april6

5 REASONS THERE'S STILL HOPE FOR HUMANITY

To gauge the sentiment surrounding AI, we asked a think tank of marketing professionals whether the bionic bots spelt the end of humanity as we know it.

Here's how they answered.

9/10

believe their clients and colleagues lack a good understanding of AI

BUT

95%

believe that AI will never fully replace their creative marketing function

YET

4/5

think AI will lead us toward a bright new future for humanity

DESPITE

80%

acknowledging they've not successfully embedded AI into everyday marketing processes

WITH

50%

requiring additional support to embark on their AI journey.

Insights to Excite

Analysing the responses above, it becomes clear that AI has already become a valuable tool in the marketer arsenal, but not one that can replace the value of humanity... at least for the moment.

At April Six, we are already infusing AI toolkits to elevate strategic and creative responses so we can deliver more moments that matter for our partners.

If you're in the 50% above that requires support to leverage AI for your marketing, speak to one of our humans today.

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Or, for more AI-fuelled insights, why not read our latest article outlining the key talking points from our future innovation event, 'The Humans Are Dead'.

Get the insights