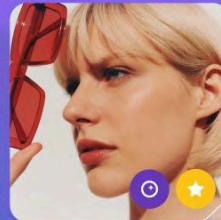
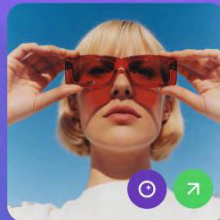
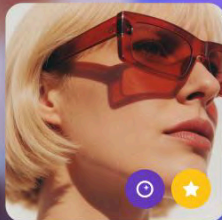


The State of Creative AI



Vision AI Generated Media



Generating variations...

Generating aspect ratios..

 DASH SOCIAL

Creative AI Should Strengthen Your Brand, Not Blend In

AI exploration has evolved from an emerging technology into a strategic marketing priority.

While organizations are at different stages of adoption, they share a common challenge: how to integrate creative AI in ways that improve efficiency without sacrificing quality, brand integrity, performance, or governance.

100%

of marketing teams surveyed are evaluating creative AI tools

78%

of AI purchasing decisions are owned by senior marketing leadership

That shift comes amid growing pressure to produce content across more channels. Marketing teams are expected to move faster, increase creative output, and do it all without compromising quality.

As creative production scales, so does the importance of protecting brand identity.

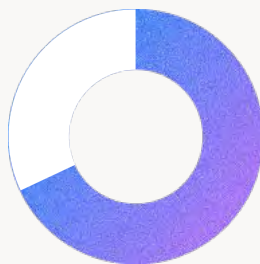
The brands that pull ahead will use AI to scale creative while reinforcing what sets them apart. That requires creative AI they can trust.

97%

of brand marketers are being asked to scale and optimize more content

86%

of marketers say they can't keep pace with demand



68%

face internal bandwidth and turnaround constraints



57%

need more creative variations



55%

need to scale always-on social content

What's Inside

Data is based on in-depth interviews with global enterprise brands spanning retail, beauty, CPG, apparel, travel, media, and technology. Participants answered 30 standardized questions on AI strategy, adoption, challenges, and investment priorities.

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The Trust Gap In Creative AI

Despite widespread adoption, marketers still don't trust creative AI to represent their brand.

85%

of marketers said producing assets at scale and adapting assets across channels remains the biggest bottleneck



77%

cite quality concerns including unrealistic outputs, brand dilution, and consumer trust as the biggest barrier to scaling AI adoption

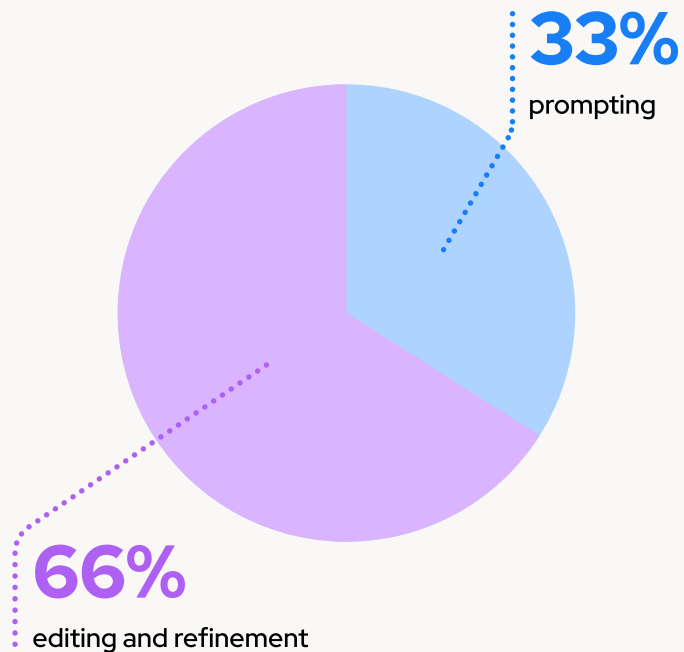


No marketer surveyed created a usable asset in fewer than

5 prompts

Rather than reducing manual work, AI often shifts it.

No marketer surveyed created a usable asset in fewer than five prompts. For most teams, the majority of time is spent refining outputs rather than generating them.



95%

of AI-generated assets fail to make it into production due to brand standards, quality issues, and trust concerns.

Only **9%** of marketers feel comfortable publishing AI-generated content without human review.

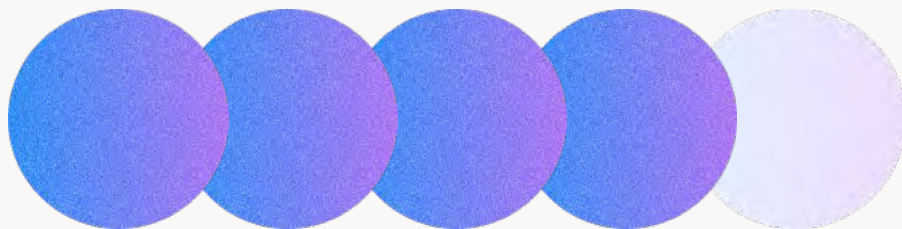
This is the trust gap.

AI should help teams move faster by producing high-quality, on-brand creative they can confidently use from the start.

Generic AI Doesn't Know Your Brand

Most generic AI tools are built for speed, but they don't understand brand history, audience behavior, campaign learnings, or performance data. Without that context, creative outputs feel generic, lack brand authenticity and consistency, and often fail to reflect what actually resonates with a brand's audience. That's why trust remains a persistent challenge.

As AI adoption grows, **4 out of 5** brand marketers say content quality and authenticity remain their biggest concerns.



Inconsistent messaging and branding can cost up to **23%** of revenue. Source: [How to Build a Consistent Brand](#) (HubSpot and Canva)

That's where trusted brand intelligence becomes critical. It gives AI the context to identify what will resonate, help marketers understand why, and enable smarter, brand-specific decisions with confidence.

Generic social intelligence tells brands what's happening across the market. Trusted brand intelligence tells them what matters, what is most likely to perform, and what to do next.

The Evolution From Automation To Intelligence

Automation

AI helped marketers automate repetitive tasks, accelerate workflows, and increase content production.

Focus: Efficiency

Value: Speed

Limitation: Lack of brand context

Generation

AI enabled teams to produce more content faster than ever before.

Focus: Scale

Value: Content creation

Limitation: Generic outputs, inconsistent quality

Intelligence

AI learns from brand history, audience behavior, campaign learnings, and performance data to produce on-brand content.

Focus: Context and trust

Value: Brand-specific recommendations and insights

AI's value increasingly comes from enabling scale while protecting brand integrity through clear guardrails and human judgement.

Creative's New Competitive Advantage

Capabilities that matter most in creative AI tools:

71%

Authentic, realistic, and brand-consistent outputs

68%

Faster and more scalable content production

36%

Flexible asset adaptation across platforms

32%

More control over prompts and customization

Delivering those outcomes requires creative AI grounded in trusted brand intelligence built on:

- A brand's unique visual identity
- Creative performance and effectiveness
- Audience behavior
- Historical performance data
- Campaign learnings
- Creator relationships
- Cultural relevance

Together, these signals enable AI to generate more authentic, brand-consistent outputs marketers can trust. They help teams make more informed creative decisions, understand what drives performance, and continuously optimize campaigns. Organizations with consistent branding achieve 3.5x greater brand visibility, making brand consistency a measurable competitive advantage.

With trusted brand intelligence, AI becomes a strategic co-pilot that helps marketers spend less time on execution and more time making higher-impact decisions, while keeping human creativity, insight, and judgement at the center of the process.

This is the new creative competitive advantage.

**Organizations with
consistent branding achieve**

3.5x

**greater brand
visibility**

Source: *How to Build a Consistent Brand* (HubSpot and Canva)

Without Brand Intelligence



Generic creative

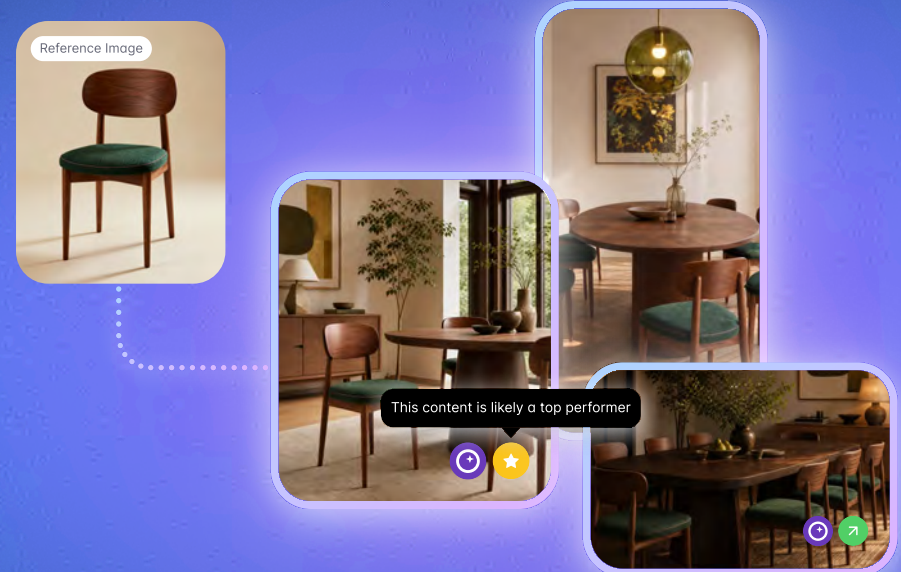
Inconsistent brand identity

More prompting and revisions

One size fits all outputs

Limited performance history

With Brand Intelligence



Brand-consistent creative

Audience-specific recommendations

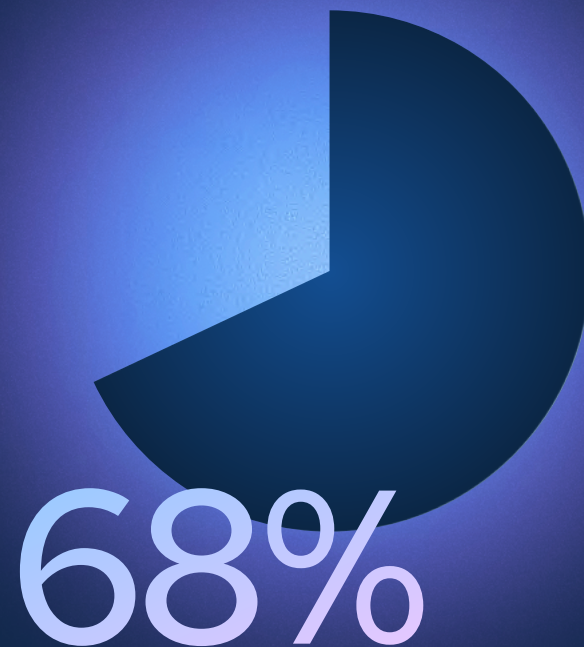
Performance-informed decisions

Predictive creative guidance

Scalable creative confidence

What This Means For Marketers

- **AI adoption is now table stakes.** The new challenge is integrating creative AI in ways that improve efficiency without compromising quality, brand integrity, or governance.
- **Trust remains a significant barrier to AI adoption.** Concerns around quality, authenticity, brand safety, and governance prevent marketers from fully trusting its outputs without significant human oversight.
- **Creative AI has moved beyond automation and content generation.** The next phase is helping teams make better creative decisions with trusted brand intelligence.
- Without **brand intelligence**, AI produces generic outputs that lack brand integrity and limit creative performance.
- **Brand consistency is a creative goal and a growth strategy.** 68% of organizations attribute 10–20% of their revenue growth to maintaining brand consistency, reinforcing why trusted brand intelligence is becoming a strategic priority.
- **Human creativity and judgement remain essential.** AI expands that capability. It doesn't replace it.



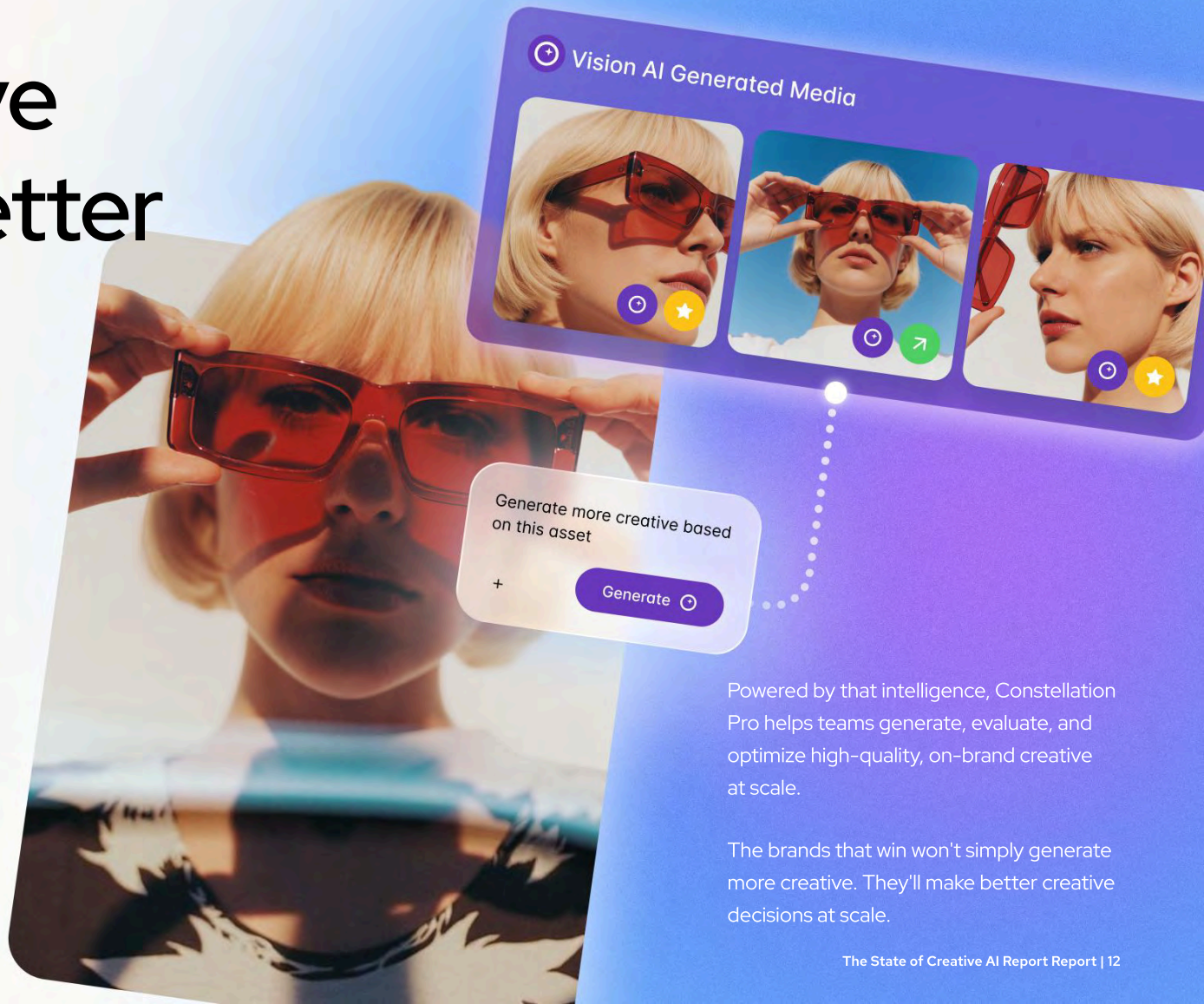
of organizations attribute 10–20% of their revenue growth to maintaining brand consistency.

Source: 2021 Brand Consistency Report (Marq)

Better Creative Starts With Better Intelligence

AI is becoming a decision-making partner, not just a content generation tool. Dash Social's proprietary Vision AI and Constellation Pro are built on this principle, helping marketers make better creative decisions they can trust.

Since its launch in 2016, Vision AI has evolved from predictive analytics into a brand intelligence layer that continuously learns from a brand's content, audience behavior, campaign history, and channel performance, giving teams greater trust and brand safety from day one.



Powered by that intelligence, Constellation Pro helps teams generate, evaluate, and optimize high-quality, on-brand creative at scale.

The brands that win won't simply generate more creative. They'll make better creative decisions at scale.

Turn creative AI into a
competitive advantage.

Connect with our team today

