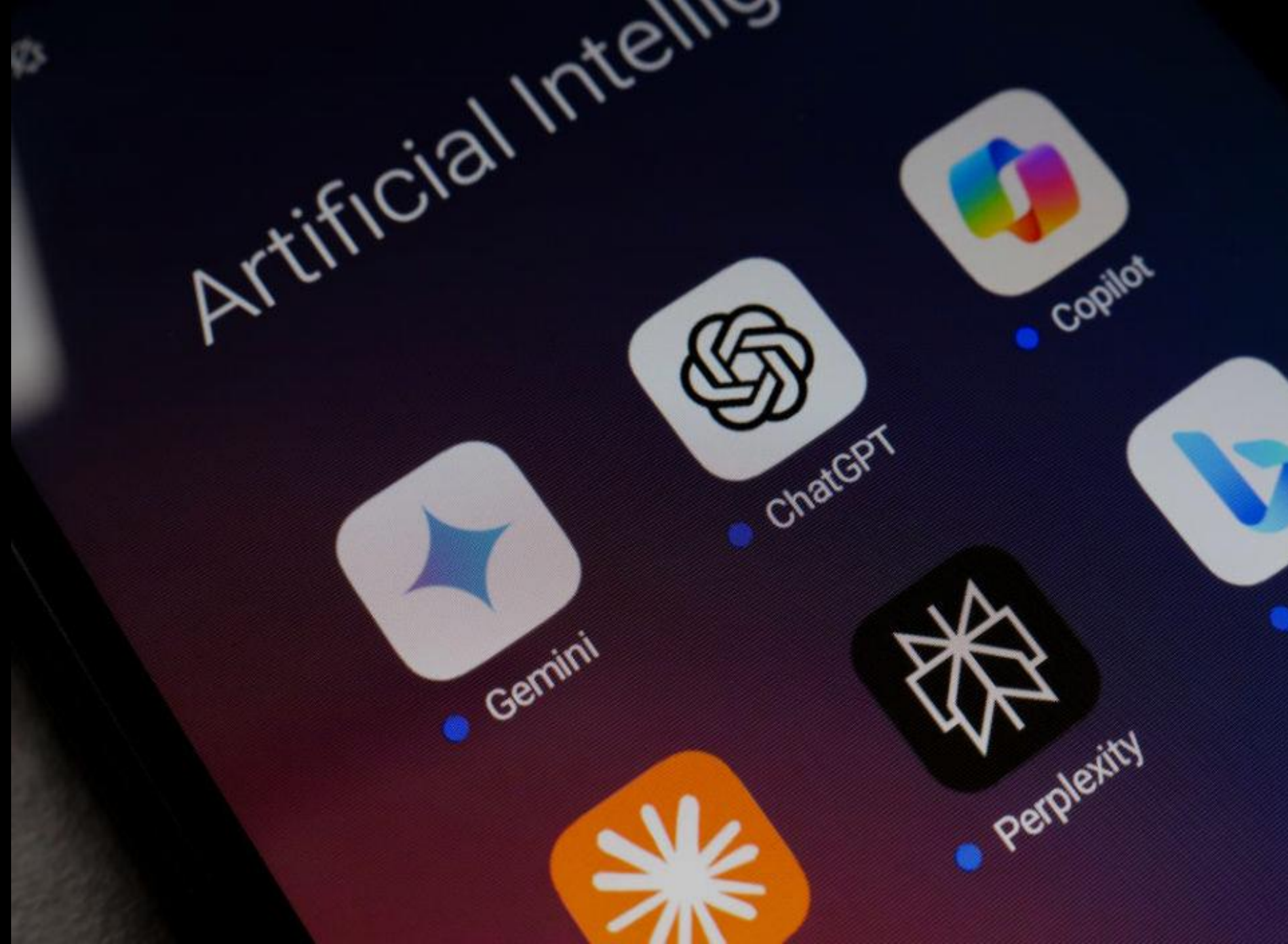


AI ERA

March 2025



Shaping the Future of Industries

The rapid evolution of Artificial Intelligence and emerging technologies is reshaping consumer behavior, driving innovation, and redefining industry standards.

From automating processes to delivering hyper-personalized experiences, AI is not just a tool but a transformative force influencing how businesses operate and interact with their audiences.

As adoption accelerates across sectors—from marketing and retail to automotive and media—the implications for brands are profound.

Companies must not only adapt to these changes but also proactively leverage AI to stay competitive, foster deeper connections with consumers, and unlock new opportunities for growth.



AI SPEND PREDICTIONS: TRANSFORMING INDUSTRIES & STRATEGIES

By 2025, up to 30% of marketing messages from large organizations are expected to be AI-generated, signaling continued growth in AI-powered tools and platforms.

General AI Adoption in Marketing:

75% of marketers anticipate AI will dominate content creation.

AI's role expected to grow in audience tracking (63%), personalization (60%), and insights generation using synthetic data (59%).

Measurement enhancements to also benefit (55%).

Key Insights

- AI is reshaping core industries by enabling hyper-targeted strategies and improving operational efficiency.
- Marketers and businesses need to strategically allocate resources to AI technologies to maintain competitive advantage.
- Significant potential exists for increased ROI through AI-powered personalization and analytics.

Sector-Specific Spend in Media & Marketing



Advertising and Media

- Global ad spend expected to exceed \$1 trillion in 2024.
- Growth driven by AI-based solutions, with tech giants projecting a 10.7% increase in ad revenue.



Digital Commerce

- Retail media ad spend fueled by AI predicted to hit \$153.3 billion globally in 2024.
- Enhancements in hyper-personalized campaigns, predictive forecasting, and ROI optimization.



Programmatic Advertising & Marketing Technologies:

- 25% of CMOs' budgets are allocated to marketing tech.
- Increasing reliance on AI for efficiency and effectiveness despite existing inefficiencies.

AI IS HERE TO STAY

Nearly every major company is expected to integrate AI into their marketing strategies within the next two years (Gartner).

\$340 BILLION

how much Meta, Amazon, Microsoft, and Alphabet collectively announced in AI investments




\$3.18 BILLION

how much the AI market in South Africa is estimated to be worth in 2024



TOP AI STATISTICS

The increase in user numbers and time spent on AI platforms highlights their integration into the workplace, contributing to operational cost savings by automating mundane tasks.



CHAT GPT

ChatGPT is a generative artificial intelligence chatbot developed by OpenAI and launched in 2022.

1.5 BILLION
active monthly users.

1 MILLION
users in just 5 days after launch.



GEMINI

Gemini is an AI chatbot integrated into Google Workspace applications such as Docs and Sheets, launched in 2023.

42 MILLION
active monthly users.

500 MILLION
estimated users by the end of 2025.



COPILOT

Copilot leverages OpenAI's GPT-4 and Microsoft's proprietary Prometheus model, launched in 2023.

27 MILLION
active monthly users.

20 HRS/MONTH
time saved using Copilot.

AI MARKETING TOOLS

85%

of South African marketers are either experimenting with or have fully implemented AI into their workflows

AI in the marketing market in South Africa is reflecting a compound annual growth rate (CAGR) of

27.7%

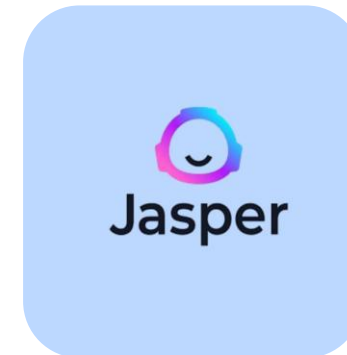
from 2024 to 2030



An AI writing assistant that helps marketers create clear and effective content.



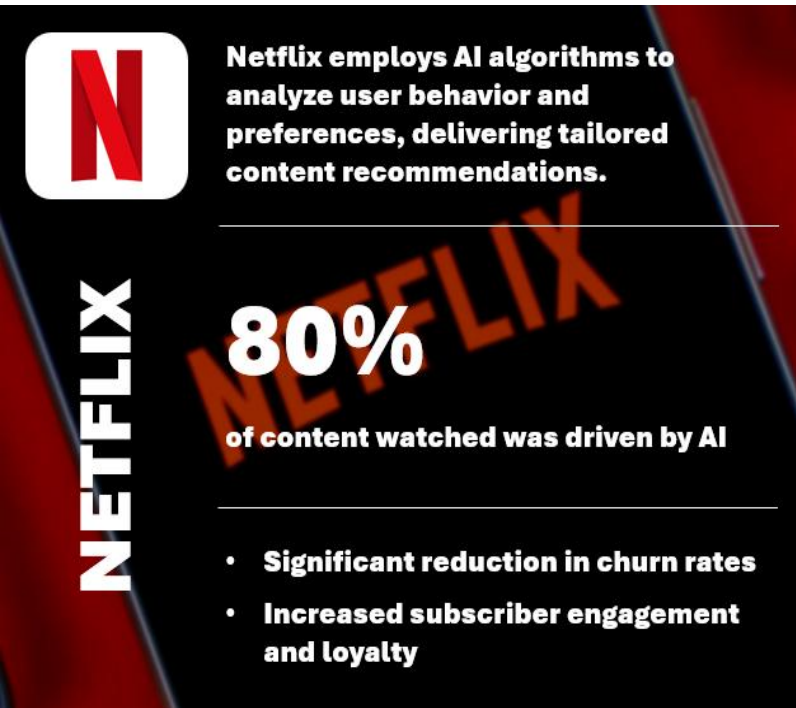
An AI-powered customer platform that offers tools for marketing, sales, and customer service.



An AI writing assistant designed to support marketing efforts such as writing articles, content briefs, and newsletters.

AI CASE STUDIES

Brands leveraging AI are increasingly adapt at discerning consumer preferences and tailoring content to boost engagement. Here are some global case studies:



N

Netflix employs AI algorithms to analyze user behavior and preferences, delivering tailored content recommendations.

NETFLIX

80%
of content watched was driven by AI

- Significant reduction in churn rates
- Increased subscriber engagement and loyalty



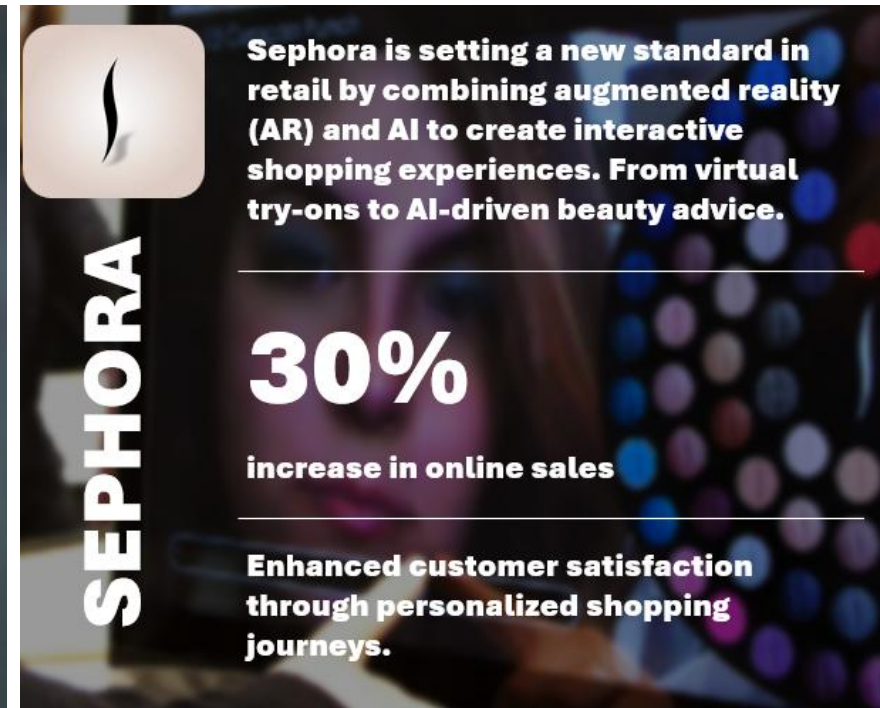
Share a Coke with Friends

Coca-Cola's "Share a Coke" campaign utilized AI to analyze extensive datasets and apply natural language processing, identifying customer preferences for personalized experiences.

COCA-COLA

870%
surge in social media engagement

2%
global sales increase



S

Sephora is setting a new standard in retail by combining augmented reality (AR) and AI to create interactive shopping experiences. From virtual try-ons to AI-driven beauty advice.

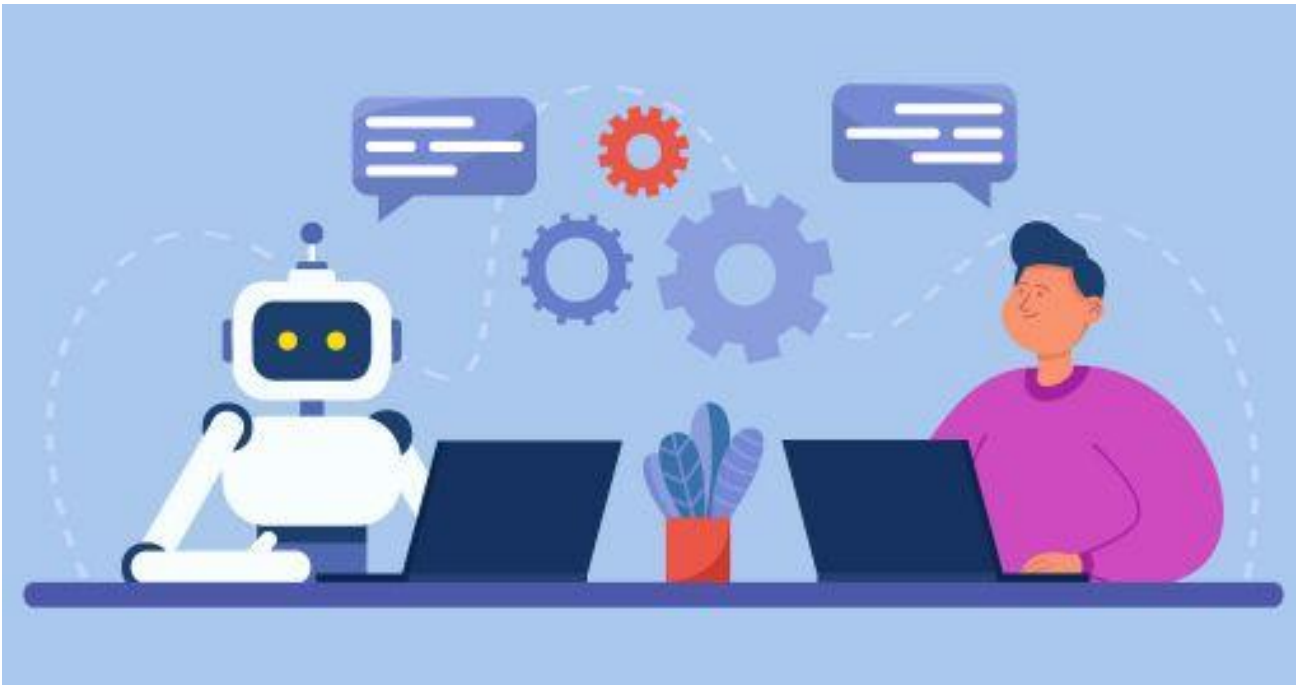
SEPHORA

30%
increase in online sales

Enhanced customer satisfaction through personalized shopping journeys.

ENHANCING CUSTOMER EXPERIENCE WITH AI TOOLS

It's important to remember that AI is a tool to enhance human capabilities, not replace. Marketers should approach AI with realistic expectations and understand that it's an ongoing process of learning and refinement.



Human Oversight:

1. AI needs human review for quality and ethical alignment.
2. Marketers must identify biases and interpret trends within market context.

Data Quality and Transparency:

1. Accurate data is crucial; flawed data leads to poor insights.
2. Responsible data use and transparency build consumer trust.

AI as a Tool:

1. AI enhances but doesn't replace human marketers.
2. Marketers set strategies and interpret AI insights, understanding AI is an evolving tool.

**Let us help you
grow your
audiences**

