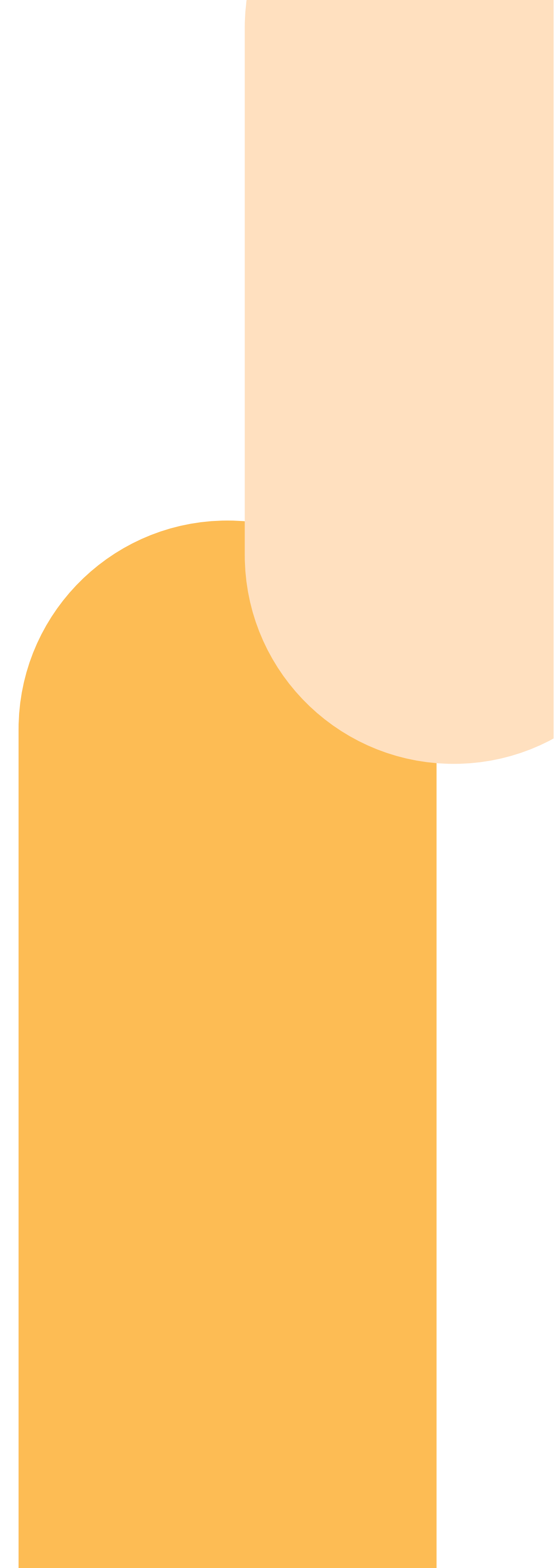


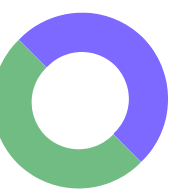
artworkflow
by BIZONGO

AI Trends in Creative Operations 2024



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The Artificial Intelligence (AI) wave is sweeping the world — are you riding it or watching from the shore?



It's predicted that the global AI market will see a **compound growth rate of 36.62%** by 2025. AI is also poised to add **\$15.7 trillion** to the global economy by 2030. More use cases and applications are being identified for AI on the regular.

With more information coming out every day, creative teams the world over are still learning about the impact of AI on their day-to-day lives. While it's undeniable that AI can revolutionize creative operations, will it reshape the very fabric of the creative landscape?



It is to answer this question that we surveyed marketing and creative leaders across the globe. Over 100 creative operations leaders from the United States, United Kingdom, India, Italy, Thailand, and more have helped answer our biggest questions:

Is AI here to stay?

How can one use AI in creative operations?

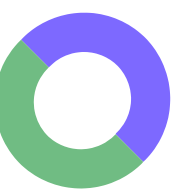
Is workforce size going to be affected?

Which industries will be impacted the most?

If you're serious about staying ahead of the curve in creative operations, this report is for you.

Let's dive in!

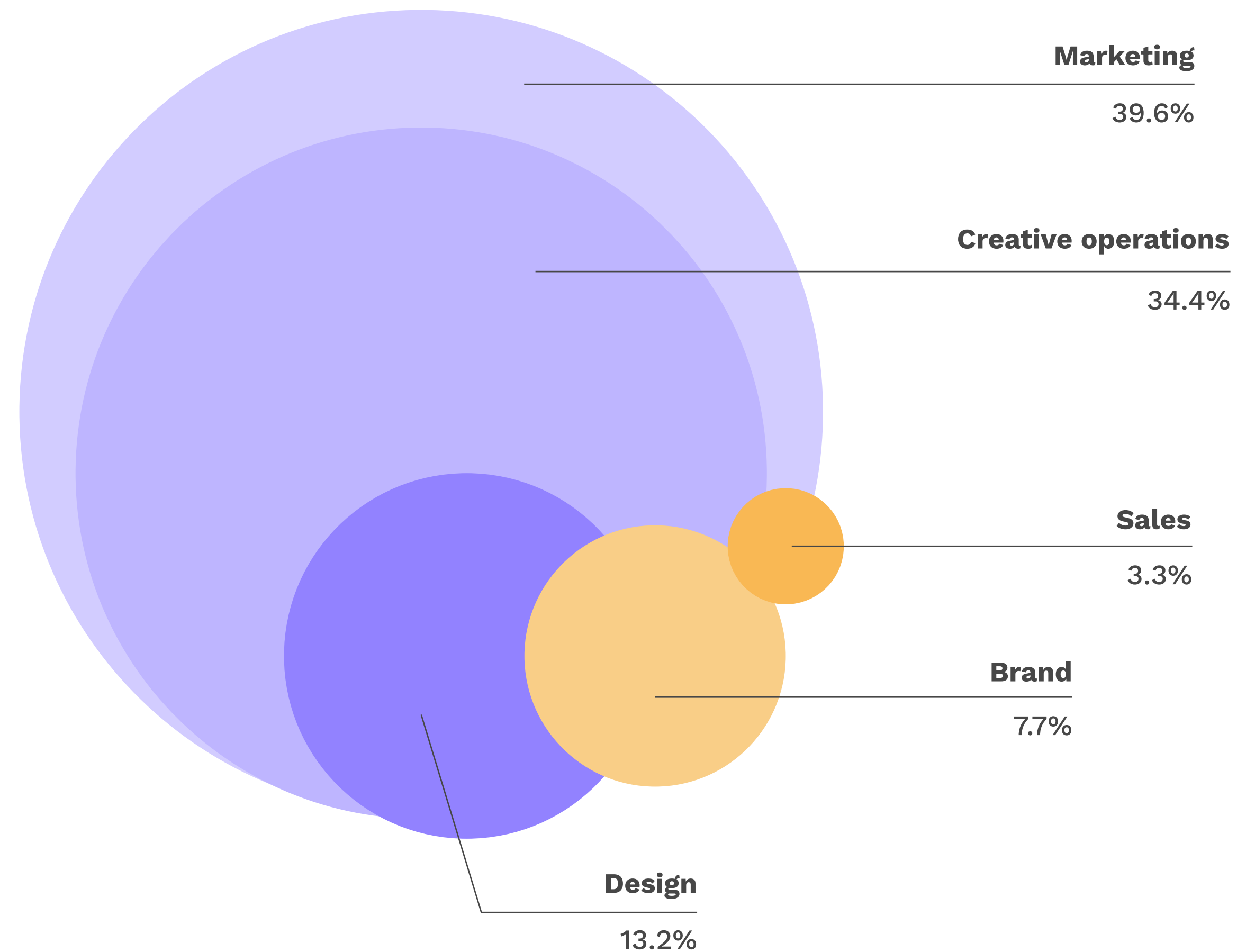




Methodology

To understand the impact of AI on creative operations, we analyzed the data points from a month-long survey where marketing and creative leaders across the globe answered questions on which AI trends were seeing an uplift as we approach 2024.

While other participating teams included Design (visual and product) and Brand, we ensured that every respondent considered for the final data points and insight belonged to the Creative Operations scope one way or the other.



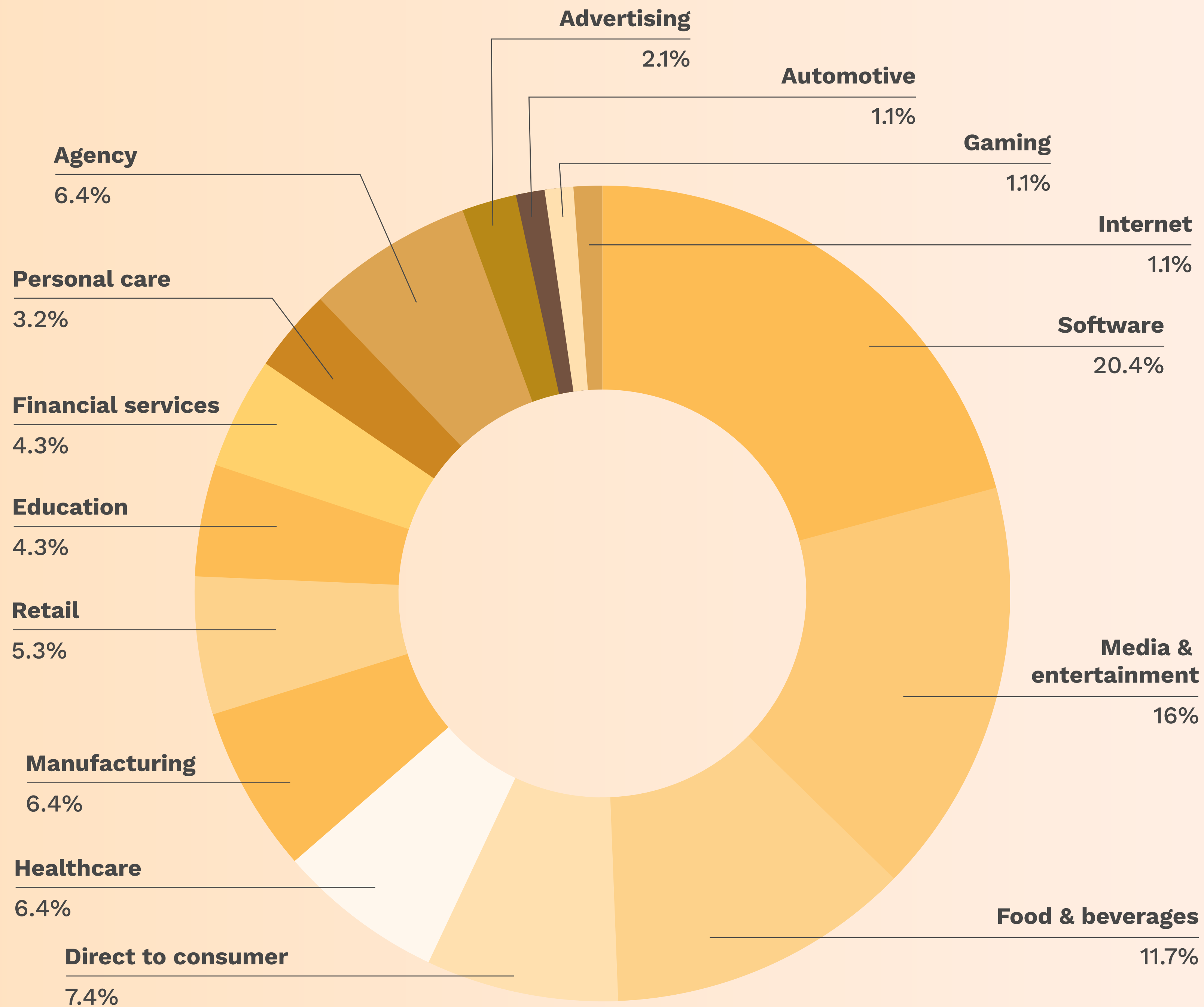
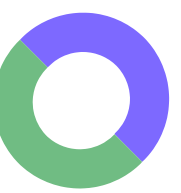
Predominant respondents

39.1%

Marketing teams

35.9%

Creative Operations professionals



To get the most well-rounded perspective on AI's impact across businesses, we surveyed teams from a diverse range of industries such as Food and Beverages, Direct to Consumer, Media and Entertainment, Software, and more.

12% of these businesses also have a revenue upwards of \$1 billion.

Finally, to completely understand the C-Suite and marketing leaders' outlook towards AI, we ensured a majority of our data points were from those in leadership and middle management.



Business Leader

43%

Respondents are Vice Presidents, Directors, or in the C-Suite, usually in upper management.

Middle Management

40.9%

Respondents are supervisors and department heads reporting to the top management level.



Chapter 1:

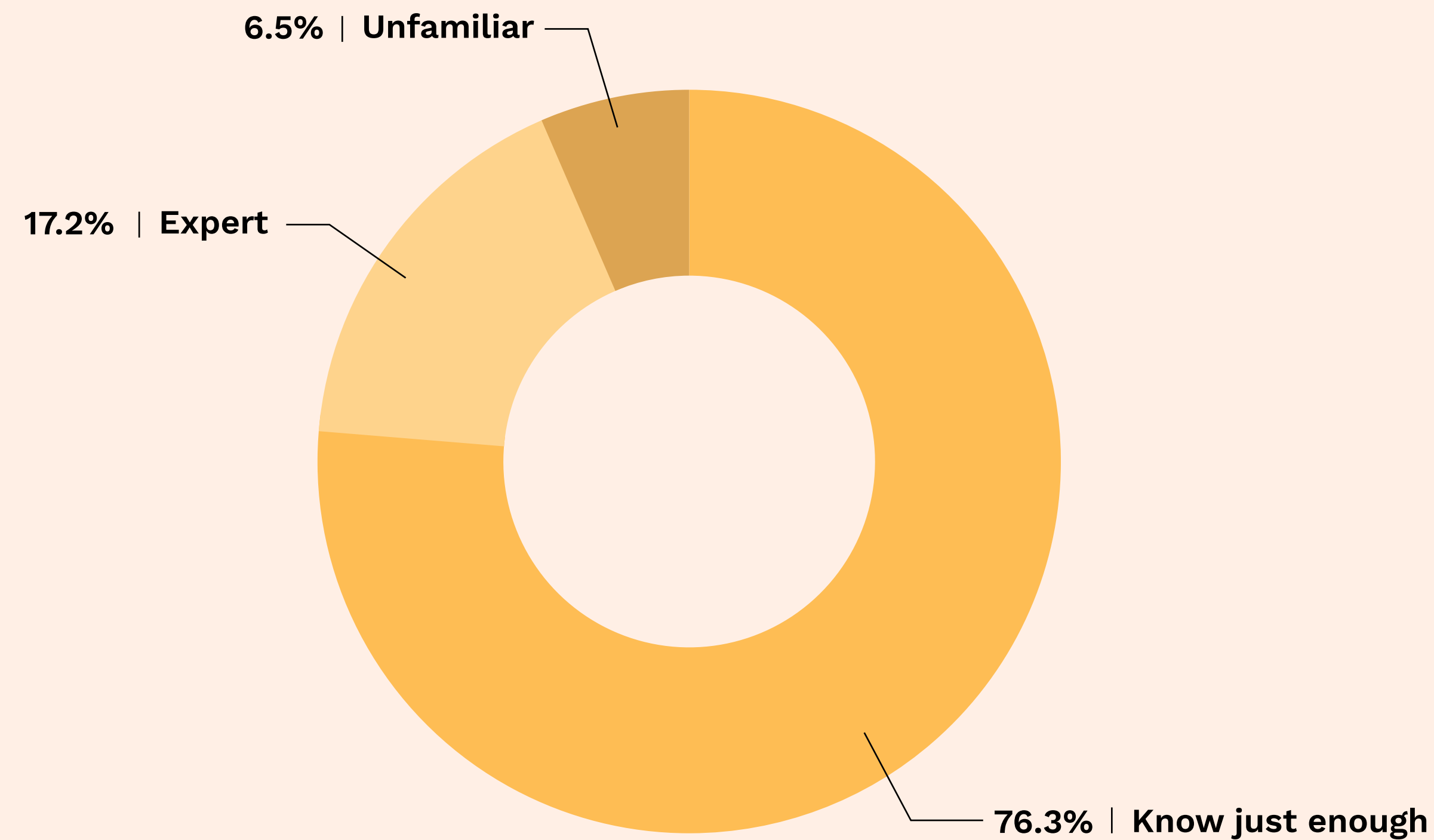
Creative teams are AI-aware

AI is no longer restricted to science fiction and computer scientists. It has very much entered the day-to-day lexicon of creative operations teams.



These teams know their AI

A staggering 76.3% of respondents claim they know just enough about AI to use it and 17.2% also claim they are an expert in AI terminology. However, a fraction 6.5% of creative teams still seem to be unfamiliar with AI.



We also have some experts

who know their AI really, really well.

27.8%

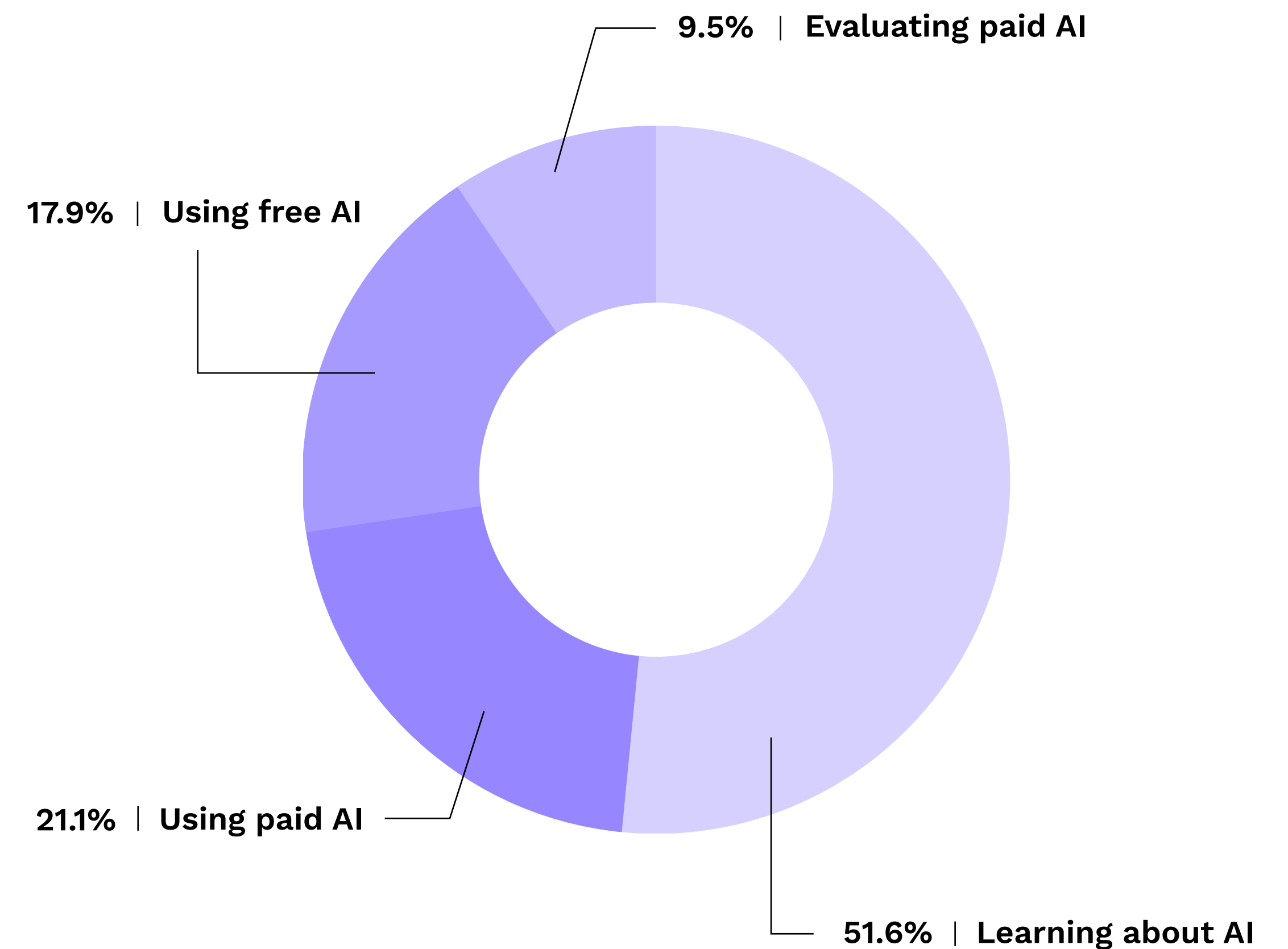
of Marketing teams

12.5%

of Creative Operations teams

...and there's widespread use too!

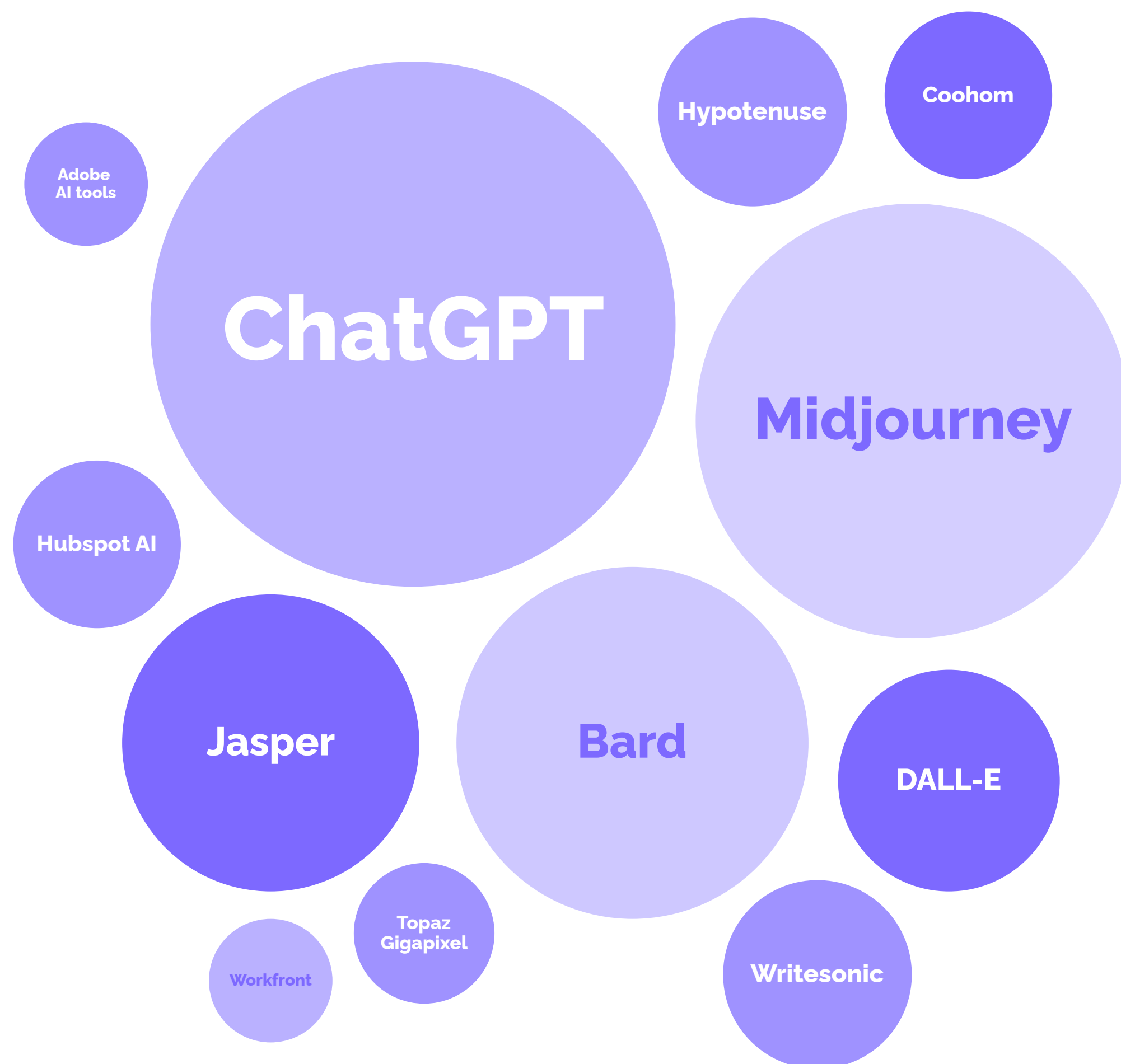
With several AI tools already in mainstream use, AI is seeing widespread takers amongst creative operations teams.





They really love their ChatGPT

When asked about which tool they use the most for creative work, an overwhelming majority (83%) voted for **ChatGPT**, with **Midjourney**, **Bard**, and **Jasper** trailing close behind.



“The most frequently used tool to this day for our team is ChatGPT. We’ve used it extensively for all kinds of things: email marketing content, blog content and outlines, and sometimes social media copy, especially with their newest update expanding the tool’s data access beyond its earlier September 2021 cutoff.

However, I’ve also tried Google Bard AI, which I really liked, and thus made me understand further that the AI tools will keep on coming, each better than the last one. As such, I try to stay informed of the news to ensure I don’t fall behind in the most fast-paced environment.”

Kajetan Wyrzykowski
Head of Marketing, Alphamoon



Chapter 2:

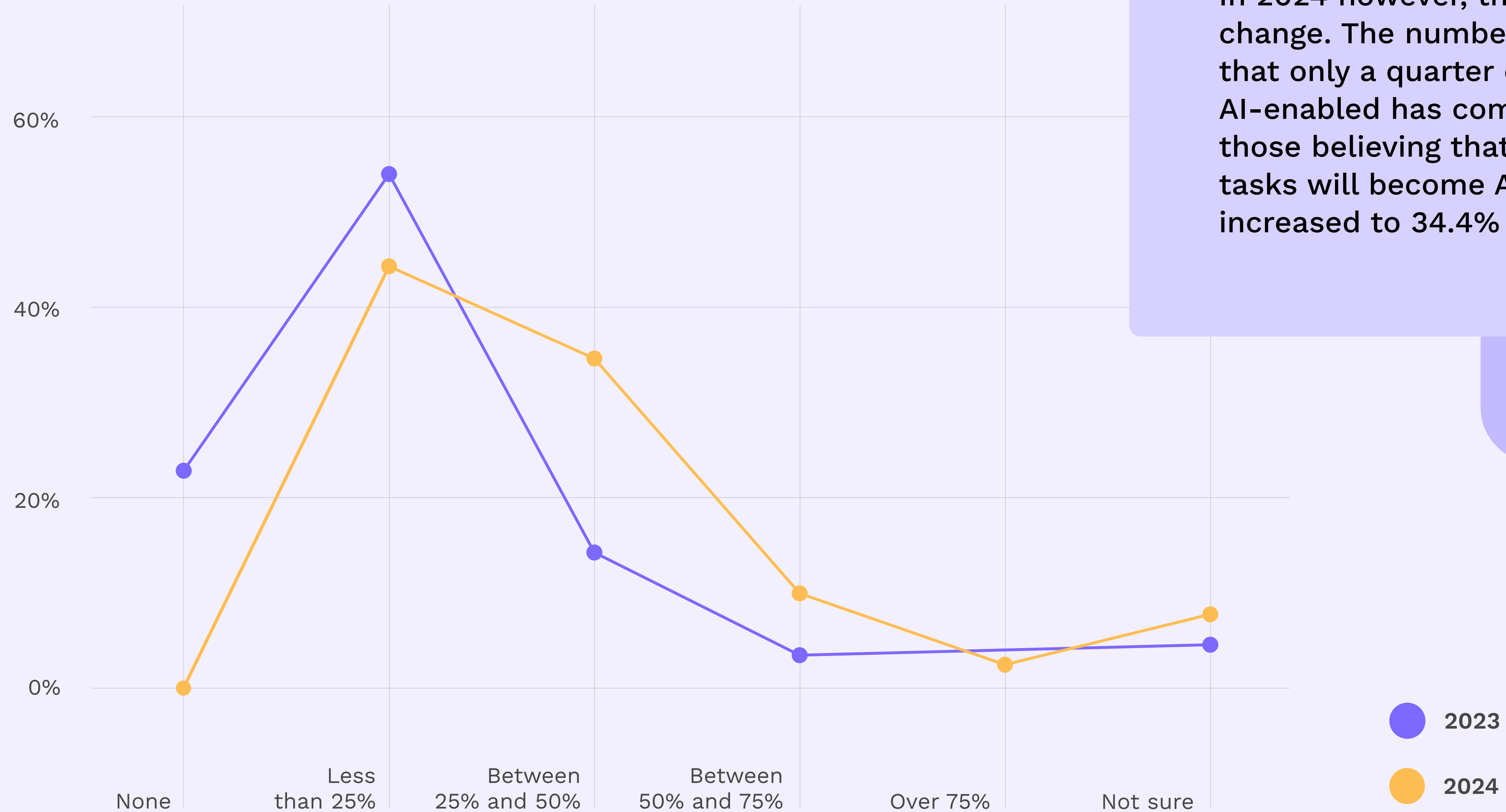
The 2024 AI tsunami

The AI tsunami is coming! Which is amusing because AI can also apparently detect **early signs** of a tsunami. So meta.

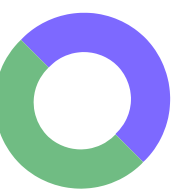


AI use within creative teams will see an uptick in 2024

As much as teams adore and use AI tools like ChatGPT, their day-to-day tasks are not as AI-enabled as one would assume. In fact, more than half of the creative teams we surveyed (53.8%) mentioned that less than 25% of their current tasks are AI-enabled.



In 2024 however, this shows a marginal change. The number of people believing that only a quarter of their tasks will be AI-enabled has come down to 44.1% and those believing that less than half their tasks will become AI-powered has increased to 34.4% from 14%.



AI-enabled tasks in Creative Operations teams

84.8%

believe that their day-to-day tasks will become AI-enabled

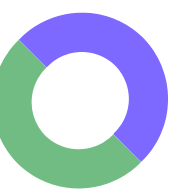
39.4%

claim that none of their tasks are AI-enabled



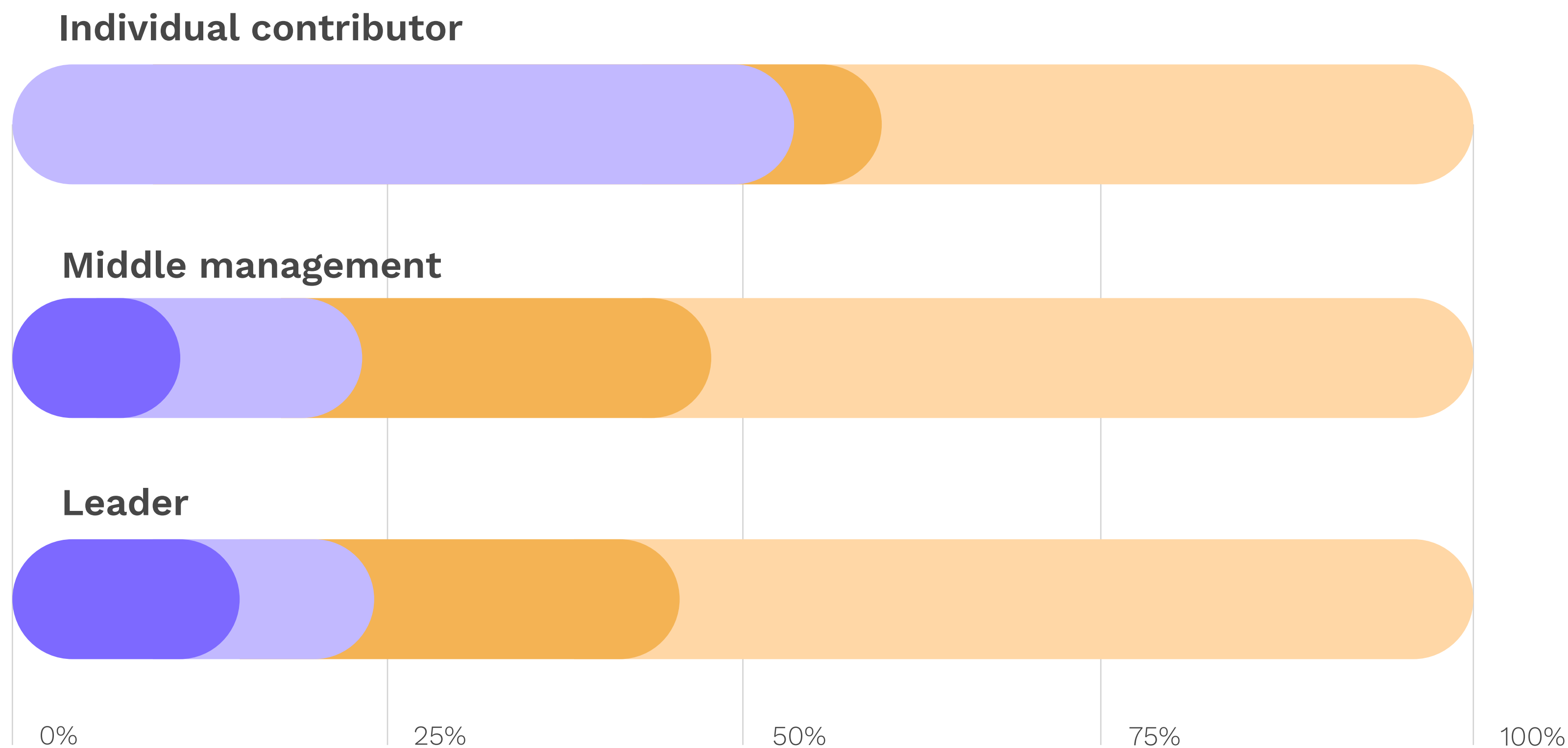
“In 2024, I anticipate an increase in AI-enabled tasks within my company. This growth is primarily driven by our commitment to staying at the forefront of technological advancements and our dedication to meeting our clients' evolving needs as they seek to stay current with industry trends. However, it's also because AI integration is coming, and though I, personally, approach AI with trepidation, it is better to understand the “enemy” than ignore it.”

Sid Curtis
Creative Director, Manor Hill Productions



Business leaders are miles ahead

Of all survey respondents, Business Leaders and Middle Management both seem to be aware of AI and its benefits. More than half of both groups surveyed are seeking knowledge already about how AI can benefit their teams.



- We are evaluating AI-enabled tools to buy one for the team
- We only use free generative AI and have no plans to buy paid tools
- We're already using paid AI-enabled tools
- We're learning how AI could potentially benefit us





While the individual contributors surveyed stick to free generative AI tools, it's clear from the Middle Management and Business Leader cohorts that the top brass in most organizations is gearing up to see how AI can benefit them in 2024.

And in some cases, they're using paid AI tools already!

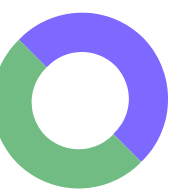
Who's using paid AI tools?

26.8% of Middle Management

21.1% of Business Leaders

Additionally, nearly **40% of the Business Leaders** who took this survey attend in-person events and conferences for upskilling on AI while others prefer blog posts, podcasts, and webinars.

These findings prove to us that business leaders have AI as a cornerstone of their 2024 vision.



Teams want an AI tool, stat

While there are a number of tools that creative operations teams wish to implement in 2024, **it's generative AI that tops the list at 60.4%.**



If you're looking for some of these in your 2024 tech stack...

Artwork Flow helps you with AI-driven creative operations, workflow automation for project management, a centralized DAM, and so much more!



Chapter 3:

But, is it going to replace us?

A loaded question, and a very common one at that. Let's see what our respondents had to say.

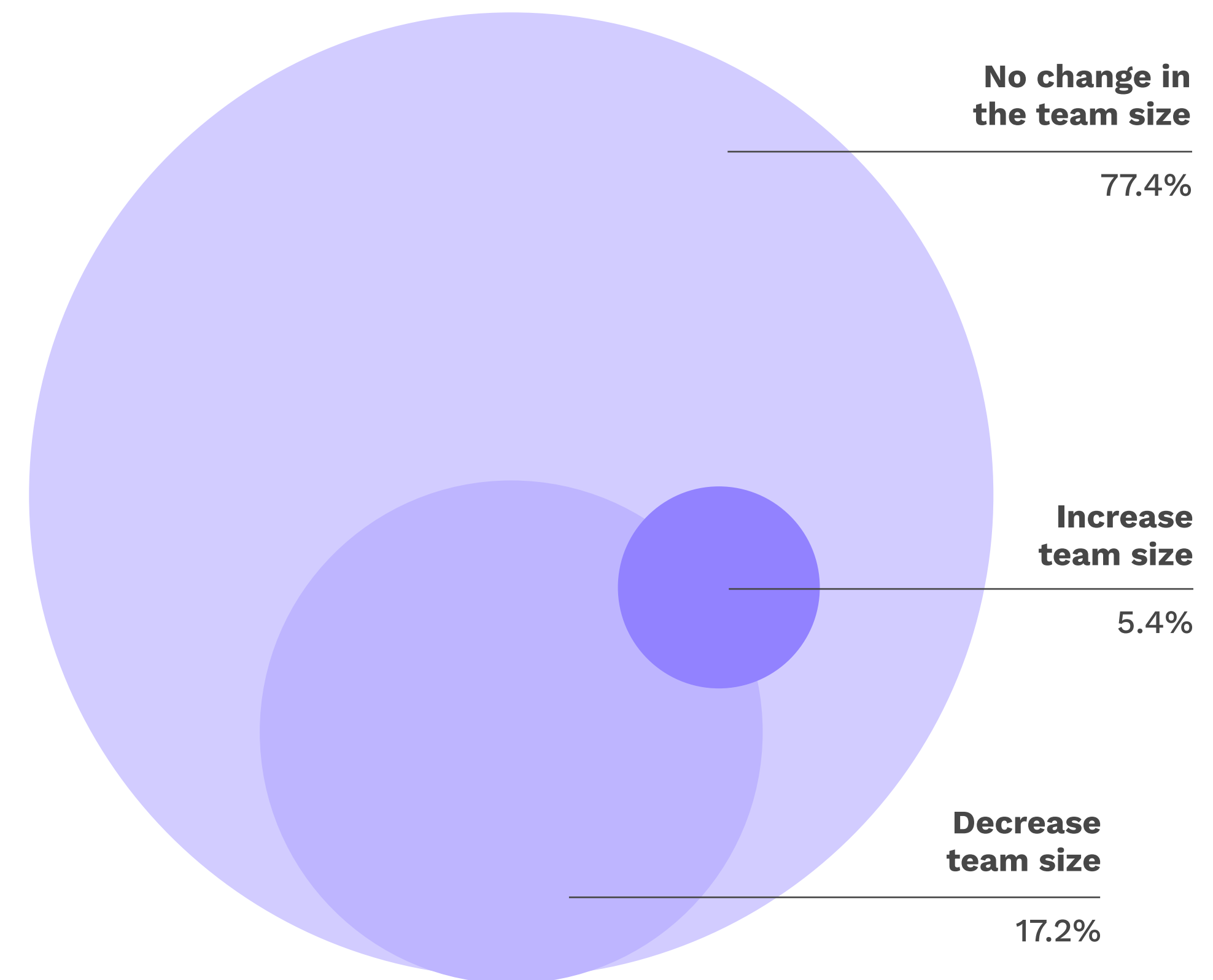




AI is not going to impact team size in 2024

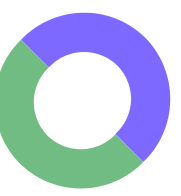
Relieving to hear, right?

A staggering **77.4% of our survey takers believe that AI is not going to affect team size** in any way.



One interesting statistic though, is that **30% of the leadership respondents on the list mentioned that AI might decrease team size. However, it's the companies with an annual revenue of less than \$1 million that foresee a decrease in team size. The bigger companies do not think AI will impact workforce size.**

This is an interesting tidbit, considering the ones with lower ARR are also probably facing hiring freezes and budget cuts in this economy and need to be scrappy about their creative content.



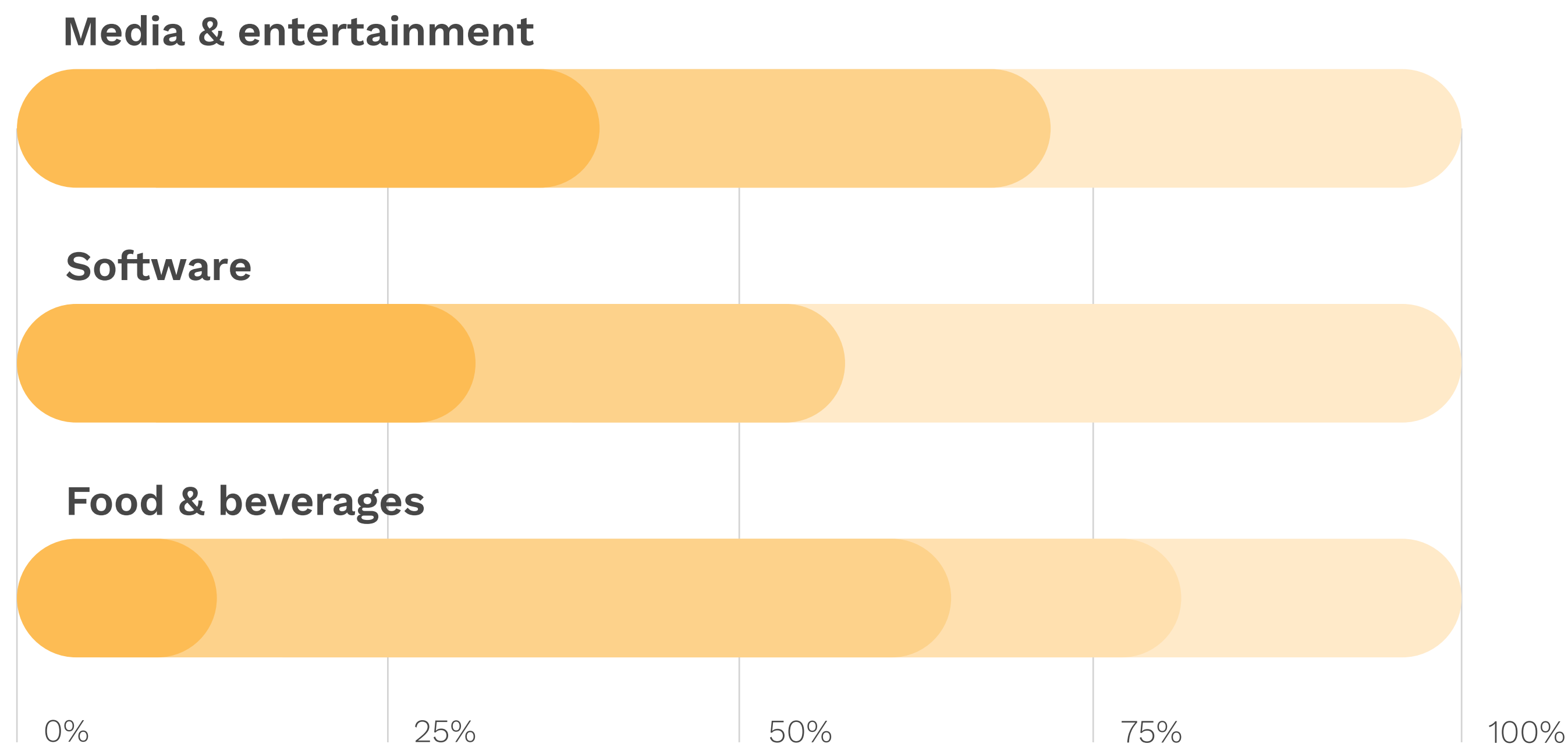
Some AI inhibitions still do exist

It's not all rosy in the creative operations world, though.

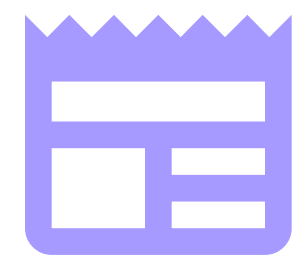
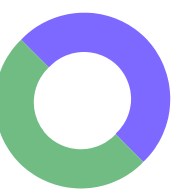
33% still believe that the fear of it replacing creatives is the main inhibiting factor for their teams when it comes to AI implementation.

The most popular response (48.9%) on this survey was that creatives do not have enough resources to understand AI. Other important reasons such as copyright violations and inaccuracy of information trailed close behind.

Of all the industries we surveyed, the most unanimous and conclusive data on inhibitions were from Media and Entertainment, Software, and Food and Beverages.

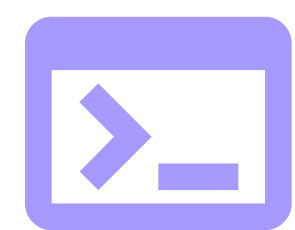


- Copyright violations
- Inaccurate
- Not enough resources
- Replaces creatives



Media & entertainment

There are always risks associated with AI tools when it comes to content generation. Copyright violations being a big inhibition highlights the need for clear guidelines on how to use AI ethically.



Software

The Software industry has the most number of people claiming AI provides inaccurate information. A side effect of being in tech is knowing exactly how trending technology works so this doesn't come as a big surprise.



Food and Beverages

Interestingly, the Food and Beverages industry's main inhibition (50%) is that there aren't enough resources to understand AI. This also bleeds into their second highest inhibition that AI could replace creatives rather than help improve creative output.

As Lisa Caras, Marketing Manager at **Jones Dairy Farm** — an Artwork Flow customer — says, time is also a resource and her biggest inhibiting factor is “the time to learn AI.”



“Time is a non-renewable resource and there's only so much time in the day to devote to learning a new technology that may or may not help improve my productivity or work product. We have to prioritize our time where we know there's less risk.”

Lisa Caras

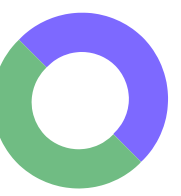
Marketing Director, Jones Dairy Farm



Chapter 4:

The AI outlook

As AI continues to shape our world, what are creative teams most looking forward to with AI?

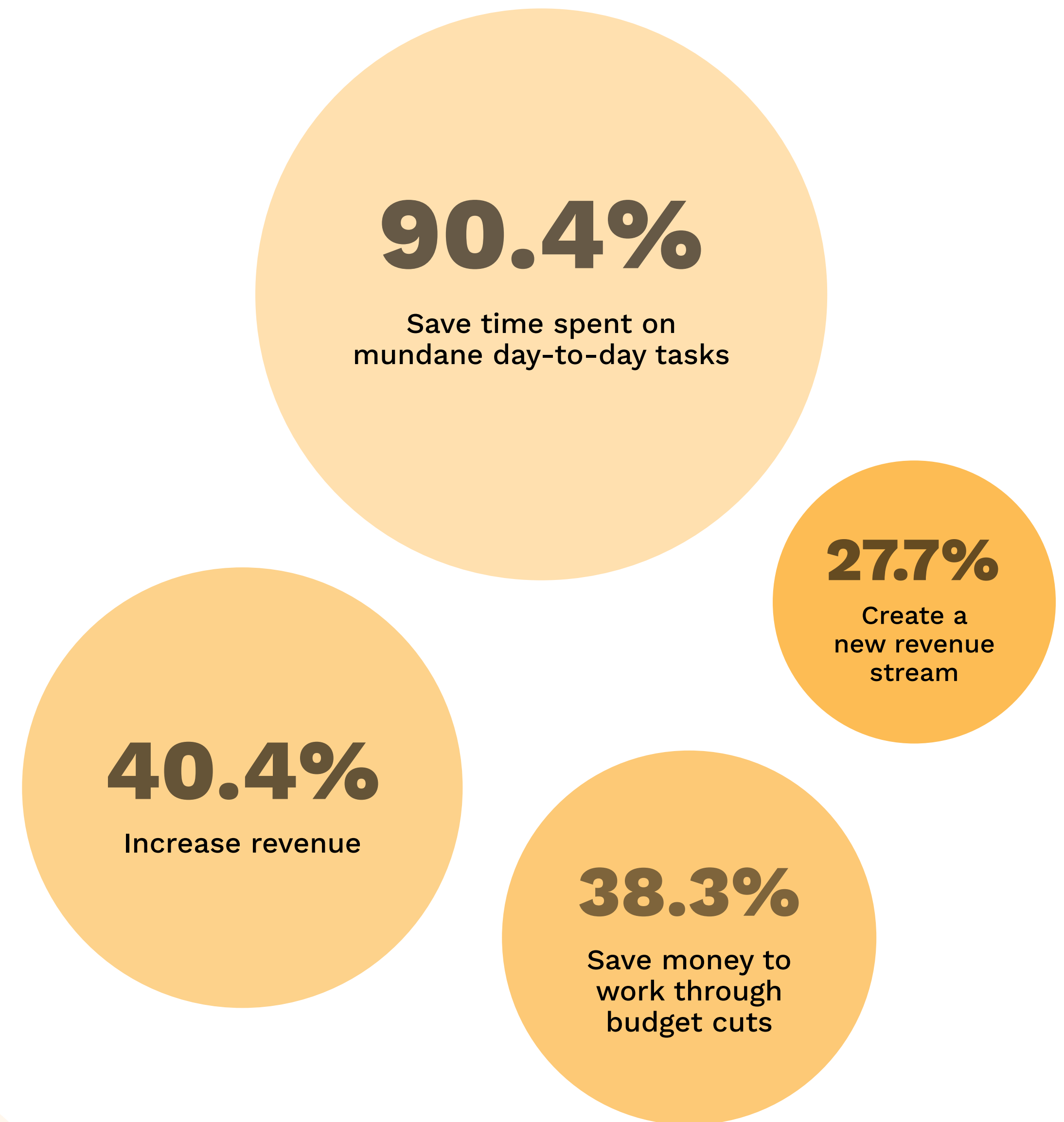


Creatives want to save time with AI

Time is definitely a non-renewable resource and the major pain point an average creative operations team wants to solve is time.

A staggering 90.4% of respondents believe that AI can help them save time. Other benefits they see for AI include increasing revenue and saving money.

We started this report by quoting another **study** on how AI will contribute \$15.7 trillion to the global economy. If the predictions by our respondents were to come true, so too would this metric





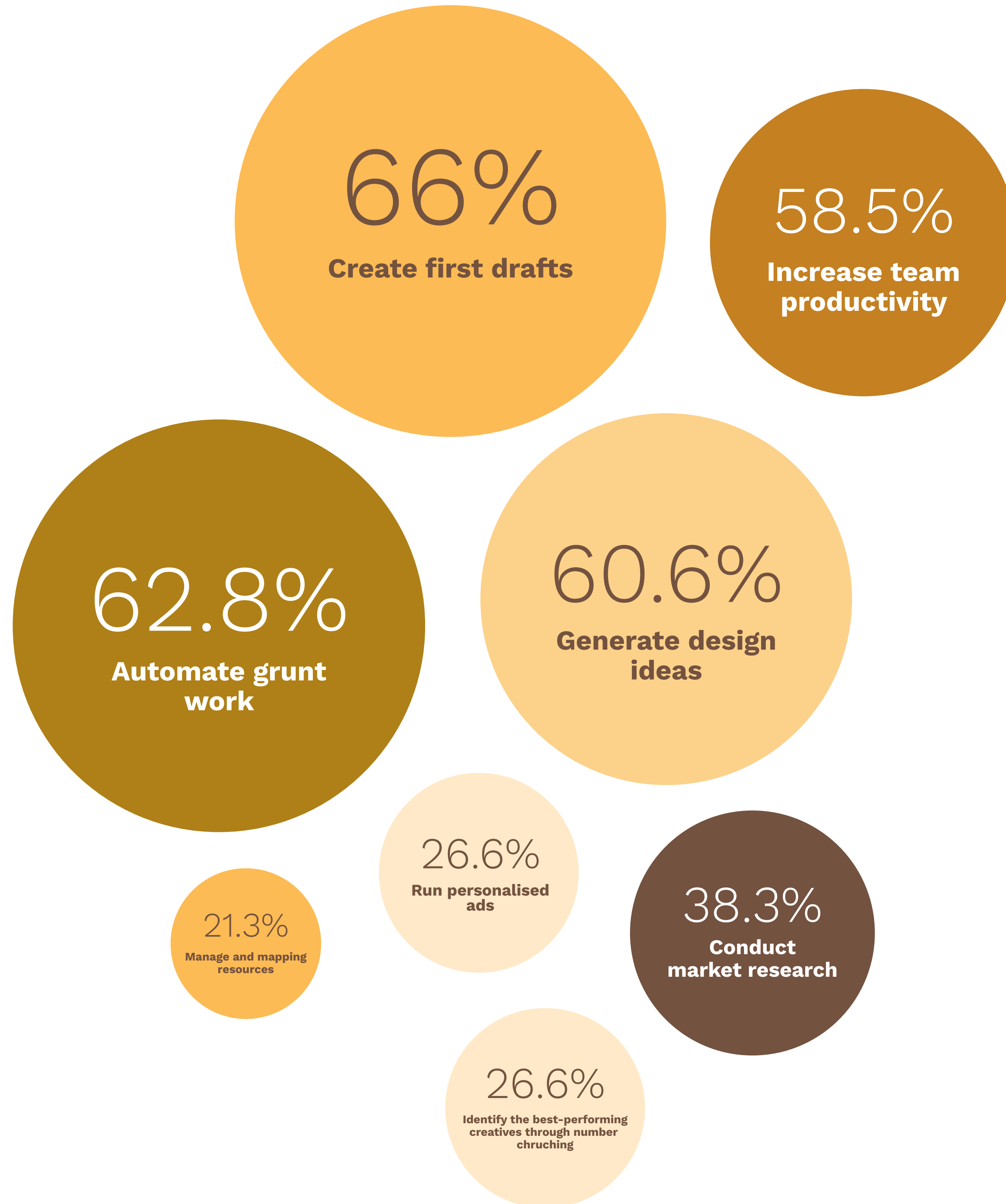
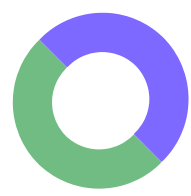
Creative operations teams want to boost productivity

Our conversations with creatives have unveiled one key piece of information: A majority of their day-to-day tasks go into administrative work such as meetings and emails, revisions and endless iterative reviews, and collaborative bottlenecks.

Does this mean creative work is destined to involve the most brutal grunt work possible?

No.

Our research indicates that creative operations teams are majorly looking for solutions to create first drafts, reduce grunt work, and increase team productivity.



Going by these statistics, it is clear that creative operations teams view AI as a productivity booster, an assistant to delegate mundane tasks to so they can focus on strategic decision-making.



“We enjoy using AI to brainstorm content ideas, but we've learned that for writing content, it's not advanced enough to copy and paste. Customers can't resonate with words that sound robotic – we aim to capture our brand tone and splash our content with personality – something AI can't do yet.

On the other hand, we enjoy prompting the AI software with questions about our target audience and common questions about our industry for fresh content ideas on the fly.”

Julia Kahlig-Garuba
Founder & CEO, Herb & Root



Conclusion:

AI isn't a fad

The results of this survey have proved to us that AI isn't just having a moment, it's the movement.



The AI wave rose to the mainstream in 2023, leading brands around the world to stand up and take notice.

We've all seen several technologies come and go. They are usually touted to have a major impact on life as we know it but not all of them succeed ultimately.

Is AI having a fleeting moment or is it the movement?

Our survey indicates that it is the latter.

Nearly 48% of Business Leaders and Supervisors already invest in paid AI tools.

AI is an emerging technology that most Business Leaders are either evaluating or already investing in. Executives definitely think that AI has potential and can revolutionize business as we know it.

While inhibitions do exist about AI, this survey has made it clear to us that the technology will mainly help creative teams boost productivity, eliminate grunt work, and save time.





It will continue being a co-pilot for creatives, and as a rapidly evolving technology, perhaps we will be introduced to newer and more sophisticated AI models that can do way more than their current versions can.

Our advice to growing brands still on the fence about AI

AI is not a fad. It is going to disrupt the market and is your ticket to competitive advantage. We need to trust the early movers and take a plunge.

The technology may not go away any time soon and it's time for all global brands to help their creative teams get their time back by embracing AI in however miniscule a form.

Onwards and upwards!

Oh, and...

Welcome to the team, AI!



“I think we're quite early in the AI adoption story to kind of start really using these technologies in a public-facing way. That being said, when we ran our AI pilot for Midjourney, what we found was that it's absolutely fantastic as a co-pilot for creatives. So if you want a creative to really think outside the box or to reframe a problem, it's amazing at ideation and discovery.”

Mark Brady

Global Solutions Head, Hubspot

Up your AI game in 2024

Implementing AI will definitely help your brand reap benefits and get a competitive advantage. Helping brands grow with AI-native features is our thing, so here's how we can help.



Design and scale creatives

Use AI to get unlimited variations of a creative in different sizes, languages, and design formats.



Comply with brand guidelines

Create rules for your images, typography, and colors and flag compliance errors — it's customizable and accurate!



Proofread across 160 formats

Use AI-enabled smart proofing to review files across different formats. Yes, we proof videos too.



Build complex workflows to scale

Accelerate project launches with customizable workflows and checklists. Identify bottlenecks in seconds and go to market faster.



Sort assets your way

Use custom metadata and AI-generated smart tags to categorize and find your brand assets.



Give your brand a digital home

Take care of your brand end to end with Artwork Flow's digital asset management and creative operations features.



Talk to one of our product experts today for a 20-minute no-obligation demo!

[Talk to us](#)

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