Ways Creatives Are Using Artificial Intelligence That Will Change Your Perception of This Tech

Why you should stop fearing AI will replace you, and start seeing it as your best co-worker

How Artificial Intelligence Works for Brand Creatives

How this tech can save you time, and make you better at your job

Artificial Intelligence is here! How Brand Creatives Are Already Taking Advantage of This Tech
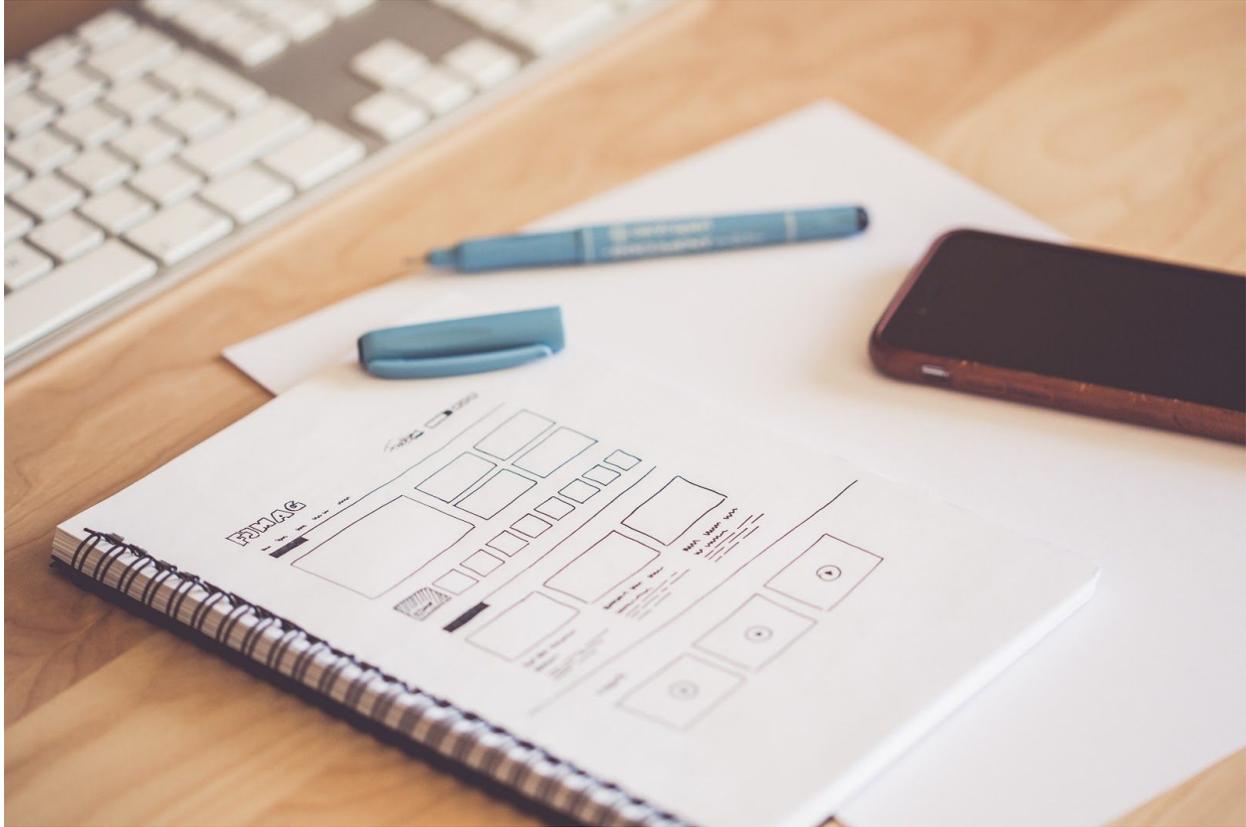
How this tech can help make your job easier and more enjoyable

Artificial intelligence is a controversial subject among workers, oftentimes associated with images of being replaced by a robot. However, it can serve as an extremely useful tool, especially to brand creatives. The advantages of this technology lies in its ability to analyze troves of consumer data rapidly and perform repetitive tasks quickly, which ultimately helps creatives work more efficiently. Here are a few ways artificial intelligence helps professionals in creative fields:

It can help designers make choices that are more likely to appeal to customers.

Stitch Fix, for example, uses artificial intelligence to [assist](#) designers in creating new styles of clothing. The algorithms run through its database of customer feedback and creates several combinations of trending features on clothing, such as laces, bows, and ruffles, to suggest nine different looks. These suggestions are then reviewed and tweaked by designers to ultimately create a look that fits into that season's fashion trends.

This data-backed approach can help guide designers, web, clothing, and graphic, to make decisions based on consumer preferences. It provides a framework for designers to create within, eliminating any guesswork in designing something customers are likely to enjoy and making it more likely that the final design resonates with customers.

It can change digital ads on the fly, allowing creatives to get more out of their ideas.

Artificial intelligence can automatically change digital advertisements to make them more applicable to customers. JWT Canada is utilizing AI to update aspects of its digital ads for its airline and banking customers, in hopes of increasing conversions. The advertisements will revolve around one design, but will update certain parts, such as prices of flights, to make the design more relatable to customers. This can help advertisers save time as they only need to come up with one strategy that can be applied across dozens of markets.

And reduce the time it takes to test new designs.

Lingerie retailer, Cosabella, uses artificial intelligence to significantly [shorten](#) the test period for new web designs. After implementing AI-recommended changes to its web design, Cosabello increased its web conversion by 38%. Typically, testing elements on a web page requires A/B or split testing, which can yield hard-to-interpret results and is resource intensive. However, artificial intelligence can process and interpret data much more quickly than humans, allowing for design iterations to be tested and improved rapidly. This can make brands much more agile and ensure continuous brand relevance, as they can quickly adapt to changes in consumer preferences.

AI can eliminate tedious, mundane work, allowing brand creatives to invest their energy in more important areas.

Designers can use artificial intelligence to eliminate the tedious work of tweaking existing designs for multiple uses. For instance, Netflix uses it to [create](#) variations of banners for a show in different countries. Designers simply can review the proposed designs and then select the best option. Eliminating repetitive work can free up energy and time for creatives to focus on new projects and strategic initiatives.