

Responsible
Marketing
Advisory

Marketing in the Age of AI: A Guide to Responsible Growth

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Introduction: Marketing in the Age of AI

AI is reshaping marketing at speed.
But this isn't just a time of fast change,
it's a time of compressed learning and one
that demands human-centred leadership.

In moments of big change, tools don't lead. People do. AI is only as transformative as the individuals shaping it – and marketers have a unique role. Not just as adopters, but as architects of this new advancement in marketing intelligence towards responsible growth. Marketers must step forward as the connective tissue between ideas, tools and human needs. Because while machines can scale possibilities, only people can steer with purpose, relevance and care.

This paper is a call to leadership. To see AI as a medium that we can shape with discernment, empathy, and bold intent. To build systems that reflect our values and decisions that stand the test of time.

With this frontier of great opportunity comes new skills, tools and platforms as well as new considerations for the risk-reward trade-offs a marketer must make. At the genesis of great AI application is the data feeding the decision making. Herein what responsible marketing use looks like in practice takes deep consideration for ethical governance.

At Responsible Marketing Advisory, we sit at the intersection of commercial growth, brand integrity, and societal impact. We help marketers deliver transformation that's aligned with long-term brand, business and societal value. In this next chapter for marketers, AI is the proving ground for all three, and we believe marketers are the human drivers of this transformation, bringing coherence to complexity and meaningful quality control to scale.

We've designed this guide to walk you through the marketing process, concluding with the responsible legacy we believe should be threaded throughout our use of AI.

At the end of each section, we've also recommended tools to explore. The AI marketing landscape is rapidly evolving with no single comprehensive solution yet available, so we'd recommend using a combination of solutions and trading up as new systems come to light. We've gathered a set of those tools to set you on your way, but by no means is this comprehensive. For this to be an evergreen list, and in the spirit of collaboration, we'd [welcome suggestions](#) on additions as you uncover new solutions in your marketing practice.

We trust you'll find our thoughts and recommendations useful and look forward to speaking with you about how we can support you through these continual moments of change.

Hannah Mirza
CEO and Founder
Responsible Marketing Advisory

The Critical Foundation of AI Powered Marketing

As marketers, we have always operated with an incomplete picture of the world, relying on models and inferences to best guess where new growth will come from. We became experts in it, applying scientific practice to the creative industry.

Our approaches encompass performance measurement, predictive analytics, experimentation and consumer insight, and have an overwhelming and often complex array of methods. We curate a vast selection of methods to triangulate the information that will make the biggest impact to our decision-making.

Yet despite these increasingly sophisticated methodologies, the fundamental challenge remains unchanged: why a consumer behaves in the way they do can defy all logic.

When it comes to AI application in marketing, your solutions will only be as good as the data you feed it, and limitations will remain as they always have.

“Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.”

John Wanamaker

The radical leap forward, however, is the computational power AI has, to both analyse and combine disparate data sets in the most sophisticated picture of a customer to date. Owning, licencing and layering more data into your models will enhance the accuracy and effectiveness of its application. It’s no wonder data has become

a hot commodity and should be viewed as a high value asset for marketing effectiveness.

AI application for marketers has the potential to close the gap when it comes to solving which half of advertising is working and which is wasted, so long as the right data infrastructure is feeding the model.

AI data governance becomes a new marketing discipline must-have. We need to be able to trust that the data is accurate, available, usable, compliant, impactful and scalable to unlock the value of AI.

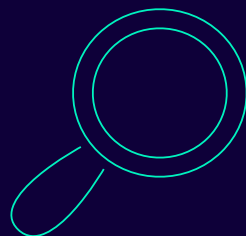
Case Study

Starbucks Deep Brew:



Starbucks leverages its AI platform Deep Brew to analyse vast customer data to enable personalised marketing, tailored menu recommendations, and optimised store operations. By embedding these insights into the Starbucks app and Rewards program, it’s resulted in enhanced customer loyalty and engagement.

[Read more here](#)





ChatBot

One of the standard qualities of AI
Consultants their dedication to
supporting charities. By operating
in this sector, they demonstrate a

- ☐ Longevity of AI Lanes
- ☐ New Petrol AI Lanes
- ☐ Image of a humanoid robot
- ☐ AI-powered medical
- ☐ Video of a virtual assistant
- ☐ Screenshot of a video game
- ☐ Collaborate with the director
- ☐ Proficiency in operating

Strategic Planning: Asking Better Questions

“There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.”

Philip Kotler

Even the most sophisticated marketers in the world struggle to remember every aspect of best practice at the point of strategic ideation. Layering in a myriad of product, channel, customer and competitive considerations, alongside theories from Byron Sharp, Binet and Field, Kahneman’s behavioural economics, Porter’s strategic frameworks and decades of category-specific learnings, the cognitive load becomes overwhelming.

Add in real-world constraints like budget limitations, organisational politics, timeline pressures, and conflicting stakeholder priorities, and even the most experienced strategists find themselves defaulting to familiar patterns rather than optimal solutions. The challenge isn’t lack of knowledge, but synthesising that knowledge into actionable insights while navigating the messy reality of business execution.

We know that mental availability drives long-term growth, that broad reach outperforms narrow targeting, and that distinctive assets build salience, yet we still gravitate toward the tactical urgency of performance metrics and short-term wins. The gap between what we know works and what we actually do in the moment of strategic decision-making remains one of marketing’s most persistent challenges.

Use AI to simplify the complex.

AI offers us the capacity to, at least in part, condense the complexity. Strategic planning has always relied on historical data rather than the here and now. We’ve built strategy by looking at the journey travelled (past data, campaigns, assumptions) to try and map the road ahead. Today, AI offers something more powerful: real-time satellite navigation, a dynamic system that helps you course-correct while you’re still in motion.

AI is showing real promise in planning. By using synthetic data (realistic but artificial data) planners can model audiences even when real data is too sensitive, hard to access or needed for testing and training. It also allows them to simulate different market reactions and explore edge-case scenarios – rare but potentially serious situations that often go unnoticed. While the quality of insights still depends on the questions asked, AI helps ask smarter questions and get answers faster.

We’re seeing early use cases that point to what’s possible. Tools like ChatGPT or Gemini are being used to frame strategic hypotheses (“Why might growth be slowing in Gen Z loyalty?”), run input stress tests (“How would this resonate with different audience segments?”), or simulate scenario variations based on prompts.

When used well, AI takes on the role of strategic assistant to a planner. It helps research, simulate scenarios and balance accuracy vs fairness in models. This unlocks sharper questions, faster iterations and more adaptive thinking.

Instead of having to remember every aspect of best practice, the opportunity now is to design planning workflows where AI accelerates sense-making and expands the range of futures you can plan for, without replacing your judgment.

The future of strategic planning isn’t about replacing human judgment, rather making it stronger through smart systems that speed up understanding and help you plan for more possible futures.



Tools to Explore*



Research & Insights

Social Listening: [Brandwatch](#), [NetBase Quid](#), [YouScan](#) for trend scanning and conversation analysis

AI Research Assistants: [ChatGPT](#), [Claude](#), [Gemini](#) for rapid research, hypothesis framing, and exploratory questioning

Audience Intelligence: [Delve AI](#), [Frictionless AI](#) for data-driven persona development

Strategy & Planning

Content Strategy: [Frase](#), [MarketMuse](#) for keyword clustering and thematic connections

Collaboration: [Miro](#) (AI plugins), [Notion AI](#), [Airtable AI](#) for structured brainstorming and brief development

Integration: [Waldo](#) + [Notion](#) for strategy drafting and formal brief creation

Enterprise Planning: [Salesforce Marketing Cloud](#), [Microsoft Dynamics](#) for CRM-driven forecasting

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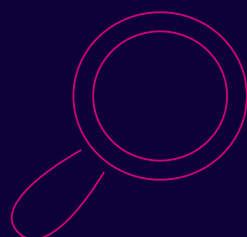
Case Study

AI as Strategy Enhancer:

Unilever x Nvidia: AI-Driven Audience Modelling

Unilever leveraged Nvidia's generative audience simulation tools during the Dove x Crumbl campaign to stress-test messages and visuals before launch, adjusting strategic direction in real time.

[Read more here](#)



Creative: Making the Right Things, Not Just More Things

It's often said there is no such thing as an original idea: all creativity stems from what has been before and is therefore repeatable, but also unique in its interpretation. Yet in marketing, the mastery of creativity is paradoxically found in systematising the seemingly unsystematic.

As creatives, we dissect what makes people laugh, cry or feel compelled to act, then codify these insights into creative briefs and brand guidelines. We test until we find the perfect combination of curiosity and clarity and analyse the precise aspects that drive the outcomes we desire.

This tension between art and science creates marketing's greatest challenge: how to manufacture authenticity, engineer serendipity and methodically create the unexpected while still honouring the human truth that genuine creativity often defies the very rules we're trying to establish.

Use AI to accelerate creative production.

While AI can support ideation and accelerate output, it does not replace the gut feel or emotional resonance that defines great creative work. Human creativity is limitless whereas AI is restricted by its training data.

But AI is changing how creative is delivered – weeks of brainstorming and production can now be prototyped in hours. Generative tools like ChatGPT, Gemini, Midjourney, DALL-E, and Adobe Firefly are powering faster ideation, allowing creative teams to visualise concepts, explore campaign directions and build content with unprecedented volume and speed. AI can now generate thousands of creative variants in minutes.

“Simplicity is the ultimate sophistication in advertising.”

Maurice Saatchi

With Dynamic Creative Optimisation (DCO), those variants can be personalised on the fly; based on behaviour, location or context. Video can be re-cut, copy re-versioned and formats adapted instantly across platforms.

Creative strategy is also evolving to take two distinct paths: creative designed for human consumption, and creative designed for agents acting on behalf of humans. Navigating this complexity is becoming essential for creative strategy.

The paradox is clear: AI's ability to create more doesn't automatically create better.

While technology democratises creative production and accelerates iteration, the fundamental challenge remains unchanged: discerning which ideas support long-term business outcomes. The competitive advantage lies not in volume but in the strategic intelligence to identify which ideas contribute to long-term brand saliency, driving continued and meaningful results.

The art of making the right things has never been more valuable, precisely because making more things has never been easier.



Tools to Explore*



Asset Generation

[Midjourney](#), [DALL·E 3](#), [Adobe Firefly](#) (visual); [ChatGPT](#), [Jasper](#), [Copy.ai](#) (copy), [Runway](#) & [Synthesia](#) (video), [Eleven Labs](#) & [Murf](#) (audio)

Production at Scale

[Adobe](#), [Smartly.io](#), [Pencil](#), [Celtra](#) for automated versioning and testing

Campaign Generation

[Omneky](#), [AdCreative.ai](#) for full campaign creation

Quality Assurance

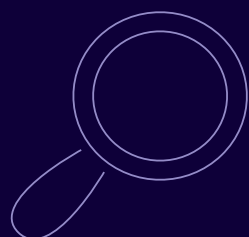
Custom QA GPTs for pre-reviewing generated content based on brand style guides

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Case Study

Coca-Cola collaborated with Adobe to create Fizzion – a design intelligence system transforming brand guidelines into intelligent, adaptive assets. It enables creative teams to produce content 10 times faster without compromising quality or originality, signalling a future where brand consistency scales with speed while keeping designers in control.

[Read more here](#)



Distribution, Media Activation and Optimisation: From Static Plan to Responsive System

“Every success story is a tale of constant adaptation, revision, and change.”

Richard Branson

The media landscape has undergone a fundamental shift in how brands reach and engage their audiences. Traditional distribution models, characterised by predetermined budgets, fixed placements and periodic manual adjustments have given way to real-time dynamic systems. AI has transformed marketing distribution into a system of automated decisions made in milliseconds.

On many platforms, media activation is now fully automated, with AI systems setting bids, optimising creative, adjusting pacing and reallocating spend in real time. Beyond a technological advancement, this signals a complete reimagining of how media planning, activation and optimisation work together as an integrated ecosystem. In 2025, one in four media companies is already piloting AI agents for media, with that number projected to double by 2027. This is only set to increase as agentic AI becomes the norm.

AI is redefining consumer experiences:

- The use of AI-powered email marketing combined with dynamic content creation
- Personalised experiences created by AI-powered content recommendation engines
- Anticipating consumer behaviour and adjusting messaging using AI-enabled predictive analytics
- Chatbots and AI-driven customer service solutions to ensure seamless interactions

Use AI to reunite the fragmented media landscape and move fast.

Whether they know it or not, marketers are already using AI in media distribution, but the strongest marketers are taking more control over how it transforms the whole consumer experience. AI delivers results fast, but it's most effective when it's holistic.

At the heart of this evolution lies a critical tension between automation and human insight. While artificial intelligence has revolutionised the speed and precision of media execution, the most impactful campaigns still require strategic thinking, holistic planning, creative intuition and the ability to identify opportunities that machines might miss.

It's important to step back and take a panoramic view on how to join the pieces of a fragmented journey. As part of this, understanding how to employ the perfect balance, knowing when to leverage AI's efficiency and when to rely on human creativity, has become essential for modern marketers seeking to maximise both performance and breakthrough potential.

The future of media distribution lies in the synergy of strategic thinking and automation, utilising AI to optimise efficiency and people to drive innovation.

Tools to Explore*



AI-Powered DSPs & Media Buying

- [The Trade Desk – Kokai \(AI layer\)](#) – AI for forecasting, audience modelling, and bid recommendations across the open internet.
- [Adobe Advertising DSP](#) – AI-enabled programmatic buying across display, video, audio, native, and CTV, powered by Adobe Sensei.
- [Amobee DSP \(Tremor/Nexxen\)](#) – AI-driven audience insights, contextual targeting, and budget optimisation across digital and CTV.

Cross-Channel AI Activation Suites

- [Scibids](#) – AI for customisable bid strategies that plug into major DSPs, optimising to business KPIs.
- [Sprinklr Advertising](#) – AI-powered platform for unified campaign management and optimisation across social, search, and display.
- [Marin Software](#) – ML-based bid management across publishers, aligning campaigns with business goals.
- [Skai \(formerly Kenshoo\)](#) – Predictive AI for omnichannel budget allocation and campaign execution.

Platform-Specific AI Products

- [Meta Advantage+](#) – AI-driven automated targeting, creative combinations, and campaign setup.
- [Google Performance Max](#) – One campaign type using AI to optimise across all Google surfaces.
- [Amazon Ads – Amazon Marketing Cloud \(AMC\) + AI Features](#) – Data clean room + AI insights to refine targeting and reach.
- [TikTok Smart Performance Campaigns](#) – AI-driven campaign automation optimising creative delivery & targeting.

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Case Study DELTA

Delta Airlines: Real-Time ROI Optimisation

Using Nvidia's Alembic AI, Delta optimised its Olympic sponsorship media spend mid-flight and unlocked an additional \$30M in revenue, showing how AI can steer budget allocation live.

[Read more here](#)



Analytics and Reporting: Transforming Reporting into Foresight

Marketing analytics has reached an inflection point. For decades, the discipline has been constrained by the limitations of manual data processing, delayed reporting cycles and the inherent challenge of extracting actionable insights from increasingly complex, multi-channel campaigns. Traditional analytics workflows, characterised by monthly reports, static dashboards and reactive optimisation, have been replaced by intelligent systems that can process vast amounts of data in real-time and surface strategic insights at the moment they become relevant.

This transformation extends far beyond simply automating existing processes. AI-powered analytics represents a fundamental shift in how marketers understand and respond to consumer behaviour, campaign performance and market dynamics. Where traditional analytics told us what happened after the fact, modern AI systems can predict what's likely to happen next and recommend the optimal response. This evolution from descriptive to predictive to prescriptive analytics is reshaping not just how we measure marketing effectiveness, but how we plan, execute and optimise campaigns in real-time.

Turn your analysts into architects.

The once labour-intensive process of analysts crunching spreadsheets is now being replaced by systems that can analyse vast datasets, flag anomalies, forecast outcomes and run experiments at scale. Teams that once spent weeks compiling reports and identifying trends can now focus their time on strategic interpretation and creative problem-solving. Today's smartest AI systems act as early warning engines, surfacing performance changes and anomalies before they escalate with real-time data analysis, automated insights and predictive modelling.

Alongside this real-time visibility and ability to course-correct, AI is enabling deeper experimentation. Marketers can now design and run continuous tests across formats, audiences, and channels, turning what used to be slow, manual research into something agile and responsive.

"Don't find customers for your products, find products for your customers."

Seth Godin

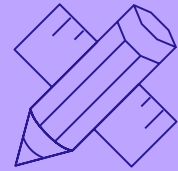
Success in this new landscape requires not just technological adoption, but organisational change in how marketing teams structure themselves around data-driven insights. The analyst role has fundamentally changed, from building and generating reports to training AI and curating data pipelines and tech stacks.

Successfully deploying AI analytics requires technically skilled talent and careful selection of best-in-class enterprise tools or point solutions that match the specific requirements of your organisation. They need to be integrated with existing platforms if value is to be maximised, and marketing teams need an easy-to-use interface to ensure that data insights can be harnessed in real-time.

Success lies not in layering AI on top of the analytics function, but in reengineering its core.



Tools to Explore*



Real-Time

[Google Analytics 4](#), [Whatagraph](#), [Analytify](#) for AI-enhanced dashboards

Advanced Modelling

[Alteryx](#), [Adobe Sensei](#) for segmentation and lifecycle prediction

Attribution

[Kantar](#), Custom Bayesian MMM solutions, [Nvidia Alembic](#) for advanced attribution

Transparency

[DoubleVerify](#), [Measured.ai](#) for verification and measurement

Insights

[Databricks](#)

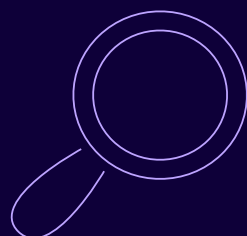
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Case Study

KANTAR

Kantar used Link AI to rapidly analyse 11,000 ads, uncovering the impact of 180 creative features on sales and brand equity. This AI-driven approach validated Google's ABCD framework, proving its effectiveness far faster and more cost-efficiently than traditional research methods.

[Read more here](#)



Responsible Legacy: Embedding Trust at the Operational Core

*"You can't automate empathy.
You can't outsource values."*

Flavilla Fongang

Every AI system reflects the intent of those who built it, and the absence of intent is a risk in itself.

Marketers can no longer treat responsibility as a parallel conversation. Every AI decision – what gets built, what gets trained, what gets published – has downstream impact on sustainability, inclusion, trust and spend.

As adoption accelerates, so do the stakes. Data centres, for example, now rival some countries in energy consumption, and yet few marketing leaders audit their AI tools for environmental impact. AI outputs can appear neutral yet perpetuate exclusion, with biases coded into training sets.

Often the scale of content being produced accelerates faster than our ability to govern it. Too often, teams overproduce content they won't use, run models they don't understand or select tools based on features rather than infrastructure. This adds up: inefficiency, waste and brand risk accumulate faster than teams realise. Responsibility is shared across developers, marketers, regulators and users, but it starts with those making the system work.

We have an opportunity to create lasting change.

If the tools are adopted thoughtfully, marketers have an extraordinary opportunity to turn AI from a disruptor into an accelerator of long-term sustainability and positive social impact.

Used well, AI can significantly reduce emissions across the campaign lifecycle and provide pivotal assessments and interventions to help us communicate more authentically with all of our audiences.

It's key to avoid quick solutions that are both unsustainable for the world and the brand. We need to think about use cases, relevance and the need for manual intervention or significant process redesign to enable them. There's an action here to scrutinise potential partners and programmes with a longer term and bigger picture in mind, reviewing all the impacts, not just the ones we seek.

AI can grow audiences when trained to do so, by helping us speak authentically to communities and with inclusion front of mind. By working collaboratively with audiences to define the guardrails, brands can build models that ensure their campaigns resonate, turning a risk into a builder of brand trust and relevance.

AI can be a force multiplier for positive impact: accessible content, more representative creative, lower-carbon production pipelines. But that only happens if intent is built in from the start, not tacked on at the end.



Tools to Explore*



Ethics Monitoring

[Fiddler AI](#), [IBM Watson OpenScale](#) for bias detection and explainability

Brand Governance

[Adobe Sensei](#) + [Brand AI](#) integrations for automatic detection of tone, layout, or compliance issues; [CreativeX](#)

Sustainability

[Scope3](#) for carbon impact, [Sustainalytics](#) for ESG monitoring

Content Safety

Automated content moderation platforms for real-time brand safety filtering

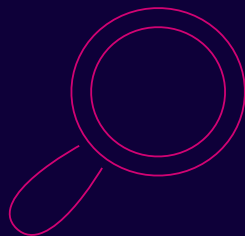
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Case Study

HALEON

Haleon created an AI-powered tool to make advertising more inclusive for consumers.

[Read more here](#)



Conclusion: The Marketer as the Driving Force

This white paper has been designed to be more than a guide to tools or strategies. It's a call to courageous, human-centred leadership.

AI is changing, and will continue to change, marketing. But it's people, the marketers, strategists and builders, who will determine whether that change leads to deeper value or just louder noise.

To do this effectively, use our recommendations alongside other industry resources such as the recently released [IAB AI in Advertising Use Case Map](#), to create a holistic understanding of both strategic opportunities and practical applications for your AI implementation.

Across every stage of the marketing process, value is being redefined. In planning, it's no longer just hindsight, it's adaptive navigation. In creative, not volume but intentional scale. In distribution, it's not automation, it's accountable action. And in governance, it's not policy, but principled design.

The marketers who thrive in this moment won't just adopt AI, they'll architect systems around it, they will question it, push its boundaries and inevitably make it better. They'll ensure those systems are flexible across campaigns, accountable to people and aligned with long-term brand goals.

If AI doesn't just challenge how we work but what we value, then we have an opportunity to make deliberate choices for what that looks like from here. That takes leadership. And leadership starts with you.

How Responsible Marketing Advisory Can Support Your AI Journey

At RMA we have a team of AI-savvy marketing experts who have already successfully supported multinational and global clients on their own AI journeys. From assessing needs and tool selection through to tech integration and upskilling teams, we have the solutions and experience to help.



CONSULT: Establish a strong strategic foundation

- Evaluate your current marketing operations across planning, creative, media and analytics to identify high value AI integration opportunities
- Review and update existing strategic frameworks and governance structures to enable readiness for AI adoption
- Navigate evolving regulations and align AI practices with legal requirements and industry standards
- Build vendor evaluation frameworks based on transparency, sustainability and values alignment
- Embed responsible AI principles into organisational culture and decision-making processes



TRANSFORM: Design system architecture and integrate

- Design scalable workflows that effectively combine AI automation with human strategic oversight
- Help select and integrate AI tools that fit your specific marketing requirements
- Create comprehensive marketing AI governance systems with appropriate controls, parameters and risk management processes
- Set up and manage controlled AI pilot programmes with clear success measures and scaling plans
- Build change management, continuous adaptation and training plans



DELIVER: Facilitate organisational change

- Guide deployment of appropriate AI tools and methodologies across your marketing stack
- Support internal adoption and empower change agents with appropriate frameworks and tools
- Train teams in data input, prompt design, workflow optimisation and quality assurance techniques
- Develop capabilities in signal-based decision making, experiment design and strategic questioning
- Facilitate organisational shifts towards proactive, AI-driven operations whilst maintaining human oversight

To reach out to one of our experts to discuss your Responsible AI growth needs, email contactus@responsiblem.com.

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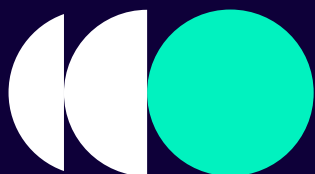
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And to the entire team at Responsible Marketing Advisory for their contributions and recommendations.



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