

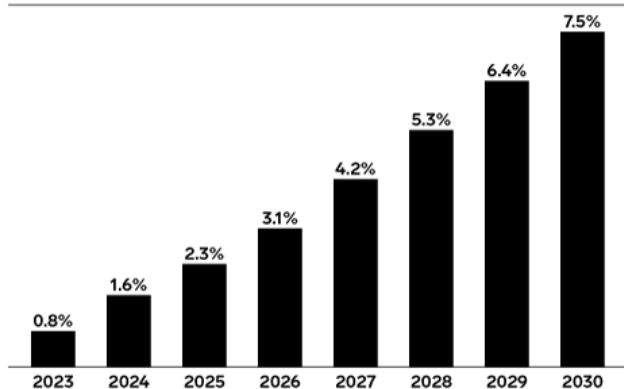
Vast majority of US ad agency jobs are safe from generative AI

Article

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Share of US Ad Agency Jobs Lost to Automation and Generative AI, 2023-2030

% of total



Note: includes advertising, public relations and related services; excludes manual jobs like stockers/order fillers, installations, maintenance and repair works that are less relevant to ad agency headcounts

Source: Forrester, "Agency AI-Powered Workforce Forecast, 2030 (US)" cited by Campaign, June 15, 2023

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Insider Intelligence | eMarketer

Key stat: Less than 1% of US ad agency jobs will be lost to automation and generative AI technology this year, according to Forrester. Though that number will grow over the coming years, it will only total 7.5% by 2030.

Beyond the chart:

- Generative AI is not shaping up to be the job stealer that some worried it would become when the technology was introduced to the public.
- Instead, it is creating efficiencies among marketing and advertising roles, including helping with content creation, streamlining data analysis, and automating day-to-day tasks like writing product descriptions or answering simple customer service questions.
- This frees up employees to focus on tasks that require a human touch, like complex customer queries or putting together creative marketing campaigns.

Use this chart:

- Demonstrate how generative AI will create efficiencies within advertising.
- Assuage fears of generative AI stealing jobs.

More like this:

- [How ad agencies like WPP, Publicis Groupe, and Omnicom innovate with AI](#)

- **Omnicom and Google's generative AI partnership will light a fire under the ad industry**
- **Accenture's \$3B investment in AI signals a shift in big business**
- **The Power of Generative AI in the Buyer's Journey** (*Insider Intelligence subscription required*)

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