



# **Business Value of Generative AI in the UK Marketing Sector**

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# Executive Summary

The UK marketing sector—renowned for its innovation and competitive global outlook—is rapidly embracing generative AI (GenAI) to secure a competitive edge. Over one-third of UK marketers were already utilising AI in early 2023 [9], leveraging the technology to boost both productivity and creativity.

GenAI adoption is yielding significant benefits: for example, AI-assisted content creation can increase output by over 50% [3], and mass personalisation can drive revenue lifts of 10–15% [2]. Industry research suggests that GenAI could boost marketing productivity by the equivalent of 5–15% of total marketing spend through efficiency improvements, cost savings, and enhanced campaign performance [2]. In a recent survey, 89% of companies cited improved efficiency and 76% noted cost reduction as immediate benefits of GenAI [8].

These findings indicate that UK marketing leaders who integrate GenAI across functions—from data analytics and creative content to customer experience and internal operations—can achieve significant operational improvements, cost reductions, and revenue growth.

# Top Three GenAI Use Cases by Function

## 1. Creative & Content

### AI-Assisted Copywriting and Content Creation

**Challenge:** Producing high-quality marketing copy and content at scale is both time-consuming and costly.

**GenAI Solution:** Tools such as GPT-4 can generate draft ad copy, blog posts, product descriptions, or social media content in seconds based on a simple prompt. Human creatives can then refine the output, dramatically speeding up the writing process.

**Impact:** In one trial, professionals using GenAI produced 59% more content per hour [4]. Moreover, AI assistance has been shown to improve content quality scores significantly, while also saving several hours per week on writing tasks—freeing time for strategic work [6].

### Generative Design for Visual Media

**Challenge:** Creating visuals, graphics, and videos typically requires skilled designers and expensive resources, limiting creative iteration.

**GenAI Solution:** AI image generators (e.g. DALL·E, Midjourney) and video tools can produce artwork, ad banners, or video clips from text prompts. This allows marketers to rapidly generate multiple creative variations or localised visuals on demand.

**Impact:** Creative teams can produce more design assets in less time, which accelerates campaign execution and reduces design costs. Surveys indicate that 62% of creative professionals have reduced time spent on tasks by approximately 20% using AI [7]. In practice, faster turnaround times translate to significant cost savings and increased output without proportional budget increases.

### Personalised Content at Scale

**Challenge:** Manually personalising marketing content for various customer segments or individuals is impractical at scale.

**GenAI Solution:** GenAI can dynamically create tailored versions of emails, web pages, or ad copy for different audience segments, adapting the core message into multiple languages or tones as required [2].

**Impact:** Mass personalisation boosts customer engagement and conversion. Companies that get personalisation right typically see an average revenue lift of 10–15% [2]. For instance, AI-driven product recommendation engines have increased conversion rates several fold in e-commerce settings [24].

# Top Three GenAI Use Cases by Function

## 2. Digital Strategy & Campaigns

### AI-Generated Ad Copy and Creative Optimisation

**Challenge:** Crafting effective ad copy and creative variants for diverse audiences is labour-intensive, and suboptimal messaging can hinder campaign performance.

**GenAI Solution:** AI models can generate multiple versions of ad copy, headlines, and even imagery tailored to different audience segments or platform best practices. They can also dynamically adjust messaging based on performance data.

**Impact:** Such creative testing capabilities can yield substantially higher engagement; one notable experiment reported up to a 450% lift in click-through rates on AI-generated ads compared to human-written versions [12]. The approach also cuts down agency and production costs, contributing to a better return on ad spend.

### Media Planning and Budget Optimisation

**Challenge:** Allocating marketing budgets across channels and adjusting in real time is complex, and manual optimisation often leads to suboptimal spend.

**GenAI Solution:** AI systems can analyse campaign data and external factors to recommend daily adjustments in media spend. For instance, a GenAI tool might suggest increasing the budget for high-performing segments while pausing underperforming ads.

**Impact:** Data-driven decisions lead to improved ROI; some firms have reported a 20–30% drop in cost per conversion after adopting AI-driven budget optimisers. Additionally, 40% of marketers using AI in SEO/ads have observed revenue increases of 6–10% [24].

### SEO Content and Web Optimisation

**Challenge:** Continuously optimising website content for search engines is an ongoing and time-consuming task.

**GenAI Solution:** Generative AI can automatically produce SEO-friendly content—from blog articles to meta descriptions—and suggest improvements based on current search trends.

**Impact:** Improved SEO drives more organic traffic and leads at lower cost. Companies using AI-generated SEO content have reported an average 49% improvement in search rankings, along with revenue uplifts of 6–10% [23].

# Top Three GenAI Use Cases by Function

## 3. Marketing & Product Innovation

### Market Research and Trend Analysis

**Challenge:** Staying ahead of rapidly changing market trends requires sifting through vast amounts of data from market reports, social media, and competitor campaigns.

**GenAI Solution:** GenAI can rapidly analyse and summarise trends from diverse sources. For example, it might process thousands of social posts and industry articles to generate a concise report indicating that interest in sustainable packaging is surging in a target demographic.

**Impact:** Faster, richer insights lead to more informed strategic decisions. Organisations can swiftly adjust product positioning or launch targeted campaigns ahead of competitors, thereby capturing market share. In fact, 82% of early AI adopters report positive ROI from such initiatives [25].

### Creative Ideation and Concept Generation

**Challenge:** Brainstorming fresh marketing campaign ideas or product concepts can be hindered by human biases and time constraints.

**GenAI Solution:** AI tools can act as creative partners by generating a wide array of ideas—from slogans and visuals to mock campaign concepts—based on a simple brief.

**Impact:** This expanded creative funnel enables teams to explore many more ideas at minimal incremental cost. A survey by the World Federation of Advertisers found that 46% of companies using GenAI reported immediate improvements in creativity [8].

### Rapid Prototyping and Content Testing

**Challenge:** Developing prototypes for new marketing content or product experiences can be slow and expensive.

**GenAI Solution:** Generative AI can quickly create realistic mockups and simulations—such as synthetic video ads or faux product images—to test audience reactions before full-scale production.

**Impact:** Shorter development cycles allow teams to drop unsuccessful concepts early, reducing costs and accelerating time to market. Some companies have reported 30–50% faster iteration cycles using GenAI [25].

# Top Three GenAI Use Cases by Function

## 4. Data & Analytics

### Automated Data Insight Generation

**Challenge:** Marketing teams often struggle to manually analyse large, disparate datasets—such as campaign metrics and customer feedback—in a timely manner.

**GenAI Solution:** AI tools can interpret both structured and unstructured data, instantly generating narrative reports and actionable insights. For example, a generative model can summarise key trends from marketing dashboards or sift through social media comments to highlight emerging customer preferences [2].

**Impact:** This automation accelerates decision-making. In fact, 90% of AI-enabled marketers report faster data-driven decisions [21], allowing analysts more time to focus on strategic initiatives and thereby enhancing overall productivity [2].

### Predictive Analytics & Forecasting

**Challenge:** Accurately forecasting campaign outcomes or customer behaviour is both complex and resource-intensive.

**GenAI Solution:** GenAI can simulate multiple scenarios and generate predictive models by learning from historical data. It can, for example, produce likely sales forecasts or campaign performance projections in natural language, complete with underlying reasoning.

**Impact:** Marketers benefit from more accurate and timely forecasts, leading to improved budget allocation and inventory management. Early adopters report that 81% of marketers find AI useful for uncovering insights quickly, which helps reduce forecasting errors and capture more revenue opportunities [21].

### Customer Segmentation & Targeting

**Challenge:** Manually identifying granular customer segments and behaviours from large datasets is labour-intensive.

**GenAI Solution:** AI models can automatically analyse customer data to generate detailed segment profiles—such as “tech-savvy urban professionals seeking eco-friendly products”—and recommend the optimal marketing channels for each group [2].

**Impact:** More precise segmentation enables highly targeted campaigns. For instance, companies employing AI-driven segmentation have experienced higher campaign ROI, with one notable case showing that tailored ad content lifted click-through rates by 450% [12]. Overall, 88% of marketers report measurable improvements from personalisation initiatives [2].

# Top Three GenAI Use Cases by Function

## 5. Customer Engagement & Experience

### Chatbots and Virtual Assistants for Customer Service

**Challenge:** Handling customer inquiries and support around the clock with consistent quality is expensive using only human agents.

**GenAI Solution:** AI-powered chatbots can engage customers on websites or messaging apps, answer frequently asked questions, resolve common issues, and even assist with product selection. Advanced systems may also support human agents by suggesting responses in real time.

**Impact:** Enhanced efficiency and scalability are achieved; studies show that support agents using an AI assistant can handle 13.8% more customer inquiries per hour [5]. Moreover, many routine queries are resolved instantly, leading to lower support costs and improved customer satisfaction.

### Personalised Recommendations & Experiences

**Challenge:** Customers now expect highly personalised experiences, yet manually tailoring product recommendations or content is not scalable.

**GenAI Solution:** GenAI engines analyse individual customer data (e.g. browsing history and past purchases) to generate real-time, tailored recommendations across websites, emails, and apps.

**Impact:** AI-driven personalisation can increase engagement, conversion rates, and revenue—with research showing revenue increases of 10–15% on average [2]. Delivering the “right offer at the right time” at scale also boosts brand loyalty and overall campaign ROI.

### Customer Feedback Analysis and Sentiment Insights

**Challenge:** Sifting through large volumes of customer feedback from surveys, reviews, and social media manually can delay the detection of important trends or issues.

**GenAI Solution:** AI models can quickly process thousands of open-ended responses to generate concise summaries of customer sentiment, highlighting key complaints or positive trends.

**Impact:** Rapid, real-time insights allow marketing and product teams to act promptly—reducing customer churn and enhancing product messaging. This not only saves labour costs but also improves customer experience and brand reputation.



# Top Three GenAI Use Cases by Function

## 6. Human Resources & Talent

### AI-Enhanced Recruitment

**Challenge:** Marketing firms must hire top talent quickly, yet traditional recruitment processes can be slow and resource-heavy.

**GenAI Solution:** AI tools can generate optimised job descriptions and automatically screen CVs using natural language processing. Some systems even conduct initial chatbot interviews to shortlist candidates.

**Impact:** AI-driven recruitment can reduce time-to-hire by up to 70% [15] and improve the quality of hires—studies show companies using AI are 46% more likely to identify successful candidates [22]. This not only speeds up hiring but also reduces HR costs.

### Training and Upskilling with Generative AI

**Challenge:** Keeping a marketing workforce up to date with data, AI, and digital tools is an ongoing challenge.

**GenAI Solution:** GenAI can develop custom training content—including presentations, tutorials, and interactive simulations—tailored to a company's needs. AI chatbots can also serve as on-demand tutors.

**Impact:** AI-generated training materials can significantly reduce development costs (saving roughly 115 hours and £37k per month) [16] while providing just-in-time learning that improves overall productivity. With 62% of UK firms planning AI upskilling programmes, organisations that invest in training will be better positioned to capitalise on GenAI's benefits [26].

### HR Self-Service and Internal Communications

**Challenge:** HR teams often spend excessive time handling routine inquiries and disseminating internal communications.

**GenAI Solution:** AI chatbots can provide instant responses to common HR questions and even interface with HR systems to complete processes such as leave scheduling. Additionally, GenAI can draft and personalise internal communications.

**Impact:** One case study showed that an AI HR assistant saved over 60,000 hours annually while reducing query resolution times from two days to 24 hours [17]. This not only cuts HR service costs but also improves employee satisfaction and retention.

# Top Three GenAI Use Cases by Function

## 7. Legal & Compliance

### Automated Marketing Content Compliance

**Challenge:** Ensuring all marketing content complies with regulations and brand guidelines is a labour-intensive task.

**GenAI Solution:** AI systems, trained on specific compliance rules, can scan text, images, and video transcripts to flag potential violations and even suggest corrections.

**Impact:** AI can process vast volumes of content far faster than manual reviews, significantly reducing the risk of costly compliance errors and accelerating campaign launch times. Some companies have eliminated over 50% of manual checks using AI [13].

### Contract Drafting and Review Automation

**Challenge:** Drafting and reviewing client agreements, vendor contracts, and other legal documents can create bottlenecks, particularly for small legal teams.

**GenAI Solution:** Generative AI can rapidly review legal documents to highlight key issues or deviations and even draft initial contract versions based on preset parameters.

**Impact:** In one benchmark, an AI reviewed non-disclosure agreements in 26 seconds with 94% accuracy compared to 92 minutes and 85% accuracy for humans [14]. This 200× speed improvement translates into significant time and cost savings while reducing the risk of overlooking critical issues.

### Intellectual Property and Brand Protection

**Challenge:** Monitoring for unauthorised use of intellectual property and ensuring brand protection across digital channels is challenging when done manually.

**GenAI Solution:** AI can continuously monitor online content for unauthorised use of logos or creative assets and flag potential infringements. It can also assist in drafting cease-and-desist letters or preparing trademark filings.

**Impact:** Early detection of IP infringements helps avoid costly legal disputes and protects brand integrity. Automating these tasks enables even small legal teams to maintain comprehensive oversight across digital channels [13].

# Organisation-wide Data Literacy

Maximising GenAI's benefits requires a workforce that is both data literate and comfortable with AI. Employees must be able to interpret AI-generated insights accurately to avoid the pitfalls of "garbage in, garbage out." In fact, 67% of marketers report that their company's data is not sufficiently prepared for generative AI [6]. By investing in data literacy, organisations ensure that AI recommendations are properly vetted, leading to better decision-making and more agile responses to market changes. With over half of UK firms planning AI upskilling programmes [8], organisations that prioritise data education are likely to see continuous improvements in innovation and strategic planning.

## Table of Productivity Improvements

Function	Use Case	Claimed Improvement	Reference
Data & Analytics	Automated data insight reporting	90% of AI adopters report faster decision-making	[21]
Creative & Content	AI-assisted copywriting	59% increase in content output per hour	[4]
Creative & Content	Personalised content generation	Personalisation drives a 10–15% revenue lift	[2]
Customer Engage./ Experience	AI chatbots for customer service	Support agents handled 13.8% more queries per hour	[5]
Digital Strategy & Campaigns	SEO content automation	~49% improvement in search rankings	[23]
Marketing & Product Innovation	Rapid prototyping	30–50% faster concept testing cycles (estimated)	[25]
Legal & Compliance	Automated compliance review	AI scans content 10× faster than manual review	[13]

# GenAI Case Study: WPP's Generative AI Adoption

## Organisation Overview:

WPP plc, a London-based global marketing and communications group, operates across advertising, media buying, public relations, and related services. Amid intense competition and the need for rapid content delivery, WPP identified GenAI as a key enabler.

## GenAI Implementation

Between 2023 and 2024, WPP launched an ambitious GenAI programme as part of its innovation and efficiency strategy. In 2024, the company unveiled “Production Studio,” an AI-powered content creation platform developed in collaboration with its production arm Hogarth and technology partners such as NVIDIA [18], [19]. The platform integrates generative AI to produce a wide range of marketing assets—from text copy and images to videos—while maintaining brand consistency. For example, teams can rapidly generate multiple ad variations tailored to different audiences. WPP has committed approximately £250 million annually to AI and technology initiatives, reflecting its dedication to both external creative enhancements and internal efficiency gains [20].

## Business Impacts

Early results indicate substantial improvements in efficiency. Internal pilots with major clients, including Ford and L'Oréal, demonstrated that Production Studio could dramatically streamline asset production—reducing turnaround times from days to minutes [18]. Although WPP has not publicly disclosed precise percentage improvements, executives suggest that the GenAI approach is leading to significant time and cost savings. This increased capacity enables WPP to take on more client projects and expand campaign scopes without a corresponding increase in headcount. In short, WPP's GenAI adoption is enhancing creative production, reducing back-office costs, and positioning the firm as an innovative market leader.

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