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Efficiency unbound: How to make the leap with Generative AI

A guide to transforming the content supply chain with GenAI

Deloitte Digital POV on GenAI

Executive Summary

As the demand for engaging, personalized content continues to grow, Generative Artificial Intelligence (GenAI) has the potential to revolutionize the content supply chain to allow not just marketers but all stakeholders across industries to produce content at the speed and scale of the moment. In collaboration with Adobe, Deloitte Digital presents an in-depth guide to the possibilities GenAI brings to accelerate the content supply chain and how organizations can integrate GenAI responsibly, safely, and effectively. Topics covered include how GenAI works, essential use cases, Adobe solutions, potential benefits and limitations of GenAI, responsible use of the technology, and how to get started with GenAI.

Table of contents

The future is now with GenAI

Modern consumers are increasingly prioritizing quality, value for money, and convenience. They are socially conscious, seeking transparent, ethical, and sustainable business practices from the brands they patronize—all while expecting exceptional customer service.

This shift in consumer priorities has had profound implications for marketing. Businesses are no longer just selling products or services; they're selling experiences, values, and relationships.

Traditional marketing strategies focused on mass advertising and one-size-fits-all messages are giving way to hyper-targeted, personalized approaches that engage consumers on a deeper level. Marketing is now about creating authentic, meaningful connections with consumers, telling compelling stories, and building a brand that resonates with consumer lifestyles and values. To do this effectively though, creatives and marketers must ideate and produce new content at a faster pace than ever before.

While marketing technology has sought to expedite and automate personalized marketing, results have been mixed, with many organizations still facing complex and manual processes, insufficient insights from data, and inconsistent execution across channels. However, Generative Artificial Intelligence (GenAI) provides a renewed opportunity to address these challenges and accelerate unprecedented change and impact.

Far more than a sophisticated chatbot, GenAI has the potential to unleash innovation, enable new ways of working, amplify other AI systems and technologies, and transform enterprises across every sector. The marketing function is poised for particular transformation, with GenAI offering opportunities to enhance user creativity and deliver personalized experiences at scale. It can produce text and images, generate creative briefs, and develop multiple versions of ad campaigns customized by geography and language, to name a few use cases.

One in four organizations surveyed by Deloitte Digital is already using GenAI in marketing operations.[1] As early enterprise adopters, marketers must be thoughtful about implementation, recognize the possibilities and limitations of GenAI, and proceed with the right foundations in place. As the technology matures, marketers may play a critical role in helping lead the GenAI charge as their respective organizations experiment and evolve. An organization's C-Suite should work in collaboration with marketing operations leaders to set the tone for how processes, guardrails, and training programs can safely scale usage and maximize the potential of GenAI.

[1] Deloitte: GenAI powers content marketing advantage for early adopters

"Generative AI is a new frontier for creativity because it empowers creators at all skill levels to use their own words and images to generate content the way they imagined it. It's the next evolution of AI-driven creativity and productivity."

Heather Freeland
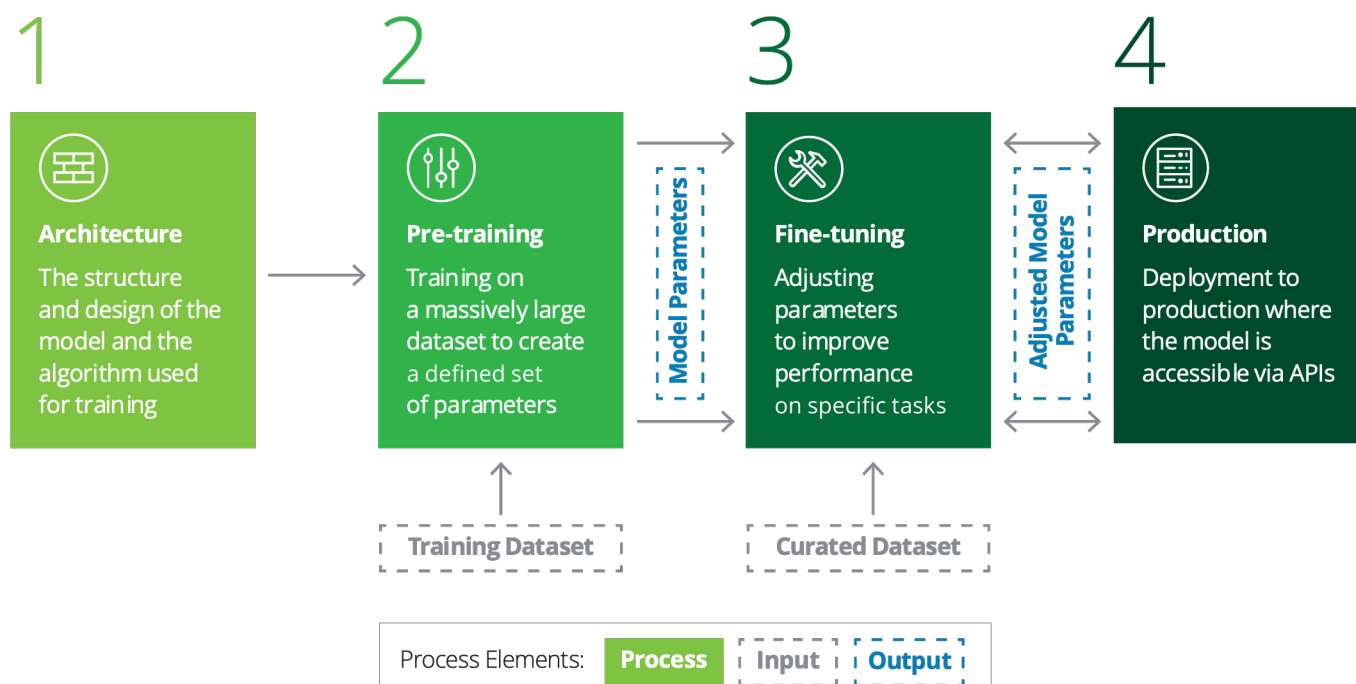VP of Marketing | Chief Brand Officer
Adobe

How GenAI works

When we start something new—whether it be the sketches of a new artwork or preparing ingredients for a new recipe—our first step is often to study what came before to mine it for context or inspiration. GenAI works similarly on a much larger scale. Pulling from millions of images, prompts, and other sources, a mathematical function or algorithm creates new content in the form of text, code, voice, images, videos, processes, or even the 3D structure of proteins. What makes GenAI unique from other types of AI is its ability to mimic the human creative process, adding contextual awareness and creating novel outputs.[2]

GenAI is powered by foundation models, which are trained on vast amounts of data and computation to perform a broad range of tasks. Similar to traditional AI, foundation models are models that predict outputs based on inferences on the inputs it receives. However, through fine-tuning, prompt engineering, and adversarial training, these models generate outputs based on an understanding of human communication.

DEVELOPMENT OF FOUNDATION MODELS[3]

1

Architecture

The structure and design of the model and the algorithm used for training

2

Pre-training

Training on a massively large dataset to create a defined set of parameters

Model Parameters

3

Fine-tuning

Adjusting parameters to improve performance on specific tasks

Adjusted Model Parameters

4

Production

Deployment to production where the model is accessible via APIs

Training Dataset

Curated Dataset

Process Elements: **Process** | Input | **Output**

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[2] Deloitte: The implications of Generative AI for businesses
[3] Deloitte: A new frontier in artificial intelligence

Today, GenAI models can create outputs in six key modalities

TEXT

Written language outputs are presented in an accessible tone and quality, with details and complexity aligned with the user's needs. Examples include summarizing documents, writing customer-facing materials, and explaining complex topics in natural language.[4]

CODE

Computer code is output in a variety of programming languages with the capacity to autonomously summarize, document, and annotate the code for human developers. Examples include generating code from natural language descriptions and autonomously maintaining code across different platforms.[4]

AUDIO

Much like textual outputs, audio is outputted in natural, conversational, and even colloquial styles with the capacity to rapidly shift among languages, tone, and degrees of complexity. Examples include Gen AI-powered call centers and troubleshooting support for technicians in the field.[4]

IMAGE

Textual or visual prompts lead the model to create images with varying degrees of realism, variability, and "creativity." Examples include simulating how a product might look in a customer's home and reconstructing an accident scene to assess insurance claims and liability.[4]

VIDEO

Similar to imagery, Gen AI models can take user prompts to output videos with scenes, people, and objects that are entirely fictitious and created by the model. Examples include autonomously generating marketing videos to showcase a new product and simulating dangerous scenarios for safety training.[4]

3D/SPECIALIZED OUTPUTS

From text or two-dimensional inputs (e.g., images), models can extrapolate and generate data representing 3D objects. Examples include creating virtual renderings in an omniverse environment and AI-assisted prototyping and design in a purely virtual space.[4]

By understanding these modalities, organizations are empowered to think through and better understand the kinds of benefits GenAI could permit. GenAI is already widely available to the public and has had a running start toward critical mass. Like smartphones, engaging with GenAI is easy for an average person to use without much training—and can help with activities they already engage in daily—so the barriers to adoption are generally low.

[4] Deloitte: The Generative AI dossier

What marketing gains from GenAI

Content supply chain challenges and solutions

Great content generates powerful business results—and marketing leaders know it. Across B2C and B2B industries, 8 in 10 leaders surveyed by Deloitte Digital say that content marketing is very or extremely important to their company's overall digital marketing strategy.[5] Marketers must produce higher quality and greater quantity of marketing content than ever before, but they are struggling to keep up – meeting the demand for that content only 55% of the time.[5]

Marketers suffer from bottlenecks across the content supply chain, with time intensive and repetitive steps throughout planning and development, review and approval, and distribution and management phases. Given GenAI's focus on content creation and content generation, its impact on the content supply chain, particularly when coupled with automation and other AI technologies, is profound. Embracing AI in content production can improve productivity, increase audience engagement, and, ultimately, improve content experiences.[6]

Heather Freeland describes GenAI as "A truly revolutionary solution to some of these content supply chain inefficiencies, enabling businesses to keep up with increasing content demands. Early adopters are already using generative AI tools to dramatically accelerate the creation of content and reduce the cost of content development."

Early adopters of GenAI tools are using it in the content supply chain to accelerate:

- Creative Ideation & Concepting
- Content Production
- Workflow Optimization
- Personalization
- Localization

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[5] Deloitte Digital's latest research forecasts generative AI's transformation of content marketing
[6] Adobe x Deloitte Digital: Marketing in the age of GenAI
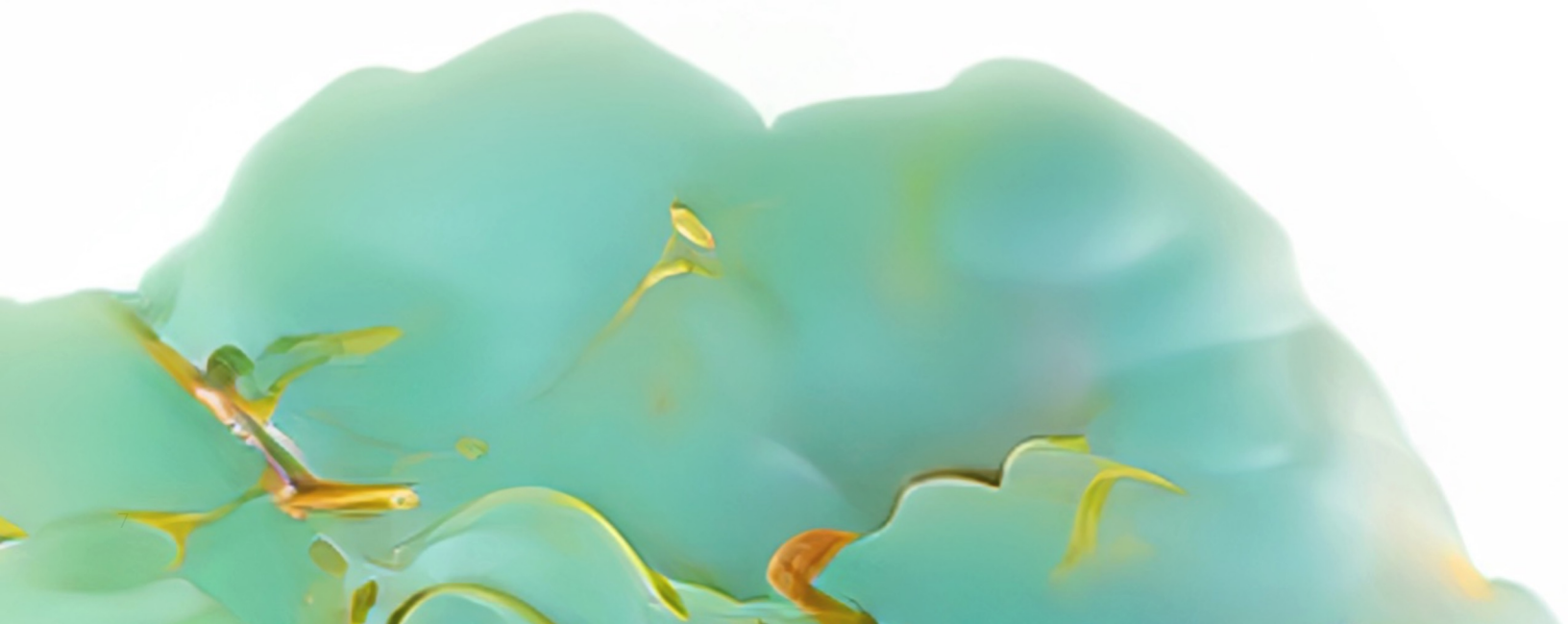
Content supply chain opportunities: At a glance

GenAI integration represents a world of untapped potential for Marketing Operations and content supply chain teams. Some of the opportunities that could be unlocked by GenAI include:

ACCELERATE PRODUCTION

Creatives can leverage GenAI to generate content or content elements across diverse formats (i.e. blogs, social media posts, email campaigns). When implemented, these systems become invaluable time-saving tools, saving the average content marketing employee 11.4 hours per week.[1]

PERSONALIZE CONTENT

60% of surveyed businesses that have adopted GenAI have found they create higher-quality content compared to content created before AI adoption.[1] GenAI produces content based on its learnings from its database, identifying patterns that humans may not be able to see, unlocking the potential for more accurate, relevant, and informative content.[7]

REALIZE COST SAVINGS

Early adopters of GenAI report their companies topped revenue goals by an average of 14% in the prior year. In contrast, companies with no GenAI plans beat expectations by just 2% on average.[1] With the variety of content GenAI can produce, businesses with limited budgets can create more diverse and interesting content without exerting additional marketing spend.

DEMOCRATIZE CREATIVITY AND PRODUCTION

GenAI can provide access to creativity across job functions, empowering new stakeholders to create, edit, and version brand-approved assets for immediate personalization. The democratization of creativity with GenAI can empower more people to create on-brand content, freeing creatives to focus on high-value tasks.[8]

[7] Harvard Business Review: How Generative AI is changing creative work
[8] Adobe GenStudio

Key GenAI applications:
A deep dive

Create. Optimize. Deliver.

Understanding how to create, deliver, measure, and optimize content at scale grows more challenging by the day while the demand for content also continues to rise. GenAI can speed up content supply chain production to assist with ever-increasing marketing and creative needs.

Marketers can leverage GenAI to produce content faster with approved and reviewed data pools to generate campaign briefs, create campaign assets, and shorten the overall time for creative development. The first step in any GenAI journey is knowing the specific purpose your solution is meant to serve. Different use cases have a material impact on GenAI implementation and operations. It is not one-size-fits-all.

"Many brands still struggle to deliver personalization at scale due to bottlenecks in their content supply chain. GenAI is helping resolve some of the biggest pain points in the process—from creative brief definition to image resizing. When coupled with automation and other AI technologies, we see an even greater unlock from GenAI. If we can expedite the generation of content and put the right guardrails in place to respect the specific business rules that are needed, it can shorten the time needed for review cycles and allow marketers to get content out the door faster."

Beth Adams
Managing Director
Deloitte Digital

CREATIVE IDEATION AND CONCEPTING

GenAI takes concept visualization to the next level. Text-to-image tools are a creator's gateway to translating ideas into compelling imagery that clearly communicates the desired message. To further increase efficiency, automatic prompt suggestions can also help craft the perfect prompt as you type.

The future of GenAI lies in prompt assistance—using human and machine power to get as close as possible to your vision. The key is specificity. A few words are typically not enough to paint a detailed picture of what you're imagining. In the future, companies may need to consult trained prompt engineers to extract maximum value from GenAI technology.

Marketers can also use AI to generate content matched to specific personas and industries. For example, Adobe's Style Match tool allows you to upload reference images directly from your brand library or the Adobe gallery to refine generated visuals and integrate them with existing materials.

CONTENT PRODUCTION

After the brainstorming and planning phase, marketers can leverage GenAI to streamline the content production process itself. AI-powered content generation tools can automate repetitive tasks, saving time and increasing productivity. Content creation processes, such as research, data analysis, and writing, can be streamlined and accelerated with AI algorithms.

Marketers can unlock end-to-end visibility and control over the content supply chain with Adobe GenStudio. The system integrates with alliance partners like Deloitte Digital, who can transform Adobe APIs into custom applications based on customers' unique needs.[7]

WORKFLOW OPTIMIZATION

GenAI tools help creatives spend less time on touch-ups, giving more people access to make changes within brand style. Democratizing creative workflows helps top talent focus on critical projects that deliver the most value.

This shift also helps organizations shift agency spend toward internal resources. For instance, instead of requesting a new iteration of a banner ad or social image, non-creative stakeholders can generate what they need without engaging their agency of choice. Ultimately, the time and cost savings can lead to increased ROI and reduced time to market as GenAI becomes ingrained into an organization.

PERSONALIZATION

Personalization has long been a north star for marketing; personalized content is critical to building and maintaining one-to-one relationships with millions of customers. Content and data combine in unified cross-channel journeys, where GenAI can create rich, unique experiences at scale.

GenAI brings marketers closer to delivering on the promise of true personalization—tailoring content not just to personas but to individuals. A business might know everything about their end customer, but that knowledge can only go so far without the ability to personalize in real time.

However, challenges remain in the quest for true one-to-one personalization. GenAI requires a comprehensive data repository to function effectively. As regulations that limit data collection come into play, organizations will need to continue to personalize content with the data they *do* have access to while maintaining transparency around data usage to establish trust with consumers.

LOCALIZATION

Global campaigns call for accurately localized creative content. GenAI can help creatives increase the speed at which they create content across languages and cultures. **Baris Sarer**—Deloitte Consulting LLP, TMT Strategy and Analytics—provides an example of how GenAI can assist in localization:

"If you think about taking a product to the market outside of, let's say, the United States, there are a million things you need to think about. All of your content needs to be localized, and that's not a trivial task! But I would argue that getting to a good first draft of localized content, with GenAI will be super-fast—in a matter of days or weeks as opposed to months. I think that's important when you're launching new products, updating them, running new campaigns that are multi-market or global multi-regional or global in nature."

Baris Sarer
Deloitte Consulting LLP
TMT Strategy and Analytics

Adobe solutions

"Every creator and business is reimagining how they build their brand and engage their audiences in a digital-first world, underscoring the rapidly growing demand for content and creativity. This is why we're so excited about GenAI. We've built advanced machine learning models that enable a computer to generate content based on nothing more than a description and are in the process of deeply integrating them into our application workflows. We believe that Adobe Firefly can help people grow their creative confidence by removing barriers between creative vision and the blank page."

Heather Freeland
VP of Marketing | Chief Brand Officer | Adobe

Marketers are already making use of two Adobe GenAI solutions:

GenStudio

Adobe GenStudio is an end-to-end solution that uses GenAI and intelligent automation to accelerate and simplify the content supply chain. Integrate high-velocity creative expression with sophisticated activation to deliver beautiful content across channels.[8]

GenStudio allows you to:

- Use GenAI to create content designed to be safe for commercial use.

- Work with Adobe to customize models using your own assets and brand-specific content.

- Access Adobe Firefly APIs across platforms to supercharge workflows and automation.

- Leverage integrated workflows to connect AI-generated content to critical services for editing, collaboration, and activation.

Firefly

Adobe's creator-focused GenAI solution, Adobe Firefly, helps to reinforce creative confidence by removing barriers between creative vision and the blank page. With simple text prompts in over 100 languages, users can create beautiful, high-quality images in seconds.[9]

Firefly allows you to:

- Generate rich images from a detailed text description.

- Apply text effects like styles or textures to words and phrases.

- Use a brush to remove objects or paint in new ones with generative fill.

- Make all-new content from reference images and explore more possibilities more quickly.

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[9] Adobe Firefly

Responsible innovation

Considerations for using GenAI in the enterprise

When it comes to risk and governance, GenAI is not just another technology. The fundamental challenge is how to capitalize on artificial intelligence's power without losing control of it. After all, the capability people seem to find most enthralling about GenAI is its ability to convincingly simulate human thinking and behavior. Of course, human thinking and behavior aren't always perfect, predictable, or socially acceptable—and the same is true for the technology, too.[10]

Specific GenAI risks and concerns include inaccurate results and information (i.e., hallucinations); legal risks such as plagiarism, copyright infringement, and liability for errors; privacy and data ownership challenges; lack of transparency, explainability, and accountability; and systemic bias.

Beth Adams, Managing Director at Deloitte Digital, explains, "GenAI is not something that organizations can just implement and walk away from. It's going to need to be continually monitored, identifying if they are creating new risks from the current limitations of GenAI, like bias and hallucination. The unlock of GenAI requires human and machine working together, creating new efficiencies while mitigating risk."

Of those marketers that have already begun to adopt GenAI, more than three in four remain significantly concerned about potential brand risks, including intellectual property and legal jeopardy, cultural sensitivity mistakes, impersonal experiences, and lower creative quality. Nearly as many remain concerned about talent and change management challenges.[11]

Effective, enterprise-wide GenAI governance cannot wait until negative consequences emerge, nor is it sufficient to take a "wait and see" approach as government rulemaking on generative AI evolves. Given the potential consequences, businesses need to account for the GenAI risks of today and those yet to emerge.

"Like all powerful technologies, AI comes with its own unique set of challenges. Our view is that we all need to be thoughtful about the technology and the implications it can have on our customers and society when we bring it to market – everything from sourcing content properly to data training to providing transparency for consumers and creators. The biggest threat comes when companies approach GenAI without a strong ethical boundary."

Heather Freeland
Vice President of Marketing
Chief Brand Officer | Adobe

[10] Deloitte: Now decides next: Insights from the leading edge of generative AI adoption
[11] WSJ x Deloitte: Generative AI for content marketing: Early adopters report benefits

GenAI limitations

HALLUCINATIONS

A GenAI hallucination is a nonsensical, false, or fictional response. For some applications, like art generation, this is perhaps even a desired "creative" feature of GenAI. For other applications, such as copywriting or computer code generation, false responses can result in artifacts that are not valid or true, undercutting the potential value of GenAI.[12] It is for this reason that companies must prioritize alignment to ensure the AI model's behavior matches the intended outcome.

LACK OF HUMAN-LEVEL REASONING

GenAI systems are based on statistical features, which are not a solid foundation for logical reasoning. At this time, AI technology has not yet reached the point where it can truly mimic the power of human deduction.[13]

LIMITED CONTEXT WINDOW

Typical GenAI systems only offer a context window of a few thousand words—the limit for the combined input and output of the model. Generative AI models can only access information extracted from the data on which they were trained. For similar reasons, they cannot provide references and sources for the generated content, which complicates validation.[13]

BIAS

Because of the amalgamation process behind any GenAI system, key decisions are now being made within an environment where traditional checks and balances might not exist. Companies must involve cross-disciplinary teams, people of all backgrounds, and in-depth validation across the implementation process to eliminate bias before it creates unintended harm.

MODEL DRIFT

The testing of assumptions, review processes, and model evaluation must become a periodic or continuous process due to model drift. Model drift is the change in outputs or behavior of a model over time due to multiple factors, including reinforcement learning from human feedback (RLHF), model alignment, or other factors that may require changes in the model deployment architecture.

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[12] Deloitte: Benefits and limitations of Generative AI
[13] Deloitte: Generative AI is all the rage

Trustworthy AI™ Framework

Deloitte Digital's Trustworthy AI™ framework explores factors that contribute to trust and ethics in Generative AI deployments, as well as some of the steps that can promote governance and risk mitigation. Trustworthy AI in this respect is fair and impartial, robust and reliable, transparent and explainable, safe and secure, accountable and responsible, and respectful of privacy.[14]
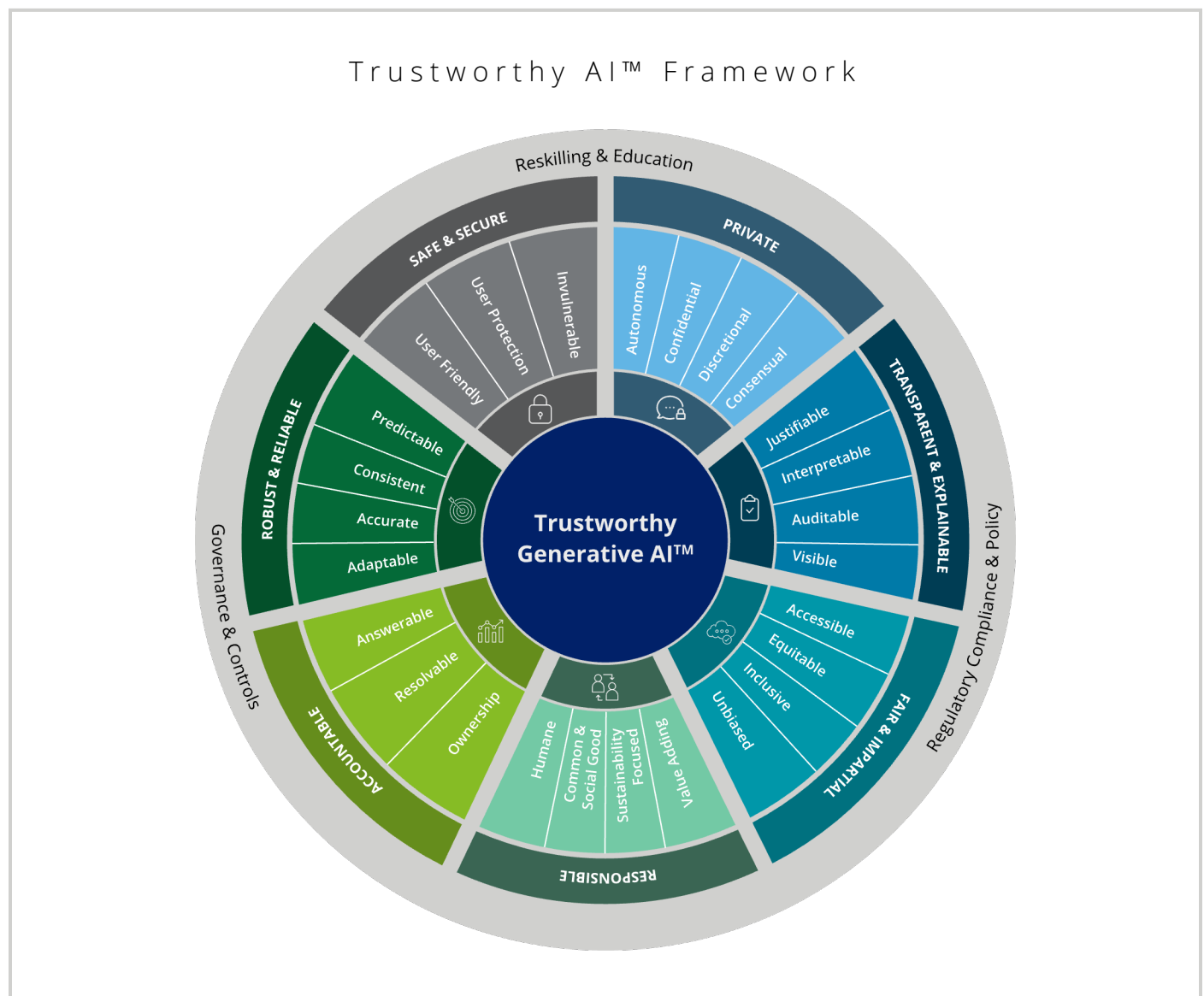
[14] Deloitte: Building Trustworthy Generative AI

FAIRNESS AND IMPARTIALITY

Limiting bias in AI outputs is a priority for all models, whether machine learning or generative. In all cases, the root is latent bias in the training and testing of data. Organizations using proprietary and third-party data are challenged to identify, remedy, and remove this bias so that AI models do not perpetuate it.

For example, a generative AI-enabled chatbot that produces coherent, culturally specific language for an audience in one region may not provide the same level of nuance for another, leading to an application that simply performs better for one group. In practice, this could diminish end-user trust in the tool or the business providing the tool.[14]

When choosing a vendor with GenAI applications, it is crucial to understand how they work to limit bias. Adobe's initial commercial Firefly model was based on licensed content, such as Adobe Stock and public domain content where copyright has expired— meaning that AI-generated content from Adobe is designed to be commercially safe and ethically sourced in an effort to safeguard creators.[9]

TRANSPARENT AND EXPLAINABLE

Given the capacity for some GenAI models to convincingly masquerade as a human, there may be a need to explicitly inform the end user that they are conversing with a machine. When it comes to generative AI-derived material or data, transparency and explainability also hinge on whether the output or decisions are marked as having been created by AI.[14]

One way for organizations to lead in GenAI transparency is to adopt Content Credentials into their GenAI implementation plans. As part of the open-source toolset made available by the Content Authenticity Initiative, Content Credentials can help content viewers evaluate content provenance. Providing end users with information about the content they see can build trust between them and the content creators.[9]

SAFE AND SECURE

GenAI can permit near-real-time content personalization and translation at scale. While this is beneficial for targeted customer engagement and report preparation, it also presents the potential for inaccurate, misleading, or even harmful generated content to be disseminated at a scale and speed that exceeds the human capacity to stop it. A generative AI-enabled system could erroneously create products or offerings that do not exist and promote those to a customer base, leading to brand confusion and potentially brand damage.[14]

Marketers seeking to leverage GenAI must factor safety into their implementation. Consider applying the technology so that its output can be reviewed easily, quickly, and accurately.

ACCOUNTABLE

With more traditional types of AI, a core ingredient for ethical decision-making is the stakeholder's capacity to understand the model, its function, and its outputs. Accountability is squarely a human domain because an AI model cannot be meaningfully held accountable for its outputs. In some use cases, GenAI makes accountability a more complicated matter.

Ultimately, the organization deploying the tool is accountable for its outputs and the consequences of those outputs. Whether the enterprise uses a model built in-house or purchases access through a vendor, there must be a clear link between the GenAI model and the business deploying it.[14]

CIOs and business leaders may look to existing workforce training and learning sessions, explanatory presentations to business users, and fostering an enterprise culture of continuous learning to promote the necessary AI understanding.[14]

RESPONSIBLE

Just because GenAI can be used for a given application does not always mean it should be. For all the potential good that GenAI can produce, it can also potentially lead to significant harm and disruption if not managed responsibly. Imagine a scenario where a politician's opponent group uses GenAI to simulate a hyper-realistic video of the candidate saying and doing untoward things. Without context, the voting populace may begin to doubt what is true. This can inject confusion and political disruption, and more profoundly, it could undermine the government systems that are crucial to a healthy society.

Yet, even when GenAI outputs are fruitful (or at least benign), questions remain about responsible development and deployment. For example, consider that training, testing, and using GenAI models can lead to significant energy consumption, with implications for environmental sustainability. This consequence of GenAI deployment may not align with an organization's goals for reducing their carbon footprint. In this way, the question of whether it is a responsible decision to develop and deploy a GenAI model depends on the organization and its priorities. What is judged to be a responsible deployment by one organization may not be judged the same by another.[14]

PRIVACY

The data used to train and test GenAI models may contain sensitive or personally identifiable information that needs to be obscured and protected. Organizations need to develop cohesive processes for managing the privacy of all stakeholders, including data providers, vendors, customers, and employees. Some methods of managing privacy include removing personal data, using synthetic data, or even preventing end users from inputting personal data into the system.[14]

Organizations should consider the associated rights of their GenAI output. **Louis Wihl**, Deloitte Consulting LLP, asks organizations to consider potential additional obligations depending on what their system does. "For example, if the system is involved in some way in decision-making, then that can lead to additional obligations under GDPR in both the UK and the EU."

Deloitte Digital has designed a digital artifact generation and validation method to help innovation leaders determine whether an idea can be turned into a beneficial use case leveraging GenAI. At the core of this method are two of the most critical elements to consider:

1. The human effort required to complete a task without Generative AI.

2. The necessary effort to validate or fact-check the output from the Generative AI.

This leads to a two-dimensional classification, categorizing use cases based on the required human effort and the ability of the user to validate the results, which can then be used to further evaluate against enterprise goals and objectives.[12]

Governing GenAI

The core of GenAI governance lies in the alignment of people, processes, and technologies to promote risk mitigation and establish governance.

Identifying and managing risk must be a shared task throughout organizations—among both technical and non-technical stakeholders alike.

To participate in GenAI governance, these stakeholders need a clear sense of roles and responsibilities, as well as workforce training opportunities to enhance their AI literacy and skills to better work with and alongside this technology. The enterprise may also create new roles and groups within the business, such as an AI ethics advisory board charged with overseeing and guiding the trustworthy use of GenAI. Businesses can look to building diverse teams that help shape and govern AI with many perspectives and lived experiences.

Meanwhile, processes may need to be invented or augmented across organizations. Risk assessment and analysis should be baked into the entire GenAI lifecycle, with regular waypoints for stakeholder review and decision-making. There are considerations for how user data inputs are stored, transferred, and leveraged to enhance or improve the model, which cuts across processes in practice areas in legal, compliance, and cybersecurity. As regulatory bodies worldwide begin to establish GenAI rules, concepts like documented impartiality, model explainability, and data privacy will become even more important for AI programs.

How to rally support for GenAI implementation within your organization

Insights from Ash King, Director of GenAI Services at Adobe

TEST SHORT-TERM BEFORE THINKING LONG-TERM.

Start small, learn from testing, and then get buy-in. Don't try to build the entire building before verifying the foundation is solid. By starting small, you can build a roadmap to implement GenAI across all your marketing operations. It's critical to frame the implementation in a way that will inspire the most buy-in— remember to center your pitch around outcomes, not technology.

BUILD A DATA-DRIVEN CULTURE AROUND AI LITERACY.

Companies must develop a common language around data and GenAI to promote cross-organizational collaboration. Use data to establish AI centers of excellence that address data hygiene, literacy, security, and outdated or static operating models.

EDUCATE YOUR WORKFORCE ON AI BENEFITS.

GenAI gives the marketer the potential to scale marketing workflows, empower new stakeholders, and enable real-time content deployment. Take time to educate peers and coworkers on these benefits. Emphasize that GenAI can supercharge the content supply chain, potentially improving productivity, cost-savings, and speed-to-market.

Get started with GenAI

When considering how to leverage GenAI across your content supply chain, it may feel overwhelming to pinpoint where to begin. Start by assessing your current state. Understand your current customers and employees, finding incremental ways to make their experiences incrementally better. Consider how GenAI can help to achieve the desired improvements.

As GenAI continues to evolve, GenAI-powered marketing teams can look forward to even more ways to leverage its power to quickly scale highly personalized and engaging experiences for their customers, staying ahead of the competition with tools that can help you go to market faster.

Embracing GenAI into your content supply chain unlocks creative opportunities for marketing teams with new and exciting ways to improve creative ideation, enhance productivity, leverage data more efficiently for decision-making, and scale marketing initiatives across platforms, segments, and regions.

Marketers can also look forward to optimizing costs with GenAI by reducing the cost of content development, localization, and multi-brand management. As your teams look to increase personalization efforts, GenAI can assist with decreasing the marginal cost of personalization at scale.

Remember, while these benefits provide a capacity to expedite the content supply chain, GenAI still requires routine monitoring and reassessment to ensure new risks aren't introduced.

This is simply due to the nature of the technology itself and the fact that GenAI continues to evolve at a speed many have not seen before in a novel technology.

This is why organizations cannot rush the GenAI implementation process; there is no "set it and forget it" option for GenAI. Organizations must remain committed to monitoring their AI systems to identify new risks and watch for model drift to maintain brand safety, among other responsibilities.

This space will continue to evolve rapidly; the tools and applications we have access to today are very different from the ones we had just one year ago—and will likely look very different in another year from today. The rapid pace of change is why risk management and governance guardrails are so essential to the planning stages of GenAI implementation to transform your content supply chain successfully and safely.

The first step in implementing GenAI across your content supply chain and into business is to assess your readiness. Visit Deloitte Digital's GenAI Readiness guide to see if you are ready to implement GenAI into your content creation workflows.

Steps to get started with GenAI[15]

1. Revisit your content supply chain and identify areas to add value

2. Detail out a pilot program with emphasis on possible risks

3. Launch the pilot program and iterate based on the results

4. Scale GenAI across your organization

5. Remain open to new possibilities with GenAI as it evolves

[15] Deloitte: Guide to GenAI for CRM: Improving human connections between buyers and brands—A Deloitte Digital Perspective
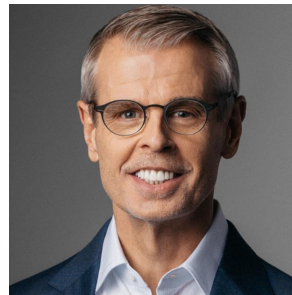
Are you ready to implement GenAI into your content supply chain?

[Get started today!](#)

Deloitte Digital is uniquely prepared to assist your organization's GenAI needs, from implementation to fine-tuning existing systems. To get started, contact your Deloitte Digital contact below.

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