



**IMPACT INDIA**  
THE FUTURE OF MODERN MARKETING

Marketing In The Age Of AI  
**INSPIRE | INNOVATE | INTEGRATE**

# AI's Profound Impact on Content Dynamics

## Agenda

- Key Challenges for BIG Brands
- BETTER is already table stakes
- Content & User Engagement: Transformation Underway
- Think Different!

## Key Challenges for BIG Brands

- Losing Market Share to Upstarts
- Traditional Marketing is not working
- First Party Data is extremely limited

## **BETTER is already table stakes**

- Personalized elements in digital campaigns & properties
- Analytics: Campaigns, Demand, Supply, Distribution...
- AI is making every marketing workflow: simpler, faster, cheaper



## Content Creation: 30%+ AI & rising

- Much easier than starting from scratch
- Every step: idea generation, scripting, AV generation, editing, post-production...
- More content, more apps, more noise



# Content Consumption

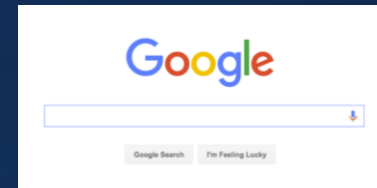
- New models of user engagement
- Intent-to-outcome : immediate user satisfaction
- End of patience - Skimmable



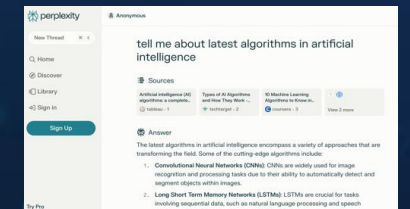
Read



Ask Questions



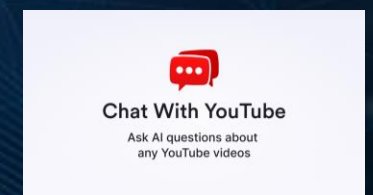
Search



Get Answers



Watch Full Video



Get Summary,  
watch moments

## Think Different!

- Reimagine Digital Products & Storefronts as AI-first
- Expand D2C: Content has to be based on First Party Data
  - *Not surveys, research or ivory-tower imagination*
- Disrupt current content engagement models
- How would this work in an ideal world?



**THANK YOU**