

# Our analysts on how marketers should think about content risks with generative AI

Article

An over-reliance on generative AI can lead to commoditization, our analyst Yoram Wurmser said during our **“Attention!” summit** on June 2.

Our analysts agreed that fear of bland machine output is warranted. Here are their insights into the risks that generative AI poses to brand originality.

### **AI should be a starting point**

- Generative AI content should be seen as “a very preliminary rough first draft,” said our analyst Sky Canaves.
- Time-saving AI tools would be better put to simpler tasks, such as initial brainstorming, developing mockups, and repurposing content.

### **Creative teams are essential**

- To stand out, content should align closely with brand voice and could evoke emotion, relate to timely ideas, or spark new perspectives—all elements best produced by human creatives.
- More than 90% of marketers said a “moderate to significant amount of time” was required to review and edit AI-generated content, according to a 2022 Aira survey, suggesting that no matter what AI can do, human quality control is necessary.

### **The path to click-bait conformity isn't new**

“There’s a race to be first and to get a lot of credit for doing it, and we’re seeing that with AI,” our analyst Debra Aho Williamson said. That can turn into what our analyst Jeremy Goldman called a “copycat” effect that leads to low-value content. “We’ve seen that with click-bait content, so in some ways, this is just a progression of what we’ve already been seeing over the last 10 to 15 years,” said Goldman.

### **What’s at stake with AI-generated content?**

- Brands risk being homogeneous with their competitors.
- Marketers risk devaluing their ability to tell unique, thought-provoking stories.
- Social media platforms risk seeing drops in users or time spent if they’re unable to ensure the spread of authentic, accurate content.

### **AI does offer tools to experiment and play**

Whether the brands are involved or not, “we’ve already seen some great viral memes come out of generative AI,” said Canaves.

Recent AI-generated Balenciaga-themed content—including a video that transformed popular film characters into high-fashion models and a photo of Pope Francis wearing a puffer coat—garnered several millions of views in only a few days. Although Balenciaga played no part in their production, it's a prime example of how AI can be used to draw mass attention to brands.

[Watch the full session.](#)

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