# How AI is revolutionising content creation in the creative industry



The creative industry is witnessing a transformative shift as human imagination increasingly collaborates with machine intelligence to accelerate and enhance content creation processes. Kraft Heinz recently announced a remarkable reduction in their advertising campaign production time, cutting it from eight weeks to a mere eight hours through the use of Google’s generative media models accessed via the Vertex AI platform. This achievement is not only striking in its scale—a 95% decrease in campaign lead time—but also sets a new global benchmark for efficiency and agility in creative development.

Kraft Heinz’s Head of Digital Experience and Growth, Justin Thomas, explained to MediaBrief, “With Veo 2 on Vertex AI as part of our Tastemaker platform, Kraft Heinz has unlocked unprecedented speed and efficiency in our creative workflows. What once took us eight weeks is now only taking eight hours, resulting in substantial cost savings.” He added, “Implementing Google Cloud AI within our platform that is deeply trained on our brand intelligence allows innovation and creative teams to rapidly prototype, test, and deploy content, transforming how we bring our iconic brands to life.” This integration enabled the company to produce more localized and personalised campaign variations without incurring heavy costs, helping them respond swiftly to consumer trends.

Google’s suite of generative media technologies is at the core of this revolution. Key tools include Vertex AI for Creative Development, which allows marketers to submit campaign briefs and receive instant ad variations with diverse messaging and visual styles; Imagen 3, a text-to-image model that generates photorealistic images from descriptions; Veo 2, which produces cinematic-quality video footage; MusicLM for AI-generated music tracks; and Chirp 3 for creating custom voiceovers. According to Google Cloud’s official blog, early users of these models report a 30% faster time-to-market and a 15–20% increase in creative testing outputs without a corresponding rise in budgets.

Beyond Kraft Heinz, several international brands are embracing these AI tools. Unilever has implemented generative models for Dove and Surf Excel campaigns across Southeast Asia, creating hyper-localised ads. Nissan utilises Vertex AI to personalise banner ads and video content tailored to vehicle preferences and customer browsing behaviour. In India, Titan’s jewellery brand Tanishq used Google’s AI media generation during the 2024 festive season to produce over 100 customised video ads across regions, resulting in an 18% increase in online leads compared with the previous year. Zomato has experimented with Imagen for generating promotional visual templates, which has reduced their design dependency and sped up marketing cycles.

The impact of AI on creative industries extends into entertainment and media production within India. Bollywood giants such as Yash Raj Films (YRF) have adopted AI tools including Runway Gen-3 for pre-visualisation and concept art generation, facilitating complex scene planning months ahead of shooting and substantially cutting production costs. Dharma Productions uses AI-driven video editing platforms like Runway and Pictory for faster internal reviews, while Red Chillies Entertainment applies AI to visual effects pre-visualisation, improving planning for CGI-heavy action and fantasy scenes.

Advertising agencies are also advancing AI integration. Firms such as Schbang and Dentsu Creative India have established AI labs focused on human-AI collaborative creative workflows to enhance campaign ideation and prototypes. Notably, WPP’s Ogilvy India created a Creative AI Lab in Mumbai that leverages AI insights for improved campaign development. Madison World has developed a marketing AI division dedicated to automating media planning and predictive content modelling. Consultancy and technology companies like Accenture India and Infosys have partnered with creative agencies to launch AI-powered content labs capable of delivering personalised, localised campaigns at scale.

Globally, AI adoption in creativity spans multiple sectors. Netflix employs AI to predict audience preferences, refining content design and testing before full production, which helps mitigate content risks. Warner Music Group has introduced ‘Noonoouri,’ a virtual AI-generated artist who has released singles and secured brand endorsements, showcasing new business models in artist management. Media conglomerates like Disney and Paramount Global use AI tools for script analysis, audience sentiment prediction, and automatic generation of customised trailers. HarperCollins has launched an AI-powered platform aiding authors and editors with synopses and marketing materials, while game developer Ubisoft employs its Ghostwriter AI to generate dialogue for non-playable characters to expedite game development.

Despite these advances, some challenges and criticism have emerged. Coca-Cola’s 2024 holiday campaign, partially produced using AI, faced backlash for lacking emotional depth and being perceived as “soulless.” Ashwini Deshpande, Co-founder of Elephant Design in Pune, commented to MediaBrief, “AI is an incredible brush. But it still needs a human hand and soul to paint something truly memorable.” A Deloitte India survey revealed that 67% of creative professionals view AI as a positive enabler but 48% also express concerns about originality and job security. Entry-level and routine creative roles such as junior copywriters, designers, storyboard artists, and visual researchers face the highest risk of automation.

At the same time, new roles are surfacing, including AI Creative Strategists, Ethical AI Reviewers, Prompt Engineers, and Concept Directors specialising in AI-led projects. Industry voices stress the importance of upskilling in areas like AI prompt engineering, creative coding, AI video editing platforms, and emotional design thinking. Workshops such as “AI + Human Creativity” at NID Ahmedabad are attracting mid-career professionals focused on adapting to this changing landscape.

Netflix India’s Head of Content, Pratiksha Rao, highlighted, “In a world flooded with AI-generated content, authenticity and emotional intelligence will become the most precious currencies.” Across the creative sector, the narrative is shifting from a contest between man and machine to a collaborative alliance wherein human creativity is amplified by machine intelligence, enabling faster, more personalised, and strategically resonant content production.

Source: [Noah Wire Services](https://www.noahwire.com)