondents are **not sure** of the impact AI has on preventing low quality creative with **43%** of them being neutral.

→ AI TOOLS HAVE HELPED PREVENT THE PRODUCTION OF "BAD CREATIVE," LOW-QUALITY, OR INEFFECTIVE CONTENT.

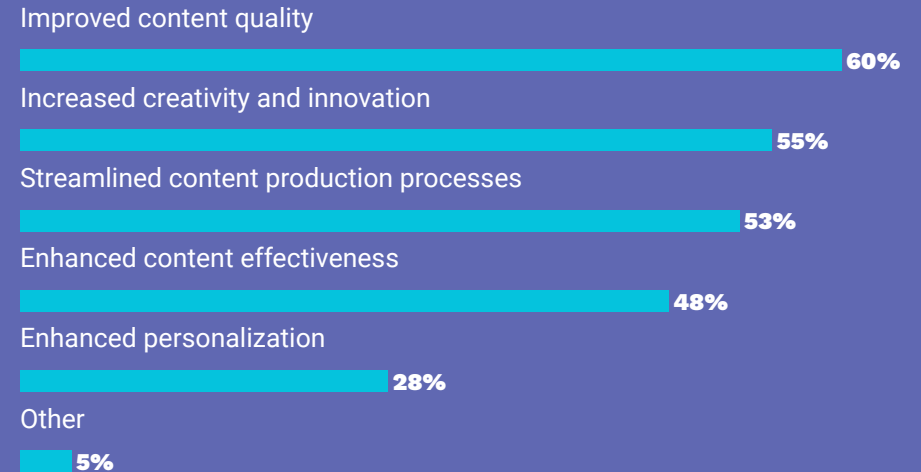| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|
| 7% | 18% | 43% | 26% | 8% |
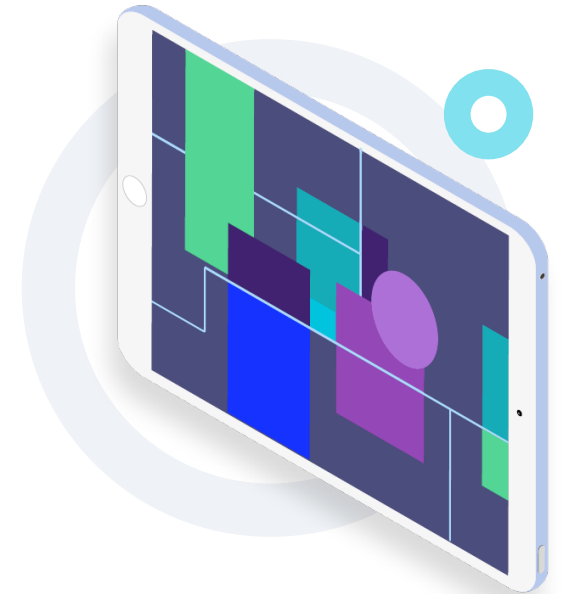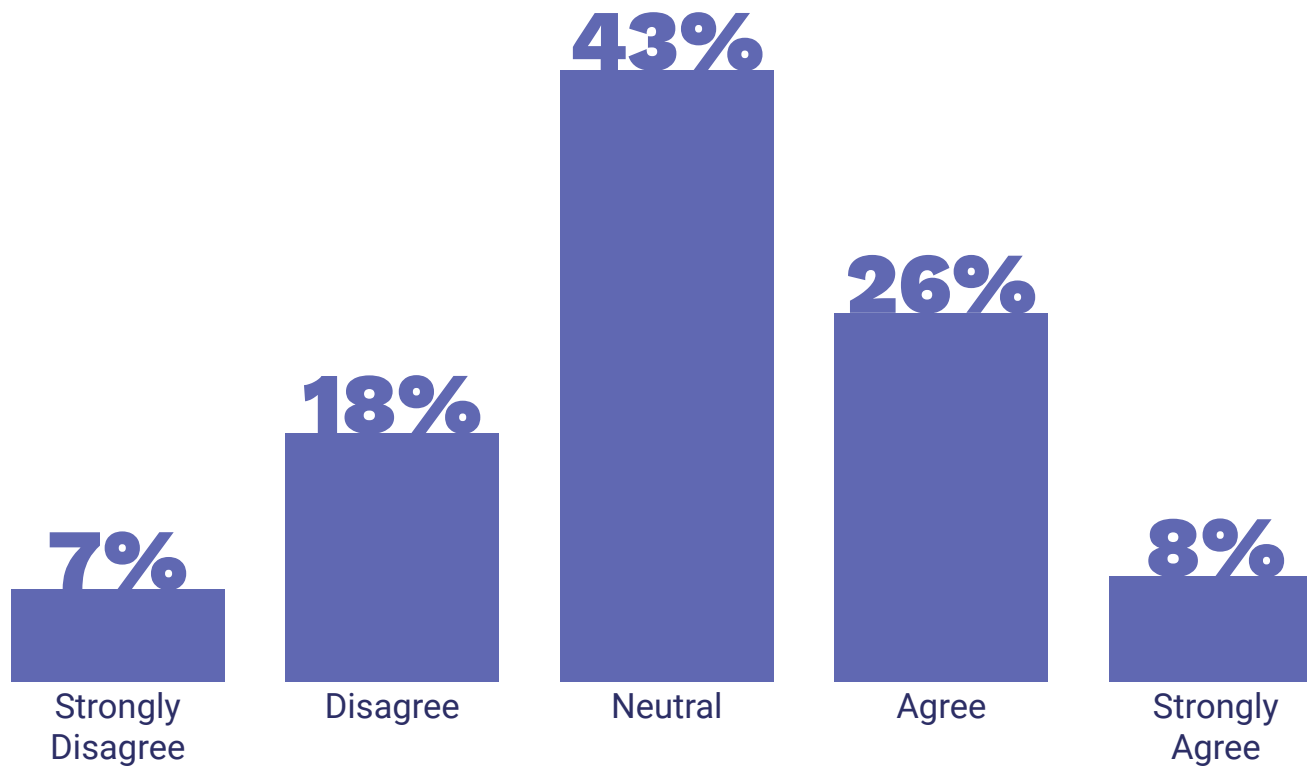
# AI IS Preventing Bad Creative

Improved content quality and the enablement of creativity and innovation explain why some respondents think AI **is preventing** bad creative.

Improved content quality
60%

Increased creativity and innovation
55%

Streamlined content production processes
53%

Enhanced content effectiveness
48%

Enhanced personalization
28%

Other
5%

# AI IS NOT Preventing Bad Creative

Distractions and lack of accurate brand voice explain why some respondents think AI **is not effectively preventing** bad creative.

→ HOW HAS AI **NEGATIVELY** IMPACTED CREATIVE ASSETS?

The tools cause a distraction from daily work
52%

The tone of voice doesn't match that of the organization
45%

Misalignment with brand guidelines
34%

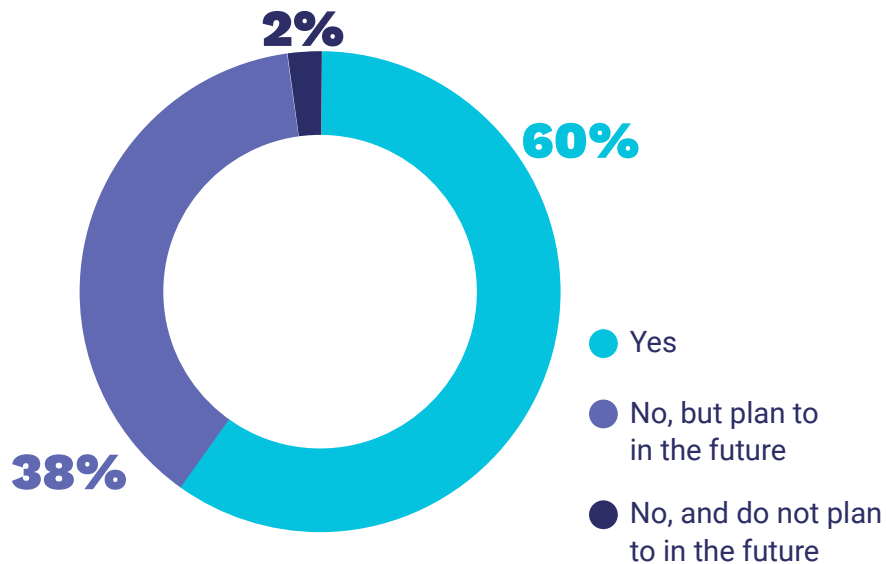The assets produced are not as creative anymore
34%

Other
7%
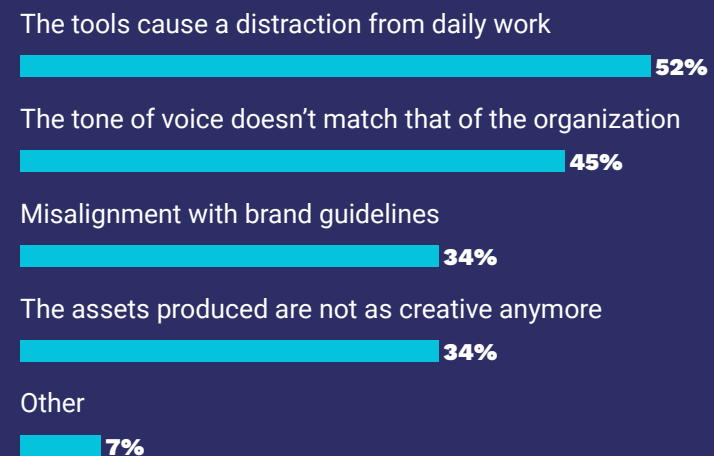
# How are teams using AI?

# Use of AI in Creative Workflow

The vast majority (**98%**) of creative professional respondents are currently **using AI or plan to** in the future.

## ARE CREATIVE PROFESSIONALS USING AI IN THEIR CREATIVE WORKFLOW?

2%

60%

38%

- Yes
- No, but plan to in the future
- No, and do not plan to in the future

# Use of AI to Perform Creative Tasks

Those who use AI are using it often with **over 75%** using it at least **weekly** for their creative tasks.

## HOW FREQUENTLY DO YOU USE AI TOOLS TO PERFORM YOUR CREATIVE TASKS?

15%

48%

7%

1%

29%

- Daily
- Weekly
- Monthly
- Rarely
- Never
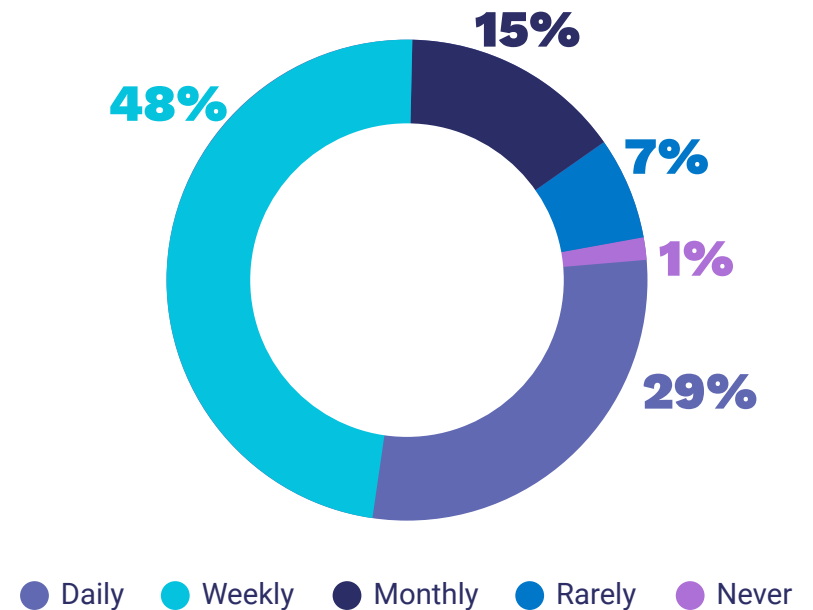
# Company Guidelines and Brand on AI

While companies are creating policies on AI to protect their brands, there is still **room for improvement** to guide AI use for organizations.

→ **DOES YOUR ORGANIZATION OR TEAM PROVIDE GUIDELINES ON HOW TO USE AI?**
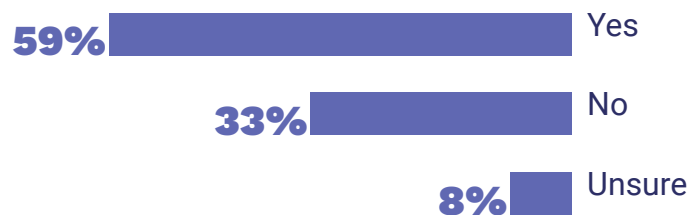
**59%** Yes

**33%** No

**8%** Unsure

→ **HAS YOUR ORGANIZATION INCORPORATED ITS BRAND MESSAGING INTO AI AS A STANDARD SETTING?**

**48%** Yes

**39%** No

**13%** Unsure
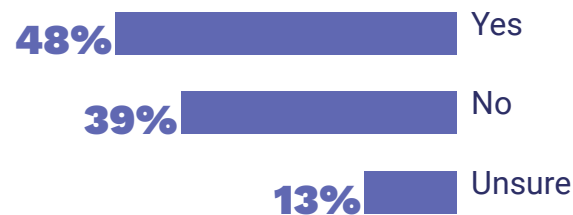
# How a Tool Is Selected

Respondents are looking for a tool to be easy to use and cost-effective. Previous experience is not as important which suggests an **openness to learn.**

→ **WHAT CRITERIA DO YOU CONSIDER WHEN SELECTING AI TOOLS FOR YOUR CREATIVE WORK?**

**64%** Ease of use

**55%** Cost-effectiveness

**43%** Recommendations from peers/colleagues

**40%** Specific features

**31%** Previous positive experiences with the tool
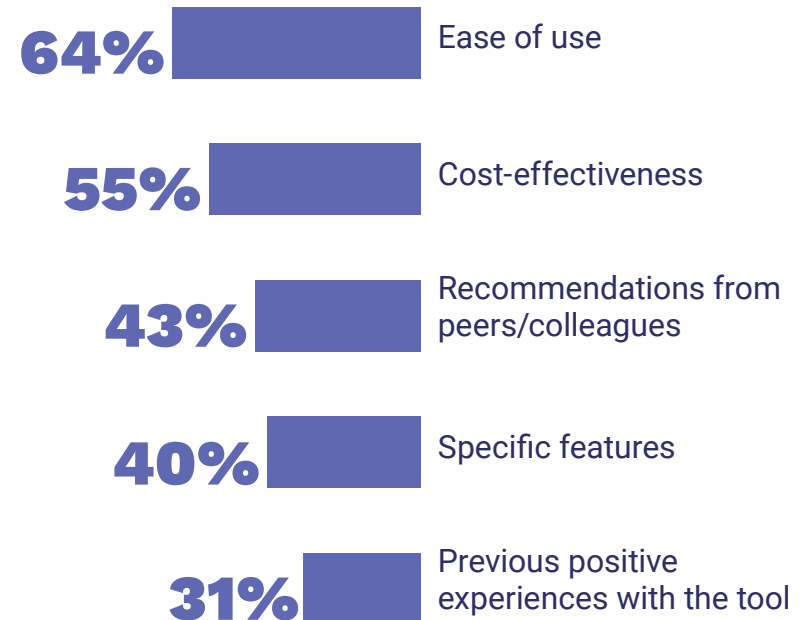
# How Is AI Used?

AI is most used in **helping in the creative process** and least likely to be used in the strategic planning process.

**→ FOR WHICH CREATIVE PROCESS(ES) DO YOU USE AI TOOLS?**

| | |
|---|---|
| **59%** | Content generation |
| **53%** | Creative assistance |
| **49%** | Design and graphics |
| **39%** | Video editing and animation |
| **36%** | Quality control |
| **33%** | Ideation/Brainstorming |
| **32%** | Personalization |
| **29%** | Data visualization |
| **23%** | Collaboration |
| **20%** | Planning |

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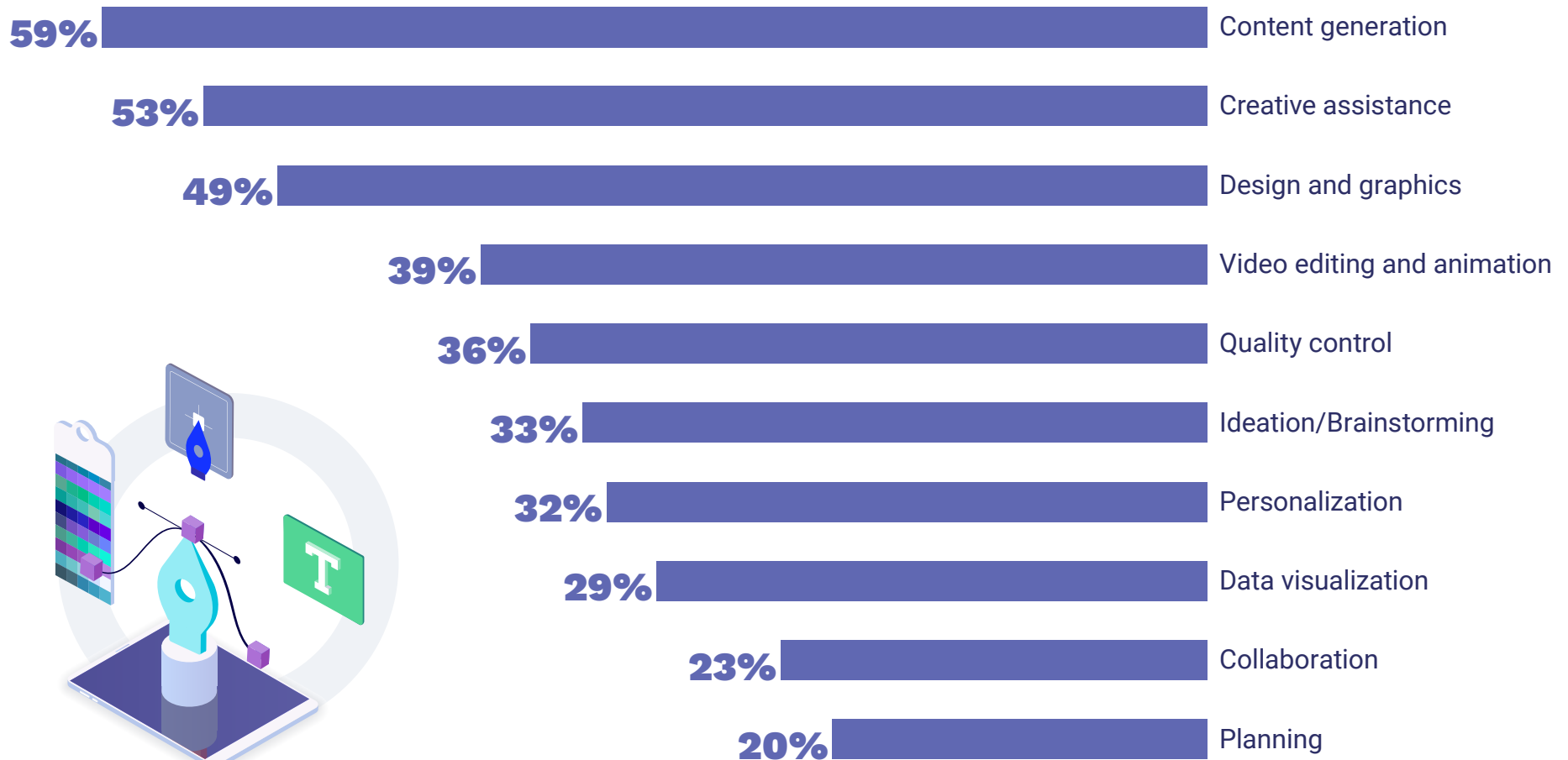
# Organizational Benefits of AI

**Content output** is the primary benefit respondents report in using AI. With AI, both the volume and frequency of production are higher.
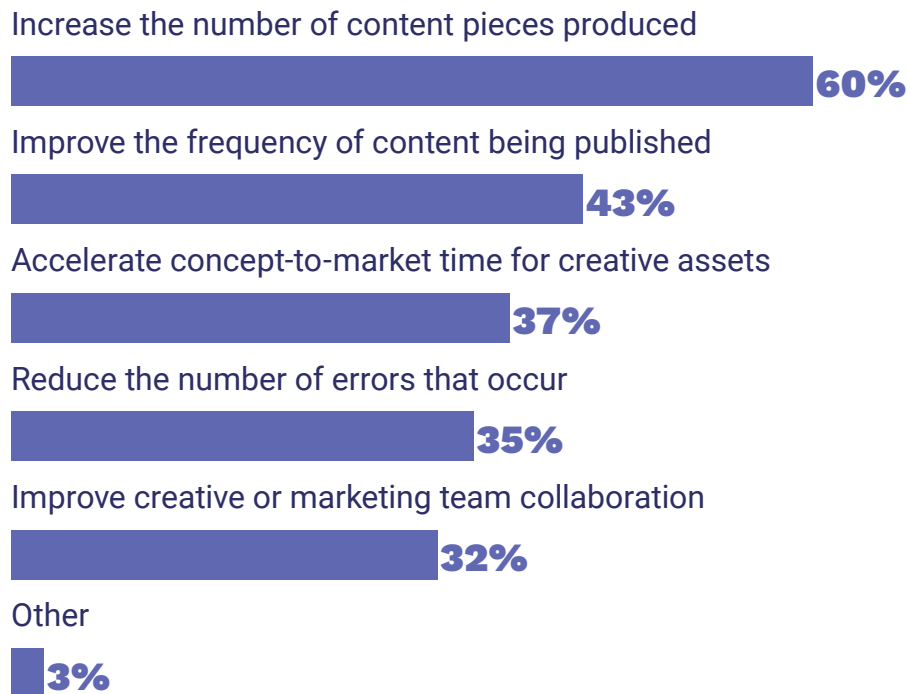
# The Impact of AI on Creativity

Respondents are **split evenly** on whether AI has had an impact on their creativity or not.

→ IN WHAT AREAS DO AI TOOLS HELP ACCELERATE YOUR PRODUCTION OF CREATIVE ASSETS?

Increase the number of content pieces produced
**60%**

Improve the frequency of content being published
**43%**

Accelerate concept-to-market time for creative assets
**37%**

Reduce the number of errors that occur
**35%**

Improve creative or marketing team collaboration
**32%**

Other
**3%**

→ HOW HAVE THE AI TOOLS YOU USE REGULARLY IMPACTED YOUR CREATIVITY?

**29%**
Feel Less Creative

**36%**
Feel No Different

**35%**
Feel More Creative
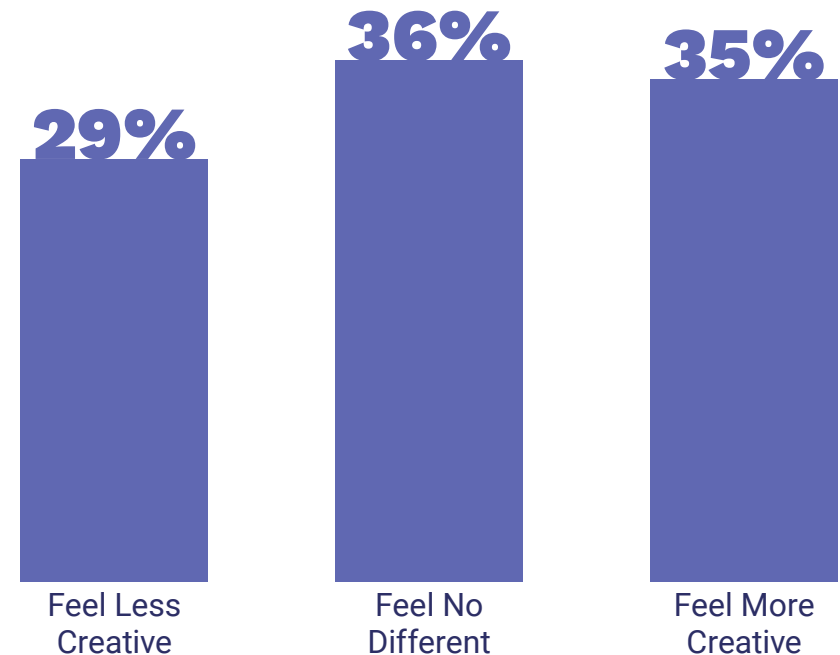
# What Are the Challenges with AI for Organizations?

Challenges with the application of AI to the creative process are focused on concerns with **originality, change management, knowledge, and technical issues**.

WHAT CHALLENGES OR DRAWBACKS HAVE YOU EXPERIENCED WHILE USING AI TOOLS IN YOUR CREATIVE WORK?

| % | Challenge |
|---|---|
| 39% | Quality and originality issues |
| 39% | Resistance to change |
| 27% | Concerns over ethics |
| 25% | Updates and maintenance |
| 24% | Overreliance on AI tools |
| 24% | IP infringement issues |
| 23% | Lack of context application |
| 21% | Cost and accessibility |
| 15% | Concerns over privacy |
| 11% | Training data bias |
| 3% | None |
| 1% | Other |

WHAT CHALLENGES HAVE YOU ENCOUNTERED WHILE INTEGRATING AI TOOLS INTO YOUR CREATIVE WORKFLOW?

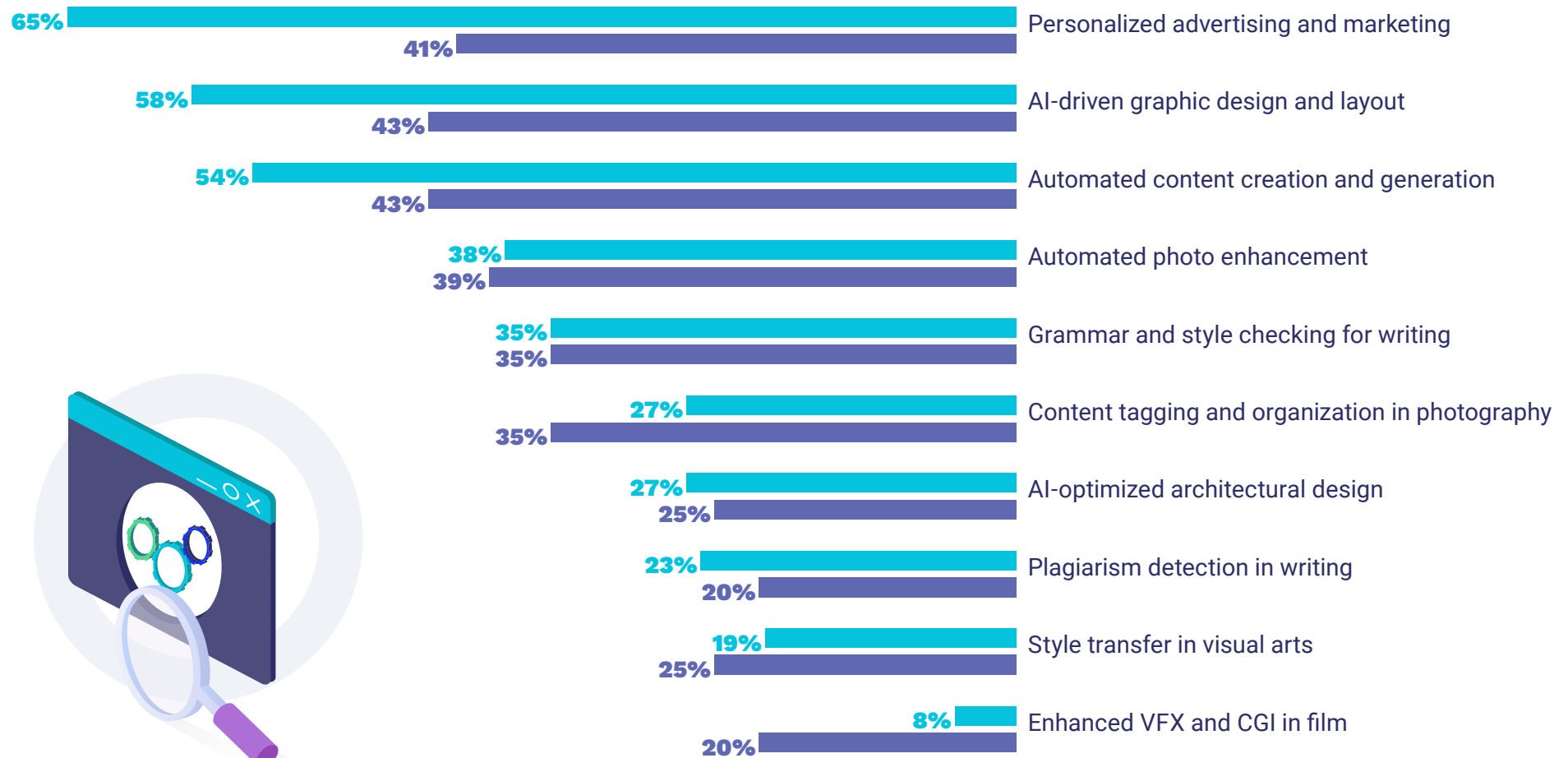| % | Challenge |
|---|---|
| 37% | Technical issues |
| 31% | Lack of training and support |
| 27% | Resistance from team members |
| 27% | Integration with existing software/tools |
| 21% | Security or company policies against it |
| 17% | None |

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# How do marketers and creatives feel about AI?

# What Are the Major Industry Events Happening?

**Marketers are more observant** of industry changes around content creation, design, and personalization than creatives.

WHICH INDUSTRY SHIFTS HAVE YOU WITNESSED AND/OR EXPERIENCED?

● Marketers ● Creatives

| Industry Shift | Marketers | Creatives |
|---|---|---|
| Personalized advertising and marketing | 65% | 41% |
| AI-driven graphic design and layout | 58% | 43% |
| Automated content creation and generation | 54% | 43% |
| Automated photo enhancement | 38% | 39% |
| Grammar and style checking for writing | 35% | 35% |
| Content tagging and organization in photography | 27% | 35% |
| AI-optimized architectural design | 27% | 25% |
| Plagiarism detection in writing | 23% | 20% |
| Style transfer in visual arts | 19% | 25% |
| Enhanced VFX and CGI in film | 8% | 20% |

# How Do Respondents Adapt to Change?

**Marketers** are more likely to attend trainings and purchase new AI tools to **adapt to change**. They also believe AI is helping them adapt more than creatives do.

## HOW HAVE YOU ADAPTED TO THESE INDUSTRY SHIFTS?

**62%** / **59%** Learned new skills or software
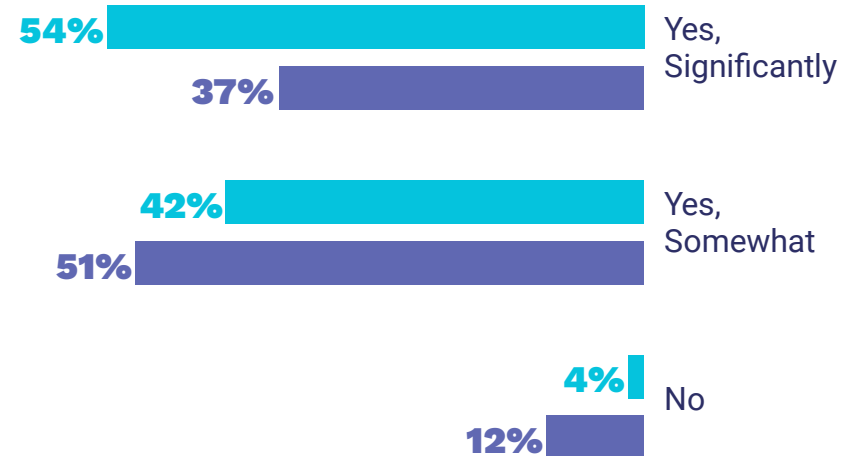
**62%** / **45%** Attended training or workshops

**62%** / **35%** Invested in new technologies or tools

**50%** / **49%** Modified work processes and workflows

**50%** / **47%** Collaborated with colleagues or experts

**46%** / **53%** Stayed updated through industry publications

**12%** / **12%** Outsourced specific tasks
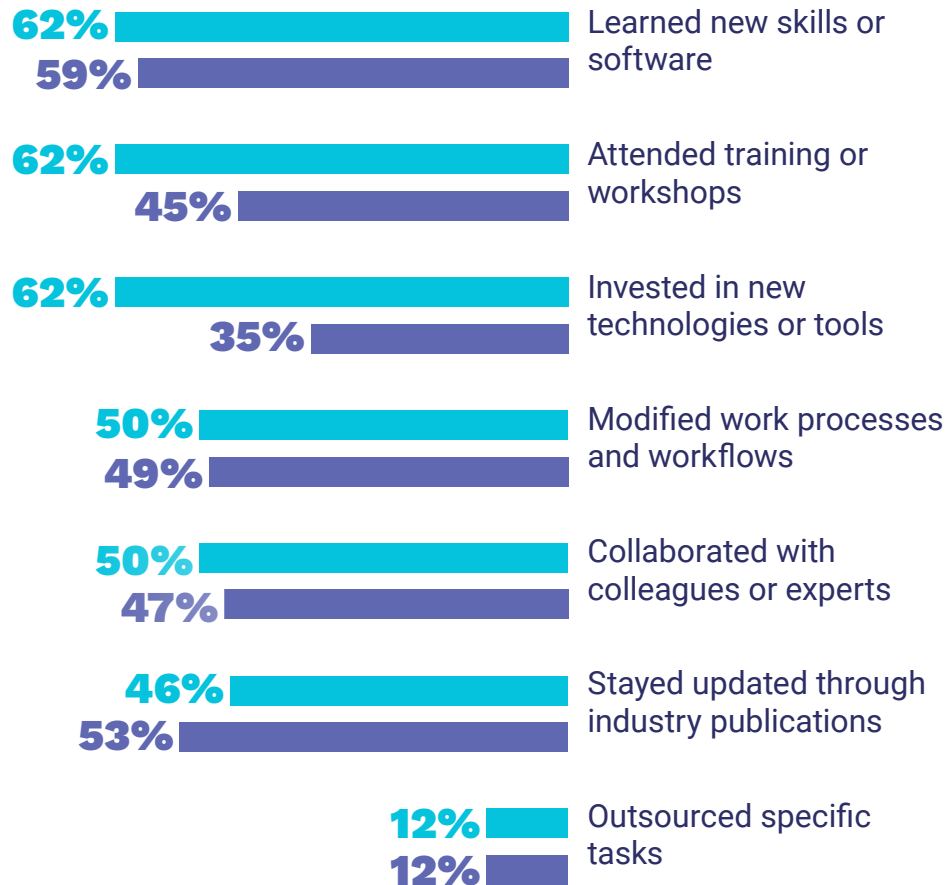
## HAVE AI TOOLS PLAYED A ROLE IN HELPING YOU NAVIGATE THESE INDUSTRY SHIFTS?

**54%** / **37%** Yes, Significantly

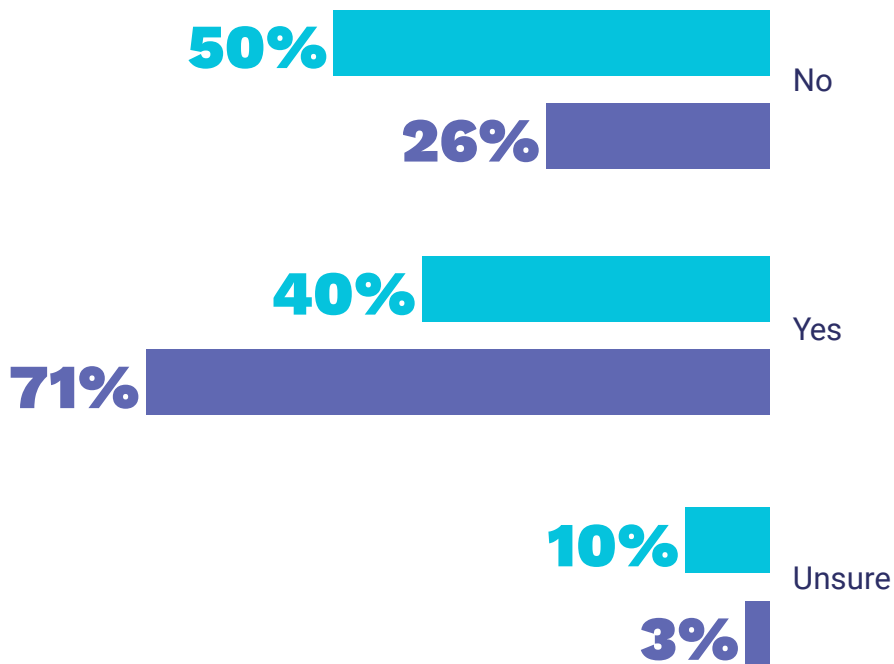**42%** / **51%** Yes, Somewhat

**4%** / **12%** No

● Marketers  ● Creatives

# Company Guidelines and Brand in AI
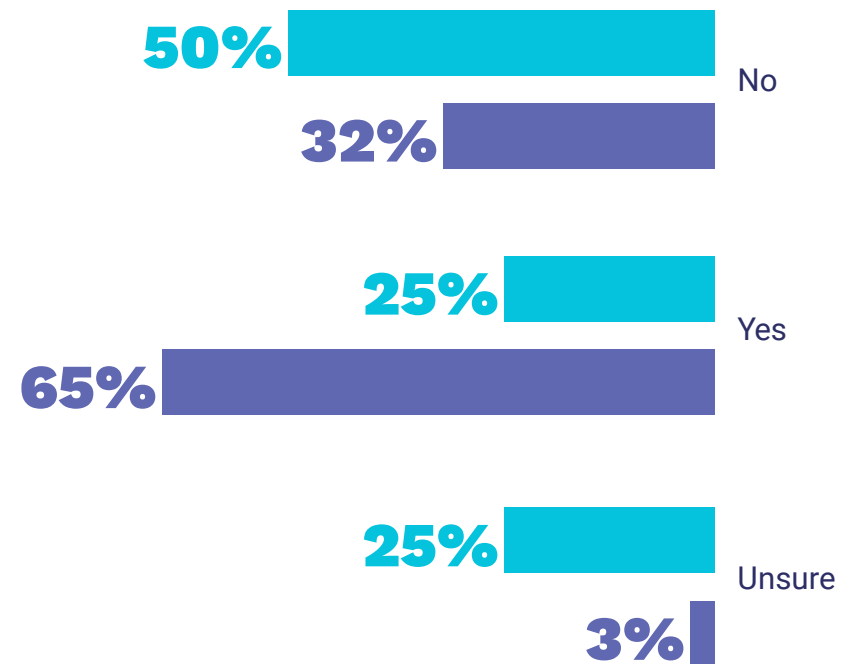
**Creatives are more aware** of company guidelines and brand messaging settings in AI tools than marketers.

→ DOES YOUR ORGANIZATION OR TEAM PROVIDE GUIDELINES ON HOW TO USE AI?

50% No
26%

40% Yes
71%

10% Unsure
3%

→ HAS YOUR ORGANIZATION INCORPORATED ITS BRAND MESSAGING INTO AI AS A STANDARD SETTING?

50% No
32%

25% Yes
65%

25% Unsure
3%

● Marketers   ● Creatives

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# How Are AI Tools Selected?

**Ease of use is most important** for both marketers and creatives, but features and previous experience are more important for creatives than marketers.

→ **WHAT CRITERIA DO YOU CONSIDER WHEN SELECTING AI TOOLS FOR YOUR CREATIVE WORK?**

| Criteria | Marketers | Creatives |
|---|---|---|
| Ease of use | 55% | 65% |
| Cost-effectiveness | 50% | 48% |
| Recommendations from peers/colleagues | 50% | 45% |
| Specific features | 30% | 55% |
| Previous positive experiences with the tool | 25% | 32% |

● Marketers  ● Creatives
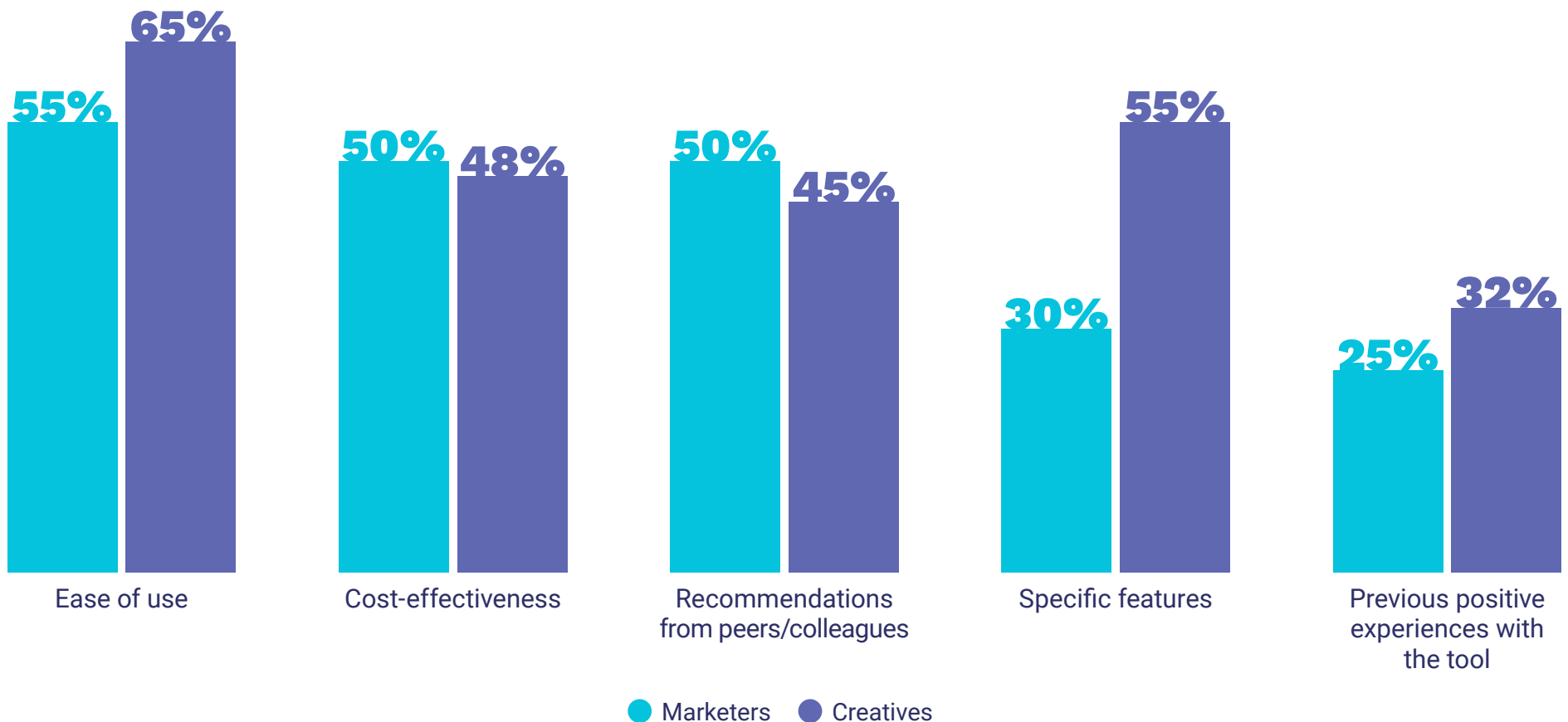
# How Is AI Used?

There are differences in how marketers and creatives use AI with **marketers using it more** in every category except creative assistance.

→ FOR WHICH CREATIVE PROCESS(ES) DO YOU USE AI TOOLS?

● Marketers ● Creatives

| Category | Marketers | Creatives |
|---|---|---|
| Content generation | 75% | 58% |
| Design and graphics | 60% | 39% |
| Data visualization | 45% | 29% |
| Quality control | 40% | 32% |
| Ideation/Brainstorming | 40% | 23% |
| Creative assistance | 35% | 65% |
| Personalization | 35% | 26% |
| Planning | 35% | 6% |
| Video editing and animation | 30% | 48% |
| Collaboration | 20% | 13% |
| Other | 5% | 0% |

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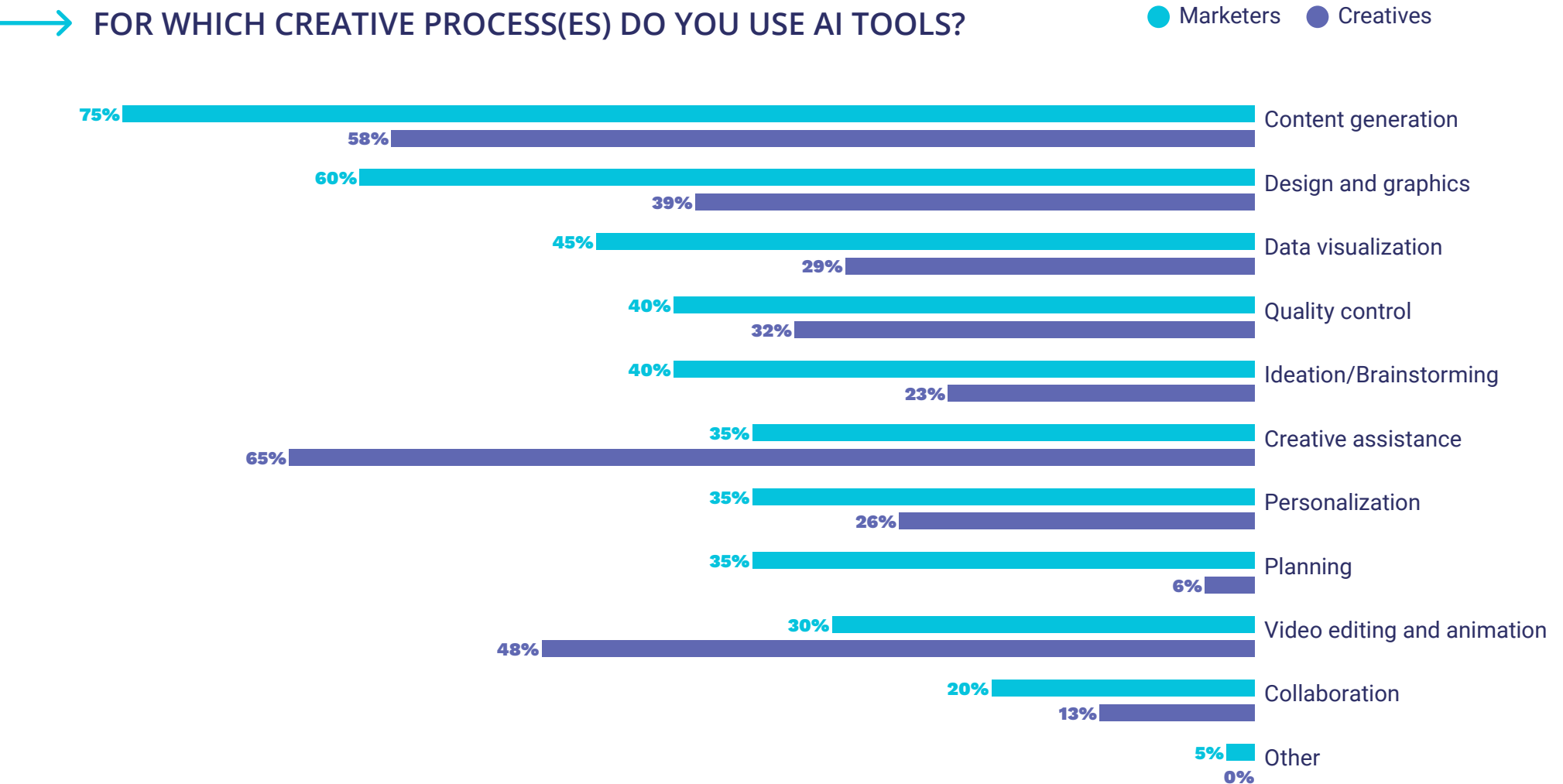
# What Are The Benefits of AI for Organizations?

**Marketers see more benefits** to AI use than creatives, but for both groups, content output is the primary benefit.

→ **IN WHAT AREAS DO AI TOOLS HELP ACCELERATE YOUR PRODUCTION OF CREATIVE ASSETS?**

| | Marketers | Creatives |
|---|---|---|
| Increase the number of content pieces produced | 70% | 61% |
| Improve the frequency of content being published | 45% | 35% |
| Reduce the number of errors that occur | 45% | 35% |
| Improve creative or marketing team collaboration | 40% | 26% |
| Accelerate concept-to-market time for creative assets | 30% | 32% |
| Other | 5% | 3% |

● Marketers  ● Creatives

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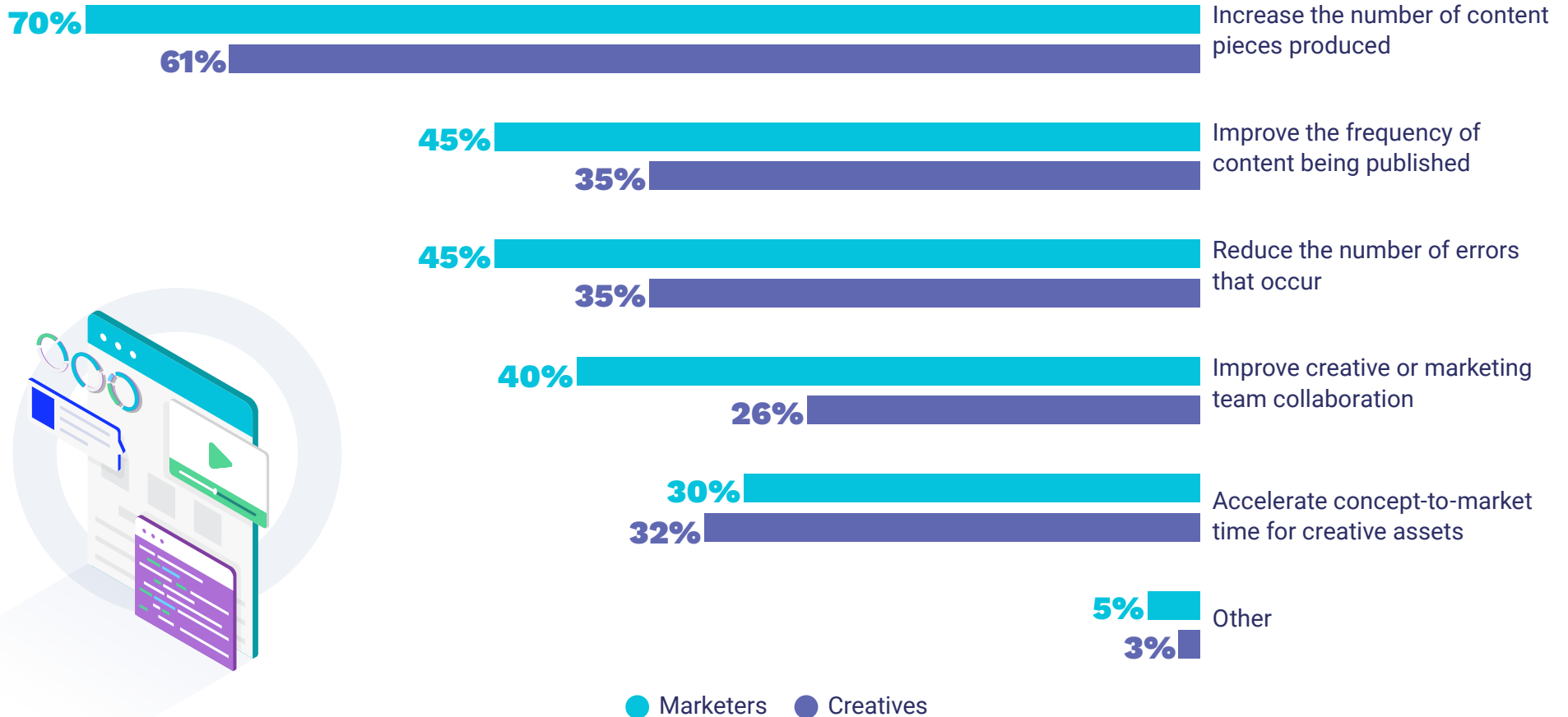
# What Is AI's Impact On Creativity?

Respondents in both groups are **split evenly on the impact** of AI on their creativity though marketers feel slightly less creative since using AI.

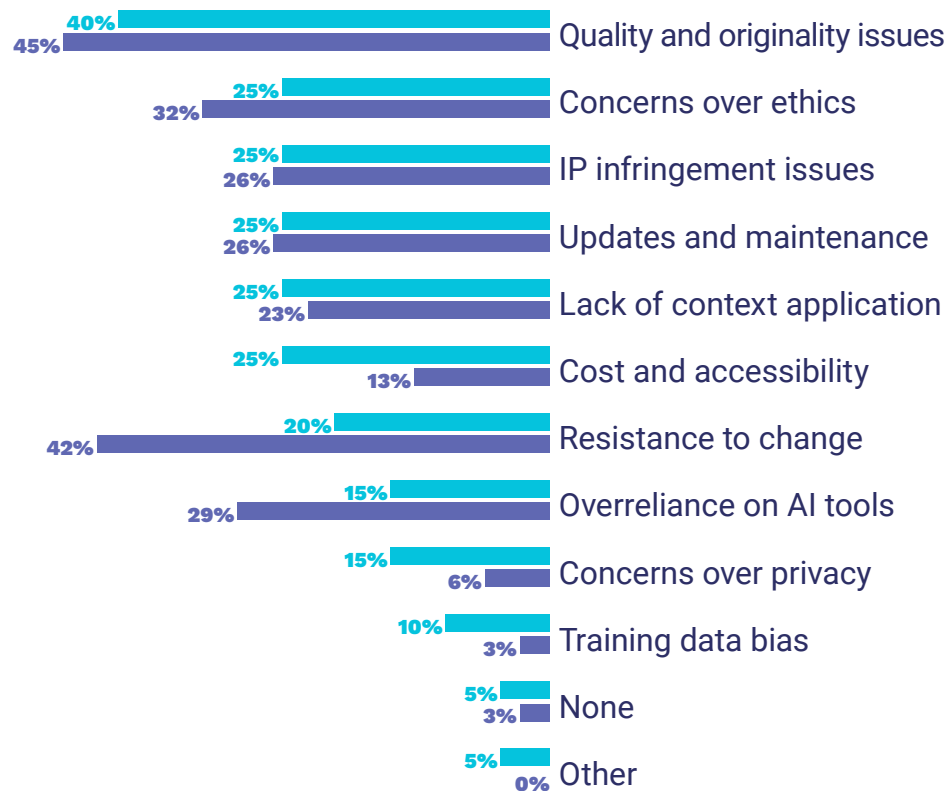→ HOW HAVE THE AI TOOLS YOU USE REGULARLY IMPACTED YOUR CREATIVITY?

| | Feel less creative | Feel no different | Feel more creative |
|---|---|---|---|
| Marketers | 35% | 35% | 30% |
| Creatives | 26% | 39% | 35% |

● Marketers ● Creatives
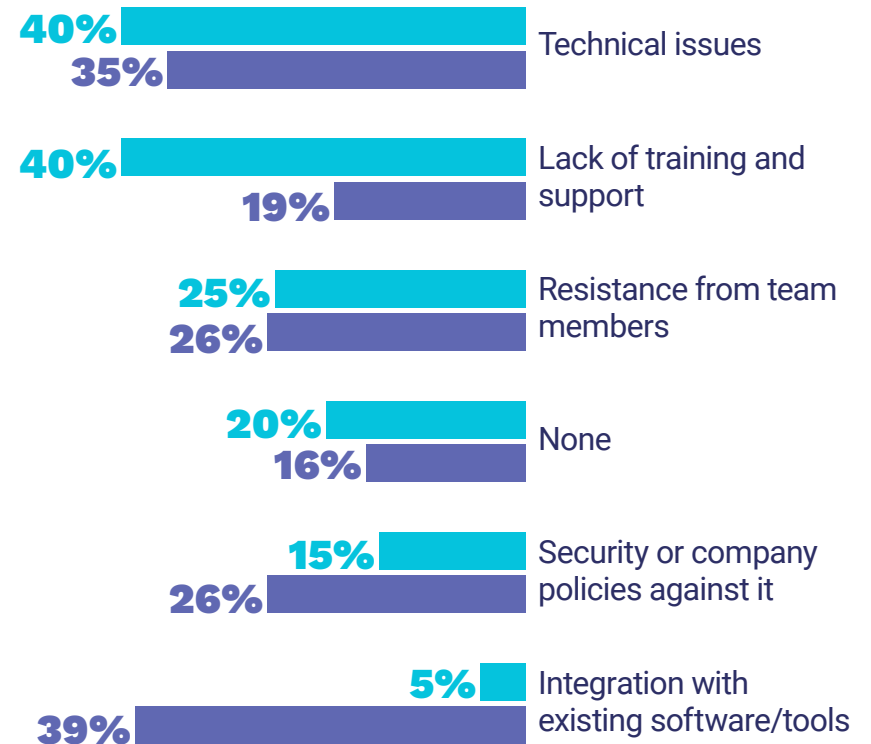
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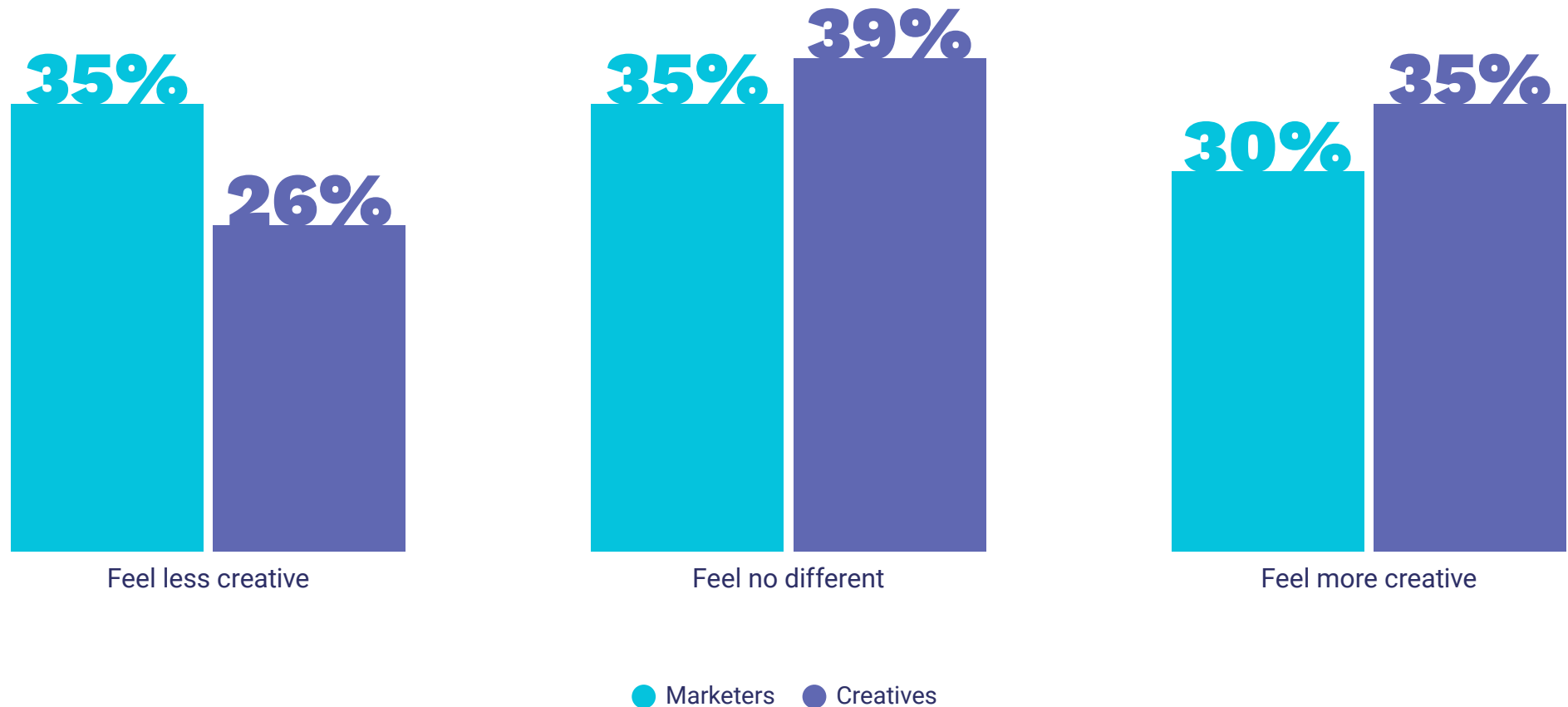
# What Are Challenges with AI in Organizations?

Creatives are seeing more **change management and integration** challenges while marketers see more challenges in **training and costs**.

## WHAT CHALLENGES OR DRAWBACKS HAVE YOU EXPERIENCED WHILE USING AI TOOLS IN YOUR CREATIVE WORK?

| Challenge | Marketers | Creatives |
|---|---|---|
| Quality and originality issues | 40% | 45% |
| Concerns over ethics | 25% | 32% |
| IP infringement issues | 25% | 26% |
| Updates and maintenance | 25% | 26% |
| Lack of context application | 25% | 23% |
| Cost and accessibility | 25% | 13% |
| Resistance to change | 20% | 42% |
| Overreliance on AI tools | 15% | 29% |
| Concerns over privacy | 15% | 6% |
| Training data bias | 10% | 3% |
| None | 5% | 3% |
| Other | 5% | 0% |

## WHAT CHALLENGES HAVE YOU ENCOUNTERED DURING THE INTEGRATION OF AI TOOLS INTO YOUR CREATIVE WORKFLOW?

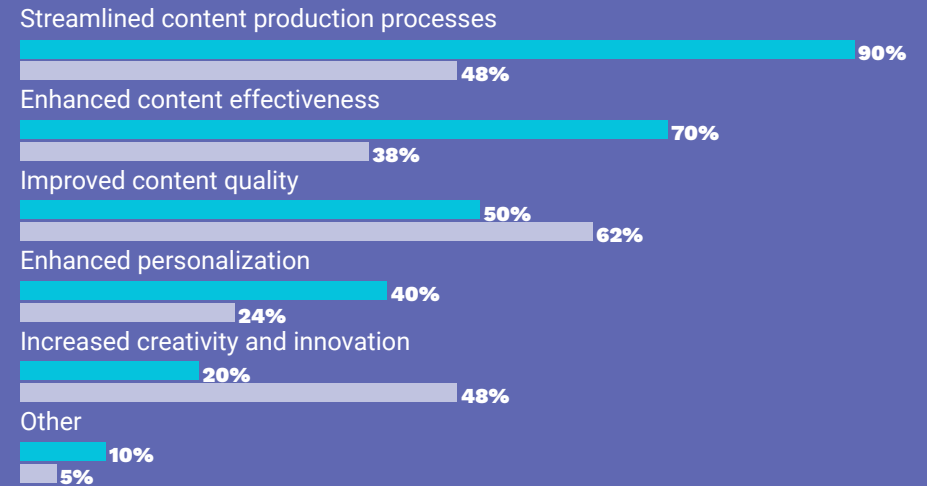| Challenge | Marketers | Creatives |
|---|---|---|
| Technical issues | 40% | 35% |
| Lack of training and support | 40% | 19% |
| Resistance from team members | 25% | 26% |
| None | 20% | 16% |
| Security or company policies against it | 15% | 26% |
| Integration with existing software/tools | 5% | 39% |

● Marketers  ● Creatives

# AI IS Preventing Bad Creative

Marketers are more likely to see streamlined processes and content effectiveness as top ways that AI is preventing bad creative while creatives focus on the quality and creativity improvements.

**HOW HAS AI HELPED PRODUCE BETTER CREATIVE ASSETS?**

Streamlined content production processes
- Marketers: 90%
- Creatives: 48%

Enhanced content effectiveness
- Marketers: 70%
- Creatives: 38%

Improved content quality
- Marketers: 50%
- Creatives: 62%

Enhanced personalization
- Marketers: 40%
- Creatives: 24%

Increased creativity and innovation
- Marketers: 20%
- Creatives: 48%

Other
- Marketers: 10%
- Creatives: 5%

● Marketers  ● Creatives
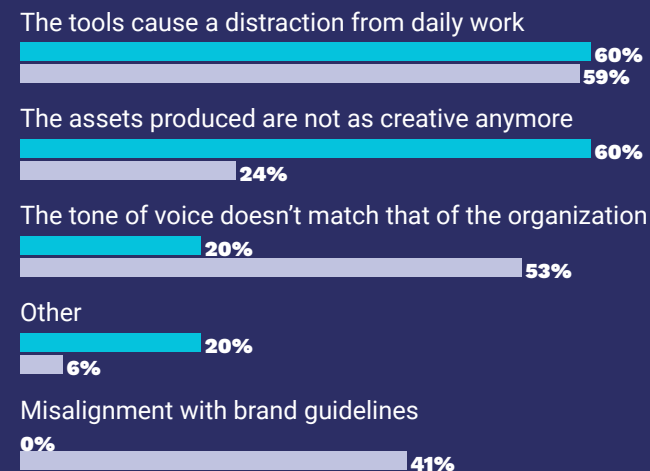
# AI IS NOT Preventing Bad Creative

Both marketers and creatives agree AI tools can cause distractions, but marketers are more concerned about decreased creativity while creatives are concerned about brand voice.

**HOW HAS AI NEGATIVELY IMPACTED CREATIVE ASSETS?**

The tools cause a distraction from daily work
- Marketers: 60%
- Creatives: 59%

The assets produced are not as creative anymore
- Marketers: 60%
- Creatives: 24%

The tone of voice doesn't match that of the organization
- Marketers: 20%
- Creatives: 53%

Other
- Marketers: 20%
- Creatives: 6%

Misalignment with brand guidelines
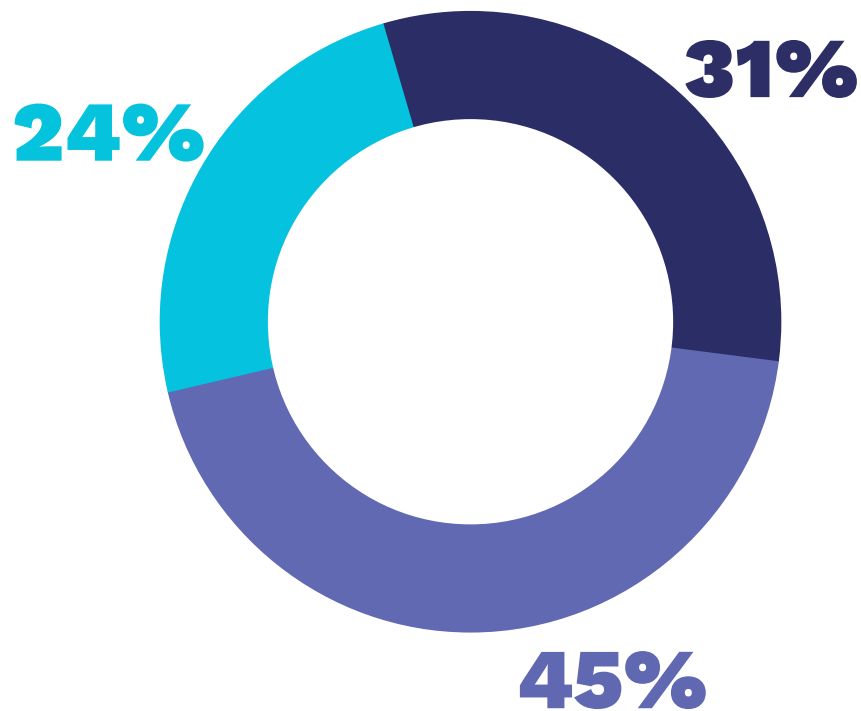- Marketers: 0%
- Creatives: 41%

# Respondents' Profile

# Respondents: Marketing vs. Creative

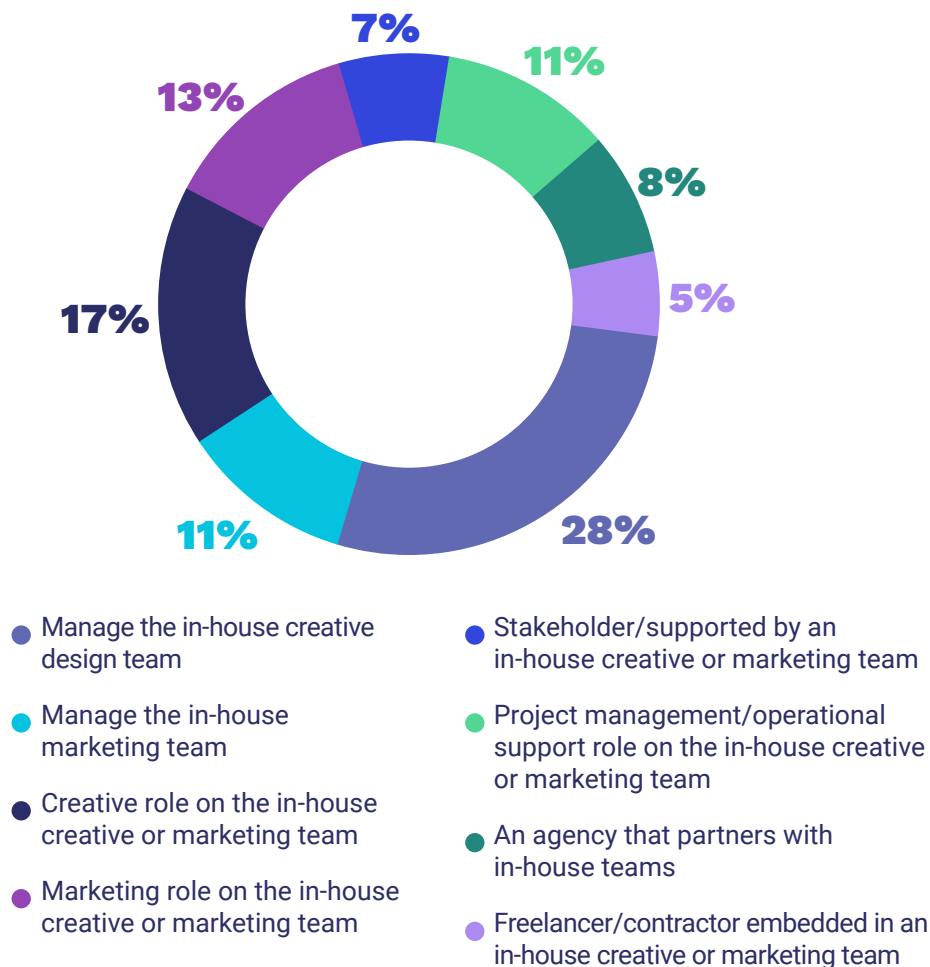WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PRIMARY RESPONSIBILITY AS IT RELATES TO THE MARKETING/CREATIVE TEAM?

31%

24%

45%

- Marketers
- Creatives
- Other

**45%** of respondents consider themselves to be part of a creative team versus **24%** who see themselves in marketing.

**31%** of respondents are in roles in agencies, as a stakeholder, in a contractor or freelance position, or in project management.

# Respondents' Roles

**WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PRIMARY RESPONSIBILITY AS IT RELATES TO THE CREATIVE/MARKETING TEAM?**



Chart segments: 7%, 11%, 8%, 5%, 28%, 11%, 17%, 13%

Legend:

- Manage the in-house creative design team
- Manage the in-house marketing team
- Creative role on the in-house creative or marketing team
- Marketing role on the in-house creative or marketing team
- Stakeholder/supported by an in-house creative or marketing team
- Project management/operational support role on the in-house creative or marketing team
- An agency that partners with in-house teams
- Freelancer/contractor embedded in an in-house creative or marketing team

The change in sample frame led to **more agency and creative respondents** compared to previous waves.

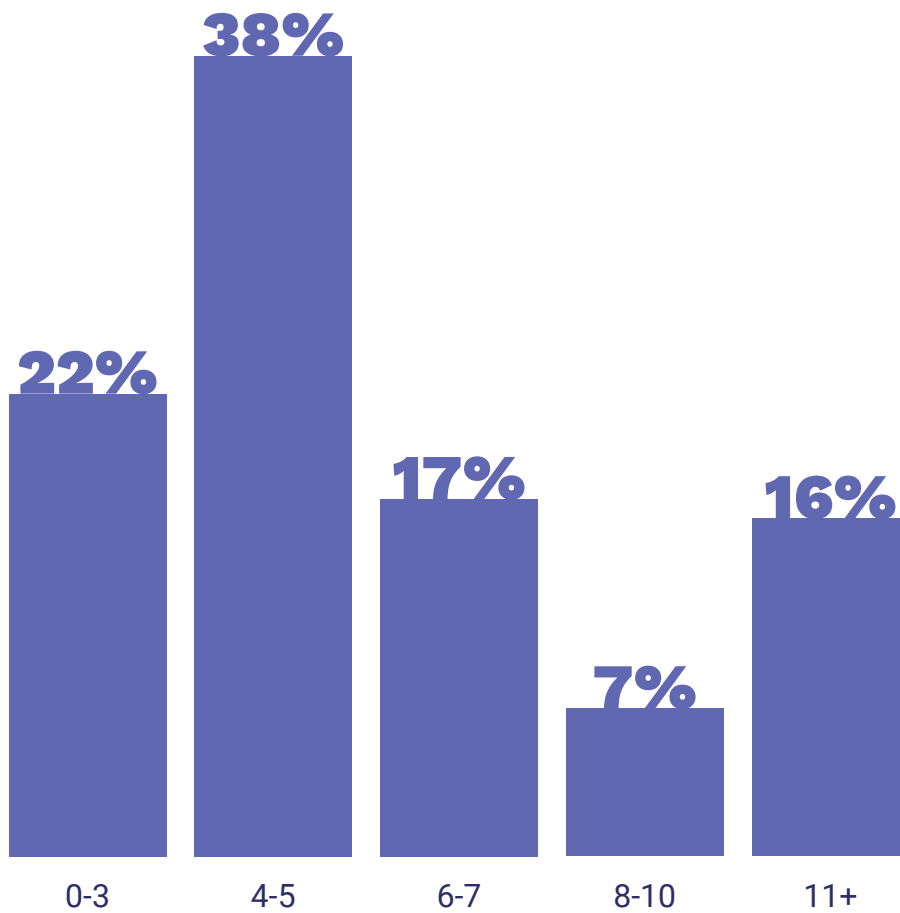**45%** of respondents feel part of the creative team.

**24%** of respondents feel part of the marketing team.

**11%** of respondents feel part of an operational/project management team.

Almost **2 out of 5** respondents were in a management role (**39%**).

# Respondents' Experience

HOW MANY YEARS OF EXPERIENCE DO YOU HAVE IN YOUR CURRENT ROLE?

| Range | Percentage |
|-------|-----------|
| 0-3 | 22% |
| 4-5 | 38% |
| 6-7 | 17% |
| 8-10 | 7% |
| 11+ | 16% |

**Most** respondents (**60%**) have **4 or less years** of experience in their current role.

However, there are a fair percentage (**16%**) of respondents with **more than 10 years** in their current roles.
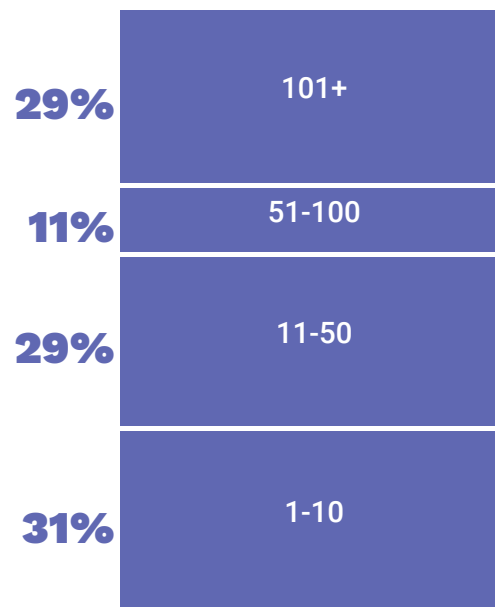
# Respondents' Teams and Organizations

Teams, organizations, and client bases of all sizes are represented, but there are **more smaller organizations** than in previous surveys.

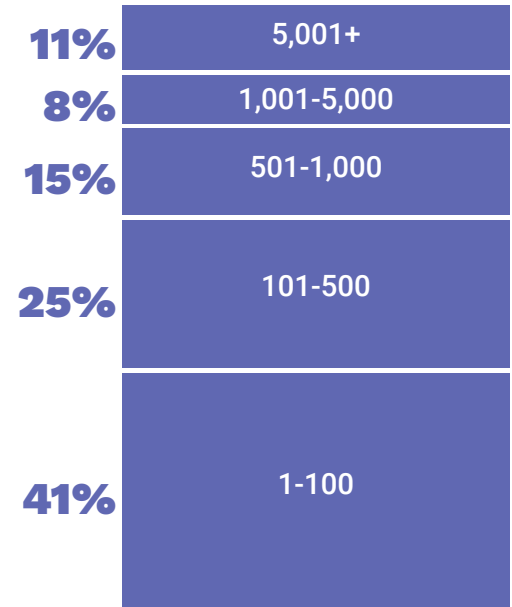→ **HOW MANY PEOPLE ARE PART THE IN-HOUSE BRAND AND CREATIVE TEAM?**

| | |
|---|---|
| 30% | 21+ |
| 18% | 11-20 |
| 24% | 6-10 |
| 27% | 1-5 |
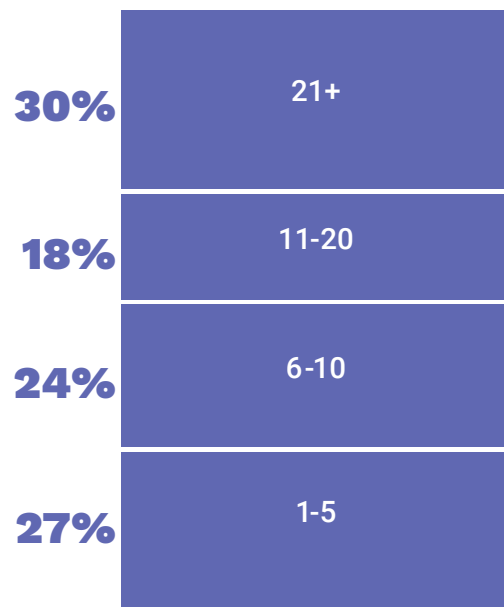
Team Size

→ **HOW MANY INTERNAL CLIENTS/STAKEHOLDERS DOES YOUR IN-HOUSE BRAND AND CREATIVE TEAM HAVE?**

| | |
|---|---|
| 29% | 101+ |
| 11% | 51-100 |
| 29% | 11-50 |
| 31% | 1-10 |

Internal Clients

→ **WHICH EMPLOYEE RANGE REPRESENTS THE OVERALL SIZE OF YOUR COMPANY?**

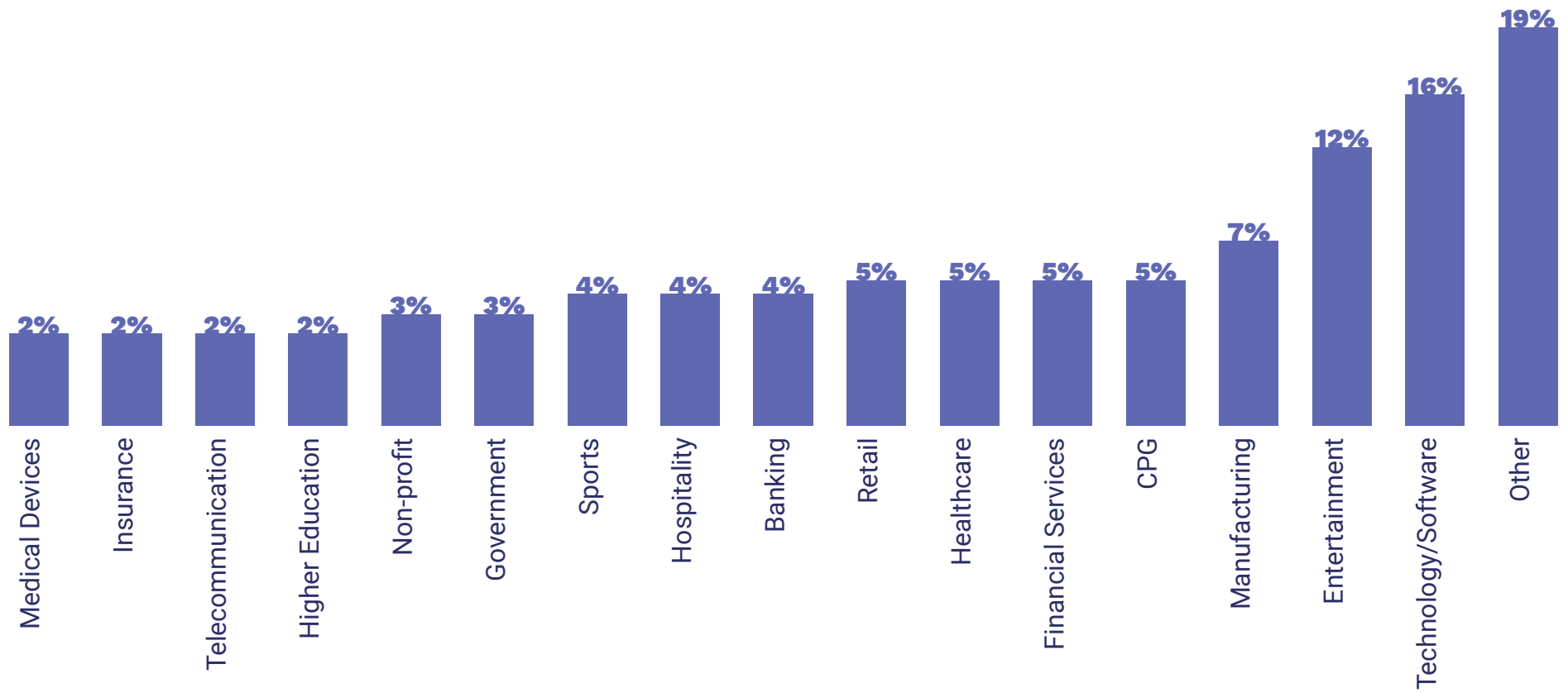| | |
|---|---|
| 11% | 5,001+ |
| 8% | 1,001-5,000 |
| 15% | 501-1,000 |
| 25% | 101-500 |
| 41% | 1-100 |

Organization Size

# Respondents' Industry

Besides "Other", **Technologies** was the most represented industry. The increase in "Other" is driven by a higher number of agency respondents.
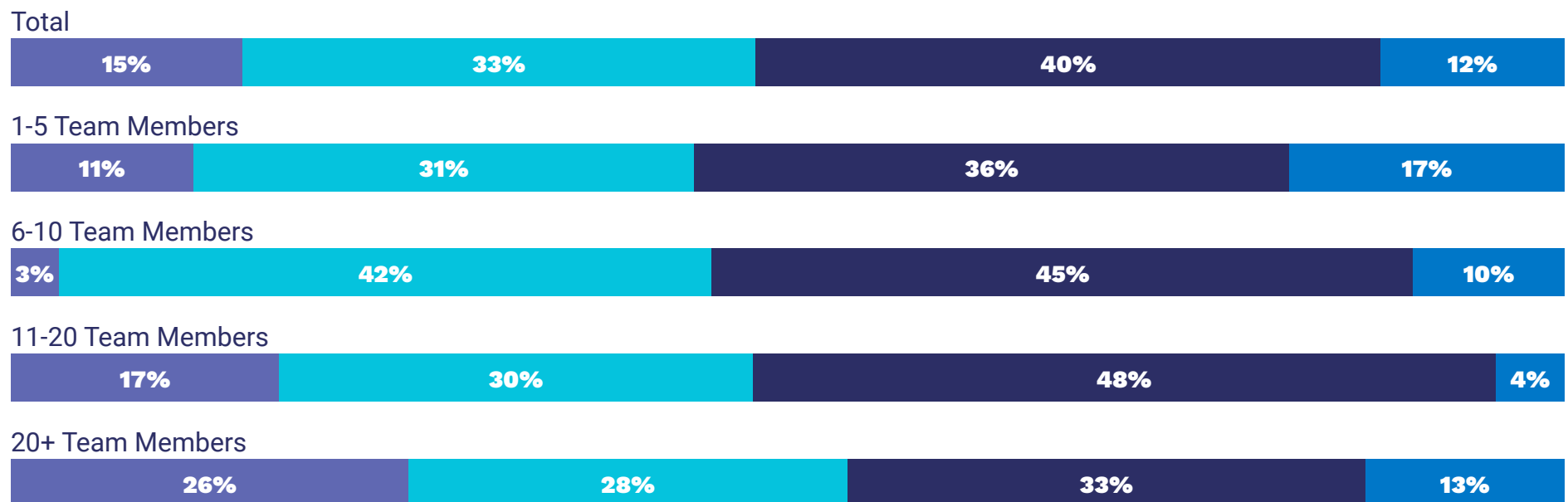
→ **WHAT INDUSTRY BEST DESCRIBES YOUR ORGANIZATION?**



| Industry | Percentage |
|---|---|
| Medical Devices | 2% |
| Insurance | 2% |
| Telecommunication | 2% |
| Higher Education | 2% |
| Non-profit | 3% |
| Government | 3% |
| Sports | 4% |
| Hospitality | 4% |
| Banking | 4% |
| Retail | 5% |
| Healthcare | 5% |
| Financial Services | 5% |
| CPG | 5% |
| Manufacturing | 7% |
| Entertainment | 12% |
| Technology/Software | 16% |
| Other | 19% |

# Types of Teams

Most teams (**73%**) do a **mix of tactical and strategic work**, but the mix is different depending on the size of the team.

→ **WHICH MOST CLOSELY REFLECTS YOUR IN-HOUSE BRAND AND CREATIVE TEAM'S CURRENT STATE?**

**Total**

| 15% | 33% | 40% | 12% |
|---|---|---|---|

**1-5 Team Members**

| 11% | 31% | 36% | 17% |
|---|---|---|---|

**6-10 Team Members**

| 3% | 42% | 45% | 10% |
|---|---|---|---|

**11-20 Team Members**

| 17% | 30% | 48% | 4% |
|---|---|---|---|

**20+ Team Members**

| 26% | 28% | 33% | 13% |
|---|---|---|---|

● **Pure production services** – All tactical/production work. We receive all strategy and direction from external agency partner.

● **Evolving in-house agency** – Mostly tactical/production work with some strategic work and original concepting.

● **In-house agency** – Regularly involved in strategic work and original concepting but still some tactical/production work.

● **Pure strategic services** – Only strategic work. We direct external agency partners on original concepting and tactical/production work.

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