

OLIVER

Implementation to Innovation

Testing AI's **Strategic Potential**



Balancing Structure with Experimentation

Moving from operational to strategic requires a two-pronged approach: structured processes for scale and experimental processes for breakthrough innovation. Start by identifying the core of your operation and focus on automating repetitive, high-volume tasks like content variations, performance reporting and delivering personalised content delivery at scale.

This isn't just about speed; it's about freeing up your team's cognitive capacity for strategic thinking.

The Experimentation Layer: How to Test AI's Strategic Potential

While you automate your foundational tasks, experiment with AI's strategic potential. With *97% of CMOs believing AI will dramatically change marketing teams, the question isn't whether to experiment, it's how to do it strategically. Here's some examples of how you can be pushing the boundaries of how your team uses AI:

- **Journey mapping:** Use AI to analyse your buyer journey touch points. Ask the AI to identify moments where there are untapped opportunities and test these in pilot campaigns.
- **Emerging needs prediction:** Deploy AI to analyse customer feedback patterns and predict emerging needs. Test these predictions by creating content addressing predicted needs and measuring early adoption rates.
- **Concept generation:** Use AI to generate and test entirely new campaign concepts based on your objectives and audience insights before creative development. Test the most promising concepts through AI-powered focus groups or sentiment analysis, then brief creatives on the highest-scoring ideas.
- **Creative brief automation:** Test AI-generated creative briefs based on performance data patterns. You can also A/B test AI-generated briefs against human-created ones.

It all starts with how AI-literate your team are, teams that are given permission to explore are more likely to show high levels of interest in AI experimentation. Building an experimental culture is fundamental to moving your team from using AI operationally to strategically. It's important that your training is ring-fenced on your data, ensuring brand-specific intelligence while maintaining data security.

Your team are the orchestrators of AI excellence, and they remain the experts when it comes to creative ideation, brand management, high-value client relationship building and more.

The goal isn't human versus AI, it's humans enhanced by AI.



Ensuring Governance and Sustainability

As you experiment with strategic AI applications, establishing proper governance is essential for sustainable transformation as well as safeguarding the user and your organisation. This means creating clear guidelines for AI decision-making, ensuring ethical use, and providing teams with regular training to ensure they know how to get the most from the tools, safely. Set up regular AI audits to assess both performance and brand alignment, establish human oversight protocols for strategic outputs, and create feedback loops that continuously improve your AI's strategic capabilities.

Ready to Transform Your AI Impact?

The journey from operational to strategic AI isn't just about adopting new tools, it's about fundamentally reimagining how your team creates value. The framework above provides your starting point, but every organisation's transformation will be unique.

Ready to make the shift? Find out how our expertise can help your team move beyond operational efficiency to strategic advantage. Let's explore what's possible when AI becomes your strategic partner.

**AAR and IBSA Evolution of the Marketing Operating Model*

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