

6 KEY TAKEAWAYS FROM CANVA'S LATEST REPORT

The State of Marketing & AI



SWIPE TO LEARN MORE



AI HAS BECOME A PRODUCTION ENGINE

NEARLY

9 IN 10

MARKETERS USED AI
REGULARLY IN 2025



AI IS ACCELERATING DECISIONS AND ELEVATING
MARKETING'S ORGANIZATIONAL INFLUENCE.



AI SLOP SHIFTS CUSTOMER WALLET SHARE

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2
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3

OF CONSUMERS
SAY AI-
GENERATED
ADS ARE
OBVIOUS



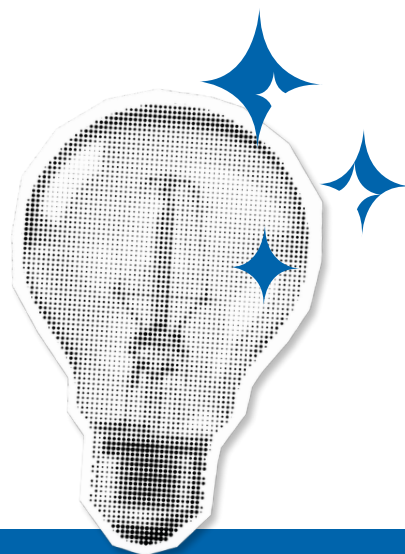
CREATIVE WORK THAT
LACKS HUMAN DEPTH
RISKS DISENGAGEMENT.



POOR CREATIVITY IS A DEALBREAKER, NOT AI

7 IN 10

GEN Z AND MILLENNIALS
PRIORITIZE HOW AN AD FEELS
OVER HOW IT WAS CREATED.



CONSUMERS ARE MORE LIKELY TO BE RECEPTIVE
TO AI-MADE ADS WHEN THEY FEEL
EMOTIONAL, WELL-CRAFTED, AND HUMAN-GUIDED.



TRUST IS EMERGING AS THE NEXT FRONTIER

BRANDS THAT STAY AHEAD PRACTICE

DISCLOSURE

HUMAN OVERSIGHT

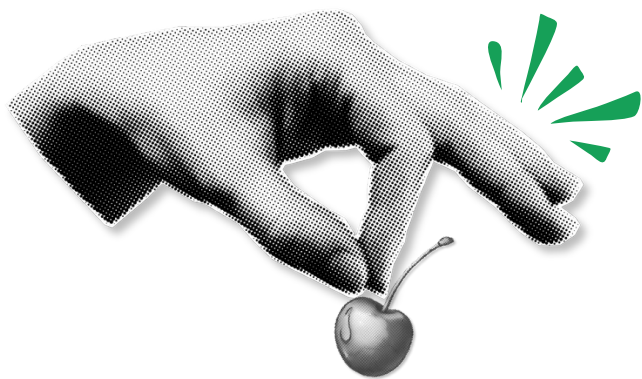
STRONG PRIVACY & DATA GOVERNANCE



AS AI ADS BECOMES HARDER TO IDENTIFY, CONSUMERS EXPECT CLEAR POLICIES, REASSURANCE ON PEOPLE'S ROLES, AND RESPONSIBLE USE OF DATA.



DIAL INTO PERSONALIZATION PREFERENCES



**CONSUMERS WANT
PERSONALIZATION
TO HAPPEN ON
THEIR TERMS.**

PAIR AI AMBITION WITH

HUMAN JUDGEMENT

TRANSPARENCY

CONTROL



AI MUST MOVE FROM EXPERIMENTATION TO INFRASTRUCTURE

AI'S IMPACT TODAY DEPENDS ON HOW
INTENTIONALLY IT IS INTEGRATED.



TURN AI FROM A PRODUCTIVITY TOOL INTO A LASTING
COMPETITIVE ADVANTAGE BY CREATING

CONNECTED, GOVERNED SYSTEMS.



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