

## The Marketer's Framework for AI-Enabled Content Creation

AI is transforming the creative process for marketers; from insight generation and ideation through to asset creation, optimisation, governance and compliance. It offers unprecedented speed, scale and efficiency, but also introduces new responsibilities around brand integrity, legal compliance and consumer trust.

This ISBA and Responsible Marketing Advisory framework gives advertisers a structured approach to harnessing AI responsibly and strategically, covering best practice for AI-enabled content creation through to when and how to disclose AI use to consumers.

### Key Themes

**AI is reshaping the entire creative process.** AI is now embedded at every stage of content creation, driving efficiency, speed and scale. But its real value lies in improving quality, governance and long-term capability.

**Governance must come first.** Clear risk tolerance, legal oversight and human checkpoints are essential. Successful brands pilot in a considered way, linking AI use to measurable business outcomes.

**Brand integrity and trust are critical.** AI must align with your brand's values and audience expectations. As consumer demand for transparency grows, marketers need to think carefully about when and how to disclose AI use.

**Technology choices should be deliberate.** The right solution depends on your risk profile, data sensitivity and ambition. Used correctly, AI supports business strategy rather than distracting from it.

AI offers powerful creative and operational advantages, but sustainable success requires careful design, strong governance and forward-thinking. Marketers must act not just as adopters of AI, but as architects of how it is designed, governed and deployed within their organisations. The brands that will succeed are those that use AI where it delivers real value, protect authenticity and consumer trust, and pilot carefully before scaling with confidence.

AI is not a strategy in itself. It should support smarter, faster and more future-ready marketing.

**Download the full white paper** to explore the full framework, practical checklists, and clear guidance to help you integrate AI into your creative processes and marketing operating models with clarity.

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