

The marketer's guide to Generative AI in the content supply chain

March 2024

Quick Facts

- 1 in 4 organizations surveyed by Deloitte has already implemented GenAI in marketing operations.¹
- Across B2C and B2B industries, 8 in 10 leaders surveyed by Deloitte say that content marketing is very or extremely important to their overall digital marketing strategy.²
- Marketers are struggling to keep up with content demands – meeting the demand only 55% of the time.²
- Content marketing employees who leverage GenAI save 11.4 hours per week on average.¹
- 60% of surveyed businesses that have adopted GenAI have found they create higher-quality content compared to content created before AI adoption.³
- 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

Transforming the content supply chain with GenAI

Today, marketing is about creating authentic, meaningful connections with consumers, telling compelling stories, and building a brand that resonates with consumer lifestyles and values. And, as the demand for engaging, personalized content continues to grow, creatives and marketers must ideate and create new content at a faster pace than ever before.

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.

Marketers suffer from bottlenecks across the content supply chain. When used in content production, GenAI can improve productivity, increase audience engagement, and, ultimately, improve content experiences.⁴ The marketing function is poised for particular transformation, with GenAI offering opportunities to enhance user creativity and meet the demand for personalized experiences at scale.

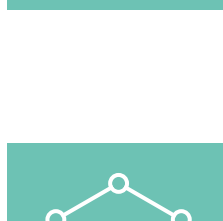


But just how can GenAI play a role in the content supply chain, and what can organizations do to integrate GenAI responsibly, safely, and effectively?

Let's explore.

What can GenAI produce?

GenAI models can create outputs in six key modalities⁵



TEXT

Written language outputs are presented in an accessible tone and quality, with details and complexity aligned with the user's needs.



IMAGE

Textual or visual prompts lead the model to create images with varying degrees of realism, variability, and "creativity."



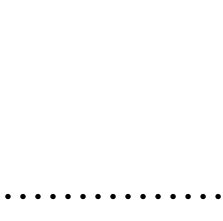
3D/SPECIALIZED OUTPUTS

From text or two-dimensional inputs (e.g., images), models can extrapolate and generate data representing 3D objects.



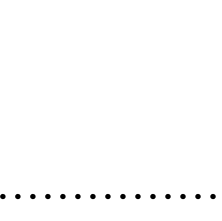
CODE

Computer code is output in a variety of programming languages with the capacity to autonomously summarize, document, and annotate the code for human developers.



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.



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.

Content supply chain opportunities

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 across diverse formats. When implemented, GenAI can become an invaluable time-saving tool, saving the average content marketing employee 11.4 hours per week.¹

PERSONALIZE CONTENT

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.³



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

DEMOCRATIZE CREATIVITY AND PRODUCTION

GenAI can democratize creativity across job functions, empowering new stakeholders to create, edit, and version brand-approved assets for immediate personalization, freeing creatives to focus on high-value tasks.⁶

GenAI applications

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.

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.

CONTENT PRODUCTION

Gen AI can automate repetitive tasks, saving time and increasing productivity. Content creation processes, such as research, data analysis, and writing, can be streamlined with AI algorithms.

WORKFLOW OPTIMIZATION

GenAI tools give more people access to make changes within brand style. Democratizing creative workflows helps top talent focus on critical projects that deliver the most value.

PERSONALIZATION

Personalized content is critical to building and maintaining one-to-one relationships with customers. Content and data combine in unified cross-channel journeys, where GenAI can create rich, unique experiences at scale.

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.

GenAI Limitations

While the GenAI space is moving very quickly, there are still limitations to what the technology can produce.

HALLUCINATIONS

A GenAI hallucination is a nonsensical, false, or fictional response. Organizations must prioritize alignment during the planning stages 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 cannot truly mimic the power of human deduction.

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. GenAI models can only access information extracted from the data on which they were trained.⁸

BIAS

Companies must involve cross-disciplinary teams, people of all backgrounds, and in-depth validation across the GenAI implementation process to eliminate bias before it creates unintended harm.

MODEL DRIFT

Model drift is the change in outputs or behavior of a model over time due to a variety of factors. Organizations must periodically test for model drift.

Risk and governance

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.

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

- 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
- Systemic bias

"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."

Beth Adams

Managing Director at Deloitte Digital

Trustworthy AI™ Framework

Deloitte Digital's Trustworthy AI™ framework explores factors that contribute to trust and ethics in GenAI deployments, as well as some of the steps that can promote governance and risk mitigation.

FAIRNESS AND IMPARTIALITY

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

TRANSPARENT AND EXPLAINABLE

It may be necessary to explicitly inform end users 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.⁹

SAFE AND SECURE

Marketers seeking to leverage GenAI must factor safety into their implementation plans. Consider applying the technology so that its output can be reviewed easily, quickly, and accurately.³

ACCOUNTABLE

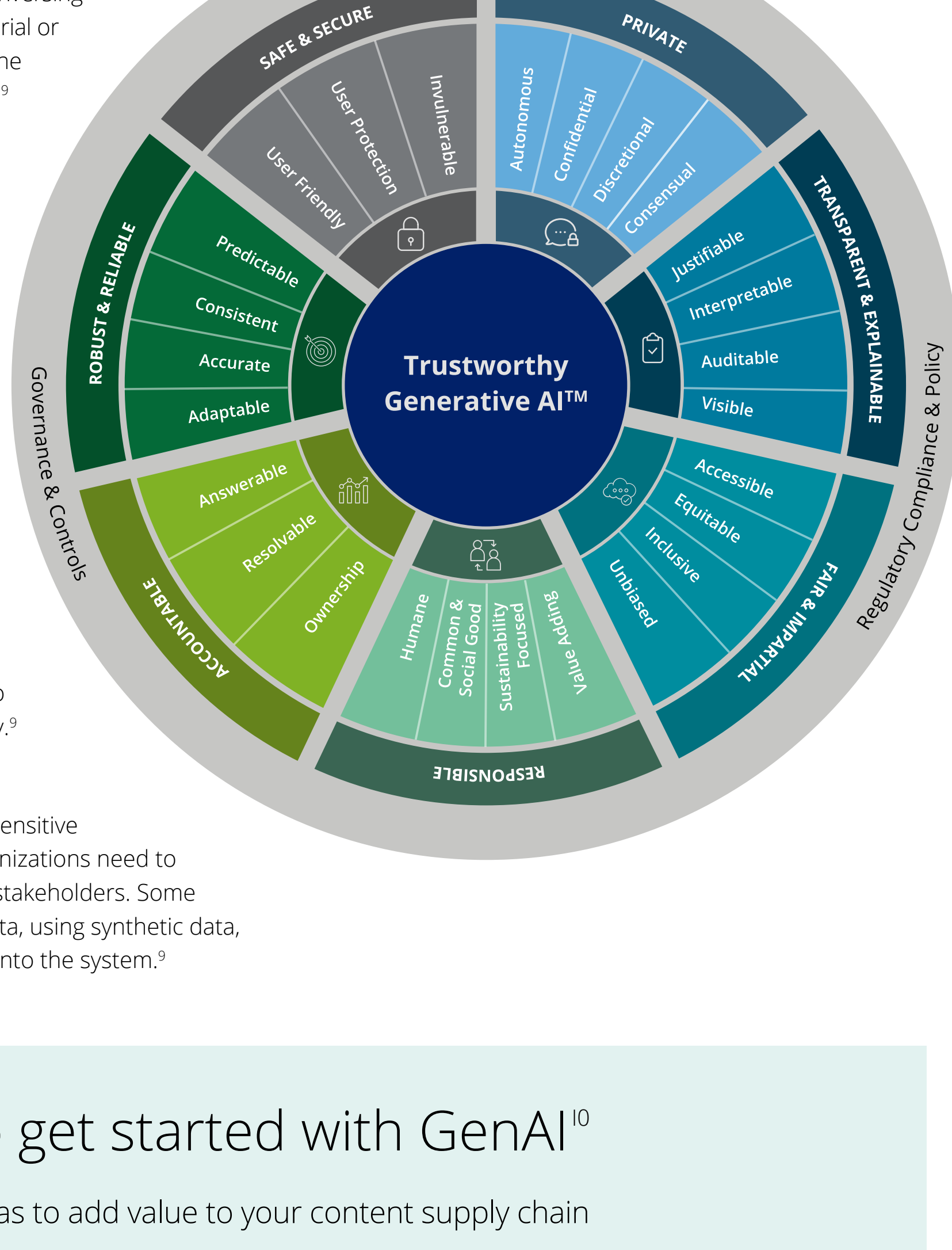
Ultimately, the organization deploying the GenAI tool is accountable for its outputs and the consequences of those outputs. Whether built in-house or purchased through a vendor, there must be a clear link between the GenAI model and the business deploying it.⁹

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.⁹

PRIVACY

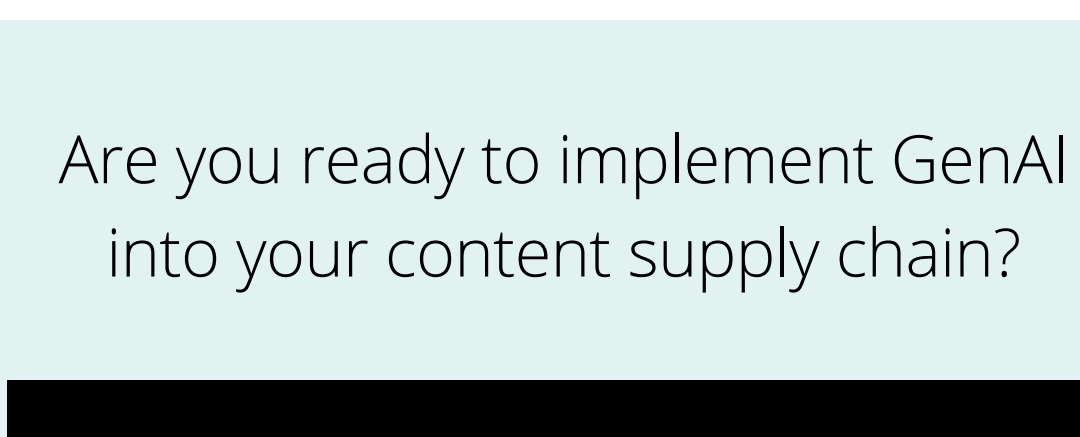
The data used to train and test GenAI models may contain sensitive information that needs to be obscured and protected. Organizations need to develop cohesive processes for managing the privacy of all stakeholders. Some methods of managing privacy include removing personal data, using synthetic data, or even preventing end users from inputting personal data into the system.⁹



Steps to get started with GenAI¹⁰

- Identify areas to add value to your content supply chain
- Build a roadmap with emphasis on possible risks
- Launch the pilot program and iterate based on the results
- Scale GenAI across your organization
- Remain open to new possibilities with GenAI as it evolves

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. An organization's C-Suite should collaborate with marketing operations leaders to set processes, guardrails, and training programs to safely scale usage and maximize the potential of GenAI as the technology matures.

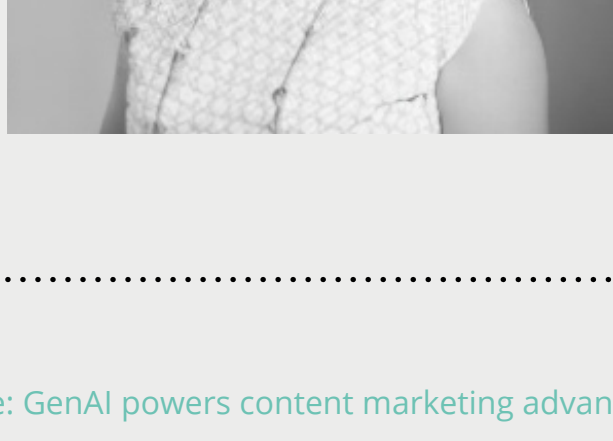
The first step in implementing GenAI into business is to assess your readiness. Visit Deloitte Digital's GenAI Readiness guide to see if you are ready to implement GenAI into your content creation workflows.

Are you ready to implement GenAI into your content supply chain?

Get started today

Want to learn more about integrating GenAI into your content supply chain?

Read the full Deloitte Digital POV on Generative AI here



Deloitte 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.

Beth Adams
Managing Director, Deloitte Digital

¹ Deloitte: GenAI powers content marketing advantage for early adopters
² Deloitte: Digital's latest research forecasts generative AI's transformation of content marketing
³ Harvard Business Review: How Generative AI is changing creative work
⁴ Adobe x Deloitte Digital: Marketing in the age of GenAI
⁵ Deloitte: The Generative AI dossier

⁶ Adobe GenStudio
⁷ Deloitte: Benefits and limitations of Generative AI
⁸ Deloitte: Generative AI is all the rage
⁹ Deloitte: Building Trustworthy Generative AI
¹⁰ Deloitte: Guide to GenAI for CRM: Improving human connections between buyers and brands—A Deloitte Digital Perspective