# Advertising agencies embrace AI as creative partner amidst job displacement fears



In the 2025 Agency Performance Review conducted by Campaign, insights were gathered from various advertising agencies on the impact of artificial intelligence (AI) on their businesses. The findings indicate that AI has transitioned from the hype phase into an integral element of everyday operations within the advertising sector, influencing workflows from concept development to media targeting and campaign personalisation.

The report underscores ongoing concerns regarding AI's potential to displace junior and mid-level positions. Despite this apprehension, agency leaders maintain that AI acts as an enabler rather than a replacement. Christian Pierre, global chief intelligence officer at Gut, remarked, “We're not using AI to come up with ideas. We use AI to stand on the shoulders of AI and see beyond that.”

Agencies are leveraging a variety of advanced tools and solutions to streamline processes, particularly in the initial stages of creative development. Platforms such as Midjourney, Adobe Firefly, and Runway allow teams to visualise concepts in real-time, thereby facilitating rapid feedback and iterative improvements. For instance, Monks noted that AI simplifies traditionally labor-intensive tasks in pre-production, such as storyboarding and set design, which enables teams to concentrate more on creative refinement.

WPP's AI-powered marketing platform, WPP Open, supports teams in producing storyboards and creative variations at scale for brands like Coca-Cola and Wendy’s. Similarly, Digitas has incorporated AI directly into its strategic processes, reducing high-pressure timelines by three days, as they emphasised that “getting to better insights, faster” is crucial for modern agencies.

One innovative approach highlighted was Gut’s custom-built AI tool, Unprompt, which delivers a daily stream of curated information designed to inspire creative ideation without active prompting. Pierre explained that this insights-driven tool emerged during the creation of a campaign for QuintoAndar, a significant real estate brand in Brazil, showcasing how unique ideas can stem from unexpected sources.

Once creative concepts are established, generative AI is increasingly used to enhance production efficiency. Agencies are employing AI to generate a variety of assets, customise content for specific markets, and assess designs in simulated environments. Assembly, for example, uses AI eye-tracking technology to optimise visual clarity and appeal before the launch of campaigns.

In the area of personalisation, AI has become foundational in understanding consumer behaviour. Tools like Assembly's InsightAI analyse extensive consumer feedback to inform strategic decisions. Publicis Groupe’s CoreAI integrates billions of consumer profiles and performance data points to create an expansive intelligence layer for delivering “intelligent content.” Leo Chicago of Publicis noted that this approach has enabled them to streamline the ideation, deployment, and optimisation processes of marketing campaigns.

Furthermore, Gut’s AI Personas tool utilises data to simulate consumer responses, allowing creatives to better understand diverse consumer perspectives, rather than relying solely on traditional demographic insights. Pierre articulated the necessity of capturing the nuanced and often conflicting nature of consumer preferences in the creative process.

As the demand for precise targeting increases, agencies are also employing AI to enhance brand safety and audience engagement. Crispin collaborates with VwD, an AI-driven vetting platform, to minimise risks associated with creator partnerships. Additionally, agencies like Mediahub have developed proprietary algorithms that optimise media buying by evaluating content relevance and safeguarding brand reputation.

Despite the extensive integration of AI, agency leaders stress the importance of human creativity in the advertising domain. PMG highlighted that AI serves as a “force multiplier,” enhancing rather than replacing the human element in creative endeavors. Brian Yamada, chief innovation officer at VML, stated that future success in the AI-driven landscape will rely on a deeper relevance in engagement, positioning technology as a bridge to connect imaginatively with audiences.

This comprehensive assessment of AI's role across varied operational facets in advertising illustrates not only the technology's capabilities but also the industry's ongoing commitment to intertwining innovation with human creativity.

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

## Bibliography

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