

### Levels of value

Agencies must identify new domains for value creation beyond traditional offerings, such as customer experience enhancement, data-driven storytelling, and AI-driven process optimization.

### Emerging capabilities

AI enables an array of new capabilities, including hyperpersonalized content and campaigns, dynamic creative optimization, conversational interfaces, generative design, and real-time analytics to support decision-making

### Client-agency relationship

Clients have ready access to GenAI tools and believe they have enhanced creative capabilities. GenAI can shift the client-agency relationship towards a collaborative and co-creative partnership, redefining work allocation and reconfiguring feedback points.

### Evolving workflow

Creative and account workflow is evolving substantially, notably in ideation, concept development, production, project management, and media planning. Creative production will be an iterative Humans + AI process.

### Client capability development

There are major opportunities to develop clients' capabilities in AI literacy, and the effective use of AI at all phases of marketing from planning through execution to outcome monitoring, enabling better integration of client-agency workflows.

### Internal capability development

New capabilities are required. Individuals need to apply GenAI across domains including strategic thinking as well as creative workflows. Agencies need to implement tools, develop new cross-functional workflows, and provide easy client interfaces.

### Governance

The shift to becoming an AI-augmented agency must consider governance issues including intellectual property use and creation, ethical use, transparency, bias, data privacy, and staff impact, implemented to enable organizational transformation.



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**AMPLIFYING  
COGNITION**

- AI-enhanced thinking
- The potential of Humans + AI
- AI-augmented decision-making