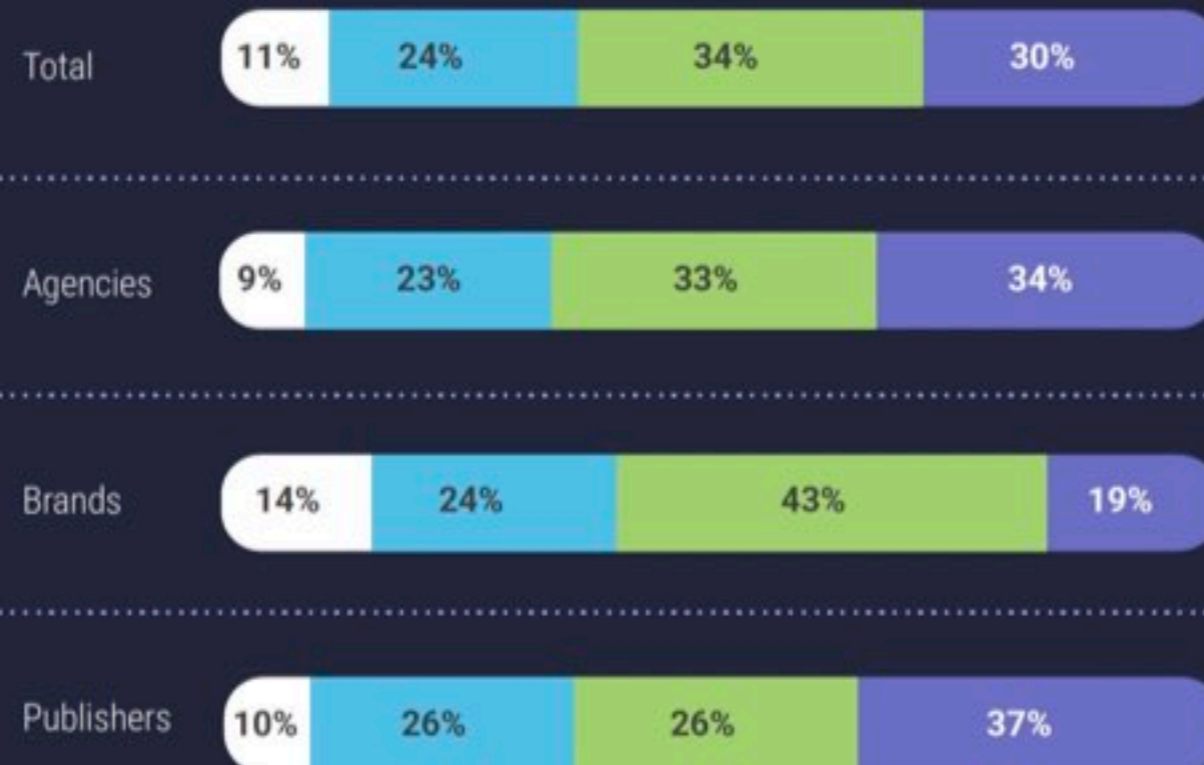


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EVOLUTION OF AI FOR MEDIA CAMPAIGN

CURRENT AI ADOPTION IN THE MEDIA CAMPAIGN LIFECYCLE

● Exploratory ● Testing ● Proof of Concept ● Full-Scale



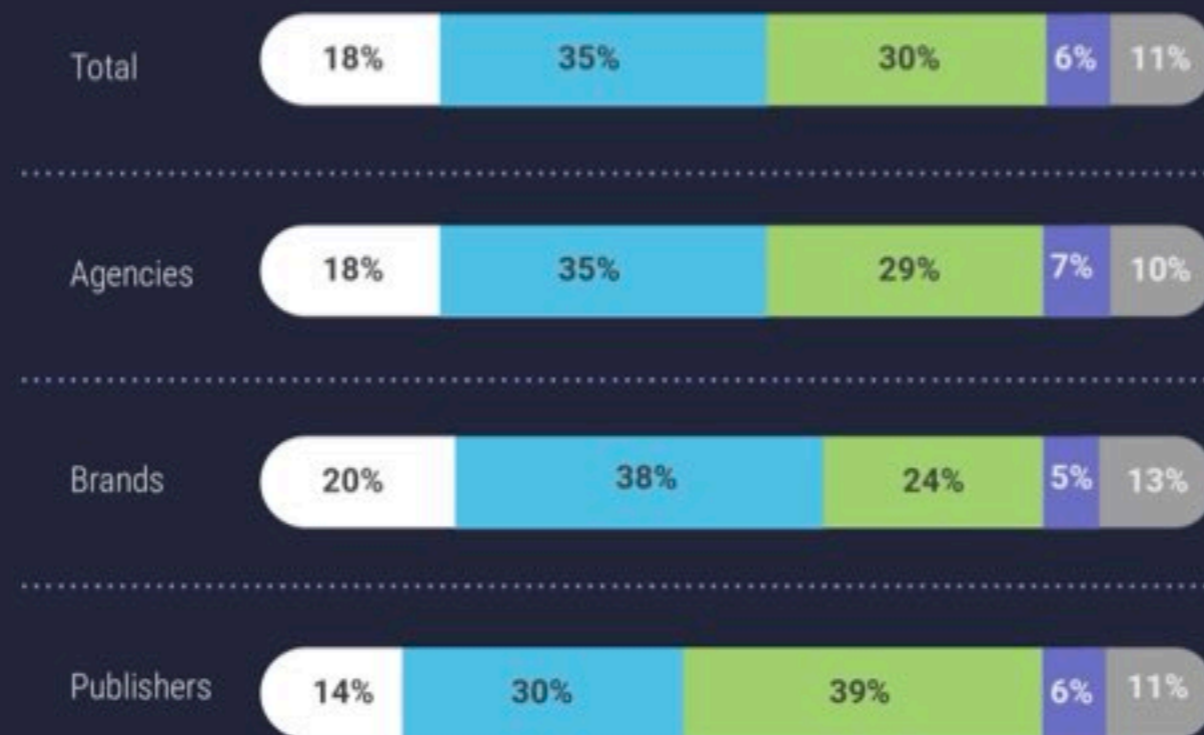
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EVOLUTION OF AI FOR MEDIA CAMPAIGN

TIME EXPECTED TO FULL-SCALE AI ADOPTION IN THE MEDIA CAMPAIGN LIFECYCLE

Among those who have not yet fully scaled AI

● 2025 ● 2026 ● 2027+ ● Never ● Not Sure



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EVOLUTION OF AI FOR MEDIA CAMPAIGN



The background of the image is a vibrant, abstract graphic composed of numerous overlapping, diagonal bands of color. The colors include various shades of blue, red, yellow, and white, creating a sense of depth and movement. The bands are layered, with some appearing to recede into the distance while others come forward, giving the overall effect a three-dimensional, architectural quality.

Adobe Summit

Adobe Summit Paris 2025 — vismktg.info/summit25