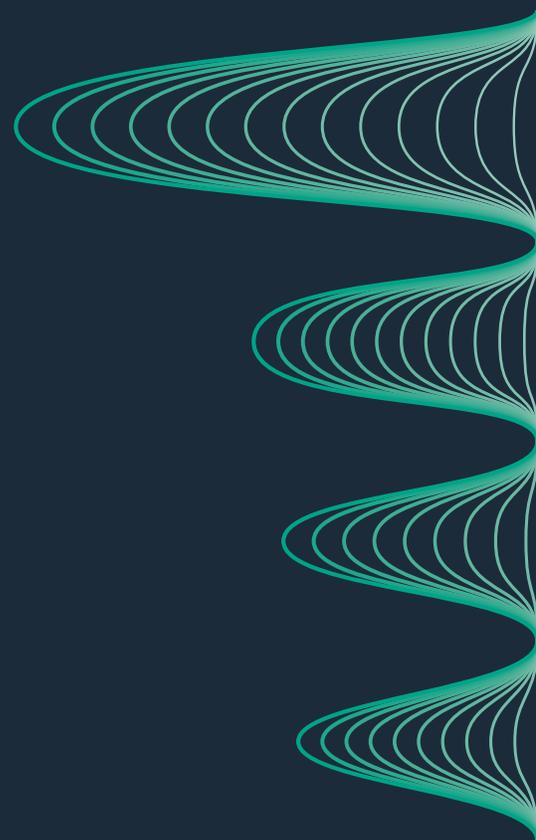


CREATIVE CIRCLE[®]

AI INSIGHTS – STRAIGHT FROM INDUSTRY LEADERS



At Creative Circle, we know that artificial intelligence is impacting creative and marketing leaders as they make decisions about talent planning, strategy development, and navigating technology adoption. But what is the business impact, and how are they adapting to keep up with new technology?

We recently surveyed **500 creative and marketing leaders**.

HERE'S WHAT THEY SAID:

1/3

are incorporating the use of AI into their weekly ways of working.

60%

said their teams rely on AI to support brainstorming and content creation.

1/2

are investing in AI-specific training to quickly upskill their teams.

2

main barriers to AI adoption are privacy concerns and lack of AI experience.

[ACCESS THE FULL 2024 CLIENT PULSE REPORT AND DISCOVER MORE AI RESOURCES.](#)