

Gartner for Communications Leaders

# Use Generative AI to Enhance Content and Stakeholder Experience

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Generative AI is a disruptive technology that has a proven impact on content development and stakeholder experience. Communications leaders must examine practical applications to drive creativity and personalized experiences that exploit generative AI's transformative promise.



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## Overview

### Key Findings

- Generative AI (GenAI) delivers high-value artifacts (e.g., words, images, designs and code), expanding the AI toolkit beyond classification, optimization and prediction.
- GenAI supports artifact creation and basic tasks (e.g., editing, resizing, color correction), and enables enterprises to reallocate human resources to support higher-value concept development and creative work.
- GenAI has the potential to create new intellectual property, but the technology to prevent copyright infringement requires a more disciplined framework and consistent use than is currently available through vendor applications or supported by governmental policy.
- Successful strategic communications applications of GenAI are likely to be part of a larger enterprise vision that explores the potential ethical impact of AI, along with proper training and testing among data scientists.

### Recommendations

Communications leaders who are shaping innovation strategy through the application of GenAI should:

- Pilot GenAI in areas that require a larger volume of artifacts. This includes content creation and optimization of assets and messaging, such as images, copy, audio and video.
- Explore industry-specific applications of GenAI today as they meet your primary use cases for asset creation and stakeholder experience enhancement. Once proven within your organization, look to expand to specific areas where AI can support the entire workflow from concept to execution.
- Budget for the staff necessary to support the creative process. Most applications still require people to set parameters, guide learning or provide governance, and will require these resources for success.

## Analysis

### How Can Generative AI Benefit Content and Stakeholder Experience?

GenAI is an emerging technology that is quickly gaining traction for commercial applications. Most use cases have less than 1% of target market adoption, with some exceptions. The improvements in computer vision (CV) are increasing the transformative potential. CV involves capturing, processing and analyzing real-world images and videos to allow machines to extract meaningful and contextual information from the physical world. It requires massive amounts of unstructured data to learn creatively, but when applied properly, can improve operational efficiencies and strengthen the results of these use cases.

Specific applications for content and stakeholder experience include:

- Text generators like GPT-3.5 or GPT-4 can be used to create copy, news stories and job descriptions. Short-form content like subject line creation can support A/B testing.

- Images can be generated for logos; human images can be generated for modeling; and images can be altered for different poses, aging and many other aspects.
- Video can be created to showcase event highlights, immersive product experiences and multilingual versions.
- CV can be used to improve image quality, develop digital twins and create deepfakes.
- Avatars and virtual influencers can be used to engage customers on social media and in the metaverse, and to provide customer support.

As with any innovation, communications leaders need to understand the drivers and barriers that come with using GenAI (see Figure 1).

## Pilot High-Volume Text Generation

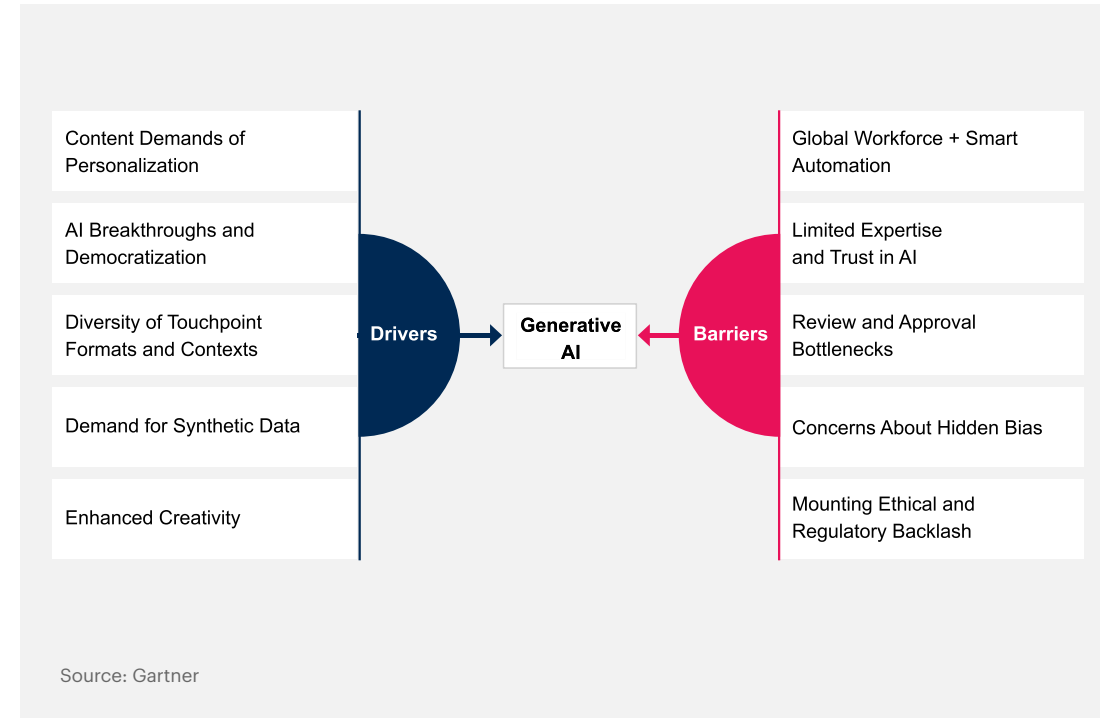
The practical applications of GenAI for text generation are the most proven in-market. This includes two primary categories of natural language generation (NLG):

- **Short-form** — Versions of email subject lines, body copy, website content or other textual material that can be deployed and tested in support of customization and personalization efforts
- **Long-form** — Text generators like GPT-3.5 and GPT-4 that can be used to create copy, news stories, poetry and resumes

**Reward:** Increased engagement due to more relevant content. Copywriters and communications teams can focus their efforts on “big-picture” creative and new campaigns. GenAI can develop more versions of content to support A/B testing and scale personalization efforts. Long-form text generation can drive more accurate job descriptions and support hiring of communicators with unique and desired skill sets.

**Potential Risk:** Copy generation can lack variation due to shared AI learning models. Creative teams must continue to evaluate copy even with brand guidelines in place to ensure that the machine remains on brand as it learns how stakeholders engage.

Figure 1: Drivers and Barriers to Generative AI



## Take Advantage of Image Optimization and Diversity

GenAI can support image creation in many forms, including image crops and edits, the application of image filter styles, creation of new images from text and synthetic generation of images. CV can take low-resolution images and video and refine pixels to create high-production value content. This eliminates the need for sophisticated equipment to capture content and opens content development to a larger number of creators and methods. The use case for e-commerce is already evident, with human images being generated for modeling and showing alterations of diverse representation and different poses and ages.

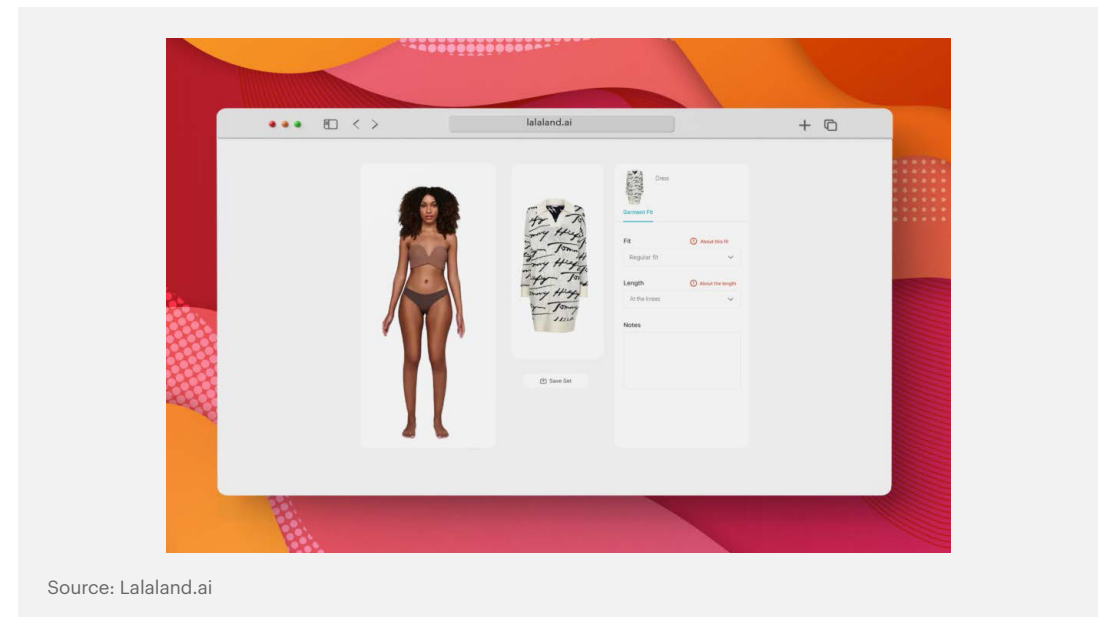
**Reward:** Increased customer acquisition opportunities and purchase satisfaction rates. For example, people can see how clothes and accessories will look on models similar to them, allowing for diverse representation. This use of AI can also have a positive environmental impact on particular industries, like fashion and luxury, due to fewer returns and the associated waste that comes with them. Time to market is also improved without the delays of creative shoots. The ability to develop new content without traditional production constraints has the potential to support creative teams during times of disruption and transform the process.

**Potential Risk:** Enhanced existing discrimination based on the bias of GenAI. There is a lack of the cultural awareness that is needed for global and local scale of imagery.

## Case in Point: Lalaland

The use of AI creates synthetically generated virtual models for e-commerce platforms. Full-body models represent diversity and show users exactly the type of model they want to see. Lalaland is a Dutch tech startup that currently has over 60,000 AI-generated models that vary in size, age, skin and body dimensions. These models have potential applications across any industry that uses human models (see Figure 2).

Figure 2: Lalaland Synthetic Images



Source: Lalaland.ai

## Incorporate Multichannel Videos With Local Relevance

Incorporating video across platforms is now table stakes across many industries, but can be time-consuming and expensive. AI creative videos do not currently have the quality or sophistication of video production houses, but they can supplement what teams are already doing by producing bite-sized and quick-hitting videos. The use of CV for video applications requires that the video be broken into frames. This allows for image refinement, restoration and product identification. As the applications of video image analysis progress, the near-term applications on shoppable video and regionally specific product representation are clear.

**Reward:** Stakeholders remain highly engaged with video content across various channels. GenAI can create short videos from longer versions and create new videos from text. It can also be used to test consumer reactions to advertising and optimize new videos based on the consumer response. The ability of GenAI to support language variations while altering video imagery to match can have a particular impact for global organizations looking to meet regional needs.

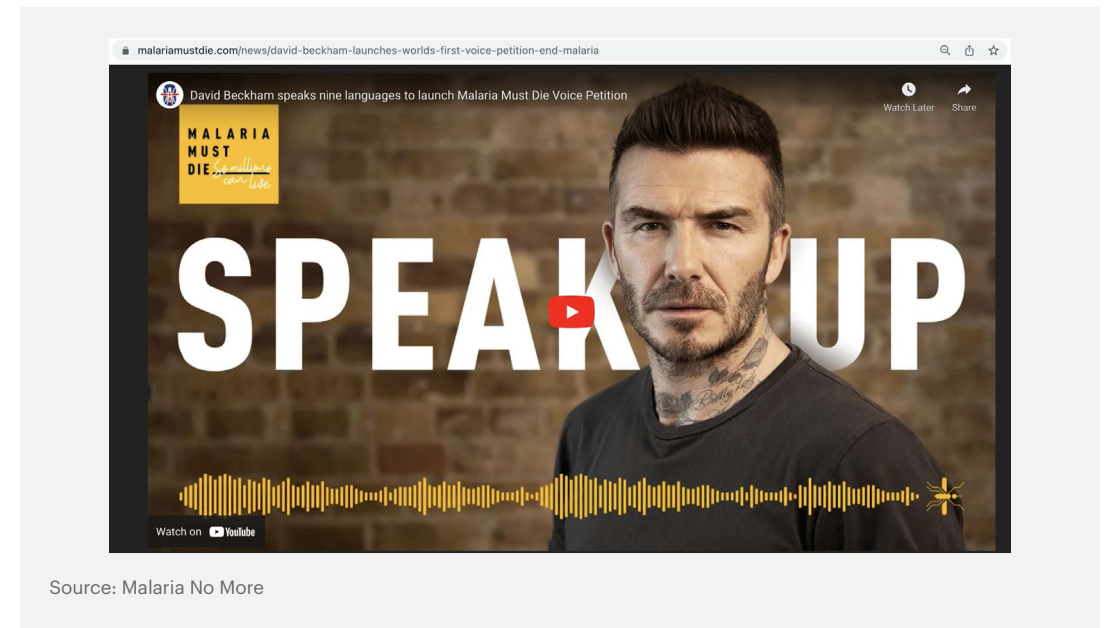
**Potential Risk:** Content creation teams might not have the necessary skills needed to explore the full suite of video opportunities that GenAI offers. As with other pieces of similarly generated content, videos will need to go through rigorous compliance processes. AI-based video creation will require upskilling existing content creation teams on new technology and will still require reviews and approvals as this application of GenAI expands.

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## Case in Point: Malaria No More





Malaria No More's AI-enabled campaign, Malaria Must Die, featured David Beckham speaking in nine different languages to generate awareness for the cause. The campaign generated great results with more than 700 million global digital impressions and 420,000 online search results, and the disease reached peak awareness in about three years. This AI campaign won the CogX award for Outstanding Achievement in Social: Good Use of AI (see Figure 3).

Figure 2: David Beckham for Malaria No More



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<p><b>Webinar</b> </p> <p>The Usage of AI in Corporate Communications</p> <p>Learn strategies to future-proof your communications approach.</p> <p><a href="#">Register Now</a></p>	<p><b>Research</b> </p> <p>Leadership Vision for Chief Communications Officers in 2025</p> <p>Explore CCO priorities, trends and strategic actions for 2025 and beyond.</p> <p><a href="#">Download Now</a></p>	<p><b>Research</b> </p> <p>Use GenAI to Optimize Content Workflows</p> <p>4 ways for communications teams to boost content creation efficiency and focus on strategic work.</p> <p><a href="#">Download Now</a></p>	<p><b>How We Help</b> </p> <p>Gartner for Communications Leaders</p> <p>Get expert guidance to elevate employee experience and strengthen brand reputation.</p> <p><a href="#">Learn More</a></p>
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