



AI AS A CREATIVE MUSE

HOW GENERATIVE AI IS INFLUENCING THE CREATOR ECONOMY



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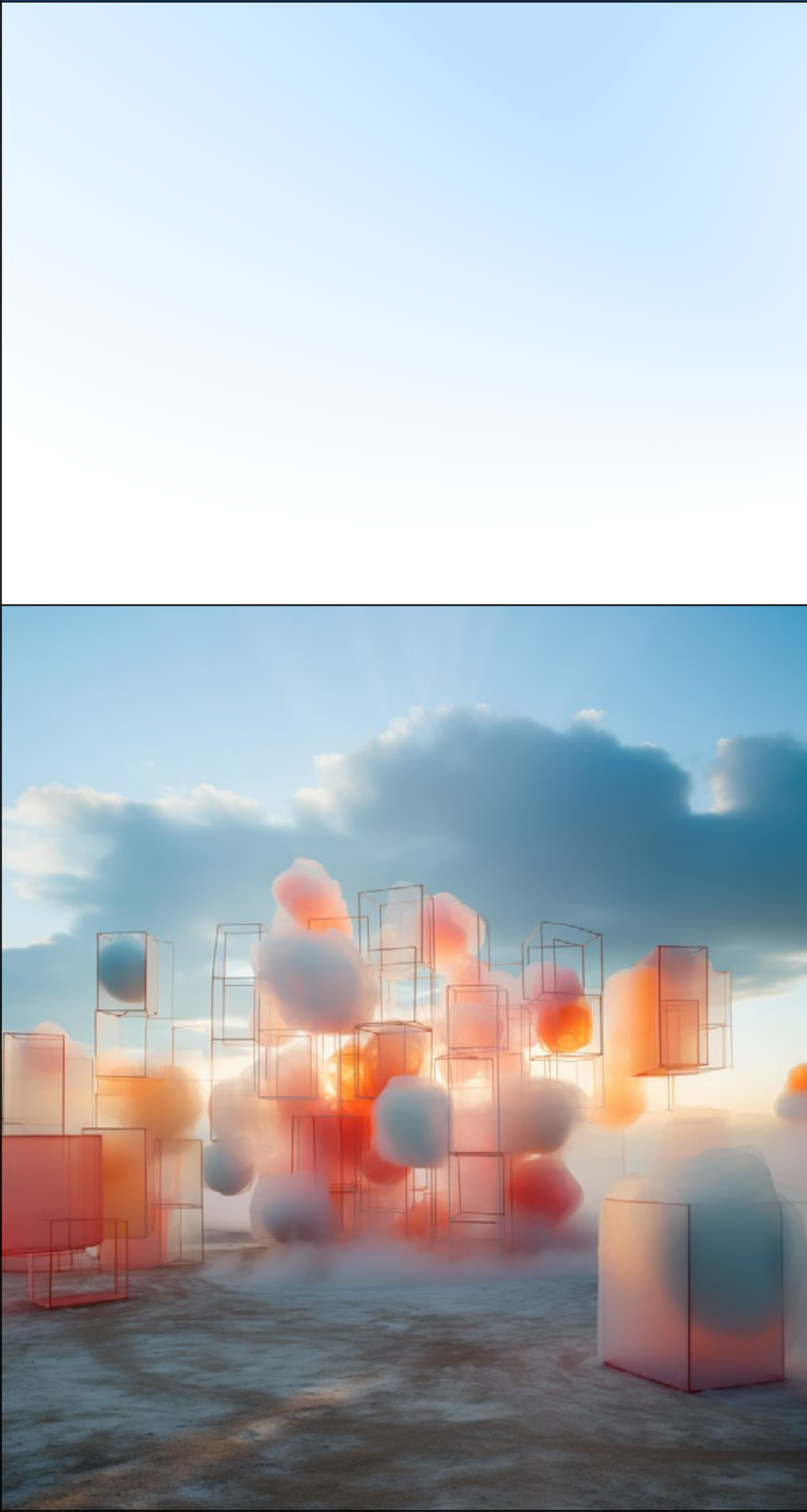
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INTRODUCTION



INTRODUCTION

2023 was the year that AI hit the mainstream. So says Oxford, Cambridge and Merriam-Webster - trusted dictionaries which all named AI among its 'word of the year' lists.

But in 2024 and beyond, the technology will cease to simply be a buzzword. Unlike previous technological innovations which have experienced boom and bust cycles, thought leaders in AI such as Andrew Ng, Sam Altman and Bill Gates have predicted the technology will deliver lasting global transformative change - proving to be as "revolutionary as mobile phones and the Internet".

One particularly revolutionary system of artificial intelligence is 'generative AI'. It is already having a deep and wide ranging impact across a variety of sectors.

The 'creator economy' is one such industry, with a high content output and powered by a predominantly young and digitally savvy workforce.

Billion Dollar Boy conducted new independent research, surveying **4,000** consumers, **1,000** content creators and **1,000** senior marketing decision makers across the USA and the UK for their opinions of generative AI in the creator economy.

Glossary of Terms

Creator economy - The ecosystem and economic model around individuals who create and distribute their own content, often leveraging digital platforms and technology to connect with their audience.

Generative AI - Generative artificial intelligence is artificial intelligence capable of generating text, images, or other media, using generative models - including filters on TikTok, for example. Generative AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics.

Traditional creator content - Creator content designed without the use of generative AI.



Our research found that the creator economy continues to be a leader in adopting new technological developments, revealing the widespread use of generative AI and the substantial impact it is already having on the sector.

KEY FINDINGS

9/10

creators have used generative AI to create content

91%

use generative AI at least once a week

2/3

of those who haven't yet used generative AI, plan to use it within the next 12 months

1/4

have used generative AI to create social media content

CONSUMERS

92%

of marketers have commissioned creator content that has been designed in part or fully using generative AI

MARKETERS



MUSINGS



“Generative AI changed the direction of my commercial and cultural work. and ultimately changed the direction of my career. I’ve been able to work with many brands, create music videos, merch, newspapers, and much much more. This process is the future, creators empowered by the same tools and resources as entire organizations.” – OMAR KARIM, DIGITAL CREATOR

An overwhelming majority of creators are already using generative AI, often extremely regularly; with adoption evolving over time from functional tool to creative partner.

This is translating into more partnerships for creators with brands and agencies, as almost every marketer (92%) our research surveyed had commissioned creator content designed using generative AI.

Unsurprisingly, consumers are mirroring growing adoption rates in the sector. A quarter of consumers have already used it to create social media content of their own - from generative AI tools like Midjourney and ElevenLabs to in-app tools launched by social media platforms themselves. It suggests a rising familiarity with the technology among social media users and, by implication, an audience that is curious to consume more.

With such high levels of adoption, the creator economy is a weather vane for generative AI. It can tell us a lot about its transformative potential for the advertising industry as a whole and beyond.

SO WHAT IS THE REALITY BEHIND THE HYPE?

As well as surveying industry opinion, we also spoke to a range of industry thought leaders and pooled insights from across Billion Dollar Boy, informed by real-world generative AI campaigns.

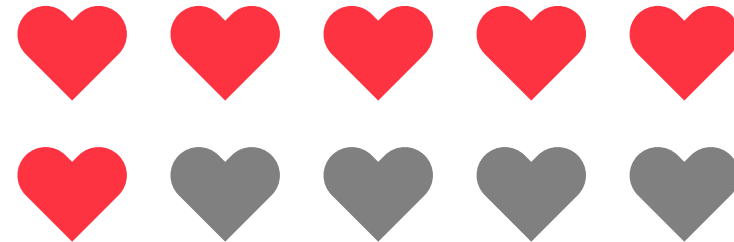
Our investigative research lifts the lid on the enormous potential of generative AI:

MUSINGS



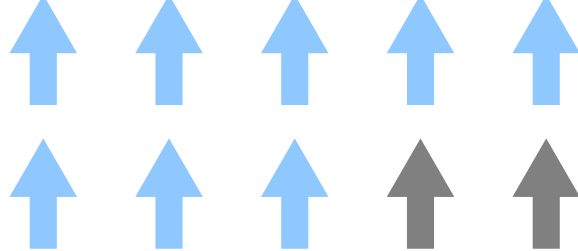
“In the battle for attention on social feeds, traditional creator content that simply shows influencers holding products is no longer winning - no matter how compelling the talent. Creators who are using generative AI are elevating creativity in product-centric ads. They’re helping brands get products in front of audiences with fresh and unique content that cuts through.” – THOMAS WALTERS, BDB EUROPE CEO

CONSUMERS



Three in five **(60%)** consumers prefer generative AI creator content over traditional creator content

CREATORS

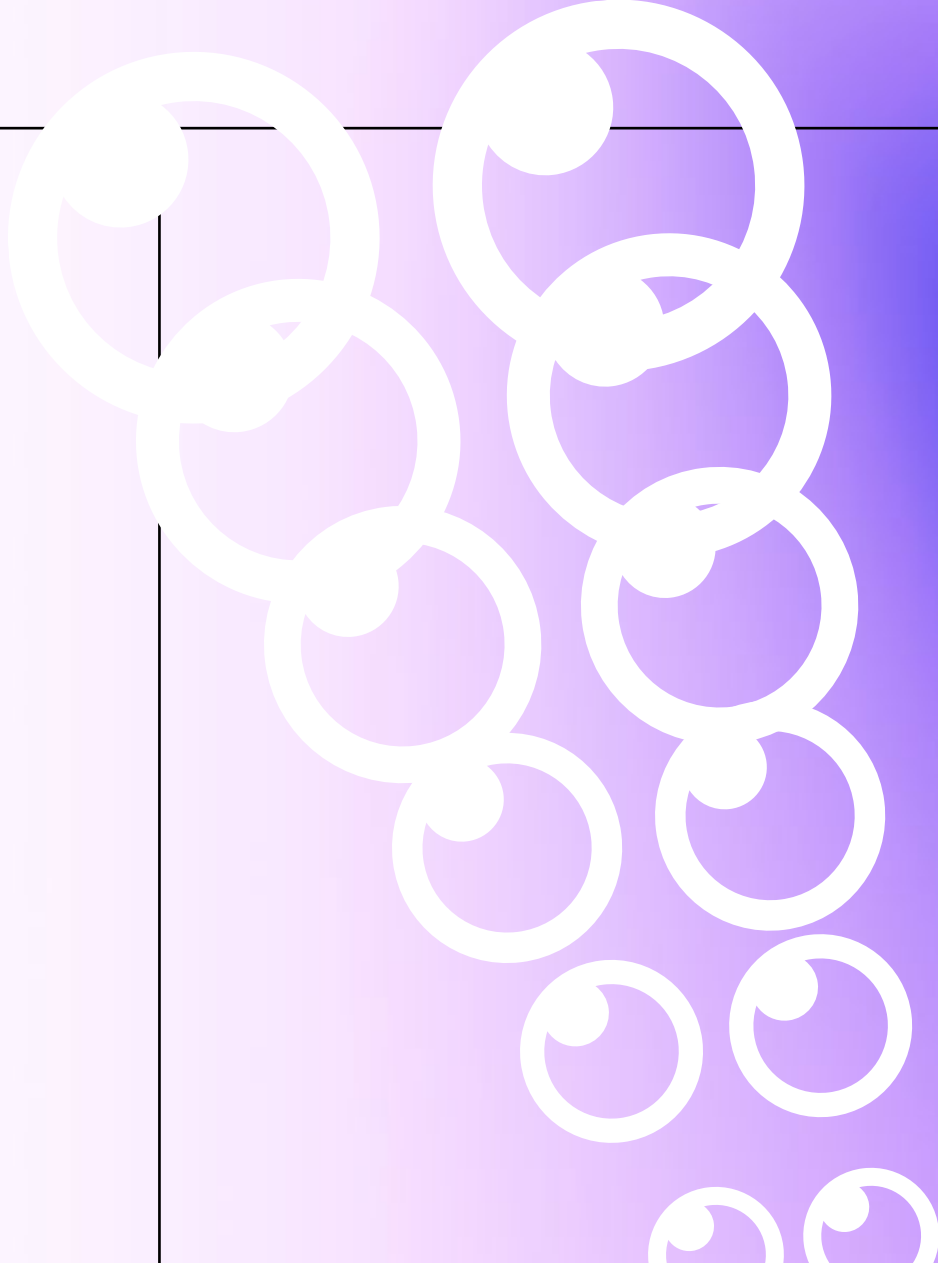


Four in five **(81%)** creators report more favorable consumer engagement on their generative AI content compared to their traditional content

MARKETERS



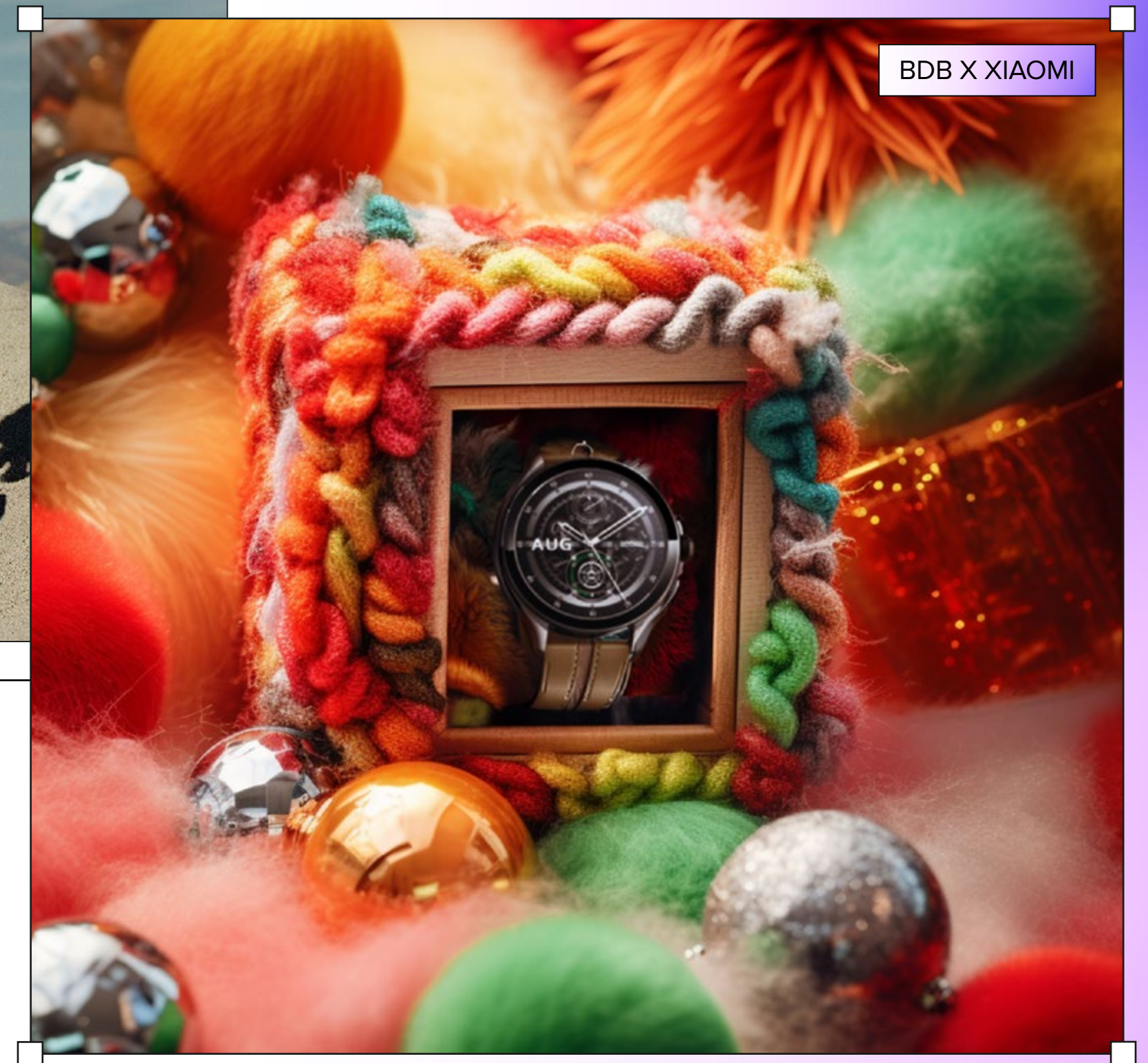
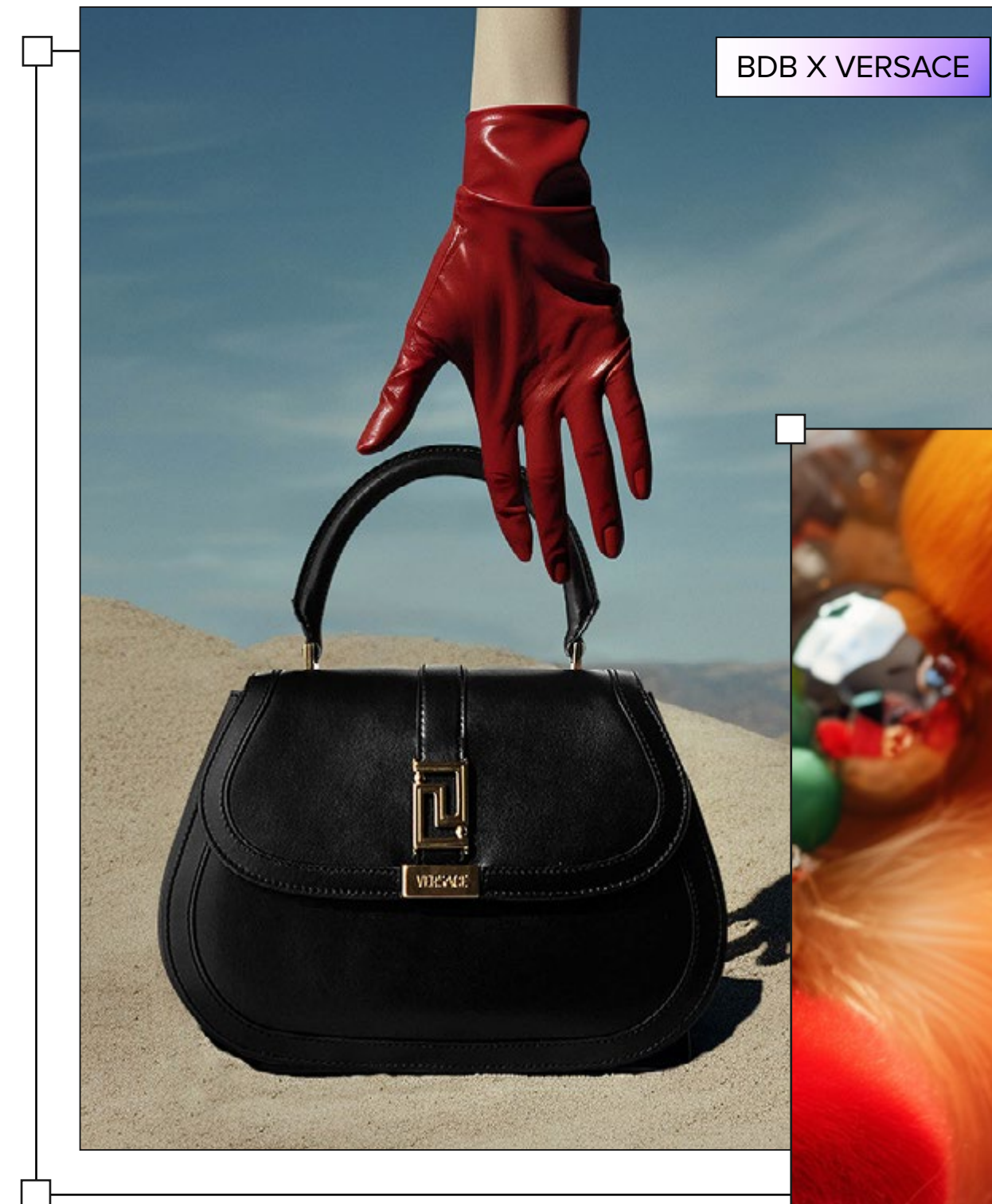
Three in four **(70%)** marketers have increased marketing spend on creator content featuring generative AI in the past 12 months



Generative AI creator content is already yielding positive results for creators, and proving popular with consumers. This has encouraged almost three in four (70%) marketers to increase marketing spend on creator content featuring generative AI in the past 12 months.

Yet despite such strong momentum behind generative AI content in the creator economy, the research also reveals the challenges and considerations to balance sector optimism for the technology - suggesting that brands and creators would be wise to reflect and gather intelligence on *how* they use generative AI rather than simply adopting it just to be on trend.

Like all new technology, generative AI doesn't come with a blueprint. This research report is designed to unpick the reality from the hype, helping you to navigate a rapidly evolving advertising landscape, and explore how generative AI could impact the future of your advertising strategies.



FROM THEORY TO PRACTICE

A series of practical insights from Billion Dollar Boy's exploration of generative AI

MUSE

Muse is a dedicated team within Billion Dollar Boy that investigates the hype behind new technology and tools that promise to shape the creator economy.

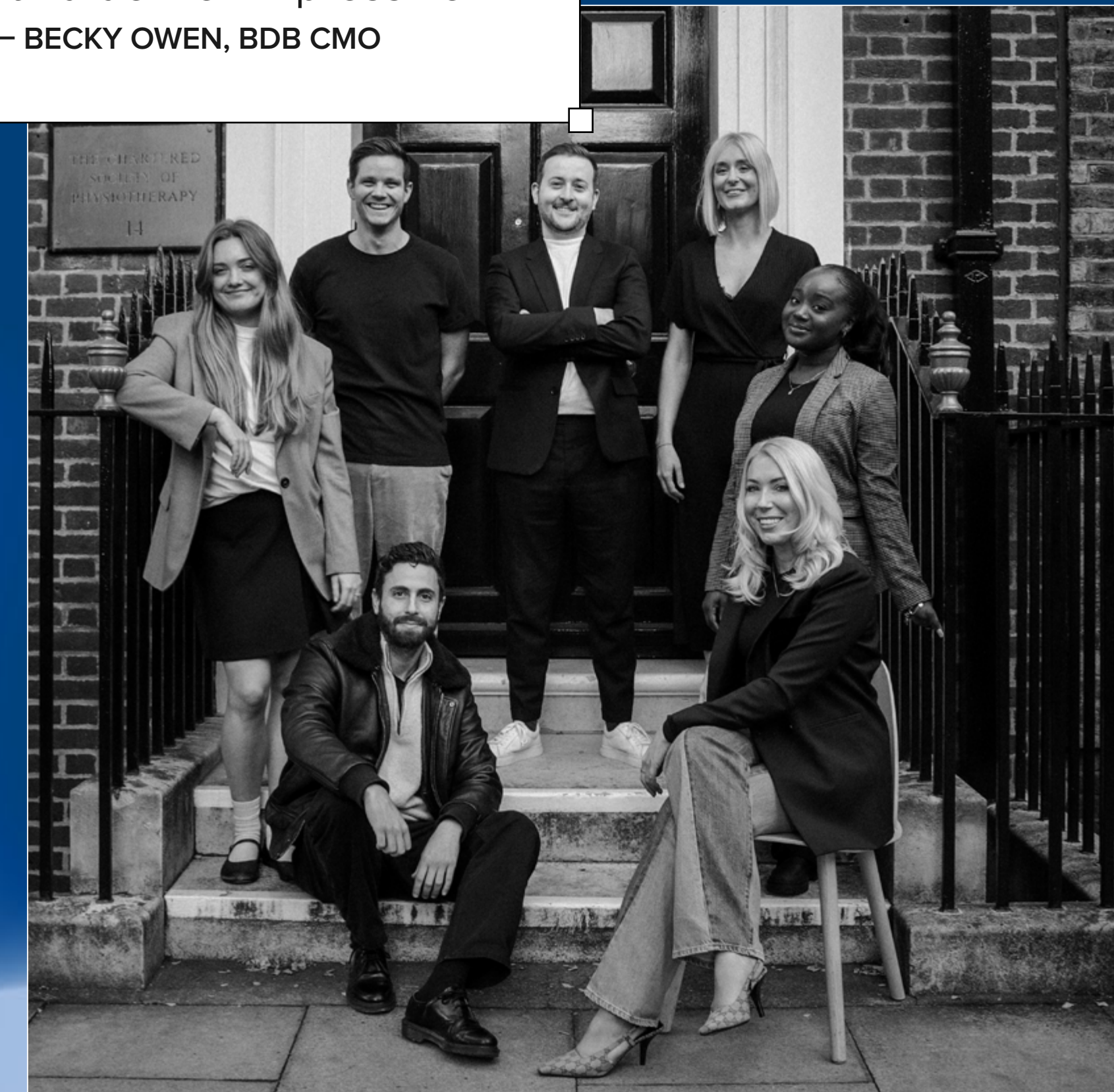
OUR MISSION

Interrogate emerging technologies to understand their value within the creator economy through work, research and curiosity - measuring real world business impact.

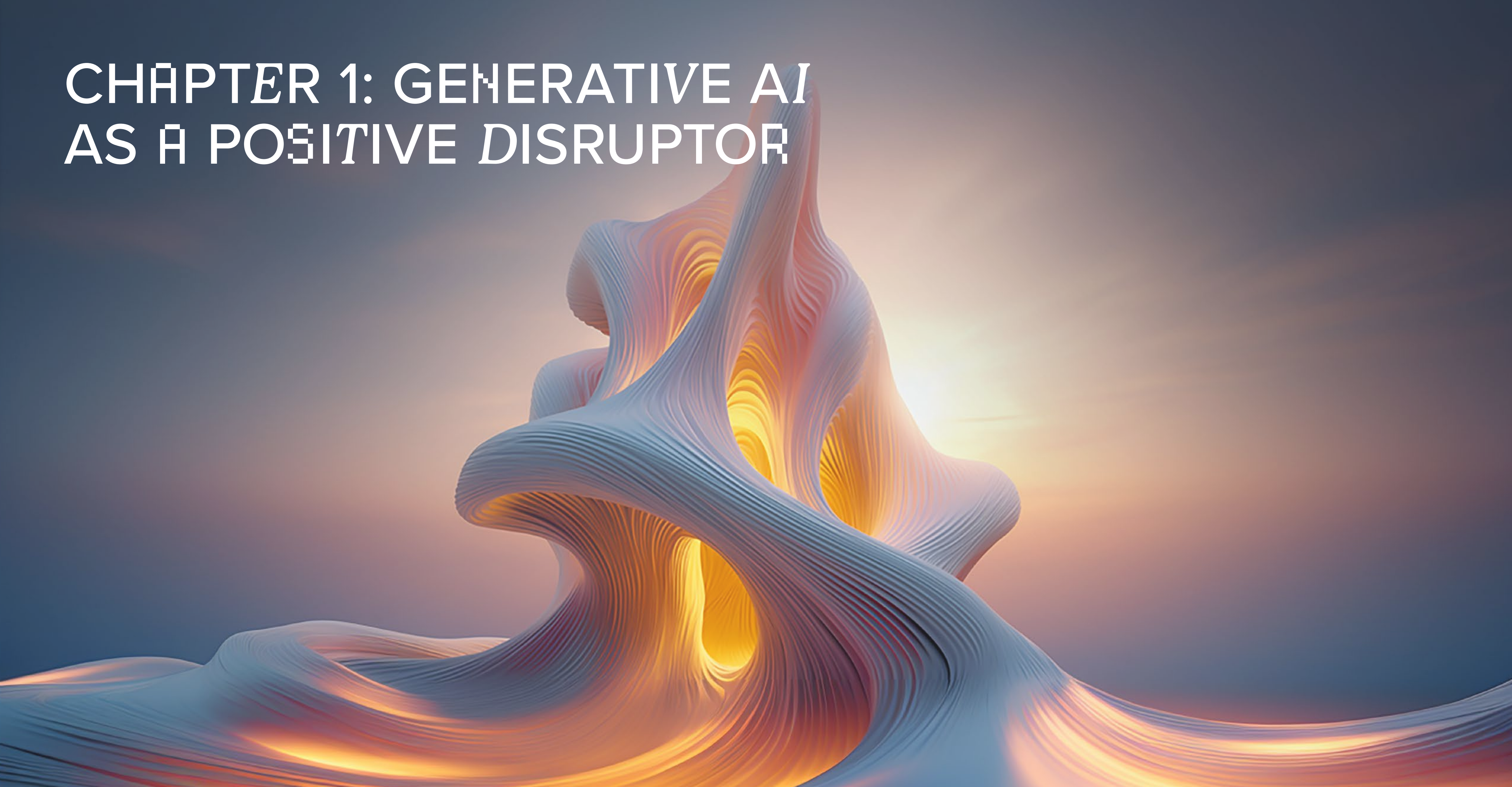
MUSINGS



“As an industry, we must commit resources to better understand generative AI’s impact on the creator economy and the community. Along with our research, we’ve launched Muse - a new innovation unit - which is helping brands to explore the technology’s capabilities. We’ve found that when applied conscientiously, it can supercharge creativity, empower creators and deliver impressive results for brands.” – BECKY OWEN, BDB CMO



CHAPTER 1: GENERATIVE AI AS A POSITIVE *DISRUPTOR*



GENERATIVE AI AS A POSITIVE DISRUPTOR

Although a range of thought leaders are hailing the transformative influence of AI, we are yet to see exactly how it will play out across every platform, industry and trade - and caution is expected as we are operating with an unknown.

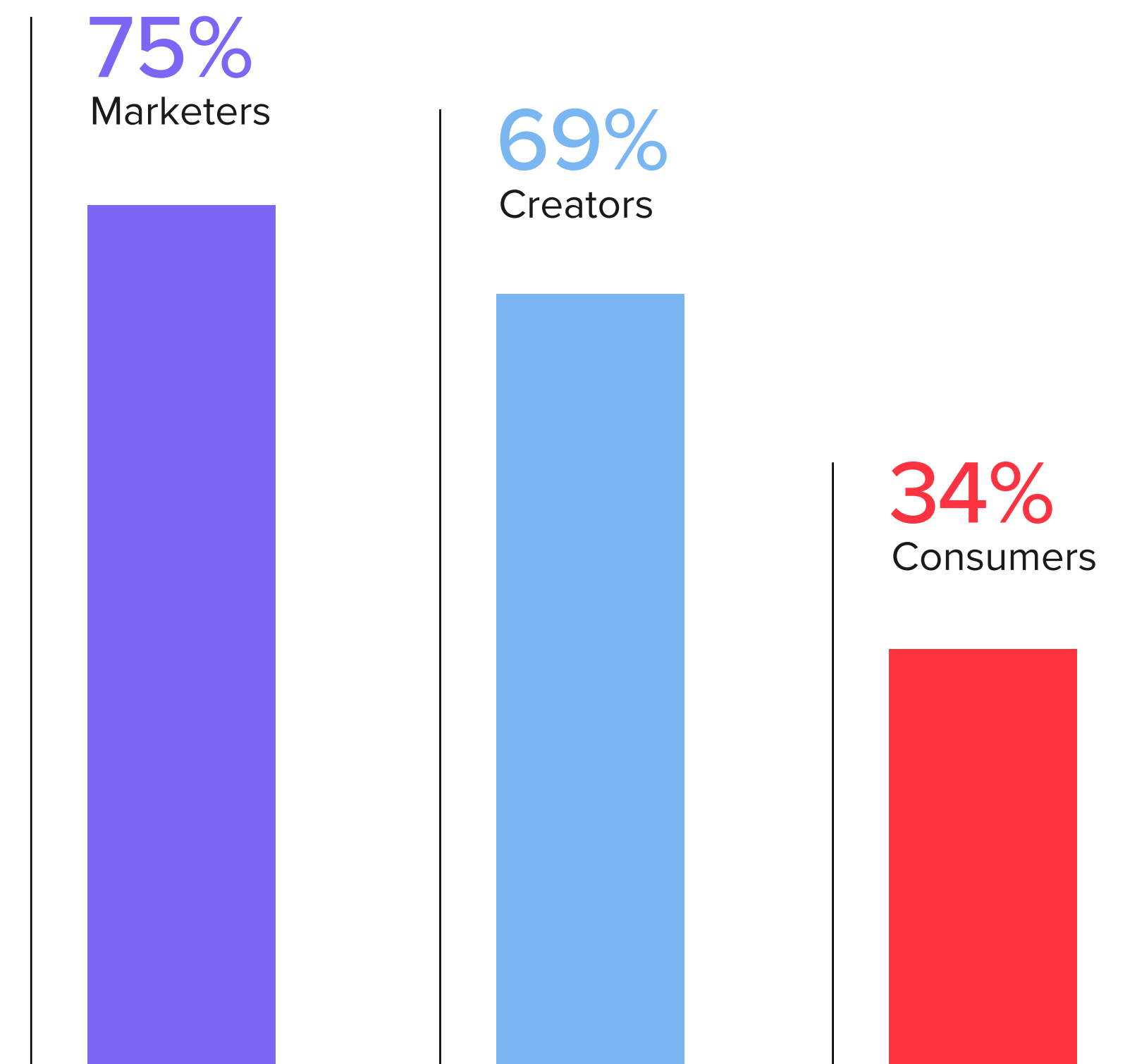
However, when applied to the creator economy specifically, our research reveals predominantly positive perceptions of generative AI's ability to disrupt the sector.

Despite concerns around the risks posed by generative AI in the creator economy - such as misinformation and job losses for influencers - our data presents a different perception. A significant majority of marketers and creators believe the technology will positively disrupt the creator economy, with marketers expressing the strongest conviction - as many as three in four **(75%)** agree compared to two in three **(69%)** creators.


And, while the research identified a drop off in consensus among consumers, the findings nevertheless reveal that there are **twice** as many who agree **(34%)** that generative AI will be a positive disruptor than disagree **(18%)**.

But exactly how does each audience perceive this positive disruption?

Percentage who believe generative AI will positively disrupt the creator economy.



MUSINGS



“While we’re very much in a hype-phase of generative AI at the moment, I do believe it will have a lasting and transformative impact on the industry.”
— BILL FRITZ, INNOVATION RESEARCHER

CONSUMERS

We've seen how the survey shows a majority of consumers **(60%)** expressing a preference for generative AI creator content over traditional creator content; but drilling down further into this favorability, we find that consumers predominantly recognize the benefits of generative AI in the creator economy in terms of better quality of content and greater diversity of content.



MUSINGS

Generative AI produces standout results for brands because it's surprising and innovative. It's designed to re-imagine how content is visualized. — MAXIME ROZENCWAJG, BDB SENIOR ACCOUNT DIRECTOR



Generative AI will increase the diversity of creative assets produced by creators

35%
Agree

20%
Disagree

Generative AI will increase the quality of creative assets produced by creators

35%
Agree

19%
Disagree

CREATORS

Meanwhile, creators are overall even more positive than consumers towards the potential of generative AI to disrupt the creator economy.

Unsurprisingly so given that four in five report more favorable engagement rates on their generative AI content compared to their traditional content.

Further investigation reveals that creators recognize the benefits primarily through the prism of better pay and more opportunities.

82% of creators believe generative AI will accelerate content creation processes

79% of creators believe generative AI will alleviate their workload

The results show the strong conviction creators have that above all generative AI will most benefit the creator economy by streamlining production processes, creating efficiencies for brands and potentially alleviating creator burnout.

The technology also promises to allow more creators to join the market who have been discouraged from entering due to the intensive workload and cumbersome or technological production processes required.



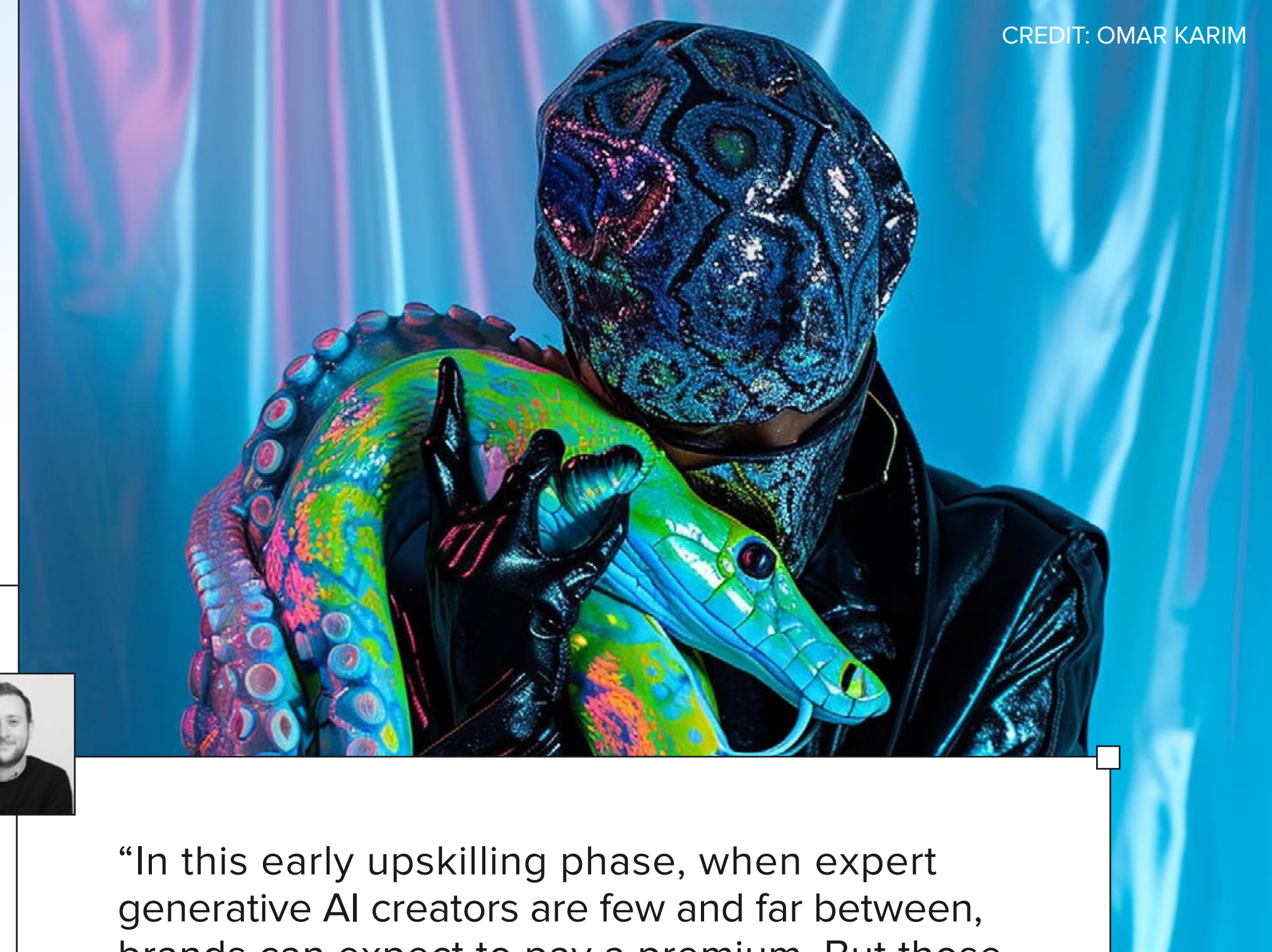
MUSINGS

“Generative AI tools have expanded the possibilities around content creation, empowering creators to experiment, learn, and test their creative chops in a way that has never been seen before. Offering a new but highly accessible entry point for content creation, it has blown open doors that might have been firmly shut for many aspiring creators.”

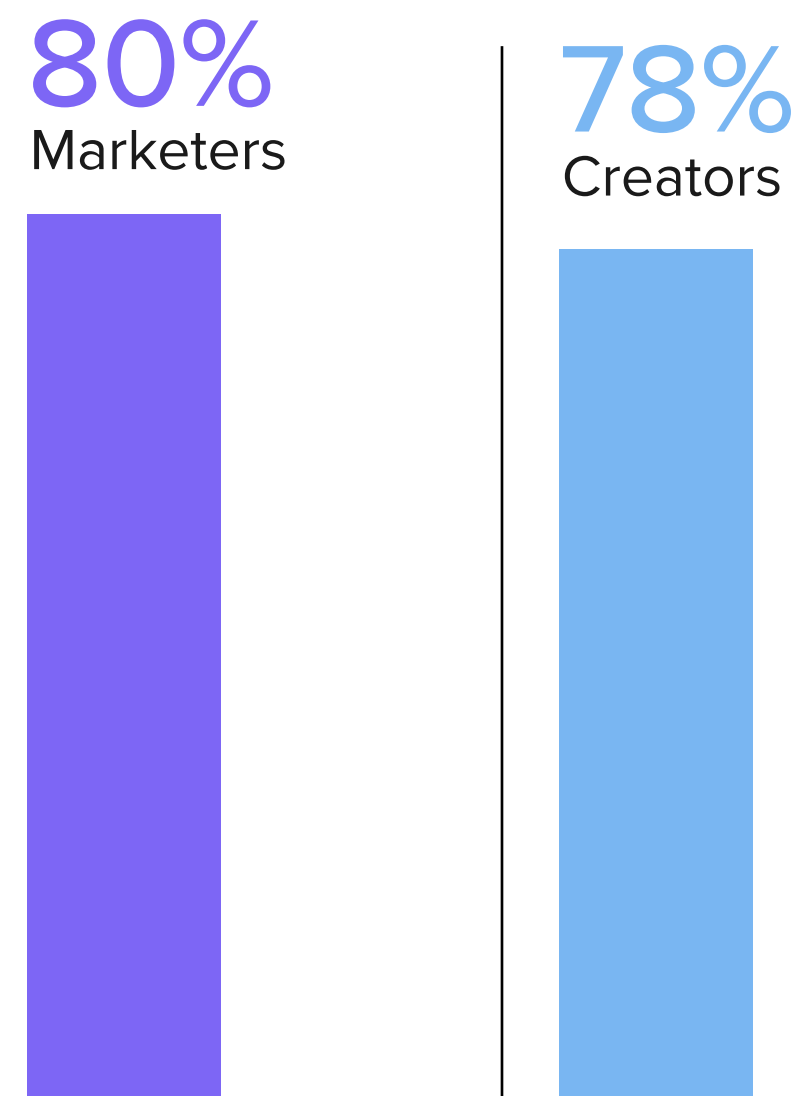
— SOPHIE CROWTHER, BDB TALENT PARTNERSHIPS DIRECTOR



The results also suggest that generative AI can help creators to maximize potential earnings. This is not based on the opinions of creators alone, but also supported by marketers. In fact, marketers are more likely to agree that creators' potential earnings will increase as a result of generative AI, suggesting that creators who are highly skilled with generative AI production tools can negotiate harder and earn more from brand partnerships - at least in the immediate term.



Percentage who agree that generative AI will increase potential earnings for content creators



67%

of creators believe brands are willing to pay more for creator content designed using generative AI over traditional creator content

65%

of marketers are willing to pay more for creator content designed using generative AI over traditional creator content



“In this early upskilling phase, when expert generative AI creators are few and far between, brands can expect to pay a premium. But those who invest now can reap the rewards later down the line as generative AI is capable of delivering huge efficiencies for marketing functions.”

— THOMAS WALTERS, BDB EUROPE CEO

Creators are also optimistic about the potential of generative AI to improve the quality and diversity of creative assets they can produce - with **74%** agreeing in both respects, which mirrors and even exceeds the sentiment of consumers.

MARKETERS

Marketers are the most optimistic demographic about generative AI's potential to improve the creator economy.

Similarly to consumers and creators, marketers also have high hopes of the technology's ability to increase the quality and diversity of assets creators can produce - with **80%** and **82%** agreeing respectively.

However, marketers primarily recognize the benefits in terms of increased partnership opportunities as a result of the technology alleviating the workload of creators and improving productivity.



82%

of marketers believe generative AI will alleviate workload for content creators

86%

of marketers believe generative AI will increase the quantity of assets creators can produce



“AI and 3D projects have proven to be among the most efficient projects managed by Billion Dollar Boy. AI as an assist can help to streamline processes and procedures that take a lot of time for creators who are one person shops.”

— MAXIME ROZENCWAJG, BDB SENIOR ACCOUNT DIRECTOR

COMBINED

Overall, all audiences are more positive than negative about the disruptive influence of generative AI on the creator economy, including increasing the quantity and improving the quality and diversity of creator assets.

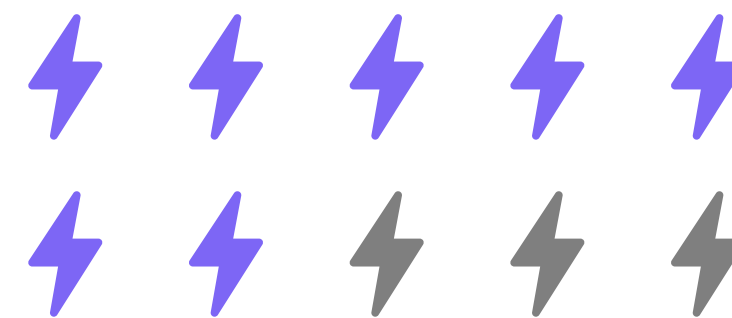
However, the results also highlight discrepancies between the enthusiasm of creators and marketers - with **75%** of marketers believing consumers want to see more generative AI used in creator content - compared to the more reserved reaction of consumers.

The results show that marketers are the thought leaders in this space but will need to bring consumers and (to a lesser extent) creators along in their vision for a post-generative AI creator economy.

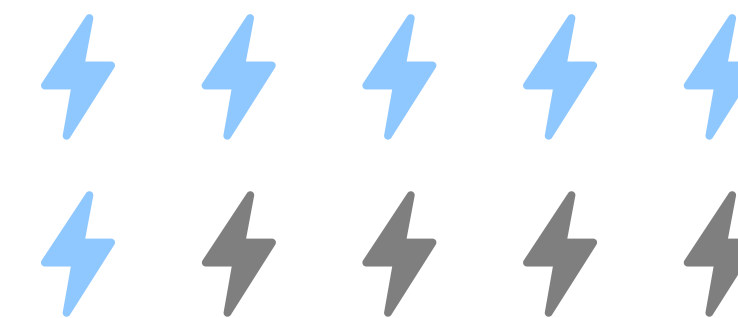


BDB X CLARKS

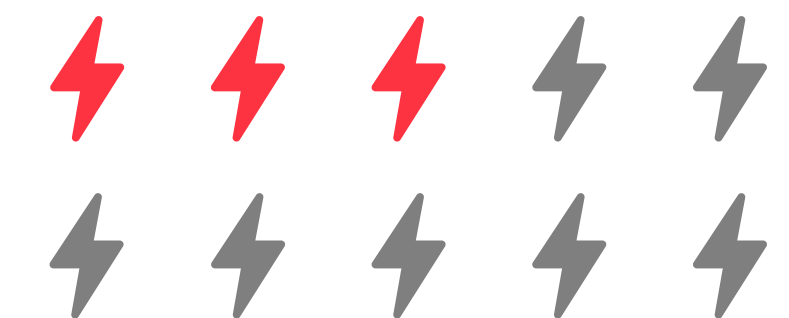
Industry optimism for Generative AI as a positive disruptor



75% of marketers are optimistic that generative AI will positively disrupt the creator economy than consumers

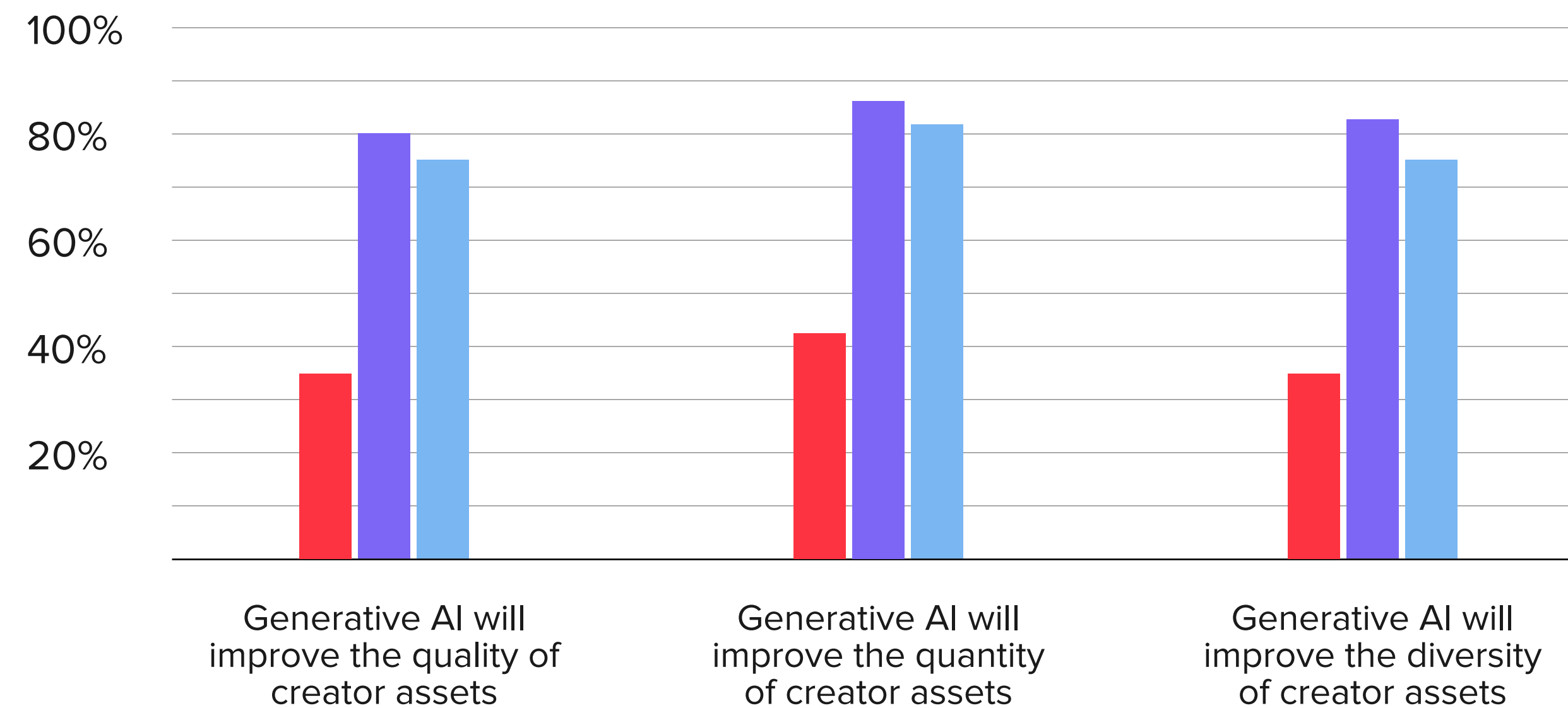


69% of creators are optimistic that generative AI will positively disrupt the creator economy than consumers



34% of consumers are optimistic that generative AI will positively disrupt the creator economy than consumers

Industry optimism for Generative AI as a positive disruptor





FROM THEORY TO PRACTICE

Versace’s ‘New Digital Artists’ campaign showcased the Greca Goddess Handbag in a new way. In partnership with Billion Dollar Boy, Versace collaborated with 25 generative AI creators who were able to use the technology to interpret the bag in innovative product-centric content.



“The most common skeptical feedback is that AI isn’t creative. This normally comes from a place of fear. But, the reality, proven in market, is that a single creative can build audiences and ideas for brands. With the tools arriving in 2024, the creative potential of creators will be incredible because when everything is artificial, only the authentic will make a difference” – OMAR KARIM, DIGITAL CREATOR

Versace campaign results

6%

Average engagement rate

1,460%

Play rate from AI generated content (VS standard)

4M

Organic views on just one asset

CHAPTER 2: NAVIGATING THE GENERATIVE AI CREATOR ECONOMY

HOW CREATORS AND BRANDS CAN SEIZE OPPORTUNITIES



NAVIGATING THE GENERATIVE AI CREATOR ECONOMY

We're all learning about and navigating the generative AI wave together. Understanding the demographic nuances surrounding skepticism and adoption - specifically gender, regional and age differentials - can help target the right audiences with the technology.

Our findings show that whilst all demographics present a more positive than negative response towards generative AI in the creator economy, men, US consumers and younger generations have a more receptive and positive attitude; whereas skepticism is more prevalent among women, UK consumers and older generations.



GENDER DEMOGRAPHICS

The findings of the survey show that both men **(64%)** and women **(54%)** prefer generative AI creator content over traditional content. However, it also reveals that, overall, men consistently exhibit a more positive attitude across a range of metrics.



Men are more likely than women to believe generative AI will enhance the quantity quality and diversity of creator assets.



Men tend to view creators who use generative AI more favorably, with a third **(32%)** expressing positive views compared to a quarter **(26%)** of women.

Men are also more likely to perceive brands and products **(30%)** in a positive light when promoted using generative AI creator content compared to women **(24%)**.



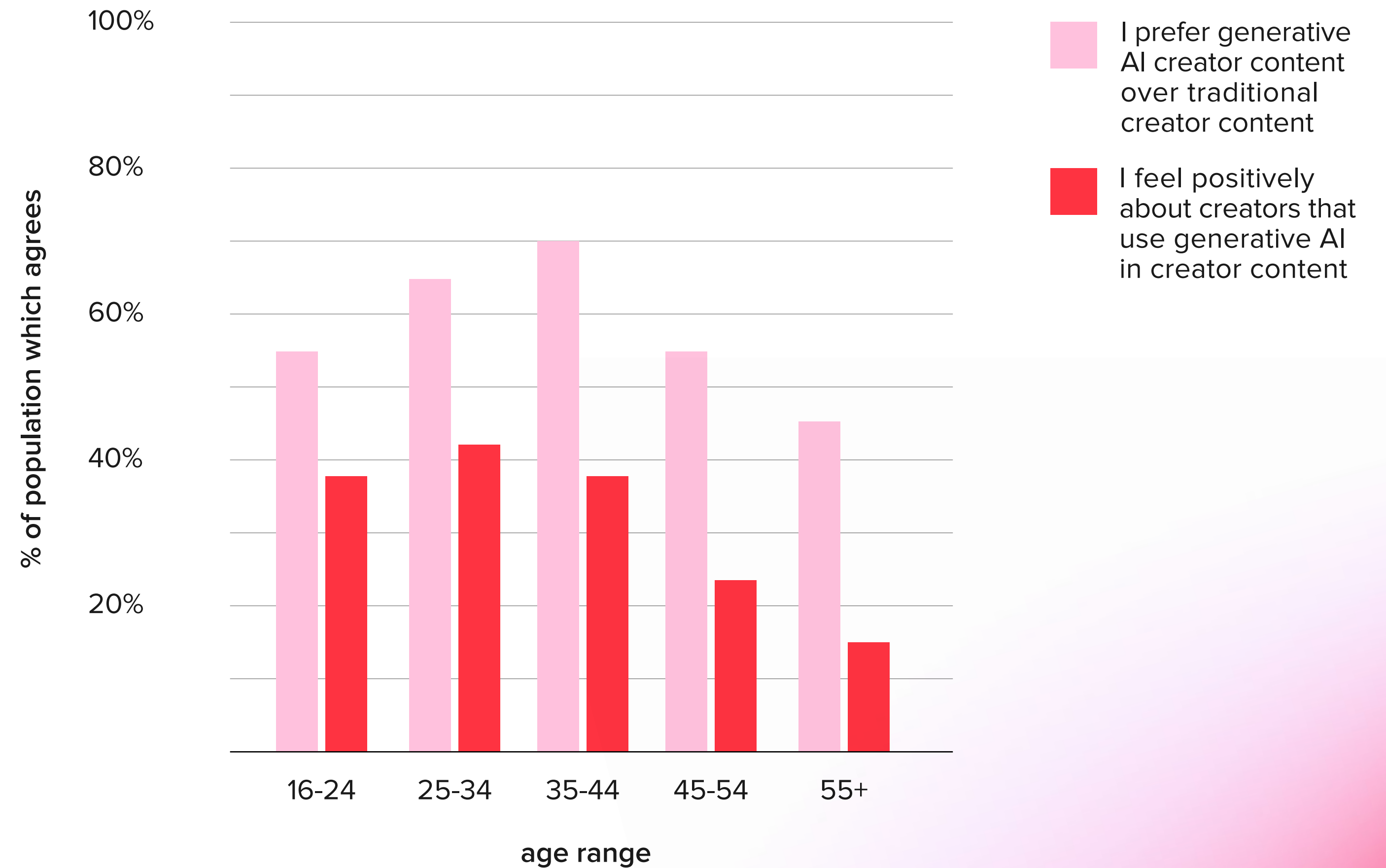
“The media has created fear around the change that generative AI represents. Its emergence also comes amid a period of geopolitical destabilization - from the pandemic to the cost-of-living crisis. And, more specifically in the advertising sector, the rise and fall of new technologies including the metaverse and NFTs. In this context of uncertainty, it’s understandable that traditionally more vulnerable demographics - such as women and older generations - may have a greater degree of caution towards new technology like generative AI.” – BECKY OWEN, BDB CMO

AGE DEMOGRAPHICS

Consistent with the perception that younger individuals are the primary users and consumers of emerging technologies, our findings confirm that generative AI creator content appeals most to this age demographic.

Younger groups are known to be technologically savvy and highly engaged with online platforms, so it's no wonder they're intrigued by fresh and innovative content that breaks through crowded feeds.

The enthusiastic response among Millennials and Gen Z signals a promising opportunity for creators and marketers to capture the attention of these demographics through generative AI.





CREDIT: OMAR KARIM

REGIONAL DEMOGRAPHICS

Analyzing the data regionally, there's generally a more positive perception of generative AI in creator content among US consumers, creators and marketers compared to their UK counterparts.

While the majority of creators in both the US and UK report increased engagement with generative AI content, rates are slightly higher in the US.

MUSINGS



“The UK and US are two markets divided by their optimism; UK professionals are often more cautious. With the added benefit of bigger budgets in the US, the American market traditionally adopts new technology faster. Our research shows this dynamic play out once again. Brits should monitor how the technology performs in the US in order to better forecast the UK market.” – ED EAST, BDB GLOBAL CEO

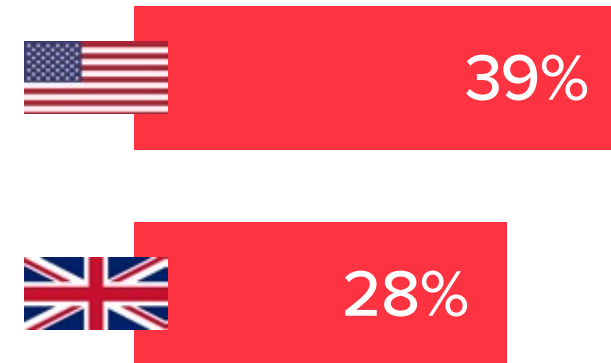
CONSUMERS

The data suggests that the US market has a stronger belief in generative AI's ability to positively disrupt the creator economy and a more positive perception of creators who share generative AI content.

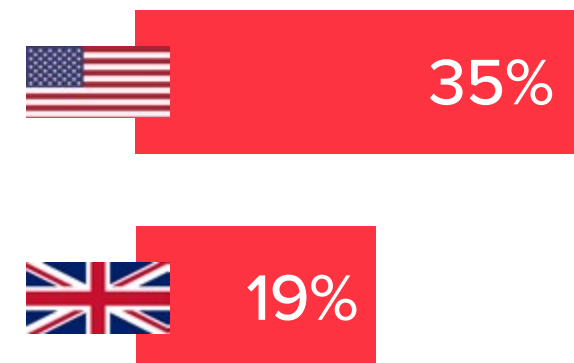
Interestingly, though, while a majority of consumers in both regions favor generative AI creator content over traditional creator content, it's more pronounced among UK consumers.

The UK market presents a unique scenario. Despite feeling less optimistic about generative AI as a positive influence on the creator economy, UK consumers nevertheless have a stronger preference for it over traditional creator content than their US peers. The evolving landscape suggests that as exposure and familiarity with the technology increase, the growth potential for generative AI creator content is stronger in the UK.

US consumers are more likely to believe generative AI will positively disrupt the creator economy compared to UK consumers.



The use of generative AI in creator content is more likely to positively impact Americans' perception of the creator compared with Brits.



Brits are more likely to prefer generative AI creator content over traditional creator content than their American peers.



CREATORS

How well does the adoption of generative AI by creators across these regions align with the preferences of their respective consumers?

US creators report more favorable audience engagement with their generative AI content than their traditional content



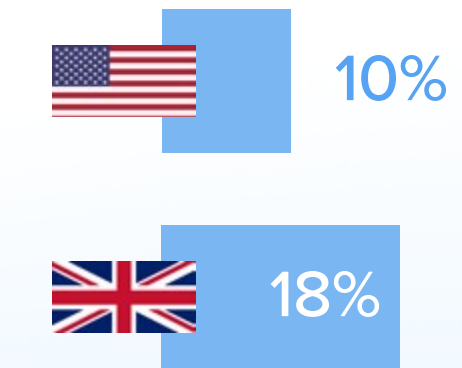
US creators are more likely to believe generative AI will positively disrupt the creator economy compared to their UK counterparts



The majority of creators report higher engagement on their generative AI content than traditional creator content. However, UK creators are slightly more cautious about the potential benefits of generative AI in revolutionizing their job and the content they produce, representing alignment with UK consumer sentiment.

However, UK creators report using generative AI more regularly. This discrepancy raises the possibility that US creators might need to increase their usage frequency to align more closely with the receptiveness of generative AI content in the US market, and indicates that positive perception in the UK market could quickly close the gap on the US.

UK creators are using generative AI slightly more regularly than US creators. 18% of UK creators use it daily compared with 10% of US creators



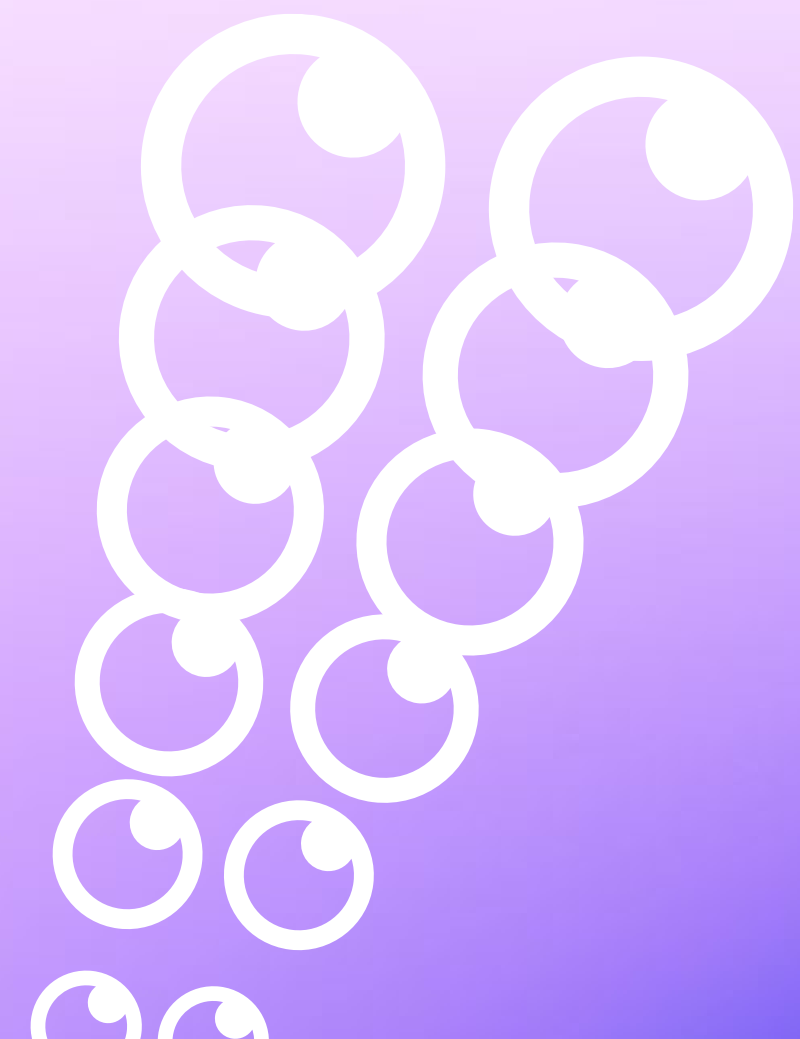
MARKETERS

Aligning with consumers and creators, marketers in the US also embrace generative AI more enthusiastically than their UK peers - both in terms of positive expectations and tangible financial investments.

US marketers are more likely to believe that generative AI will positively disrupt the creator economy vs UK marketers



US marketers are more likely to have increased marketing spend on creator content featuring generative AI in the past 12 months (77%) compared to UK marketers (63%)



COMBINED VIEW

Overall, our data reveals a majority positive perception across all demographics regarding the use of generative AI in creator content. However, some consumers need further convincing.

Although young, male and American demographics are the most receptive to generative AI creator content and could be more inclined to engage, there's plenty of growth potential for marketers among female audiences and UK consumers.



CHAPTER 3: THE GENERATIVE AI TOOLS SHAPING THE CREATOR ECONOMY

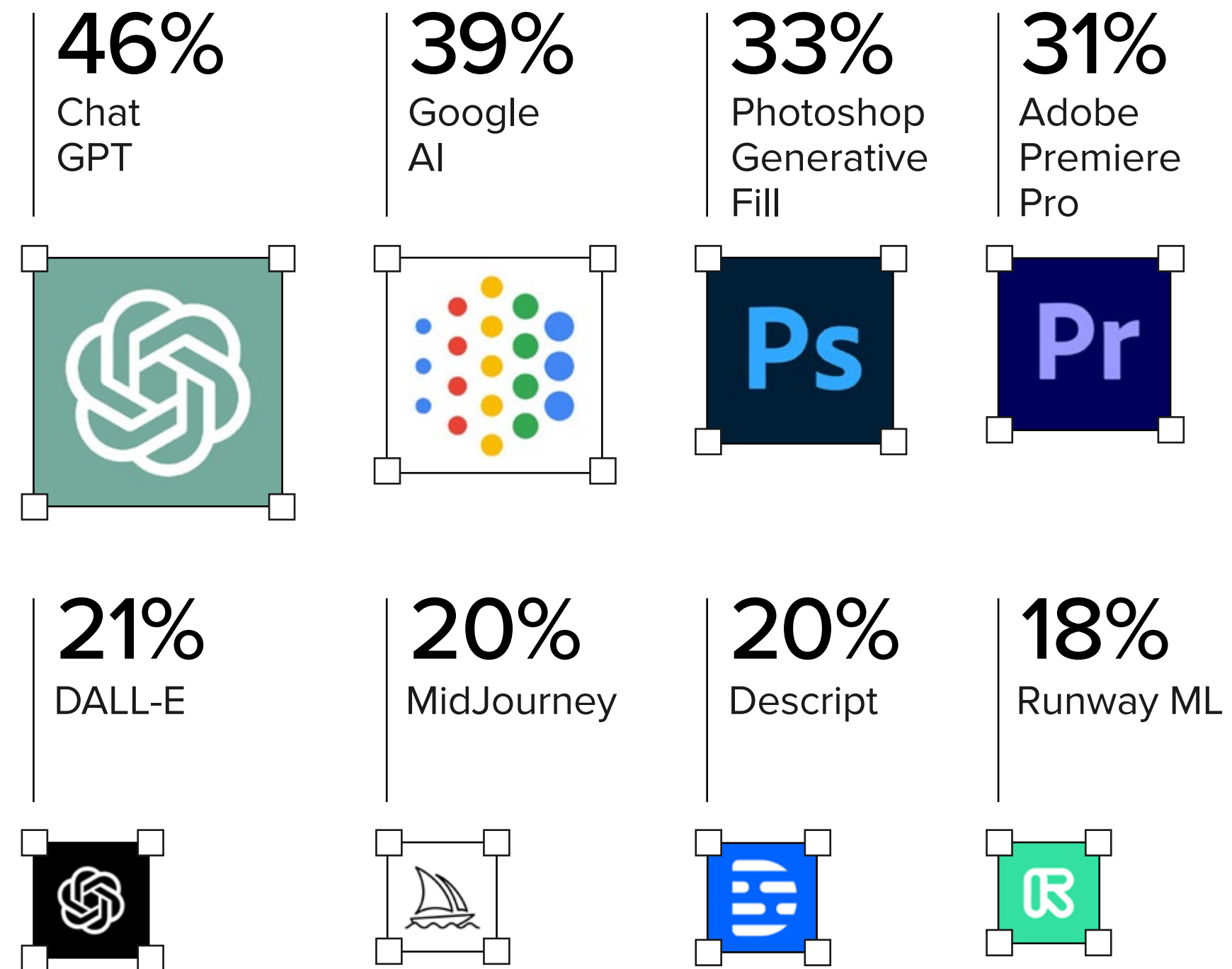


THE GENERATIVE AI TOOLS SHAPING THE CREATOR ECONOMY

The rising adoption of generative AI tools reflects a growing trust in AI's ability to assist in content generation. These tools help creators at different stages of the content creation process, allowing them to improve their skills and elevate the professionalism of their work.



% of creators that have used generative AI tools



Among the creators we surveyed, Chat GPT is the most popular tool, with almost half (**46%**) having used it, followed by Google AI at **39%**. The widespread adoption of these tools suggest that generative AI is predominantly employed by creators for content writing and inspiration. Additionally, a substantial proportion of creators utilize Generative Fill in Photoshop (**33%**) and Adobe Premiere Pro (**31%**) for creative assets.

The variety of tools being used demonstrates an eagerness among creators to explore new technologies and reveals a sense of curiosity and desire for support with enhancing their creative work.



“Patience and human vision are still central to creative expression through generative AI. Creators using generative AI are in no way a hegemonic group, using a variety of methods and tools to form singular styles and unique creative identities. What connects them is their ability to tap into current culture to play with our imagination, generating characters, outfits, products and situations that are nearly impossible to replicate in everyday life.”

— THOMAS WALTERS, BDB EUROPE CEO



MUSINGS



“AI’s leap from captivating static imagery to video production in 2024 promises innovative storytelling and creative breakthroughs, going from gimmickry to high-quality, narrative-rich content. These advancements promise deeper audience engagement, showcasing AI-enhanced videos that blend technological innovation with compelling storytelling.”

— KINDA SAVARINO, BDB SENIOR DESIGNER

FROM THEORY TO PRACTICE

The ecosystem so far: creators are leveraging AI in different ways depending on their skill-set.



ENTRY LEVEL

ADOPTION OF READILY AVAILABLE AI TOOLS



MID LEVEL

AI 'RECIPE'



PRO LEVEL

BUILDING THEIR OWN TOOLS

OPPORTUNITY FOR CREATORS

- Popular with many creators
- Needs minimal creative expertise to leverage
- Creates fun content that is easily replicable, no matter skill set
- E.G. ChatGPT for scripts or generative fill in photoshop

OPPORTUNITY FOR BRANDS

- Creators leverage a range of tools to produce something unique, in their own creative style
- Creators innate creativity is preserved and enhanced
- Requires deeper knowledge on AI and dedication to craft

OPPORTUNITY FOR BRANDS

- Creators who are building their own AI tool to truly complement their creative vision
- They are experts and are pioneers - with their craft at the forefront of their work

MARKETERS

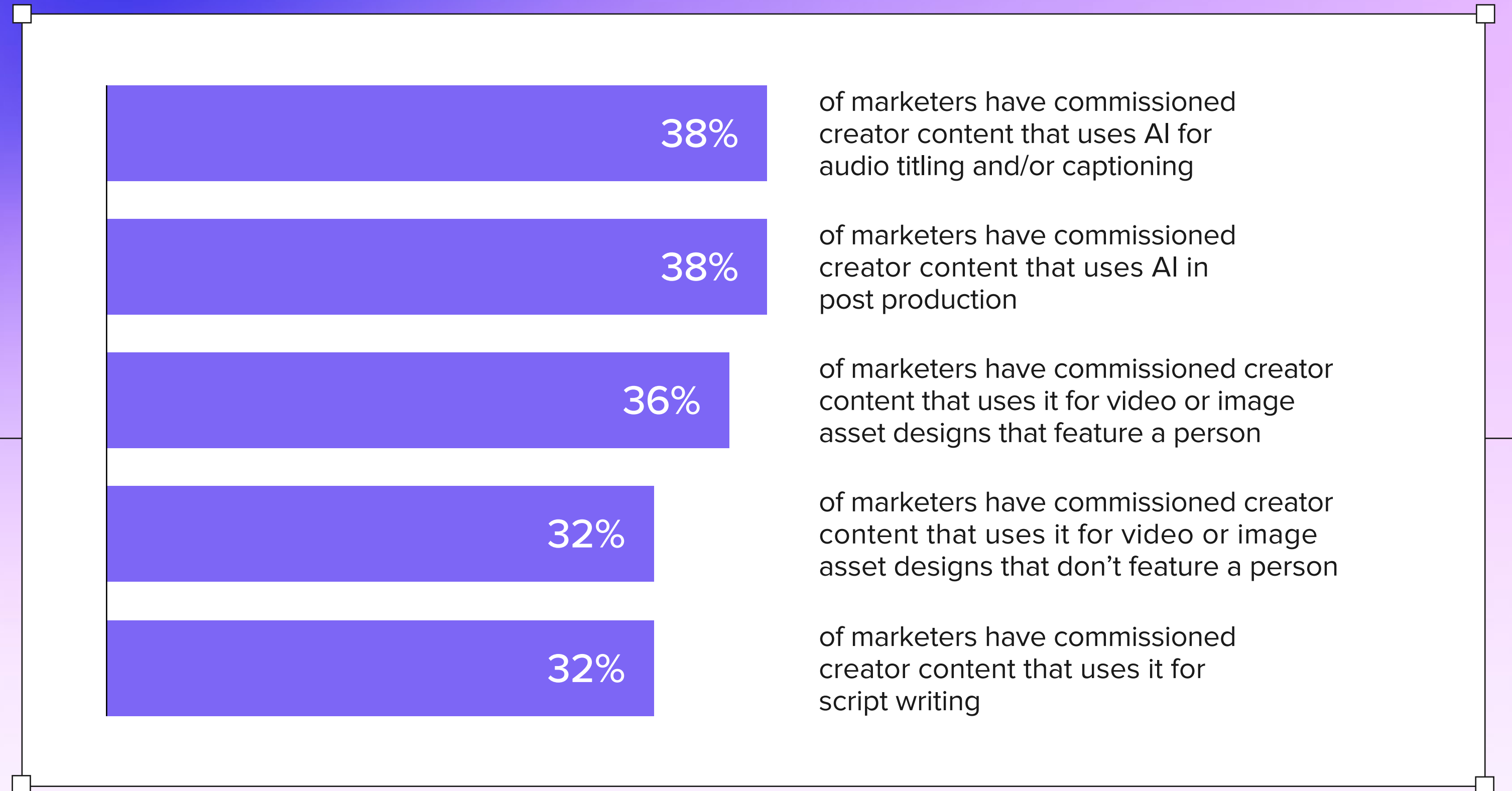


BDB X CLARKS

According to survey responses, marketers have primarily commissioned the use of generative AI in creator content for audio titling/captioning (38%) and post production (38%). The popularity of generative AI among marketers as a tool for transcribing and captioning content highlights its use in sponsored content predominantly for

refining and optimizing as well as for streamlining processes.

But the results also highlight a growing use case for creative processes like character design or enhancing human presence in visuals.



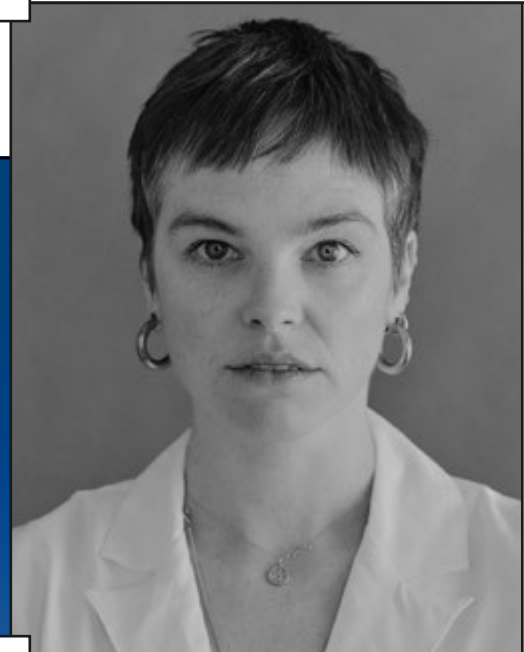
MUSINGS



“As a creative team, we’re partially creators but also salespeople. Part of the challenge is communicating intangible ideas in our heads to brands on a screen. AI tools like MidJourney have streamlined the ideation process and brought creative ideas to life. For example, we’ve visualized a fictional character blended with a real life influencer to help brand partners understand the concept more easily.”

— HENRY CRISP, BDB SENIOR CREATIVE

MUSINGS



“When a human is represented as a virtual human, we need to consider how that human will retain autonomy of their digital selves during the creation and use - that includes representation and how they wish to be perceived by others but also practical ownership of their digital selves.”

— JADE MCSORLEY, UCA PHD RESEARCHER

SUMMARY

Through our findings, we’ve shattered the misconception that generative AI merely aids in producing quicker, cheaper and less imaginative content. Rather it enhances the quality and diversity of content leading to greater engagement.

Creators and marketers will need to evolve beyond generative AI’s simple application to create even more compelling and original content. They should explore innovative ways of utilizing generative AI to stay competitive and relevant in today’s dynamic landscape - integrating it with other creative processes to produce unique and distinctive content.



FROM THEORY TO PRACTICE

MUSINGS



“Generative AI can help brands express their identity in new ways that traditional creator content can’t. It can showcase the breadth of a brand outside of its literal features and services. This creative application of the technology is particularly useful for brands whose products are intangible or conceptual - such as fragrances.”

— MEGHAN MCKENNA, BDB SENIOR CREATIVE



BDB X XIAOMI

Xiaomi campaign results

11M

Reach on Brand Channel Instagram

11M

Impressions on Brand Channel Instagram

15K

Reach on Influencer Instagram

17K

Impressions on Influencer Instagram

CHAPTER 4: ADDRESSING THE CHALLENGES

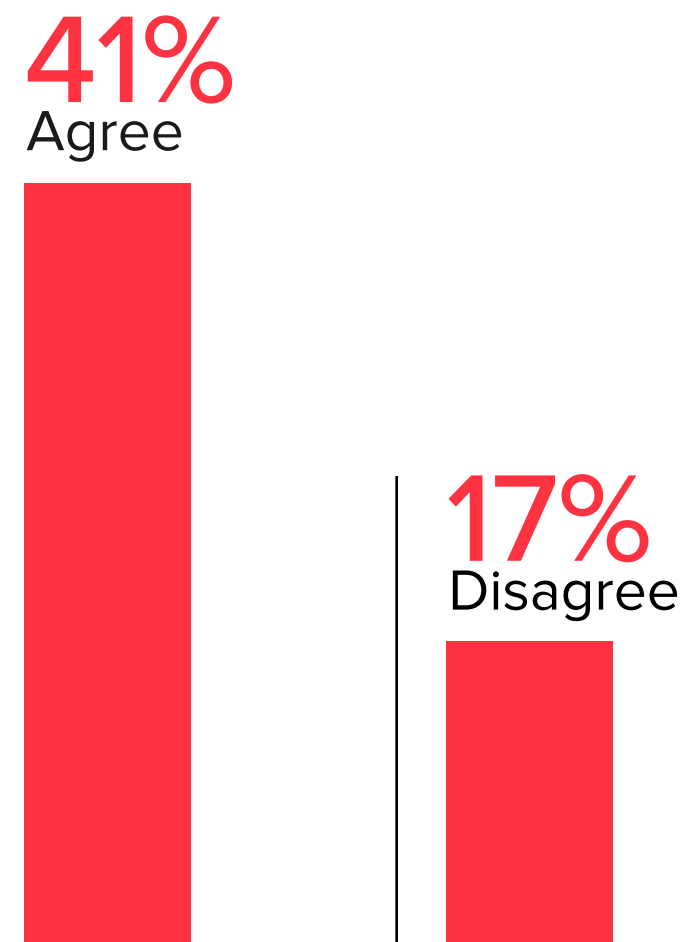


ADDRESSING THE CHALLENGES

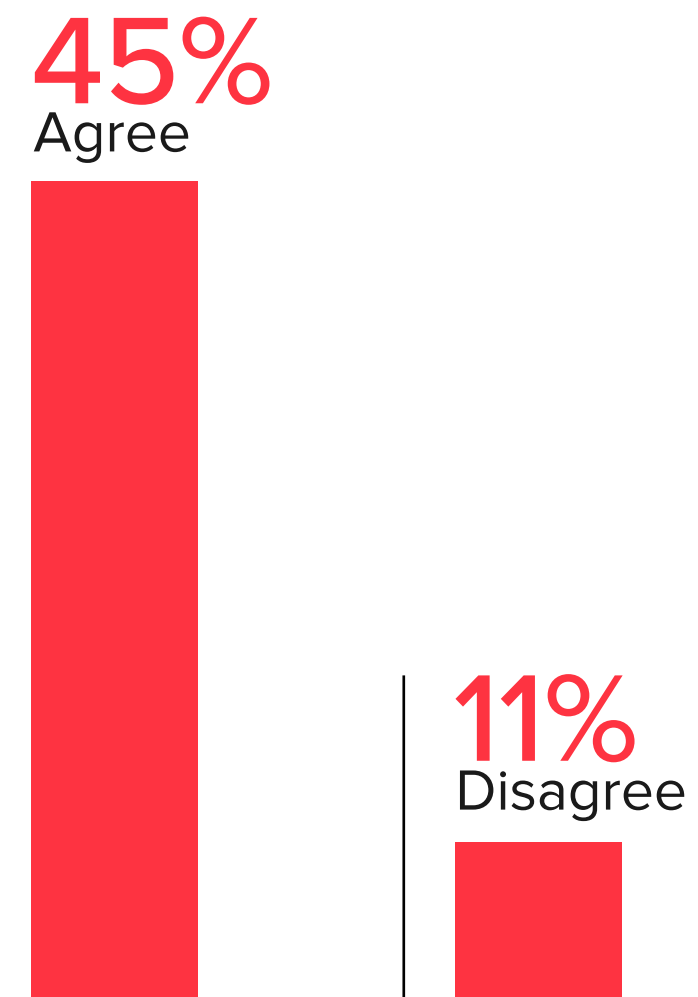
QUANTITY OVER QUALITY

CONSUMERS

Generative AI will increase the quantity of creative assets produced by creators



Generative AI will lead to a rise in the number of content creators



More consumers agree that generative AI will improve the quality and diversity of creator assets than don't. However, consumers share an even stronger conviction that generative AI will increase the number of creators and the amount of content produced, revealing concerns that the technology could flood the market - potentially resulting in an imbalance in quantity over quality.





The results show there's still work to be done in convincing consumers that generative AI is capable of enhancing content quality when applied thoughtfully. Brands and creators should avoid adopting the technology solely for the sake of following a trend and instead leverage generative AI as a tool for creating exceptional content that eases consumer skepticism.

The capabilities of AI tools are not limited to expediting content creation, but instead can completely elevate content through visuals, captivating and contextually relevant text, and artistic expressions that push the boundaries of creativity.

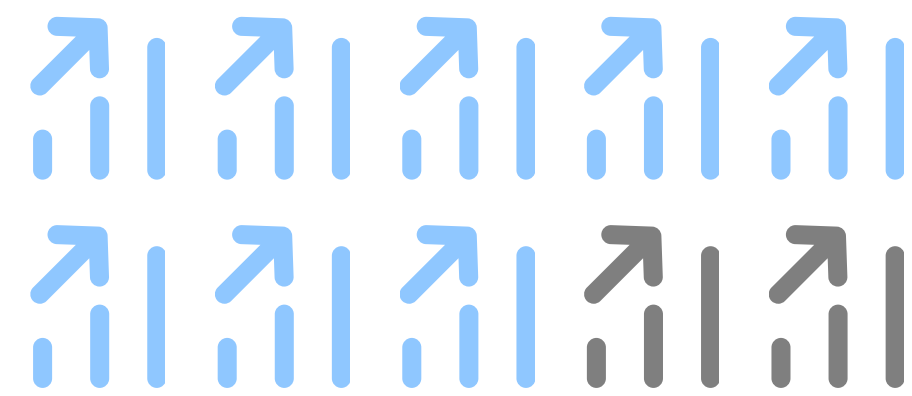
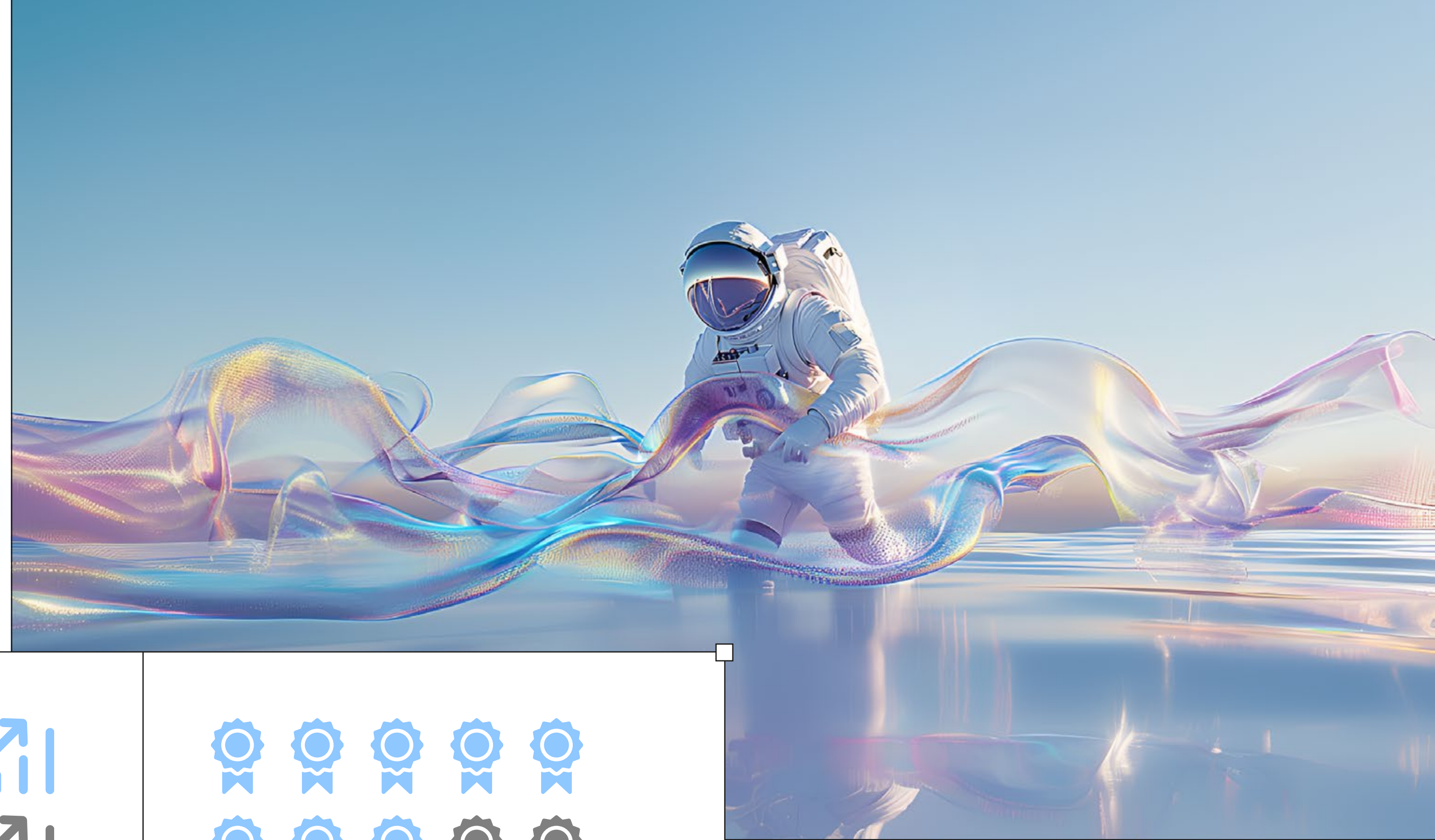


“Generative AI has allowed me to prism my creative work, enabling ideas normally trapped behind individual skills because of the many ways that AI augments the creative process. Essentially I’m able to shrink the distance between inspiration, idea, purpose and content.” – OMAR KARIM, DIGITAL CREATOR

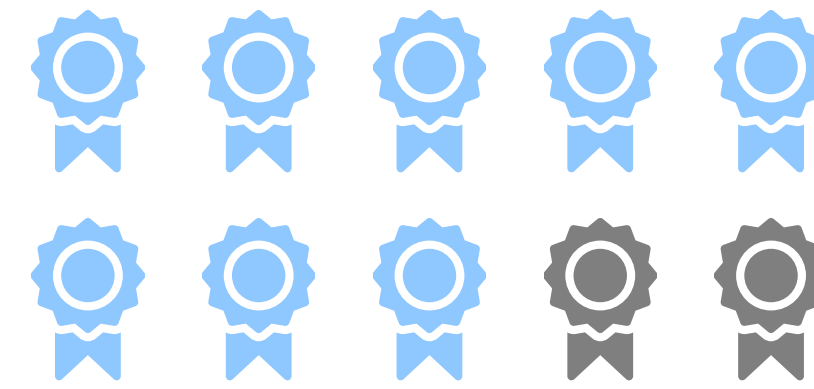
CREATORS

Although most creators feel strongly that generative AI will enhance creative diversity and asset quality, they share an even stronger conviction that the technology will lead to more content creators and creative assets.

Almost **twice** as many creators believe generative AI will increase the amount of creators and creator content produced. It betrays a concern among creators about potential market saturation and increased competition as a result of widespread generative AI adoption.



79% of creators believe generative AI will lead to a rise in the number of content creators



81% of creators believe generative AI will increase the quantity of creative assets they can produce



MARKETERS

Marketers also express a strong belief that the technology could lead to a rise in the number of creators and a greater output overall. This could stem from an aspiration among marketers that increased competition among creators could reduce market prices and lead to improvements in content quality and innovation.

This creates a tension for marketers to be wary of. They must delicately balance the task of persuading skeptical consumers about the potential of generative AI - highlighting its impact on content quality - while making sure they don't over-promise on its capabilities or under-pay creators as competition in the sector rises.

72% of marketers believe generative AI will lead to a rise in the number of content creators

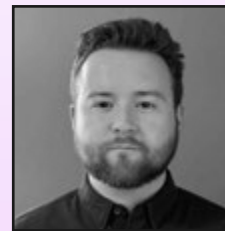
86% of marketers believe that generative AI will increase the quantity of assets creators can produce

BDB X XIAOMI



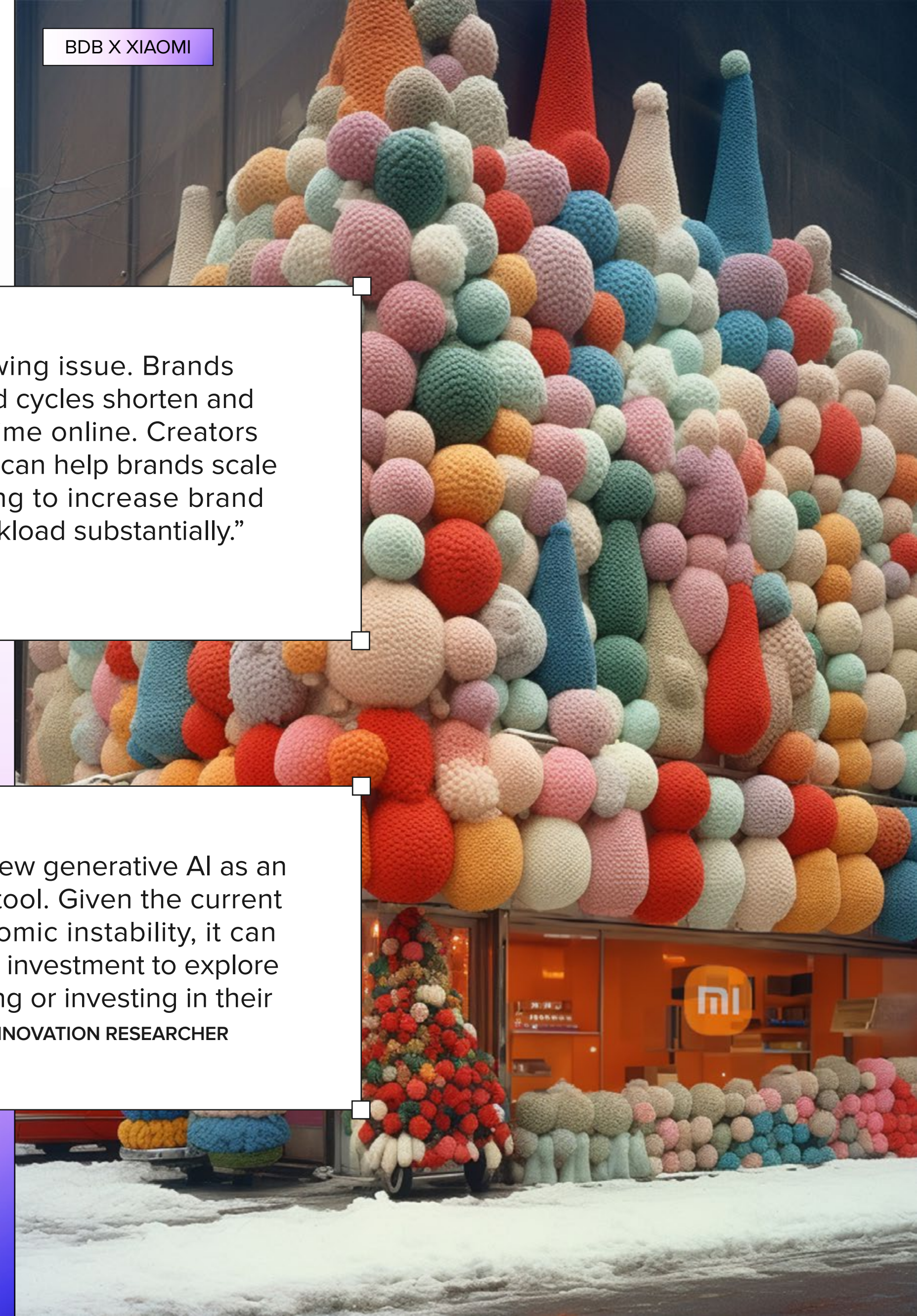
“Creator fatigue is a growing issue. Brands need more assets as trend cycles shorten and consumers spend more time online. Creators and agencies skilled in AI can help brands scale their efforts without having to increase brand investment or creator workload substantially.”

— BECKY OWEN, BDB CMO



“Many large companies view generative AI as an efficient and cost-saving tool. Given the current global political and economic instability, it can appear to be a worthwhile investment to explore as an alternative to growing or investing in their current talent.”

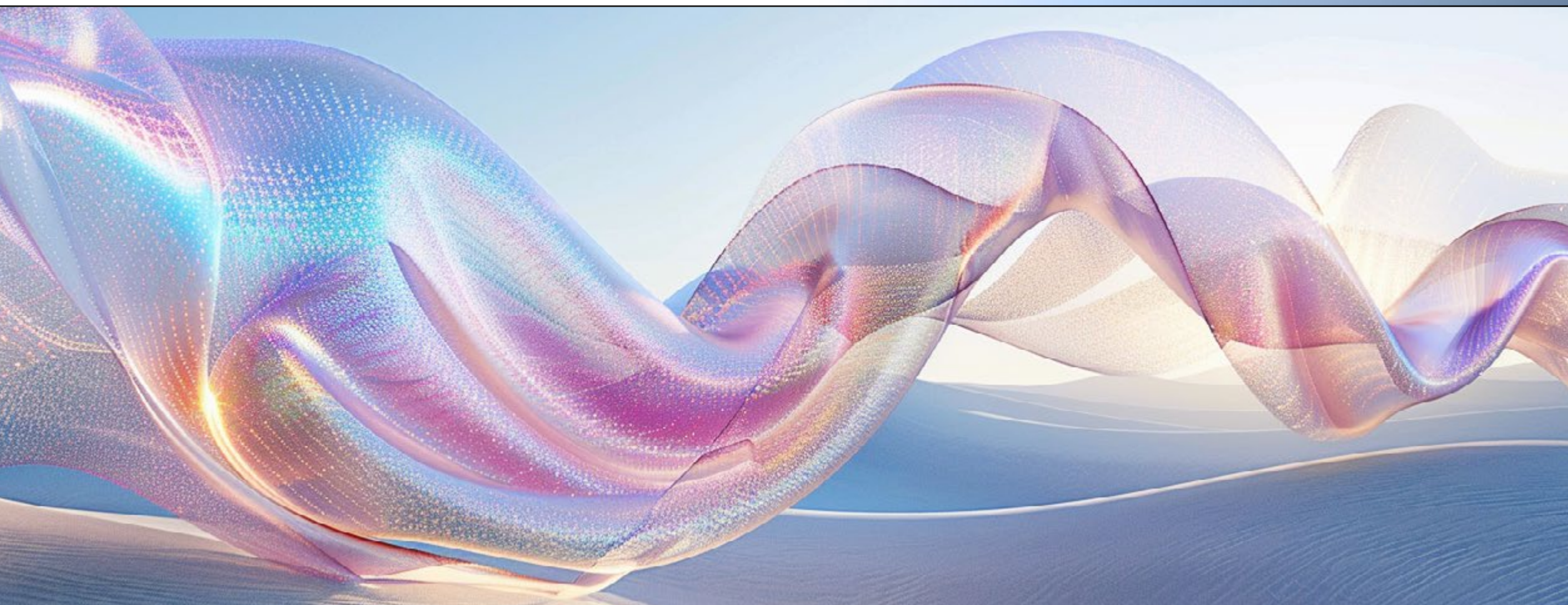
— BILL FRITZ, INNOVATION RESEARCHER



CREATIVE TENSIONS BETWEEN CREATORS AND MARKETERS

GENERATIVE AI CREATOR COMPENSATION

Could a natural tension emerge between creators and marketers as they navigate compensation expectations around generative AI content?



67%

Two in three creators believe brands are willing to pay more for creator content designed using generative AI

73%

US creators are more likely to believe brands are willing to pay more for creator content designed using generative AI compared with their British counterparts **(62%)**

CREATORS

65%

Almost two in three marketers are willing to pay more for creator content designed using generative AI

71%

US Marketers are more likely to be willing to pay more for creator content designed using generative AI compared to UK marketers **(60%)**

MARKETERS

According to our findings, marketers **(65%)** and creators **(67%)** are both in agreement that brands would be willing to pay more for generative AI creator content - creating new earnings opportunities for creators through the technology.



“There’s a perception that generative AI creator content is expensive. In part higher fees are a result of the dearth of expert talents in this space - so far! However, generative AI is cost-effective. We’ve seen competitive CPMs surpass industry benchmarks - producing greater returns even if more investment is made.” – THOMAS WALTERS, BDB EUROPE CEO



However, we found a geographical disparity between attitudes. Fewer marketers in the UK, would pay a premium for generative AI-created content. As a result, generative AI creators in this market could fall further behind their US peers in terms of earnings, and will need to find ways to showcase their skills using the technology to quickly establish their worth in this uncharted negotiating territory.

This raises another question: Could UK creators using generative AI content be drawn to the US market in pursuit of more favorable deals? We’ll have to wait and see whether or not the UK suffers a creator brain drain as creators strategically position themselves where their skills are most valued.

WORKLOAD

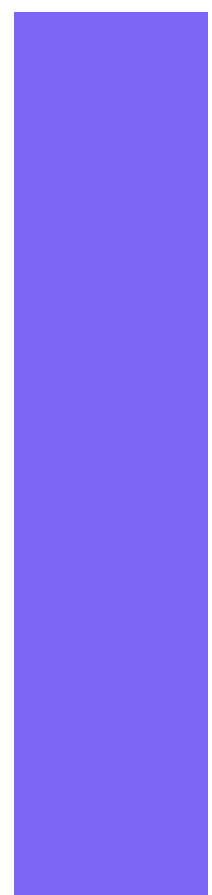
Another factor that could potentially impact the creator-brand relationship in light of the introduction of generative AI is the expectation that it will alleviate the workload for content creators.

From our experience, and supported by these findings, generative AI tools can effectively streamline routine processes to enhance efficiency of traditional creator content. However, heightened creator confidence over content output mixed with over-ambitious marketer expectations could place pressure on creators and result in an unhealthy creator-brand relationship.

Alignment on expectation and reality is needed for a balanced creator-brand dynamic and this will grow easier and more natural as we continue to become more accustomed to generative AI tools and briefs.

Do you believe that generative AI will alleviate workload for content creators?

82%
Marketers



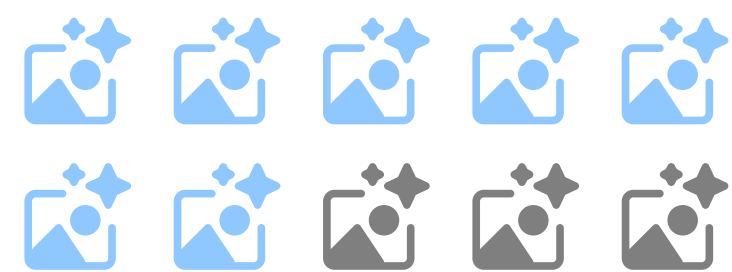
79%
Creators





CONSUMER EXPECTATIONS VS. CREATOR AND MARKETING AMBITIONS

CREATORS



73% of creators believe their audiences want to see more generative AI used in creator content

MARKETERS



Three in four (**75%**) marketers believe consumers want to see more generative AI used in creator content

Although generative AI creator content has proved popular among consumers with three in five preferring it over traditional creator content, the perceptions of marketers and creators about consumer preference appears disproportionately weighted towards the technology. Three quarters of both marketers and creators believe that consumers want to see more generative AI used in creator content.

If marketers and creators aren't careful, they risk over-saturating feeds with generative AI creator content beyond consumer demand, possibly stoking negative sentiment.

In order to bridge the perception gap with actual consumer preferences, creators and marketers can work to gradually introduce generative AI creator content to offer a smoother transition for their audiences and focus on quality over quantity.



“From our experience, any perceived limitations around generative AI is a reflection of how the tools are used rather than inherent constraints. We’ve learned that simply plugging in rudimentary prompts yields dull outputs. We need a more nuanced approach to drive the technology to generate vibrant content. As the market matures, we’ll adopt higher expectations for more creative and diverse uses of generative AI.” – THOMAS WALTERS, BDB EUROPE CEO

REGULATION

VARIED VIEWS: REGULATION OF
GENERATIVE AI CREATOR CONTENT

Percentage of consumers, marketers and creators that believe more regulation around generative AI is needed in the creator economy

90%

CONSUMERS

87%

MARKETERS

87%

CREATORS

There's a consistent sentiment among consumers, marketers and creators about the need for increased regulation around generative AI. The unanimous call for more regulation suggests that the current regulatory framework may simply be insufficient to address the complexities of generative AI and concerns of users.



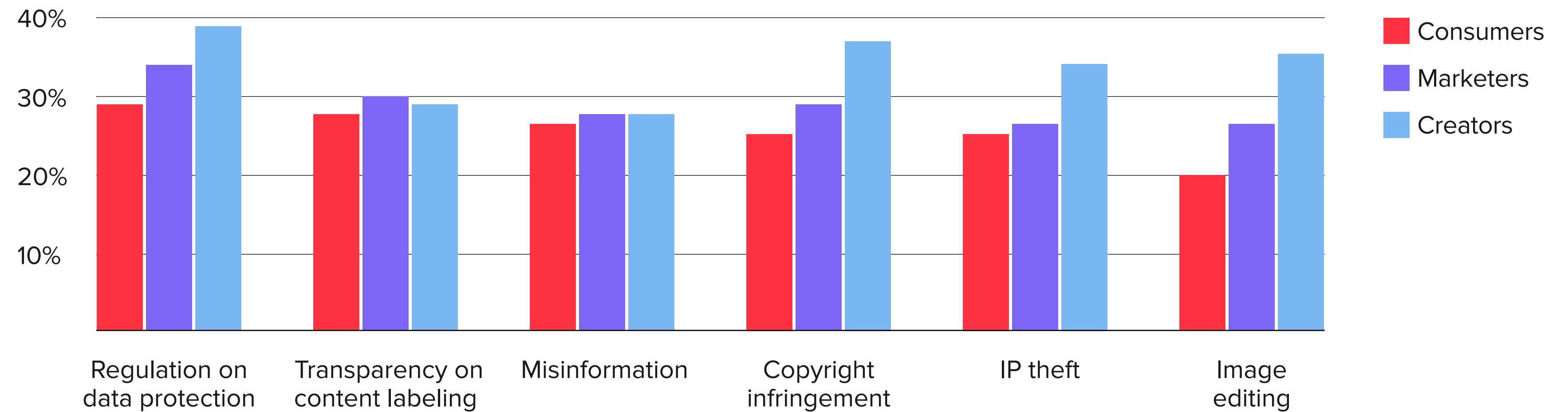
“AI as a tool can only be negative if used in a negative way. Like any innovation, it must be met with responsibility. Yes, it can be positive but we need transparency. Beyond the noise and feeling of industry FOMO, we need to slow down and consider the opportunities and risks, asking the questions about whether it’s right for the company, for the consumer or end user.” — JADE MCSORLEY, UCA PHD RESEARCHER



BDB X CLARKS




Top consumer safeguarding priorities for generative AI creator content



While data protection stands out as the primary concern across all groups, transparent content labeling is a close second for both consumers and marketers - perhaps unsurprisingly given the hyper-realistic graphics that generative AI can produce.

So realistic are they that **three in five (61%)** consumers are unsure whether or not they have engaged with generative AI creator content. Consumers are either unfamiliar with the technology or struggle to easily identify it, which is a concern for trust in the sector and the technology.

MUSINGS



“It’s not enough to rely on the current AI regulatory framework, which is still relatively weak in terms of disclosure requirements across many markets. We believe that responsible advertisers have an ethical duty to appropriately signpost the use of AI in content. Maximizing transparency not only protects consumers but also cements AI as a legitimate force for creative expression and innovation in advertising.” – CHRISTINA DROLLAS,
BDB GLOBAL DIRECTOR OF BUSINESS AFFAIRS



“Some tools are making important strides in protecting creators’ copyright, such as Runway, which allows creators to retain copyright over their creations. Creators should always look at the fine print when using AI tools and beware of the inputs these tools are providing them with. AI tools that can offer users a comprehensive library of copyright-free and/or pre-licensed audiovisual inputs will gain a competitive advantage” – CHRISTINA DROLLAS,
BDB GLOBAL DIRECTOR OF BUSINESS AFFAIRS

We know the importance of trust for creator effectiveness. So, alarm bells ring when creators actually listed content labelling as their second lowest priority in a list of consumer safeguarding measures around generative AI.

Creators are - perhaps understandably - far more concerned about copyright infringement, placing it as their second most important priority. Creators will need to reassess their views around generative AI regulation to better reflect the concerns of consumers and marketers.

FROM THEORY TO PRACTICE

AI TOOLS AND COPYRIGHT WATCH OUTS

*All information is accurate as of 12th March 2024

RUNWAY

You're 100% free to use any content you create using Runway commercially or non-commercially, and all copyright for your creations and generations is held by you, but that doesn't include if you are (mis) using third party IP, which has to be separately licensed.

PHOTOSHOP GENERATIVE FILL

Only Generative Fill in Adobe Photoshop Version: 25.0.0 can be used for commercial purposes. Images being photoshopped cannot breach copyright, for example artwork designed by another artist, photographer or designer.

CHATGPT

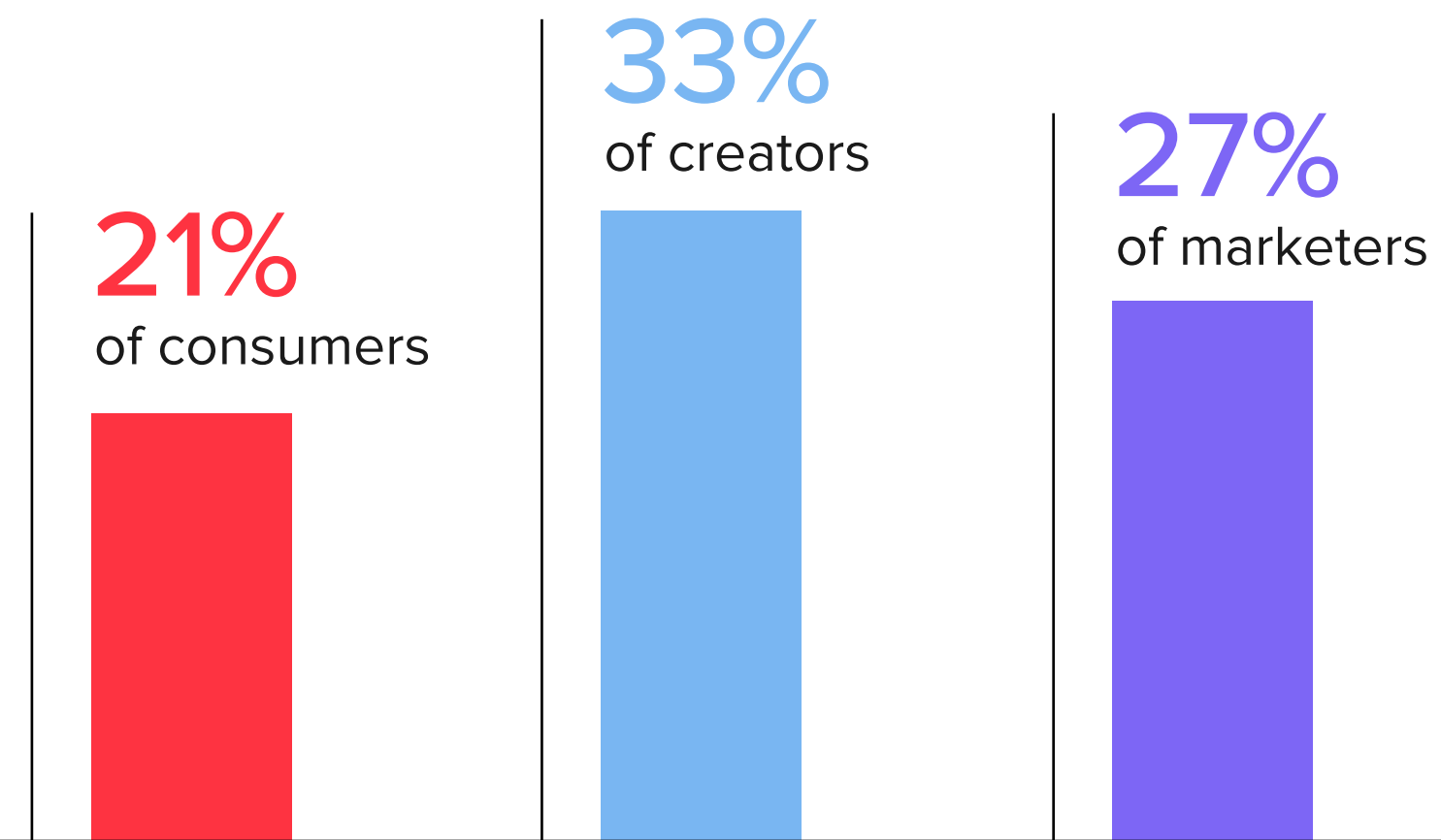
All content generated by ChatGPT can be used commercially, subject to the content itself not breaching applicable laws including copyright, trademark and intellectual property laws. This means you cannot feed copyrighted works into it - for example, movie stills as an image input - if the resulting image is used commercially.

MIDJOURNEY

Any images created with a Pro or Mega membership can be used commercially, but caution still needs to be exercised in terms of the inputs (which cannot infringe any copyright or trademarks).



Percentage of group that would like to see better education for creators and marketers on the impact of generative AI in the creator economy



Despite the differences of opinion, there is support across each of the audiences for creators and marketers to receive better education on the impact of generative AI.

The results show there's room for improvement and a chance to alleviate existing concerns through education. With the appetite for knowledge and growth in the sector, there is a shared responsibility among brands, creators, agencies, industry bodies and government to better regulate a burgeoning technology.



CONCLUSION: *FUTURE* GAZING



FUTURE GAZING

The report has shown that over the past twelve months, generative AI's influence in the creator economy has grown and become deeply embedded into the ecosystem - it's here to stay!

Growing confidence in generative AI has seen brands and creators increasingly embrace the technology. But what lies ahead for brands who want to evolve their understanding of it? And what will happen to marketing budgets in the next twelve months as competition between brands intensifies?



MARKETING BUDGET SHAKE-UP

Our research shows that over the next twelve months, three quarters of creators (73%) expect total marketing spend in the creator economy to increase as a result of generative AI.

The marketer survey confirms this theory, as almost three quarters (70%) plan to increase marketing spend on creator content featuring generative AI in the next twelve months.

Almost three in four

70%

marketers plan to increase marketing spend on creator content featuring generative AI in the next 12 months.



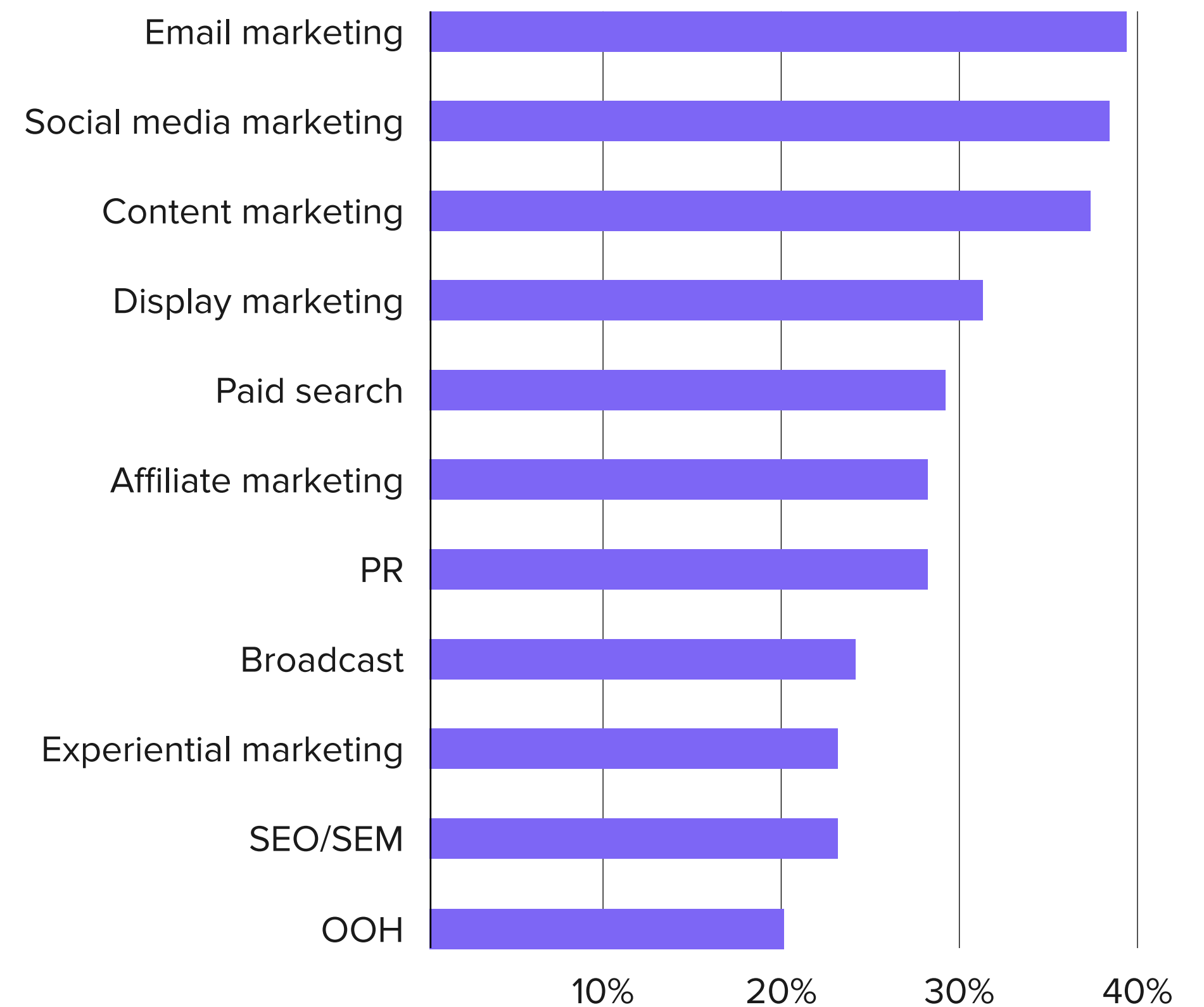
BUDGET REALLOCATION FROM OTHER MARKETING CHANNELS

Amid a challenging economic backdrop, there will naturally be questions about where the extra spend is coming from.

It seems marketers already have their minds made up. Over the next twelve months, a significant two thirds **(65%)** of marketers plan to divert a greater proportion of marketing budgets from other marketing channels to creator content using generative AI.

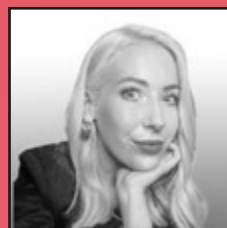
Of those marketers who plan to divert a greater proportion of their budgets from other marketing channels to creator content using generative AI, email marketing was the most likely channel to see cuts with almost two fifths **(39%)** agreeing, followed by social media marketing **(38%)** and content marketing **(37%)**.

The marketing channels marketers most commonly plan to divert spend away from are:



65%

of marketers plan to divert a greater proportion of marketing budgets from other marketing channels to creator content using generative AI in the next 12 months



“It’s unclear whether marketers plan to invest more in a certain type of generative AI content format or platform over another which makes it difficult to produce a long term strategy - especially at an early stage in the technology’s growth journey. Creators should test different tools and be vigilant to market demand so that - when the dust settles - they can be agile and reactive.” – BECKY OWEN, BDB CMO

RECALIBRATING SPEND ON CREATOR MARKETING

Traditional creator marketing is also exposed to budget reallocations as a result of generative AI’s introduction to the sector.

More than two thirds **(70%)** of marketers plan to divert a greater proportion of marketing budgets from traditional creator content to creator content using generative AI in the next 12 months.

70% of marketers expect a greater proportion of marketing budgets to be diverted away from traditional creator content to creator content using generative AI

A similar pattern appears among marketers when quizzed about budget redistribution between different production formats following the introduction of generative AI.

Almost three quarters of **(71%)** creators believe that in the next twelve months, a greater proportion of marketing budgets will be diverted away from other production formats to creator content that uses generative AI, with two thirds **(66%)** of marketers agreeing.

FROM THEORY TO PRACTICE



“We’re now seeing the first wave of brands adopt an ‘always-on’ approach to generative AI, showing marketers are moving beyond the test and learn phase. This demonstrates that generative AI is being taken more seriously and implemented as a central content strategy rather than a gimmick or an afterthought. It also means brands could become more prescriptive in their creator briefs as familiarity with the technology grows.” – MAXIME ROZENCWAJG, BDB SENIOR ACCOUNT DIRECTOR

PARTNERSHIP MODELS WE’VE SEEN SO FAR...

INTEGRATION

Adding an AI creator into the talent mix

DEDICATION

Creating a dedicated AI/Innovation campaign

ALWAYS-ON

Having a long-term intentional strategy with innovation



THE CHANGING SOCIAL MEDIA LANDSCAPE

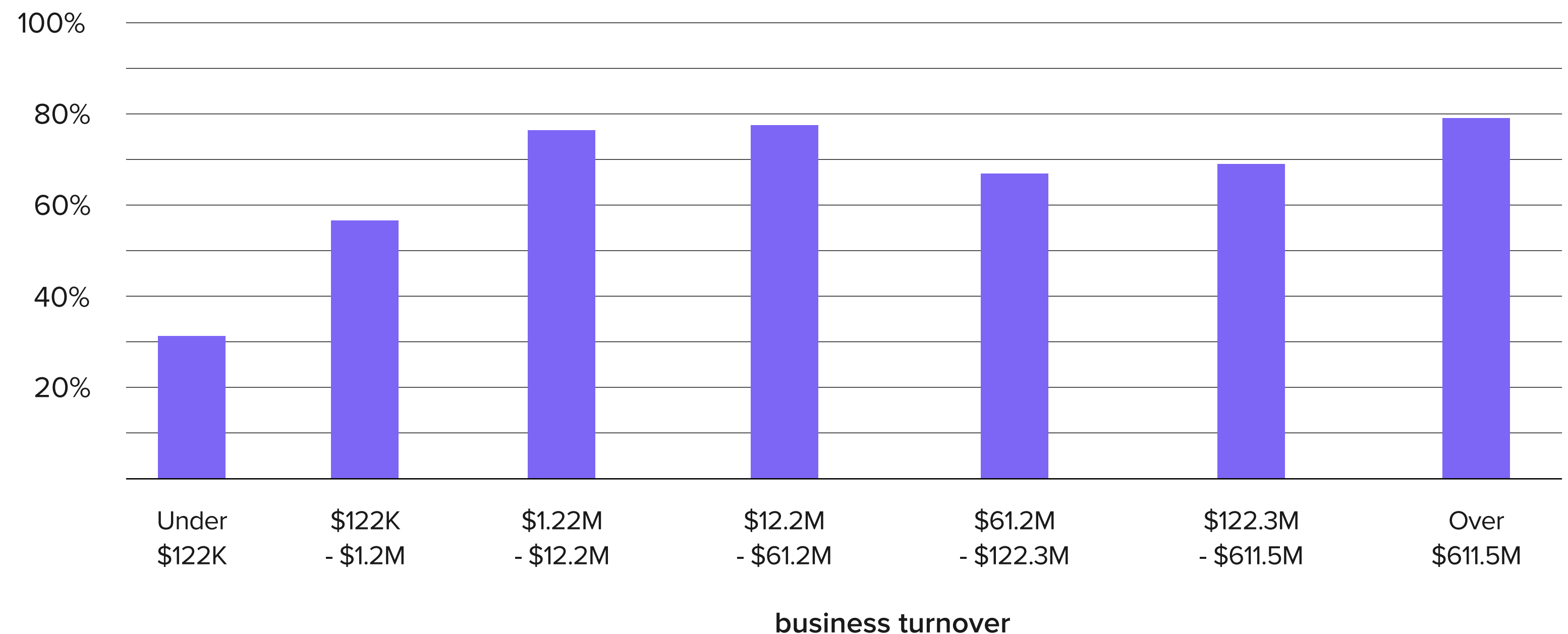
The rise in marketing spend is putting pressure on different pockets of the creator economy and will re-shape the way it looks over the course of 2024 and beyond.

Most notably the **one in ten** (9%) creators who have not yet used generative AI to create content. Budget reallocations towards the technology will compel many of them to upskill in order to meet brand demand or risk being left behind.

Businesses with smaller marketing budgets also risk a similar fate. Our research reveals that businesses with the greatest turnover are the most likely to have increased their spend on generative AI creator content.



% of marketers who agree that they have increased marketing spend on creator content designed using generative AI



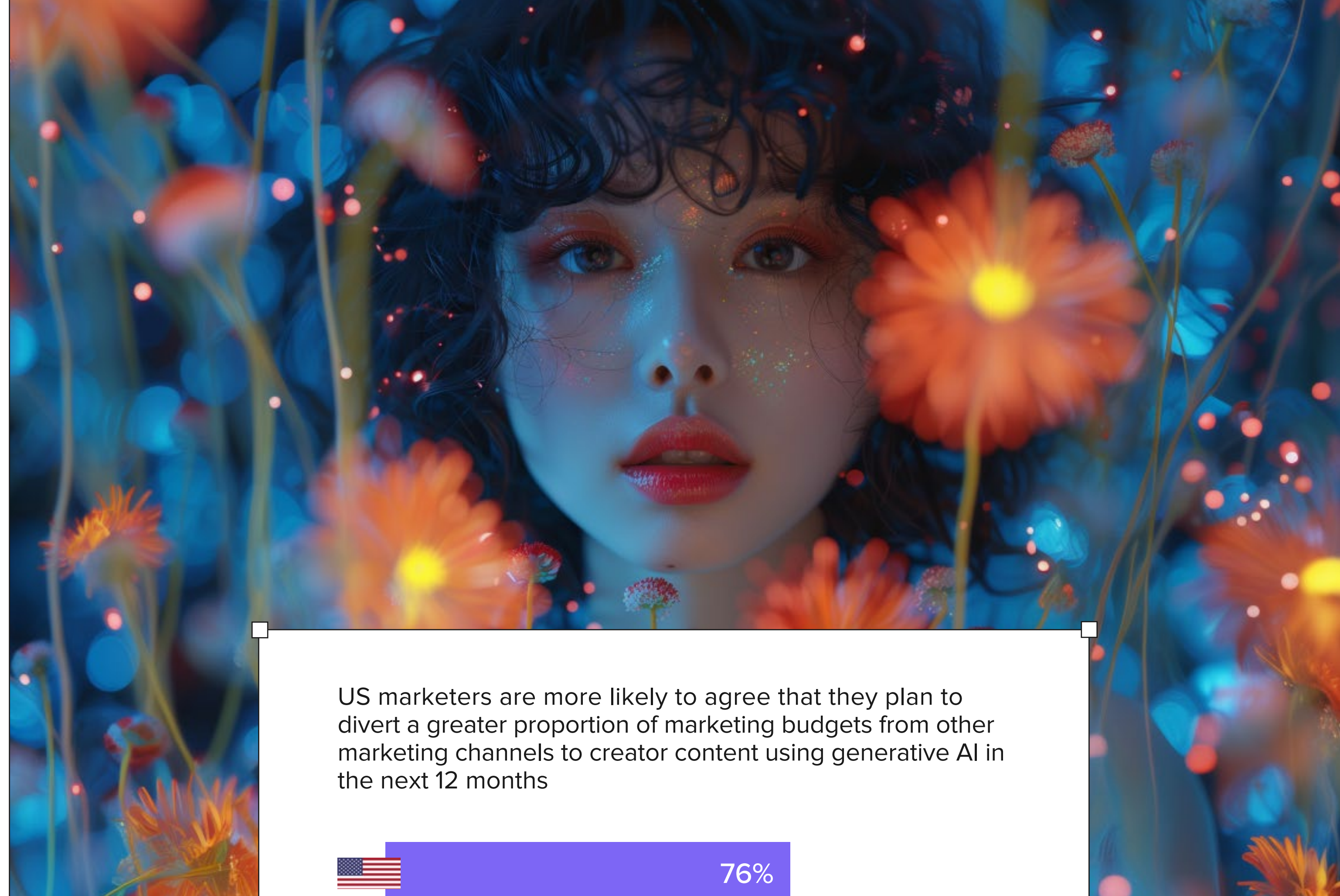
The trend repeats into the future as businesses with a larger turnover are more likely to be planning increases in spend on generative AI creator content.

This trend does raise concerns of a widening gap in the creator economy between brands with bigger budgets than others. Those with the most advertising spend available will benefit from more in-depth learnings, allowing them to get their noses in front of competitors.

It is however encouraging to see that, to date, businesses of all sizes have been committing spend to trialing generative AI creator content. Almost a third of businesses with a turnover below \$122,000/ £100,000 have been exploring generative AI creator content, proving it's not just a luxury reserved for the richest. It gives hope that businesses are being curious and nimble in the creator economy despite challenging economic circumstances.

There are also widening gaps appearing between the US and the UK. While almost all marketers in the US (96%) have commissioned creator content designed in part or fully using generative AI, less than nine in ten (88%) in the UK have.

This split, while not huge, could expand if not addressed. US brands and marketers would benefit from more learnings and produce better quality and a higher quantity of generative AI creator content, distancing themselves further from UK brands in 2024 and beyond.



US marketers are more likely to agree that they plan to divert a greater proportion of marketing budgets from other marketing channels to creator content using generative AI in the next 12 months

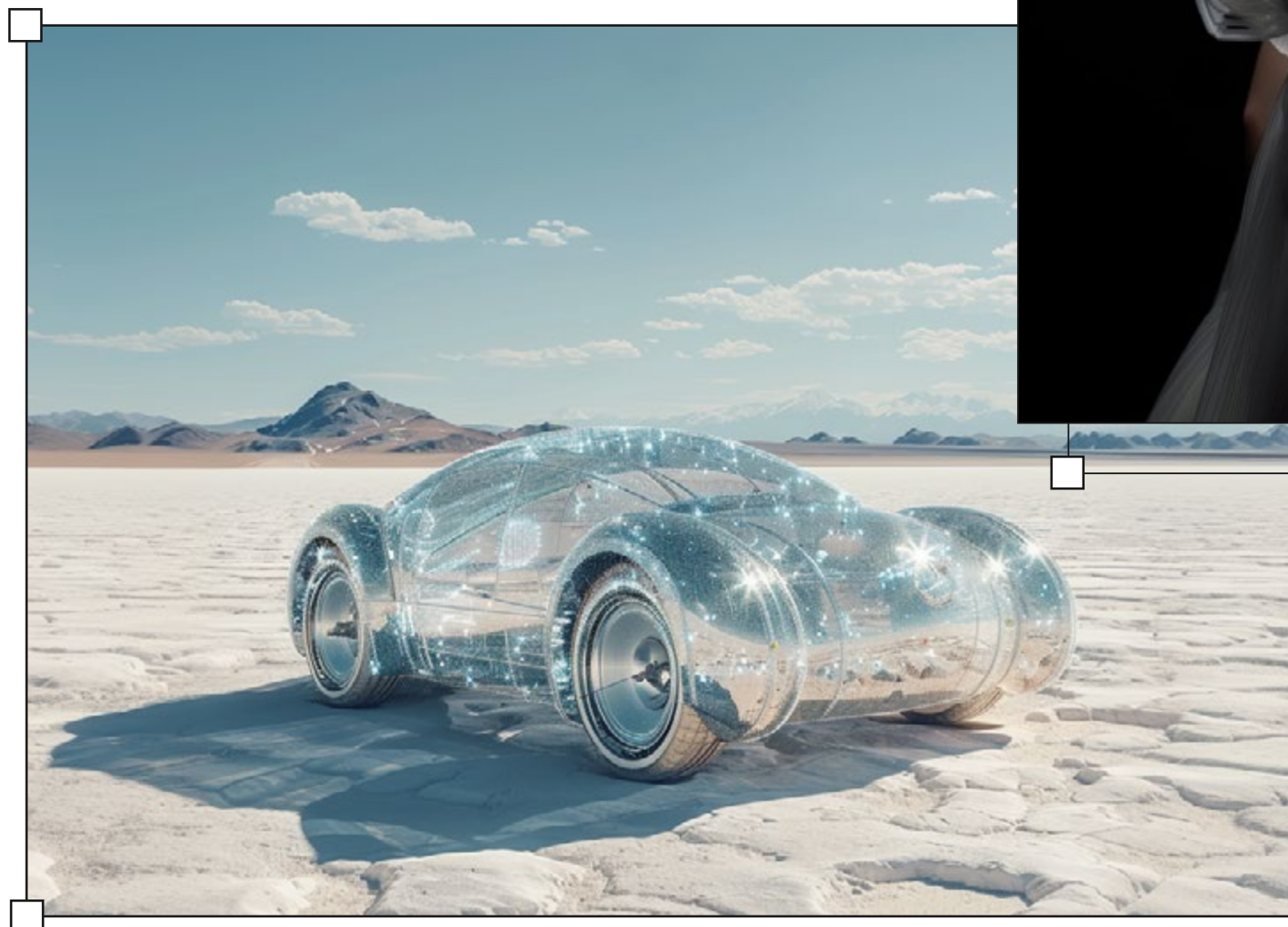


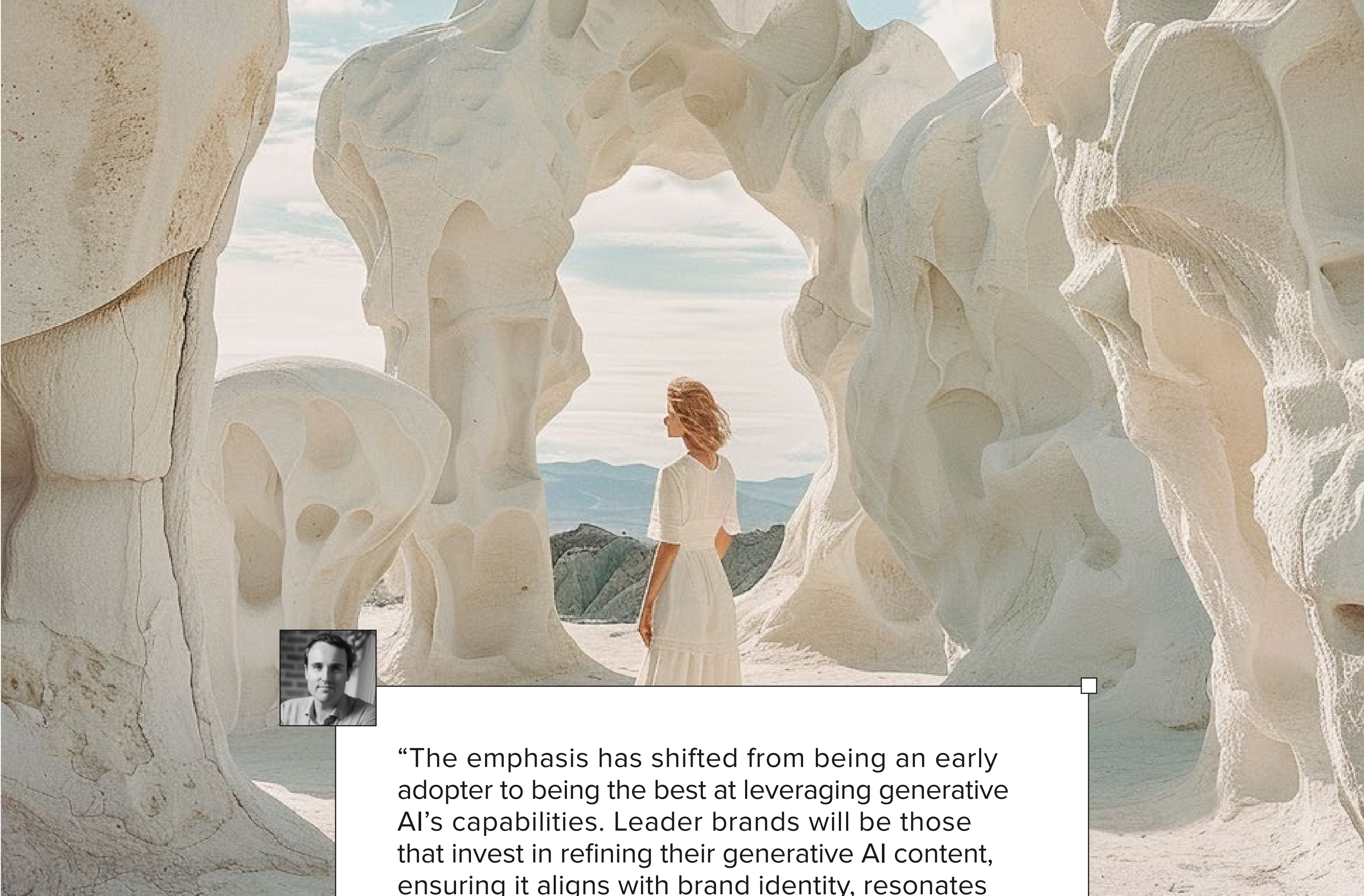
CONCLUSION

In the generative AI revolution, the race to be leader of the pack is speeding up. With the creator economy being a frontrunner industry, the pace of change is among the fastest seen anywhere.

Marketers and creators can ensure they're not left behind by investing more time and resources towards generative AI creator content, reassured that consumers are now more familiar with the technology, more curious about it and more open to being served it.

Brands can also be reassured that generative AI creator content offers a range of benefits to serve a variety of marketing objectives. This means there are plenty of opportunities for brands to begin integrating generative AI creator content into their marketing strategies - whether simply experimenting or incorporating it more centrally with an always-on approach.





“The emphasis has shifted from being an early adopter to being the best at leveraging generative AI’s capabilities. Leader brands will be those that invest in refining their generative AI content, ensuring it aligns with brand identity, resonates with their audience and adds genuine value to consumers.” — ED EAST, BDB GLOBAL CEO

This does also create new challenges to contend with; how should marketers approach these new-found opportunities? Simply throwing money at the technology just to be on trend and keep up with competitors is no longer the solution. Not least when our research shows the nuances of generative AI’s popularity among different demographics that need to be considered.

This approach may have helped to generate important learnings for brands and creators in 2023 and helped position brands as innovators and leaders in their sector. But, in 2024, the democratization of the technology means that brands must be more discerning and astute when deploying the technology.

Looking ahead, we’re seeing that marketers are increasingly taking generative AI more seriously. Those who will enjoy the greatest success will be those who seek expert consultation, approach it more strategically and set aside innovation budgets to push the boundaries of generative AI’s capabilities in the creator economy and best seize the many opportunities it offers.

FROM THEORY TO PRACTICE

THE BRAND OPPORTUNITY

GREATER ROI

Generative AI content stands out in feed, making it last longer, generate wider reach and achieve 2-5x more engagements

COST -EFFECTIVE

Unlock previously cost-prohibitive production techniques, reducing reliance on large production teams

ESTABLISH BRAND IDENTITY

Create unique and disruptive content that allows brands to carve out their own identity and build deeper connections with audiences

PRODUCT-CENTRIC INNOVATION

Generative AI reinvigorates product-led ads by employing creative and dynamic elements, making them more exciting and engaging

COMBAT CREATIVE FATIGUE

Craft unique brand assets with infinite possibilities at speed and scale, allowing brands to stay relevant

ADAPTIVE AND DIVERSE

Use AI to quickly tailor content to various audience segments, ensuring broad appeal, constant innovation and relevance in the rapidly evolving creator space

METHODOLOGY





METHODOLOGY

In November 2023, Censuswide was commissioned by Billion Dollar Boy to execute a study of 4,000 nationally representative consumers (aged 16+), 1,000 content creators and 1,000 senior marketing decision makers in the UK and US. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.

The report was designed by the Billion Dollar Boy design team, including original generative AI artwork produced using Midjourney and Photoshop.



CONTRIBUTORS



CONTRIBUTORS



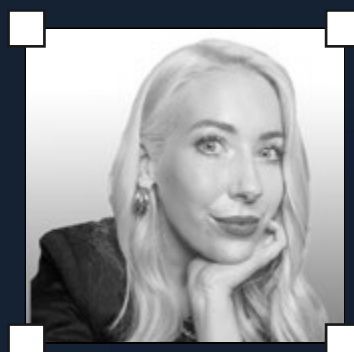
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EXPLORE THE POWER OF GENERATIVE AI CREATOR CONTENT WITH BILLION DOLLAR BOY

Billion Dollar Boy (BDB) is an award-winning global creator agency delivering integrated, creator-led advertising for the world's biggest brands.

Our innovation unit, Muse, helps brands explore and harness the power of emerging technologies shaping the creator economy - including generative AI. Together, we can craft disruptive and creative creator collaborations that deliver exceptional ROI, giving you cost-effective access to previously unreachable possibilities.

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