



AI Art

Finding your centaur: getting creative with gen AI



WARC

It has never been more imperative to scale creativity.

In an era when budgets are under intense scrutiny, creativity is often perceived as a costly and time-consuming endeavour. Yet, I firmly believe that creativity is worth investing in.

Today's audiences, especially those on TikTok, demand personalised content that speaks to their diverse interests. But how do we leverage new technology to create the quantity that meets this demand without compromising the quality that builds resonance with audiences?

Generative AI is at the forefront of this transformation. Yet the essence of creativity lies in human ingenuity, and remains irreplaceable. While generative AI provides us with powerful tools, it is still our creativity that guides these tools towards exponential returns. When our teams harness gen AI, it allows us to innovate throughout the creative process — enhancing how we ideate, produce and optimise for more audiences than ever before. Depth of connection is ultimately what gives creativity its value — and when we bring that value to audiences, we create value for our business.



Andy Yang
Global Head of Creative & Brand Ads /
TikTok

Generative AI comes with no instruction manual.

The first time we encountered the blank search box of Google, it wasn't daunting because it posed a simple question: what do you want to find? The blank text box of ChatGPT asks something more challenging: do you know what to do with me? When faced with a technology with no clear use case, it's tempting to ignore it or wait for the early adopters to thrash out a best-practice guide. But waiting for an instruction manual means missing the opportunity. For many people, generative AI feels like a challenge because its potential is undefined. However, it's less challenging when we remember we deal with similar situations all the time.

A blank piece of paper comes with no instruction manual. The internet comes with no instruction manual. Anything with truly creative potential has no instruction manual because the opportunities aren't limited - they're merely waiting to be discovered. So when generative AI asks, 'Do you know what to do with me?', the answer is: 'Yes. I need to explore the possibilities'.

Welcome to the exploration.



Alex Jenkins
Editorial Director /
Contagious

FEATURED EXPERTS



Andy Yang
Global Head of Creative
& Brand Ads / TikTok



Alex Jenkins
Editorial Director /
Contagious



Paul Nagy
Chief Creative Officer /
VML Asia Pacific



Karen McGregor
Head of Consumer Brand
Marketing, Asia Pacific / Visa



Kalpesh Patankar
Former Chief Creative
Officer / Leo Burnett MEA



Aakriti Goel
Head of Strategy &
Insights / Leo Burnett MEA



Takahiro Hosoda
Chief Creative Officer
/ TBWA\HAKUHODO



Manel Tan
Senior Manager, Digital /
McDonald's Singapore



Youssef Gadallah
Head of Brand & Creative
Consultancy / TikTok METAP



Nour Briguada Seif
Head of Creative Product and
Operations / TikTok METAP



Mimi Lu
Head of Strategy, Asia
Pacific / Dentsu Media



Bill Yom
Chief Creative Officer & Managing
Director / Jung von Matt Hangang



Jerry Hizon
Chief Creative Officer /
Dentsu Creative Philippines



Li Qing
Head of Creative Product and
Operations / TikTok Greater APAC



Bianca Loo
Head of Regional Agency /
TikTok SEA



Amy Meehyun Cho
Head of Agency /
TikTok Korea

CONTRIBUTORS /

James Swift
Insights Editor / Contagious

James Womersley
Advisory Director / Contagious

Trisha Choo
Marketing Communications / TikTok APAC

Shiqi Wu
Global Head of Product Marketing, Performance / TikTok

Michael Fee
Lead Product Marketing Manager, Gen AI / TikTok

Smaran Jworchan
Creative Business Partner / TikTok AUNZ

Melissa Tan
Research Manager / TikTok APAC

Cheryl Cheong
Brand Partnerships / TikTok SEA

Eason Zhang
Head of Apps, Strategic Accounts / TikTok SEA

Rachel Seah
Account Executive / WARC

Phoebe Flude
Commercial Director, Advisory / Contagious

Dana McLean
Account Director / Contagious

Rich Spencer
Creative Services Director / Contagious

Luz Claret Pratt
Designer / Contagious

Special thanks to:

Jasmine Tan
Joie Seow
Said Cassim
Denny Handlin

Deep Blue's victory over Garry Kasparov in 1997 was supposed to be a disaster for the game of chess.

Before the match, players had warned Kasparov that losing to IBM's supercomputer could mean the end of the

game as a competitive sport. Who would want to spend years of their life learning to play if they could never rise above the level of a machine, they argued, with the careful logic you'd expect from the chess community.

But the popularity of chess did not decline in the wake of Kasparov's defeat. By some

measures — the number of players that attained the rank of super grandmaster, for example — it even increased.

Deep Blue wasn't directly responsible for that increase — it was the internet, which made chess more accessible — but IBM can take credit for inspiring a new kind of player.

After losing to Deep Blue,

Kasparov began organising tournaments in which players worked with computers to take the game to new heights of play. Kasparov called this variation advanced chess, and the people who played it became known as centaurs, after the half-human-half-horse beast of Greek mythology.

A weak player who uses a computer well, says Kasparov, not only beats a powerful machine, but also a strong player who is less skilled at interacting with a computer



Chess grandmaster
Garry Kasparov
battling IBM's Deep
Blue program



Centaurs made formidable chess players. As recently as 2017, Kasparov maintained there was ‘no doubt’ a skilful centaur could beat the most sophisticated chess program. The reason is that it’s not human prowess or brute computational power that wins the day in advanced chess — it’s how players interact with machines that matters the most.

A weak player who uses a computer well, says Kasparov, not only beats a powerful machine, but also a strong player who is less skilled at interacting with a computer.

Still, even after Deep Blue the prospect of computers mastering any activity not bound by strict rules seemed remote. Tasks that required imagination, like advertising and marketing,

were considered especially safe from machine superiority.

But that changed in November 2022, when OpenAI released ChatGPT to the public, demonstrating that generative AI was not just capable of processing gargantuan amounts of information but could also produce surprisingly competent approximations of creativity and reasoning.

Now, McKinsey predicts that generative AI will be a ‘catalyst for a new age of marketing capabilities’ and Sam Altman, the CEO of OpenAI, has reportedly said that generative AI will eventually do ‘95% of what marketers use agencies, strategists, and creative professionals for today’.

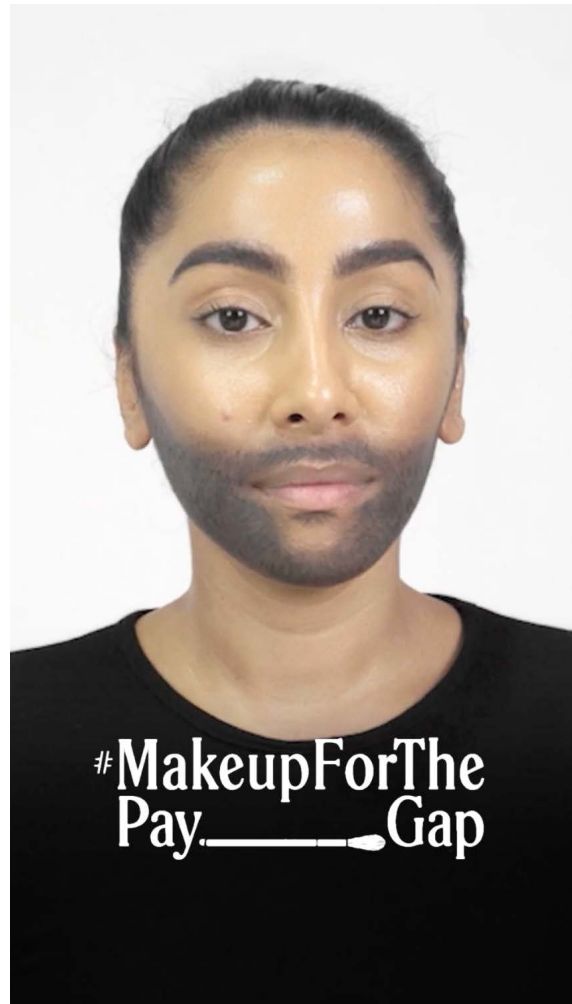
Are brands and agencies facing their own Deep Blue moment?

Instant scale

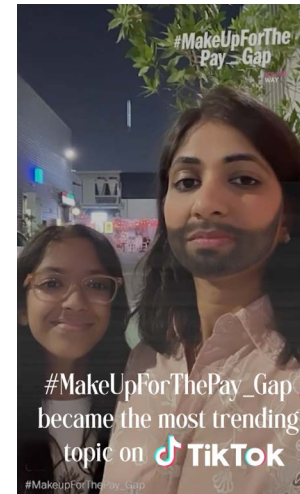
The promise of generative AI,' Kantar's global creative thought leadership director, Vera Sidlova, told *The Drum* at the beginning of 2024, 'lies in unprecedented scale.'

As a result of advances in communications technology and the expansion of the global middle and upper classes — which the Brookings Institute forecasts will swell 60% to 5.6 billion by 2030 — brands have more opportunity and more need to travel.

'Globalisation has really hit us, and it's almost impossible to hold a campaign in isolation at the moment,' says Paul Nagy, VML's chief creative officer for the Asia Pacific region. 'The amount of work that we've done leading global creative platforms and



#MakeupForThePay_Gap, Leo Burnett



things like that out of Australia is just extraordinary.'

But crafting a multi-market campaign is often delicate and laborious work. 'Because of the diversity of our markets, we can't just use one asset for everybody,' explains Karen McGregor, the head of consumer brand marketing for Asia-Pacific at Visa.

Creating assets for each market is not always desirable, either. For one thing, it's expensive. For another, it risks diluting the consistency of the brand.

'If you see a brand turning up with one personality in your home country and then completely different personalities somewhere else, you get discombobulated,' says Nagy. 'I think global CMOs are smart enough to understand that, if they want a truly global brand, it can't have one personality [across markets] when

cultures are so different, but it's got to feel like it's the same person wearing a different culture.'

Generative AI takes the hard yards out of adapting campaigns for different markets by making it easier to tweak the language spoken in the ad, the appearance of spokespeople, or even the setting in which the ad takes place. 'If you need well branded, on-point marketing at scale, I think that's where this application has really found its value,' says Nagy.

Kalpesh Patankar, Leo Burnett MEA's former CCO, would agree. In 2023, his agency was looking for a way to bring its #MakeUpForThePayGap ads — beauty tutorials that showed women how to apply makeup to look like men — to a wider audience, to help raise awareness of the gender pay gap on behalf of It's Her Way, a female entrepreneur network.

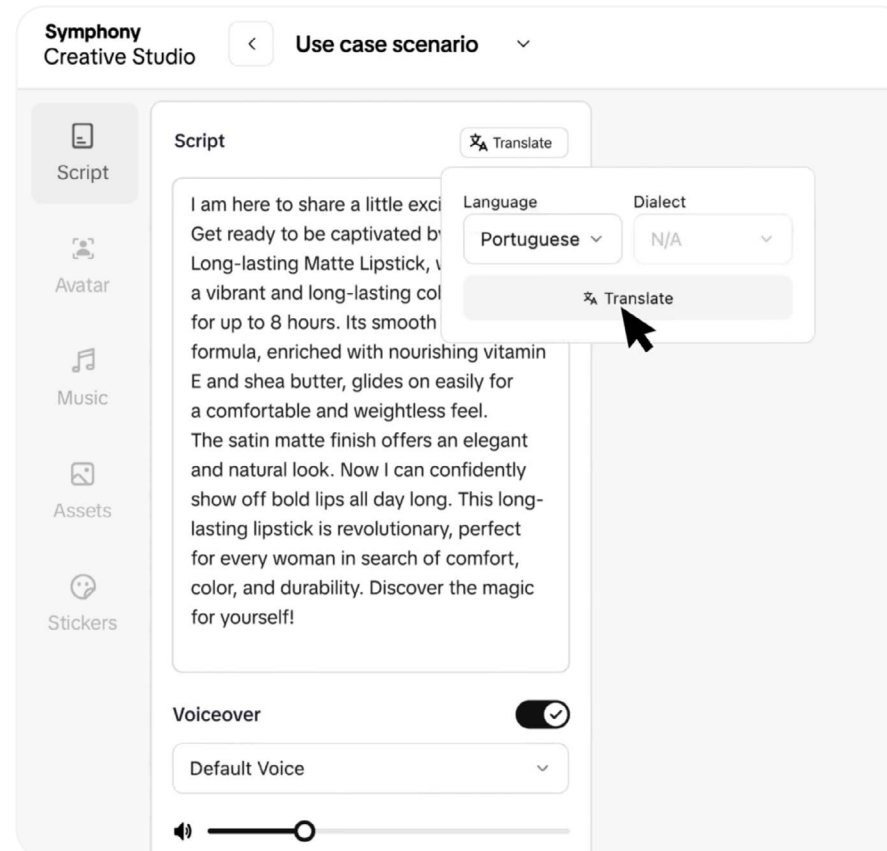
'In partnership with the TikTok team, we decided to leverage the platform's latest AI tools for translating the original videos into

multiple languages and expanding our reach and resonance,' says Patankar. 'They optimised our reach by massively reducing production costs. In the past, to reach women in multiple languages would have involved filming multiple women, or

at the very least, recording multiple voiceovers. However, with TikTok's AI tools, we instantly had one video translated into multiple languages, while keeping the voice qualities of the original creator — all at the click of a button.'

What examples like this show is that, rather than taking away someone's job, AI is instead removing mundane, time-consuming tasks from their job - allowing humans to focus squarely on creativity.

Being able to quickly and eloquently translate an ad is an especially valuable commodity for brands operating in regions that are populated by a mix of cultures, like the UAE.



TikTok Symphony Creative Studio's AI dubbing tool in action

'With TikTok's AI tools, we instantly had one video translated into multiple languages, while keeping the voice qualities of the original creator'

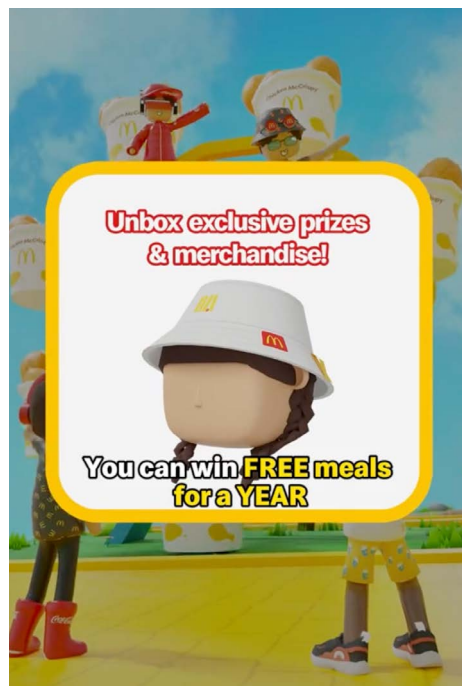
Kalpesh Patankar,
Former Leo Burnett's CCO

CREATIVITY + GEN AI

‘Yes, everyone speaks Arabic but the Arabic dialect is extremely different,’ says Aakriti Goel, the head of strategy for the Middle East and Africa at Leo Burnett. ‘Words and phrases can have completely different meanings, or be common usage for one group and unknown to another. For us to start driving brand growth and brand relevance in our market, it becomes extremely important for us to be able to create

at that level of granularity.’

Instantaneous translation could have broader implications for society, says TBWA\HAKUHODO’s chief creative officer, Takahiro Hosoda. In Japan, he says, people are often too shy or embarrassed to speak English, even when they speak the language well, and that prevents their ideas from reaching a wider audience. AI translation, argues Hosoda, could encourage



My Happy Playground campaign for McDonald's in Singapore

these people to share their stories, and stories that would never have been heard otherwise, could go global.

The same capabilities that make generative AI efficient at tailoring ads for different markets also make it the ideal tool for introducing more variety into a campaign. In a 2023 white paper published with Ipsos, TikTok reported that brands that

took a high-volume, high-variety approach to advertising on its platform saw a 5% uplift in branding and a 23% increase in engagement.

The My Happy Playground campaign for McDonald's in Singapore is a case in point. Using generative AI to repurpose content at scale helped enhance app traffic, surpassing market benchmarks on view-through

and click-through rates. 'Driving effectiveness comes from making our assets work harder,' says Manel Tan, senior manager for marketing and digital customer experience at McDonald's. 'TikTok's gen AI technology and smart avatars helped extend the lifespan of our brand commercials; we were able to create 10 distinct assets featuring AI voiceovers, encouraging users to engage with our app in new and rewarding ways.'

Goel has observed that marketers who have used generative AI to personalise their brand communications to customers and prospects, tend to become ardent evangelists of the technology.

'When you first start experiencing the benefits of generative AI and how it allows you to hyper-personalise messages to specific audiences, and you start seeing increased click-through-rates of 8% or 9%, you start to understand the value of personalisation,' she says.



'Integrating AI into the creative idea, as we've seen with the #MakeUpForThePayGap campaign, allows the brand to connect more effectively with audiences in our multicultural market. When delivered in the audience's own language, an emotionally driven idea resonates even more deeply'



Youssef Gadallah
Head of Brand & Creative
Consultancy / TikTok METAP



Midjourney / CTGS

Insight superhighway /

Generative AI's other great promise, says Goel, is that it will help agencies and brands 'make better informed decisions much quicker.'

Tools such as TikTok's Symphony Assistant can already act as a creative collaborator in this way, providing insights and suggestions based on current trends and best practices on the platform.

'Gen AI helps a lot with joining the dots', agrees Visa's McGregor. 'For example, we use our internal [generative AI platform] to condense all the

notes that we take from the different regions and pull out some of the overlapping trends.'

Meanwhile, Dentsu Media is experimenting with what happens when you let generative AI loose on the proprietary consumer data that agencies have been amassing for well over a decade.

'We've created this chatbot that has billions of data points for lifestyles, media consumption and all of that, and we talk to it like a real person,' says Mimi Lu, the agency's head of strategy for Asia Pacific.

Dentsu's strategists use the chatbot to create customer profiles, like 'culture vulture in



China', and then ask about the kind of trends this customer would be interested in, and the AI responds with data pulled from social media. 'That bypasses all of the number crunching that we had to do on a daily basis,' says Lu, 'and it gives us more inspiration about what's current.'

Dentsu Media also uses generative AI to perform advanced statistical basket analysis, which looks for commonalities among customers'

purchase histories.

'One really interesting point we found was that Porsche drivers like collecting things — shoes, cards, that kind of thing' says Lu, 'and that whole collecting mentality became the core inspiration for how we engaged with Porsche.' Lu adds that while her team could have discovered that insight by themselves, it would have meant sifting through several layers of data — the algorithm came back with the answer in 10 seconds.

'It used to take days, even weeks, to land on the right cultural insight when ideating. What we're seeing from initial testing with our partners is up to 75% time savings on brainstorming — cutting time on discovery of trends, hashtags, even music. Culture is created on TikTok, and now you can access all that magic with Creative Center and Symphony Assistant'



Nour Briguada Seif
Head of Creative Product and Operations / TikTok METAP

The human imperative

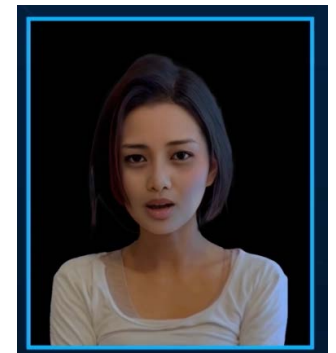
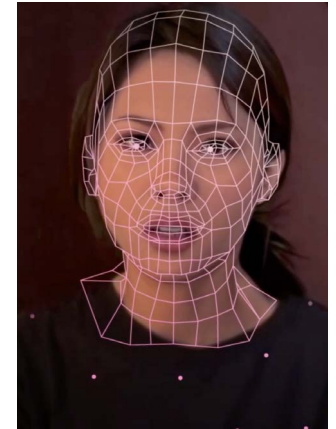
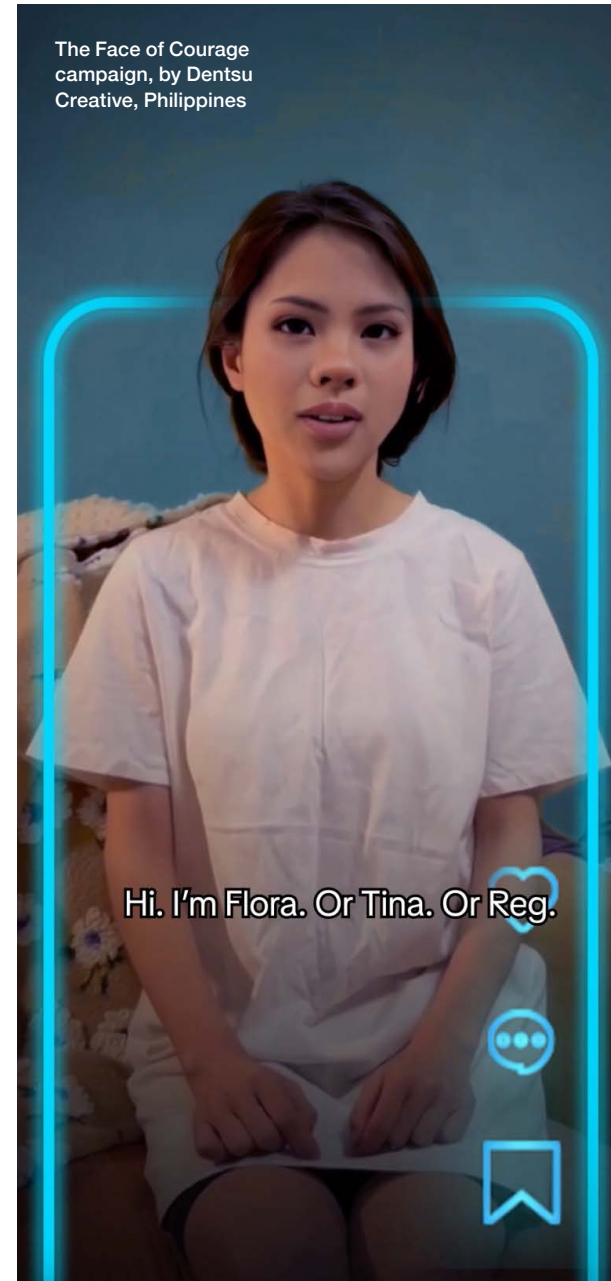
Generative AI may be able to help media planners uncover new insights faster, but it can't understand wider contexts or provide explanations, says Lu.

'AI is an augmentation to our planners and media strategists that allows us to think laterally and uncover things that we normally might not uncover,' she says. 'But it is up to us to explain the "why" and the motivations behind these insights. And we have to be able to understand whether or not this type of insight is right for the brand and for the execution.'

Nor is AI likely to furnish agencies with a polished and client-ready idea, says Bill Yom, chief creative officer and managing director at Jung von Matt Hangang, in Seoul. 'We've been using [generative AI] tools for over a year and we're still writing our own slogans, creating our own visuals, and so on. It won't just take a prompt and spit out the campaign. Well...it will, but it'll be mediocre.'

So, for now, at least, generative AI requires careful guidance and oversight. That was certainly the case when Dentsu Creative used the technology to create an avatar that could tell the stories

The Face of Courage campaign, by Dentsu Creative, Philippines



of Filipino women who had experienced domestic violence.

The Face of Courage campaign, for The Foundation for Media Alternatives, used a life-like avatar of a young Filipina to create an emotional connection with audiences on TikTok, and represent real women who could not show their faces for fear of retribution, so it had to be accurate.

Jerry Hizon, Dentsu's chief creative officer in the Philippines, said that the initial designs had generic facial features, and frequently got details wrong, like dressing the avatar in long sleeves which, Hizon says, Filipinas rarely wear at home.

'We noticed that generative AI draws from stereotypes, or whatever is available on the internet,' says Hizon. 'So it went through several iterations before we captured the right look.'

'So I'm happy to say that, at least with the current state of AI, you still need people involved,' jokes Hizon. To be transparent

with viewers about the technology and follow TikTok's policies around labelling realistic AI-generated content, Dentsu labelled the videos as AIGC using TikTok's labelling toggle.

Lu, meanwhile, doubts that generative AI will ever reach a point where it can deliver fully automated creativity, at least not to a level of quality that befits top-tier agencies. And while generative AI is generally acknowledged to excel at synthesising and reconfiguring existing information, there is some scepticism about whether it will ever be capable of delivering great leaps of creative thinking.

'AI feels like magic, but the truth is it can't create the kind of magic that we create as professional creative people,' says Nagy. 'It's always going to have to guess at the human experience, so it's never going to be able to deliver that true creativity.'

'But what it does do,' he adds, 'is get you to those moments of magic faster.'

"The Face of Courage" is my favourite campaign of all time. AI is reshaping the landscape of creative production, but its real strength comes from how we use it to challenge existing biases and break through limitations—not by replacing human insight. By guiding AI with human expertise, we can unlock innovative solutions that drive more inclusive and meaningful outcomes'



Li Qing
Head of Creative Product and
Operations / TikTok Greater APAC

Faster... better?



ING Bank's The
Next Rembrandt

In fact, speed is the virtue that connects generative AI's two great promises of scale and decision making. When you ask what text generators like ChatGPT and image generators like Midjourney are used for most often within agencies and marketing departments, you'll usually hear that it's for expediting tedious or time-consuming tasks, like researching sectors or creating storyboards.

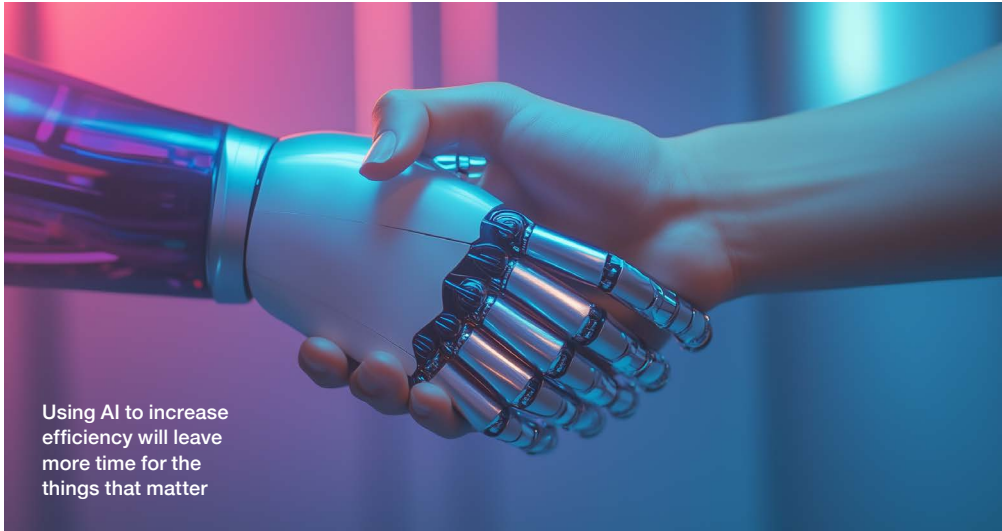
Generative AI has really helped agencies manage the increasingly

demanding workload that has attended the proliferation of digital media channels, confirms Hizon, 'especially in quick turnarounds for social media campaigns and pitches.'

With generative AI, lauded campaigns that took months of meticulous work could have been produced in weeks, even days. ING Bank's The Next Rembrandt — which won two Grands Prix at the Cannes Lions International Festival of Creativity in 2016 — required months of labour to produce a new painting that convincingly mimicked the style of the Dutch painter. Now, it could be done in an afternoon.

Tools that speed up agency work can be a mixed blessing for agencies, though. Several of the creative and strategy directors that we spoke with said clients' first question when they learn about generative AI being used in the creative process is often, 'Okay, how much cheaper is it now?'

With generative AI, lauded campaigns that took months could have been produced in weeks



How brands and agencies manage that stand-off will determine which of the two possible futures the industry will inherit in the wake of generative AI, says Leo Burnett's Goel. In one, the technology is used to increase efficiency; in the other, it's used to drive productivity.

'Increased productivity basically means that our teams are going to start shrinking because we're all going to be producing 10 times the work,' says Goel. 'It also means that we'll rely less on talent.'

Increasing efficiency, on the other hand, means spending less time on the grunt work of advertising and more time on the things that matter, like building relationships, collecting inspiration and solving problems.

'We need to make sure we're steering the industry towards creating more time and space for us to think about the bigger picture for our clients and also hone our own craft, as opposed to getting into this hamster wheel of just generating more content,' says Goel.

'Working with gen AI tools or with partners who have that expertise is crucial to scale effectively. A TikTok One partner, for example, produced a creative response to a brief from Traveloka to create an AI avatar that could engage users on TikTok — within just 10 days. The results speak for itself: Traveloka reduced their previous cost-per-follow by 22%'



Bianca Loo
Head of Regional
Agency / TikTok SEA

The unknown unknowns of AI

The threat of unleashing a torrent of low-quality content is real, and it's one that agencies and brands should guard against. But it is likely that the most seismic shifts the technology will bring still lie beyond our horizon. After all, when the iPhone was released in 2007, no one could have predicted the extent to which it would change how people worked, played, socialised, or even how they viewed the world.

Hosoda muses that generative AI could even change what it means to create, by shifting the emphasis from craft skills — like writing and design — to asking

the right questions, or being able to articulate your vision in a way that a machine can understand and execute.

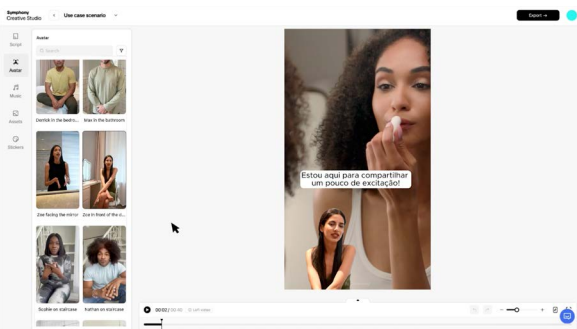
IBM's vice president of marketing across Asia Pacific, Priscilla Kim, seems to share Hosoda's vision, telling the audience at the Spikes Asia conference in March 2024 that 'agency partners in the past were content creators. Now they're moving more towards becoming content curators.'

Dentsu's Hizon says he is already witnessing how generative AI nudges creatives to adopt a more holistic approach to their work. 'Initially we just thought of generative AI like a super-powered photo library



'People think that AI will steal jobs, but the real battle is between humans without the skill to use AI and humans who make AI work for them'

Takahiro Hosoda, TBWA\HAKUHODO



TikTok's AI-powered video generator, Symphony Creative Studio

search, he says, 'but once we learned more, we realised this teaches our team how to be a creative director.'

Hosoda says he has also come around to the idea that generative AI could improve the quality, not just the quantity, of ideas. Although he used to think that quantity and creativity were at odds, now he believes that the more productive you are, the better your ideas. 'The more patterns that can be discovered through machine learning and generative AI,' says Hosoda, 'the more discoveries we'll bring to our world.'

And while there are legitimate concerns that generative AI may

make some roles obsolete, or change them beyond recognition, almost everyone that we spoke to for this report agreed that the bigger threat is ignoring or fighting the technology.

'People think that AI will steal jobs from humans,' says Hosoda, 'but the real battle is between humans without the skill to use AI and humans who make AI work for them.'

'We see generative AI as a tool, and being able to wield it successfully and efficiently is going to put any marketer in a better stead,' adds Visa's McGregor.

Rather than competing with AI, what's emerged in the world of content creation are three distinct and complementary groups: user-generated content (UGC), professionally generated content (PGC), and AI-generated content (AIGC - e.g. tools like TikTok's Symphony Creative Studio). Combining and playing to the strengths of all three will be key to ensuring social campaigns are as powerful and effective as possible.

'Our tools enable creative variety at higher quantities. But creating at speed only has an impact when brand leaders empower their creative teams through smoother approval processes or room to experiment. Marketers that make an effort to understand how gen AI can supercharge ideation, production and optimisation are the ones who will lead the way'



Amy Meehyun Cho
Head of Agency /
TikTok Korea

A can opener for complexity /

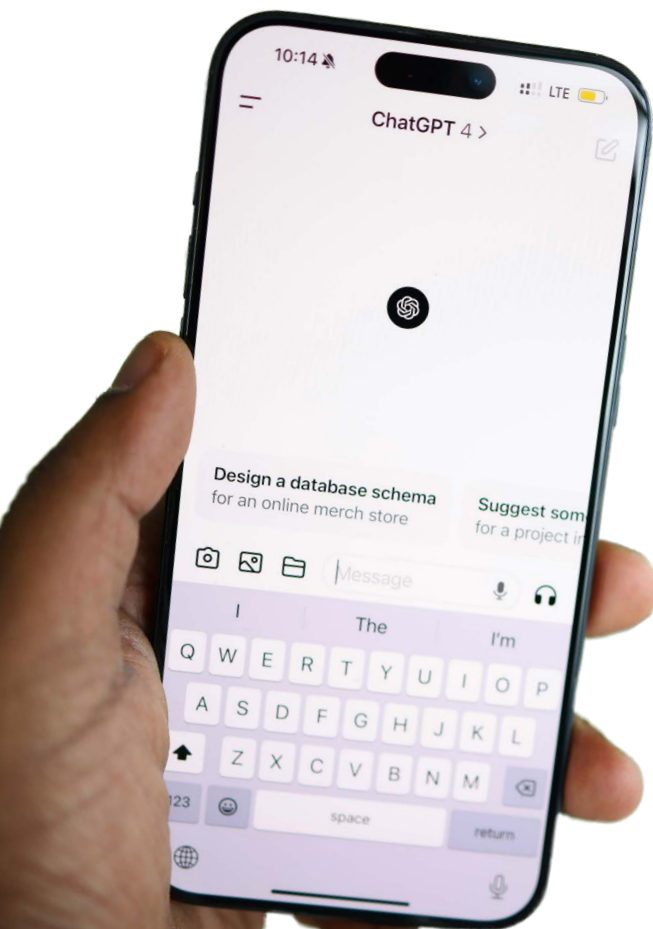
It's a popular bit of internet trivia that while the tin can was patented in 1910, the can opener wasn't invented until almost 50 years later, in 1958.

In the same vein, we've spent the past two decades building an increasingly complex world, populated by ungovernable amounts of data and content, and an unwieldy number of media channels.

Generative AI can help us navigate that world, says Goel, because it 'allows us to not just filter through and make sense of that data, but also give smart, quick, simple solutions.' The technology could also help overcome an obstacle that has plagued marketing for decades.



Midjourney / CTGS



‘Let’s not be scared and have the excuse of “AI’s going to change the world.” We’re going to change the world using AI’

Mimi Lu, Dentsu Media

‘There’s always been this massive gap between what analytics tells me is engaging and what I see in real life and what I experience myself,’ says Nagy. ‘But we’re not sophisticated enough to measure all that. If AI can — and it can actually place a value on creativity — I think we’ll see an unprecedented renaissance in creativity.’

But taking marketing to new heights of innovation and effectiveness will require brands and agencies to work hard at working with generative AI — just like the centaurs who took chess to new heights of play.

The ad industry was caught flat-footed by the previous two tech shifts — to online platforms and to mobiles — and as a result it spent a lot of time trying to adapt to,

rather than shape, these new environments. It would be a mistake to take the same passive approach to the platform shift that is happening now with generative AI.

The technology will only be a catalyst speeding up and streamlining processes - but only if it’s understood and adopted. The sooner that happens, then sooner it can be used to its full potential.

‘Let’s not be scared and have the excuse of “AI’s going to change the world,” says Lu. ‘We’re going to change the world using AI.’

Or as Kasparov said in an interview with *MIT Tech Review*, reflecting on his defeat to Deep Blue and what he has learned since then: ‘Don’t rage against the machine if you can make it work for you.’ 🎨

APAC: Ambition, enthusiasm and opportunism /



The AI revolution is happening around the world, but there are few places that are better to watch the transition play out than Asia Pacific (APAC).

APAC will be the fastest-growing region for AI, according to research firm Markets and Markets, and Deloitte predicts that media and communications will be one of the four industries in the region to face a 'short fuse, big bang' scenario — which means a lot of disruption in a short space of time — because of generative AI.

In part, this is because of the demand for the technology. In October 2023, Adobe

conducted a survey and discovered that people across APAC were almost three times more enthusiastic about adopting AI than those in the US and Europe.

'Around APAC, people's lives have gotten more high-pressure and more complicated,' explains Dentsu Media's head of strategy for the region, Mimi Lu, who is based in Singapore. 'With the introduction of AI, the amount of complexity in their life actually decreases, so they see it more as an enhancement to their life.'

Culture plays a role, too. TBWA\HAKUHODO's chief creative officer, Takahiro Hosoda, explains that AI means different things in different regions.

For example, in the US and Europe, people grew up with films like *The Terminator*, says Hosoda, but in Japan, they had stories like *Astroboy* and *Doraemon*, in which artificial intelligence was portrayed as a loyal and useful partner to humans, not a murderous threat.

But culture can cut both ways. Hosoda adds that, in Japan, some workers are reticent to adopt generative AI precisely because it takes so much of the labour out of tasks, which clashes with the country's tradition of craftsmanship.

'We need to bring in incentives within corporations to change our culture and teach people that being lazy is not only okay but is praised for increasing productivity,' suggests Hosoda.

Between agencies and brands, it is the former that have been more willing to get to grips with the technology. According to a 2024 survey by consultancy Forrester, only 24% of the APAC marketers it surveyed were already using generative AI, compared with 46% of agencies.

Despite the relatively low takeup from brands, a survey by accountancy firm EY found that 71% of APAC CEOs feel like they should act quickly with respect to gen AI, they just don't know how to do it. Agencies' willingness to experiment with algorithmic tools could see them emerge as valued advisers to executives. 🌀



Doraemon, a robotic cat sent from the future to help a young boy

METAP: Adoption from above /

The Middle East is unique in the way that it is adopting generative AI, says Aakriti Goel, the head of strategy for the Middle East and Africa at Leo Burnett, because it is taking a 'significant top-down approach'.

'Both the UAE [United Arab Emirates] and Saudi Arabian governments have made AI a key priority in their 2031 and 2030 visions,' says Goel, 'which means that, unlike other markets, we aren't going to rely on the individual usage of generative AI. There's going to be a lot of intentional ambition towards it.'

According to research papers published by Boston Consulting Group and IBM, the UAE leads

the Middle Eastern countries in both enthusiasm for and adoption of AI.

'The UAE has always been an early adopter market in almost every aspect of technology

and innovation, and it's been no different with generative AI,' says Kalpesh Patankar, former chief creative officer of Leo Burnett in Dubai. 'There are dedicated AI art sections in

some of the city's biggest art exhibitions, dedicated AI trade shows and events, and of course — widespread penetration of AI tools in creative industries like ours.'



‘When you look at Africa, you realise it’s markets like Kenya and Nigeria that are at the forefront of generative AI’

Aakriti Goel, Leo Burnett



‘When you look at Africa,’ says Goel, ‘you realise that, more than South Africa, it’s markets like Kenya and Nigeria, that are at the forefront of generative AI.’

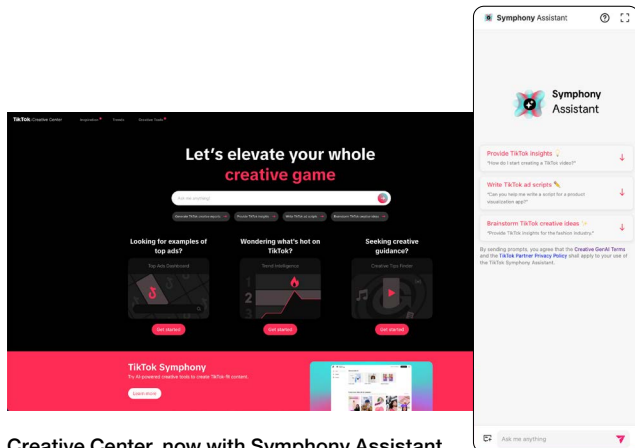
In August 2023, Kenya’s biggest advertiser, a telecommunications company called Safaricom, aired what it claimed was Africa’s first AI-generated TV commercial. And Supa Loaf, a popular bakery in Kenya, has repeatedly used AI to generate images for its billboard ads.

According to a report by the publication *Semafor*, African companies from Nairobi to Lagos have used AI to find efficiencies amid an economic slowdown. ‘The immediate impact has been creatives scrambling to understand and apply AI in their work,’ said David Karega, head of East and Southern Africa at Woodrow Communications. 

Ideation

Get creative inspiration on **Creative Center**

- **Creative Center** is a key place to start your TikTok creative journey for ideas and inspiration, where you can find Top Ads, creative tips and royalty-free commercial music. It now also features **Symphony Assistant**, to help you craft your ideas and storyboards, and to answer your TikTok creative and trend-related questions.
- **Symphony Assistant** is also available via **Adobe Express**.



Creative Center, now with Symphony Assistant

Production

Access creators and certified creative experts on **TikTok One** for end-to-end production support

- Partner and co-produce high-quality videos with our creative experts to develop low-lift campaigns at scale.
- **TikTok One Creator Marketplace** connects you to creators worldwide with robust matchmaking, collaboration tools, and first-party measurement.

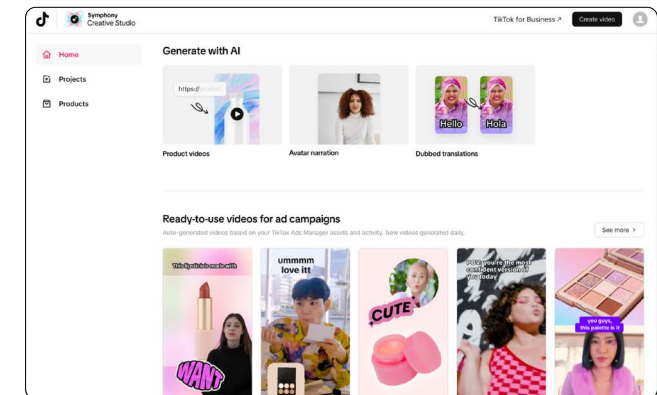
Make TikTok-fit creative instantly with our AI-powered video generator, **Symphony Creative Studio**

- Localise your existing videos into multiple languages by using translation and dubbing capabilities.
- Adding on-screen narration with a digital avatar and tells your brand story with a full range of customisable options.
- Make TikTok-fit content focused on TikTok's unique content style, trends and aesthetic. Generate and transform your existing assets into fit-for-platform outcomes.
- Remix or refresh existing videos into new TikTok-fit varieties by simply swapping a few elements such as hook, music or voiceover.

Optimisation

Optimise assets based on your objectives with **Symphony Features** on **TikTok Ads Manager**

- Generate videos and carousel images simply from your brand/product info.
- Enhance your existing video and image assets to be optimised for the TikTok platform.
- Fine-tune and edit video and image assets with core editing capabilities that include TikTok-native elements.
- The AI-Generated Content Disclosure Toggle lets you add a label to your content to indicate when AI-generated content is used.



TikTok Symphony Creative Studio



Help your marketing teams navigate the implications of gen AI creation:

Know your copyright and usage rights

Any outputs generated from TikTok's gen AI tools belong to you unless otherwise stated. Talk to your TikTok team for more details on gen AI Terms.

Maintain transparency and trust with our communities

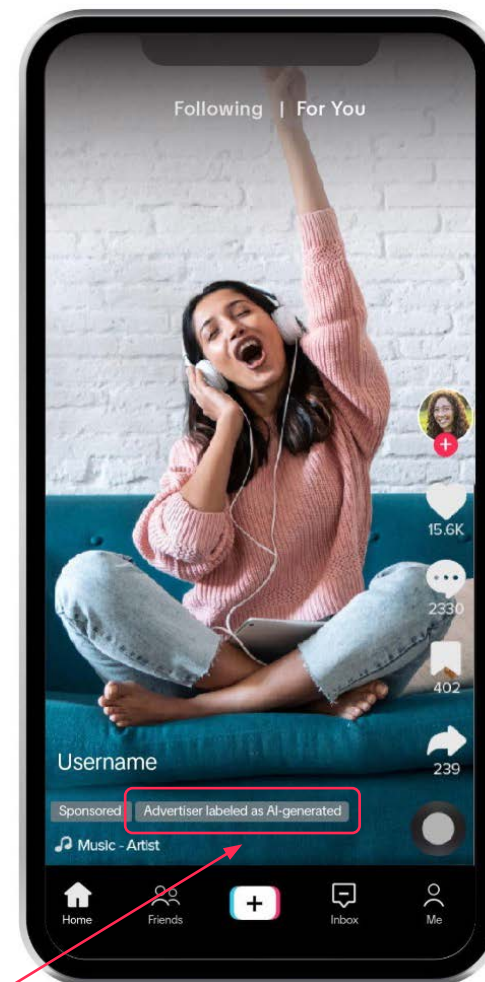
To drive clarity around AI-powered TikTok products, TikTok has launched an AI-Generated Content Disclosure Toggle that allows advertisers to easily add a label to their content to disclose the use of AI-generated content.

Be clear on your brand or advertiser's AI policy

Before creating or publishing with gen AI, ensure your teams are aligned with your company or advertiser's stance on gen AI outputs, and set clear guidelines and standards on what's acceptable in your advertising.

☒ This ad contains AI-generated content

Our advertising policies require the labeling of AI-generated content. By clicking this checkbox you confirm that your content conforms to our guidelines for AI-generated content. This can't be changed once you submit the ad. [Learn more](#)



Leverage the AIGC Disclosure toggle in TikTok Ads Manager to add a label to your ad



Get started with generative AI /

TikTok One

TikTok Symphony

TikTok Symphony Assistant

TikTok Symphony Creative Studio



WARC