

**DESIGN  
PICKLE.**

# 2026 THE STATE OF AI

Your executive guide to getting ahead in 2026 and applying AI with purpose right now.



# A NEW ERA OF CREATIVE

In just a few short years, AI has fundamentally transformed creative work. In 2026, it can no longer be an experiment for key operating teams.

Today's creative leaders are not asking if they should use AI, but how fast they can implement it effectively.

We're not worried about AI replacing creative teams, however, we should be worried about how AI features are fundamentally changing the way marketing, advertising, and creative production work.

Just as LLM-driven discovery is becoming as important as traditional SEO, AI optimization inside ad platforms is quietly redefining:

- 1. What creative is*
- 2. How it's made*
- 3. Why volume and systems now outperform perfection*

**So here's your guide to building a successful year as a marketer or business owner in the current state of AI.**

# WHAT YOU'LL LEARN:



**The explosive growth metrics** that prove AI is here to stay



**The key players dominating creative AI** (and the **disruptors** changing the game)



**Advertising in an AI-first ecosystem**



**Practical strategies to avoid AI fatigue** in the creative process



**How to adopt AI responsibly and effectively** in 60 days

## THE TAKEAWAY:

The future of creative work is not AI alone. It is the partnership of human creativity and intelligent technology.

# 01

# WHAT THE AI HAPPENED IN 2025?

+ AI adoption reached an inflection point in 2025, and the data tells the story.



The cost of AI adoption has dropped dramatically while the cost of NOT adopting continues to rise. Your competitors are likely already using these tools. The question is, **can you implement AI effectively?**

## 02

# WHAT THE AI AM I USING?

- + AI adoption has unfolded over time, shaped by each generation's relationship with technology, creativity, and change. Today's generative systems, every age group has influenced how we use, and trust, AI.
- + Millennials and Gen Z account for 65% of all generative AI users [Digital SilkMaster of Code](#), while 68% of non-users are Gen X or Baby Boomers [GPTZero](#).

## WHERE DO YOU STAND?

~2010 - 2025

### Gen Alpha | *The intuitive generation*

The first fully digital generation, Gen Alpha is growing up with AI, not learning it later. Nearly [half of Gen Alpha children \(ages 7-14\) already use AI tools](#) for fun, exploration, and schoolwork, with usage climbing to 60% among older students.

Parents overwhelmingly agree that [AI skills will be crucial to their children's success](#). In classrooms, [over 72% of students globally now use digital devices daily](#), making Gen Alpha the first truly tech-integrated learners.



AI is a natural part of how Gen Alpha learns and creates.



Classrooms are increasingly digital, preparing students for an AI-driven future.



Parents see AI literacy as essential to future success.



~1997 - 2012

**Gen Z** | *The early adopters*

Gen Z views AI as a creative co-pilot. Most have already used it for school or work. 70% of Gen Z use AI tools, and 80% of professionals in this group rely on it for more than half their daily tasks.

In education, 86% of college students use AI for coursework, often for research, writing, or presentations.



*Gen Z sees AI as a practical and creative tool.*



*Adoption is already mainstream in schools and workplaces.*



*Confidence in using AI is driving early mastery.*

~1981 - 1996

**Millennials** | *The integrators*

Millennials bridge the gap between analog and AI. They're the first generation to apply AI strategically. [65% of generative AI users are Millennials or Gen Z](#), and more than half believe they're on their way to mastering it.



*Comfortable embedding AI into everyday workflows.*



*Driven by strategy, productivity, and creativity.*



*Most optimistic generation about AI's potential.*



~1965 - 1980

**Gen X** | *The pragmatists*

Gen X takes a practical approach to AI. They value efficiency but adopt cautiously, wanting proven ROI before investing heavily. 68% of non-users belong to Gen X or Baby Boomers, showing a slower but steady learning curve as tools mature.



Careful evaluators focused on proven outcomes.



Tend to adopt once tools demonstrate real value.



Use AI primarily for time-saving and efficiency.

+



~1946 - 1964

**Baby Boomers** | *The skeptics (for now)*

Boomers are the least likely to use AI for work (half don't use it at all) but comfort is growing as tools become more user-friendly. Among older adults, use of virtual assistants and automated tools is on the rise, with nearly one-third now using them weekly.



Adoption is lowest but curiosity is increasing.



AI use often begins with virtual assistants or automation tools.



Comfort and trust grow as interfaces become simpler.

## 03

# CREATIVE IN AN AI-FIRST ECOSYSTEM



- + The channels in which we advertise and amplify our content are dramatically different in so many ways. With the introduction of AI and implementation of features to help their users optimize performance, we're seeing features where platforms are prioritizing:

Early engagement signals

Audience resonance patterns

Format performance

Messaging combinations

Creative fatigue signals

- + That means creative teams now power performance in three key ways:

1

## Creative volume enables learning

AI systems need enough inputs to detect winners.

1. One ad limits learning.
2. Twenty thoughtful variations accelerate it.

2

## Creative variety improves optimization

Different hooks, formats, tones, and visuals give AI more data to test against real audiences.

3

## Creative velocity sustains performance

Fresh creative prevents fatigue and keeps algorithms learning instead of stalling. Which means the content you produce is going to have an expiration date unless you find different ways to repurpose it as new.



## META ADVANTAGE+

Creative volume as the primary performance lever

- + Meta's system doesn't optimize individual ads but rather it optimizes patterns across creative inputs. Andromeda improves recall and relevance, and Advantage+ pushes more creative into the delivery pipeline.

### AI PERFORMANCE FEATURES



#### Meta Andromeda

Next-gen retrieval engine that processes exponentially more ad variations and matches them to user intent in milliseconds.

[Engineering at Meta+1](#)

#### Advantage+ Creative & Campaigns

Automated audience targeting, budget optimization, placement, and dynamic creative testing.

[Facebook](#)



Meta reports that campaigns using Advantage+ automation outperform manually optimized campaigns in many scenarios, driven largely by broader creative testing and faster learning cycles.

### THE CHANGE TO CREATIVE STRATEGY



- + Creative teams no longer need to debate which single ad is "best." Instead, performance now comes from feeding the system enough high-quality variations for the AI to test and learn. This includes:

- > Multiple hooks per core message

- > Separate headlines, copy, and CTAs

- > Static + motion versions for each concept

- > Polished brand assets and lo-fi, native-style executions

**THE TRADITIONAL VS. 2026 APPROACH** ➤

Aspect	Traditional approach	Advantage+/ Andromeda Era
Number of ads	3-5 "hero" ads	15-20+ variations per campaign (hooks, copy, visuals)
Creative types	Single hero image/video	Multiple hooks, static + motion, polished + native executions
Headlines & copy	Single headline, one body	3-5+ headline variations per hook, multiple copy angles
CTAs	Single CTA	Multiple CTAs tested across variations
Refresh cycle	Every 4-6 weeks	Weekly or ongoing rotation to prevent fatigue
Placement & format	Fixed placements	Optimized for Feed, Stories, Reels; multiple aspect ratios
Optimization lever	Manual A/B testing	Andromeda retrieval + Advantage+ dynamic recombination



➤ **DESIGN PICKLE'S POV**

Producing enough content to satisfy Meta's AI can overwhelm teams. It also becomes expensive and slow.

**Bottom line:** Don't just create ads. Build a creative pipeline that feeds Meta consistently. Volume + variety = better retrieval + stronger performance.



## GOOGLE PERFORMANCE MAX & asset diversity

- + Google's AI-powered advertising has shifted from ad units to asset ecosystems. With **Performance Max**, Google evaluates **combinations of creative assets** across all inventory, including Search, Display, YouTube, Discover, and Shopping. The system then serves the best mix to the right user moment.

### AI PERFORMANCE FEATURES



#### Performance Max

AI campaign type that automates bidding, targeting, placements, and creative combinations across Google's entire network based on your goals.

#### AI-driven asset assembly

Instead of picking the "best ad," Google synthesizes headlines, descriptions, images, and video into tailored ad experiences for each placement and intent signal.

#### Smart bidding & audience automation

Google's machine learning dynamically adjusts bids and audience segments to maximize conversions or value.

- + These features mean the platform optimizes creative component sets based on how well they perform when recombined in context.



Google has publicly noted that campaigns with a full range of high-quality assets unlock stronger Performance Max optimization and improved conversion efficiency compared with asset-limited campaigns.

### THE CHANGE TO CREATIVE STRATEGY



- + In this model, success is about building a **robust, diverse asset library** that feeds the AI the raw material it needs to assemble high-performing combinations.

+ The creative focus should be on:

- > **Distinct headlines** that speak to different intents (not minor rewrites)
- > **Multiple descriptions** (emotional, functional, and promotional tones)
- > **Visuals built for placement diversity** (square, landscape, vertical)
- > **Video assets** (even short/lightweight cutdowns) to support YouTube and rich display inventory

**CREATIVE STRATEGY BEFORE VS. AFTER** ➤

Creative element	Old approach	AI-First / Performance Max guidance
Headlines	2-3 repetitive headlines	10+ distinct headlines targeting different intents (promotional, functional, emotional)
Descriptions	Single ad copy	Multiple copy variations with different angles and calls to action
Images / Visuals	One hero image per ad	5-10 images per campaign optimized for different formats
Videos	Optional, single cut	Short videos (6-15s) for YouTube & Display, plus multiple cutdowns
Format	Fixed	Multiple placements & aspect ratios: square, vertical, landscape
Refresh cadence	Every 4-6 weeks	Weekly or ongoing updates for fresh inputs
Optimization lever	Manual	AI-driven recombination + smart bidding
Goal	Single "best ad"	Feed the system to learn patterns and optimize combinations



## TIKTOK'S SYMPHONY & SMART+ for creative speed and trend alignment

- + TikTok's ad AI prioritizes culture, relevance, and immediate engagement over static campaign perfection. Systems like **Symphony Creative Studio** and **Smart+ AI** help creators produce content that performs natively on the platform, while AI optimizes placements, targeting, and trend alignment.

### AI PERFORMANCE FEATURES



#### Symphony creative studio

Generative tools for text-to-video, script suggestions, and trend-aligned content creation.

#### Smart+AI

Automated audience targeting, placement, and engagement optimization based on performance



TikTok performance data consistently shows native, creator-style ads drive higher watch time and lower CPMs than traditional brand-led creative.

- + The algorithm loves:

#### 1 Fast Hooks

Grab attention in the first 2–3 seconds

#### 2 Native, creator-style visuals

Human-first, authentic content that blends into the feed

#### 3 Rapid iteration and frequent posting

Refresh creative often to keep algorithms learning and stay aligned with trends

**YOUR TEAM BEFORE VS. AFTER**



Aspect	Traditional approach	Symphony / Smart+ Era
Number of videos	1-2 polished hero videos	5-10+ videos per campaign with multiple hooks & styles
Video style	Brand-polished	Creator-style, native, mobile-first, casual
Scripts / Captions	Single version	Modular scripts, multiple captions to test tone and hook
Branding	Front-loaded	Delayed, subtle branding integrated naturally
Refresh cycle	Monthly	Weekly or more frequent to capture trends
Optimization lever	Manual testing	AI-driven performance + trend alignment

➤ **DESIGN PICKLE'S POV**

Creative teams should operate more like content engines than traditional brand studios. Winning approaches include:

**Reusable video templates**

Build modular assets that can be quickly adapted to new campaigns or trends

**Modular scripts and captions**

Create multiple hooks, tones, and messaging variations for rapid testing

**Trend-adaptive creative**

Design content that can pivot quickly to follow cultural or platform trends

**Delayed branding and human-first visuals**

Let storytelling and native-style content lead, introducing brand elements subtly





## AMAZON ADS:

Optimizing for purchase intent and relevance

- + Amazon's ad AI is focused on **conversion efficiency**. Unlike other platforms that reward engagement or trend alignment, Amazon evaluates creative based on **how clearly it drives a customer to purchase**. Systems like Amazon Advertising Creative Studio and Performance+ automate targeting, placement, and optimization while ensuring ads align with product listings.

### AI PERFORMANCE FEATURES



#### Performance+ campaigns

Automated bidding, placement, and audience targeting based on predicted purchase intent.

#### Creative studio AI assistants:

Tools to generate and optimize product visuals, messaging, and ad variations efficiently.

#### Listing-based optimization:

Ensures ad creative aligns with product titles, descriptions, images, and reviews.

### THE CHANGE TO CREATIVE STRATEGY



- + High-performing creative now focuses on:

#### 1 Clear product visuals and use cases

Make it obvious what the product is and how it's used

#### 2 Feature and benefit communication

Highlight what sets the product apart

**3** Reviews, ratings, and comparison cues

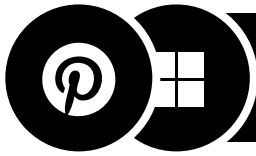
Build trust and reduce friction

**4** Visual consistency across ads, listings, and brand stores

Maintain alignment between ad and product page

**YOUR TEAM BEFORE VS. AFTER** ➤

Aspect	Traditional approach	AI-First / Amazon Guidance
Visuals	Lifestyle or brand-focused	Clear product visuals with use cases; aligned to listings
Copy	Creative storytelling	Feature- and benefit-focused, concise, and aligned with product pages
Reviews & ratings	Optional or not highlighted	Highlight star ratings, reviews, and comparisons to build trust
Branding	Prominent	Subtle, secondary to conversion clarity
Variations	Limited	Multiple variations to support A/B testing and Performance+ AI
Optimization lever	Manual	AI-driven conversion optimization and placement
Refresh cycle	Monthly	Continuous updates to match inventory and product changes



## PINTEREST & MICROSOFT ADS: Aligning creative with discovery and intent

- + These platforms prioritize relevance and intent over interruption, meaning **creative must match user mindset and context** rather than push brand messaging aggressively.

### AI TO KNOW



#### Pinterest Performance+

AI-driven audience targeting, bid optimization, and content discovery, prioritizing inspirational and educational content.

#### Microsoft Ads AI (Bing & LinkedIn)

Automated bidding, placement, and audience targeting with a focus on clarity and professional intent-driven content.

### THE CHANGE TO CREATIVE STRATEGY



- + These platforms will perform best when:

#### 1 Matches platform intent

Pinterest for inspiration/education; Microsoft for clarity and professional utility

#### 2 Avoids over-branding

Subtle integration instead of heavy logos or slogans.  
**Match the feed!**

#### 3 Supports longer consideration cycles

Content designed to educate or inform over immediate conversions

**YOUR TEAM BEFORE VS. AFTER** ➤

Aspect	Traditional approach	AI-First / Pinterest & Microsoft Guidance
<b>Visuals</b>	Branded lifestyle images	Inspirational, educational, or product-in-context visuals that match platform mindset
<b>Copy</b>	Heavy brand messaging	Clear, concise, value-focused, or story-driven copy aligned with discovery/intent
<b>Branding</b>	Prominent logos and slogans	Subtle, integrated branding to avoid interrupting the user experience
<b>Formats</b>	Single static ad	Multiple formats: Pins, Story Pins, carousel, long-form LinkedIn posts, dynamic ad creatives
<b>CTA</b>	Pushy / hard sell	Soft or informative calls-to-action: "Learn more," "Get inspired," "Compare options"
<b>Refresh cadence</b>	Monthly	Weekly or bi-weekly updates to stay relevant with trends and platform feeds
<b>Optimization lever</b>	Manual	AI-driven content discovery, bidding, and placement optimization
<b>Example creative ideas</b>	Hero ad or banner	<p><b>Pinterest:</b> infographics, "how-to" guides, lifestyle tips, mood boards</p> <p><b>Microsoft:</b> case studies, product demos, carousel comparisons, professional testimonials</p>

## ➤ THE SHIFT MARKETING TEAMS MUST MAKE





+ Creative teams need to **build systems that allow AI to find them faster.**

- 1 Fewer ads ➤ *More creative inputs*
- 2 Higher polish ➤ *Faster iteration*
- 3 Longer timelines ➤ *Modular systems*
- 4 Heavy upfront decision-making ➤ *Ongoing optimization & experimentation*

## RELEVANCE



+ AI now handles bidding, targeting, placement, and budget allocation. **Creative is the primary lever humans still control.** The teams that succeed won't have the "perfect" campaign, they'll have:

-  **Scalable creative systems**
-  **Always-on production**
-  **Platform-native content**
-  **Enough variation to keep algorithms learning**

➤ WHY DESIGN PICKLE



# CREATIVE AS A STRATEGY

Considering the changes teams need to make and how fast teams need to be producing content and variation it seems impossible to keep up with current approaches.

Aspect	Typical team	Design Pickle <u>(2-hour/day plan)</u>
Custom ads per day	0-1	1-3 fully custom ads
Template variations per day	1-2	4-5 templated variations
Weekly output	3-5 ads, slow refresh	5-10 custom ads or 15-20 variations
Formats / Placements	Often single format (Feed or Stories)	Multi-format: Reels, Stories, Feed, Advantage+ placements
Speed & refresh	Every 4-6 weeks	Daily/weekly, rapid iteration

[Schedule free consultation](#)

## 04

# AVOIDING AI FATIGUE

## IN THE CREATIVE PROCESS

- + Teams everywhere are feeling the pressure to use AI for everything. Even in writing there's a flood of sameness that is leading to audience disinterest.
- + At the same time our human creatives are losing excitement because workflows are so much more mechanical and overly prompt driven.
- + We're being trained to demand instead of create, which is leading to a creative culture where:

1

**Brand distinctiveness is at risk** as more teams rely on the same AI models, prompts, and aesthetics.

2

**Internal teams lose engagement and skill** when their role becomes managing outputs instead of making creative decisions.

3

**Audiences assume work is AI generated** even when it isn't, which means brands can lose authenticity no matter how the work was made.



## ➤ PRACTICAL STRATEGIES TO AVOID AI FATIGUE

**Keep the Human eye in the loop**

Use AI for iteration and exploration, but let people lead creative direction and quality review.

**Curate, don't churn**

Set caps on daily AI output or require concept selection rounds so teams focus on quality, not volume

**Refresh inputs regularly**

Update prompt libraries and visual datasets with brand-specific examples instead of generic web sources.

**Celebrate human touchpoints**

Highlight projects where hand-drawn, photographed, or human-edited work elevates AI concepts.

**Reinvest in craft**

Encourage designers to keep traditional creative skills alive (typography, composition, brand systems) as their differentiator.

## WHERE AI ENDS AND CREATIVITY BEGINS.

At Design Pickle, we believe AI should accelerate creativity. Our model blends automation with human artistry to keep brands moving fast without *losing what makes them unique*.

➤ [Learn more](#)

## 05

# NAVIGATE AI RESPONSIBLY

- + Ethical use protects your brand, your audience, and your long-term credibility.

## ➤ COPYRIGHT AND LICENSING

### THE RISK



Many AI tools train on copyrighted material without permission. Using them can expose your business to:

Infringement claims

Content takedowns

Brand damage

Financial penalties

### THE SOLUTION



Work only with tools that clearly state commercial licensing and indemnify business use.

- > Verify the source of training data
- > Understand usage rights before publishing
- > Keep documentation of your creative process
- > Choose vendors that provide commercial protection

## DESIGN PICKLE'S COMMITMENT

All Design Pickle designers use commercially licensed AI tools. Every project includes documentation that ensures safe, compliant creative work.



## ➤ TRANSPARENCY AND TRUST

**When to disclose AI?** Transparency depends on context:

- > Required for journalism, education, and content where authenticity defines trust
- > Optional for marketing and design work, where results matter more than process

## ➤ THE GUIDING PRINCIPLE

Be honest when asked. Never misrepresent AI creations as traditional photography. Your audience values the outcome, not the method.

## ➤ QUALITY CONTROL AND HUMAN OVERSIGHT

- > Illogical compositions or physical inaccuracies
- > Unreadable text
- > Cultural missteps
- > Brand inconsistencies

### COMMON AI ERRORS



### THE SAFEGUARD: Human oversight



Professional review must remain part of every AI-assisted process.

- 1 AI generates the first draft
- 2 Designers evaluate and refine
- 3 Brand alignment and cultural sensitivity are verified
- 4 Final approval remains human

### THE STANDARD



If it would not meet your standards when made by hand, it should not meet them when made by AI. Quality expectations never change.

## ➤ ETHICAL AI CHECKLIST

## DO'S

- Use licensed tools with commercial rights
- Maintain human oversight at all times
- Be transparent when appropriate
- Respect intellectual property
- Keep people accountable for final output

## DONT'S

- Use AI to mislead or deceive
- Publish content without review
- Ignore legal or ethical considerations
- Rely on AI judgment without human input

## ➤ CHOOSING THE RIGHT TOOLS

## START WITH THESE QUESTIONS



- > **What's the specific problem?** Don't buy tools, solve problems
- > **Who will use it?** Match complexity to user skill level
- > **What's the budget?** Factor in learning time, not just subscription cost
- > **Is commercial use clear?** Avoid legal headaches later
- > **Does it integrate?** Tools that work together save more time

## THE SMART APPROACH



Start with one tool in your biggest bottleneck. **Master it. Measure results. Then expand.**

🔗 **31 AI tools for creatives**

In 2025 alone, over 4,800 generative AI tools were introduced (source: TechKV). That works out to about 13 new AI tools per day on average...

[designpickle.com/blog](https://designpickle.com/blog)

## 06

# YOUR 60-DAY AI ADOPTION ROADMAP

- + Most teams fail at AI adoption because they try to do everything at once. This 60-day plan keeps it focused, measurable, and achievable.

## ➤ PHASE 1: FOUNDATION (days 1 - 30)



### Week 1 | Assess and align

- > Map your creative workflow from brief to delivery
- > Identify three major bottlenecks causing delays
- > Measure current time and cost at each step
- > Gather team feedback and pain points

#### Deliverables

- Workflow map
- Bottleneck summary with data
- Team feedback report



### Week 2 | Define goals and metrics

- > Set clear, measurable targets tied to business outcomes
- > Align stakeholders on priorities
- > Select 3-4 success metrics to track (speed, cost, quality, approvals)

#### Example goals

- > Cut design turnaround 40%
- > Increase testing volume 200%
- > Improve first-round approvals from 40% to 70%

#### Deliverables

- Written goals and success plan
- Metrics dashboard draft



### Week 3 | *Select your tool*

- > Research tools for your biggest bottleneck
- > Compare features, pricing, and commercial licensing
- > Choose **one** tool to master before expanding

#### *Example goals*

- > *Solves a clear problem*
- > *Fits team skill level*
- > *Offers commercial rights*
- > *Integrates easily with your workflow*

#### *Deliverables*

- Tool selected and budget approved*



### Week 4 | *Prepare for launch*

- Set up accounts and permissions
- Gather brand assets and guidelines
- Schedule training and create a simple usage guide

#### *Deliverables*

- > *Accounts configured*
- > *Training scheduled*
- > *Brand assets ready*

## ➤ **END OF PHASE 1.** *Success criteria*

- Team understands workflow and goals
- Tool is implemented and ready for daily use
- Everyone knows what success looks like

## ➤ PHASE 2: IMPLEMENTATION AND OPTIMIZATION *(days 31 - 60)*



### **Week 5** | *Train and test*

- > Run team training sessions
- > Begin with small, low-risk projects (social graphics, internal decks, or blog visuals)
- > Record early feedback and outcomes

#### *Deliverables*

- Team trained
- 3-5 pilot projects completed
- Initial results captured



### **Week 6** | *Refine your process*

- > Review what worked and what didn't
- > Adjust workflow and create reusable templates or prompts
- > Add clear quality control checkpoints

#### *Deliverables*

- Refined workflow
- Prompt and template library started
- Quality control system in place



### **Week 7** | *Scale and measure*

- > Apply AI to larger, more strategic projects
- > Measure time savings and quality improvements
- > Document early success stories to share internally

#### *Deliverables*

- 5-10 projects completed
- Metrics tracked and reported
- Team confidence growing



## Week 8 | Train optimize and plan next steps

- > Analyze 60-day performance data
- > Identify new bottlenecks or opportunities
- > Plan phase two expansion (additional tools, advanced training, or new use cases)

### Deliverables

- 60-day performance report
- ROI snapshot
- Next-phase plan approved

## ➤ COMMON PITFALLS TO AVOID

1. **Expecting AI to replace human components.** As AI rises, audiences are craving more human connection. Keep that at the center of every experience and deliverable.
2. **Skipping training.** Allocate time to learn, test, and iterate.
3. **Ignoring licensing and ethics.** Use commercially safe tools and document your process.
4. **Accepting “good enough” work.** Maintain human quality standards.
5. **Trying too much too soon.** Start small, measure, then expand.

## 60-DAY QUICK CHECKLIST



### Phase 1 | Foundation

- Workflow mapped and bottlenecks identified
- Goals and metrics defined
- AI tool selected and licensed
- Accounts and assets prepared
- Training scheduled

### Phase 2 | Implementation

- Team trained on core tool
- Pilot projects completed
- Workflow refined with templates
- Metrics tracked and shared
- ROI and next steps documented

# 07

# THE FUTURE IS NOW

- + AI will not slow down. The next wave will redefine how brands create, personalize, and compete. Businesses that invested in AI now will lead the next evolution.

## ➤ WHAT'S COMING



### AGI race

Multiple CEOs predict AGI arrival between 2026-2028, representing a significant shift toward human-level AI capabilities.

### Agentic AI

All major companies are focusing heavily on AI agents that can autonomously complete complex multi-step tasks, moving beyond chatbots.

### Infrastructure investment

Massive spending on compute infrastructure and data centers, with hundreds of billions being invested to support next-generation models.

### Open vs. closed

Growing tension between open-source approaches (Meta, xAI) and closed/commercial models (OpenAI, Google, Anthropic).

### Multi-model future

37% of enterprises now deploy five or more AI models, up from 29% in 2024, with task-specific optimization becoming standard practice.

[Cloudsummit](#)

### Financial sustainability

Despite massive valuations and revenue growth, most AI companies remain unprofitable and face questions about when they'll achieve positive cash flow.

↗ **EMERGING APPLICATIONS**

- > **3D and spatial design** for virtual environments and product visualization
- > **Interactive and predictive content** that responds and optimizes itself
- > **Voice, audio, and AR experiences** that bridge digital and physical spaces

↗ **LEADERS, INNOVATORS AND EMERGING PLAYERS**

**THE LEADERS** ↗



**OpenAI**  
Language and image models powering ideation and content creation.



**Adobe**  
AI is being embedded into professional design workflows.  
[Adobe Business +1](#)



**Canva**  
Bringing design to the masses using accessible AI brand tools and templates.  
[The Verge](#)



**Microsoft**  
Embedding AI productivity via Copilot in everyday business apps.  
[Reuters](#)

**THE INNOVATORS** ↗



**Midjourney**  
Artistic image generation with commercial clarity.



**Runway ML**  
Text-to-video creation is now commercially viable.



**Stability AI**  
Open-source flexibility for custom business AI applications.



**Leonardo.AI**  
Game asset and design generation with precise control.

**EMERGING PLAYERS WORTH WATCHING** ↗



**Pika Labs**  
Video generation specifically for marketing content.



**Jasper AI**  
End-to-end marketing content creation powered by AI.



**Photoshop Generative Fill**  
Context-aware image editing built into legacy tools.



**Descript**  
AI-powered video editing using text-based workflows

## ➤ HOW TO PREPARE

- 1. Build AI literacy** > Train your team and encourage experimentation.
- 2. Set ethical standards** > Document policies for quality, transparency, and accountability.
- 3. Prioritize data quality** > Clean, organized assets and performance data fuel smarter AI.
- 4. Develop an AI strategy** > Align tools and initiatives with clear business goals.
- 5. Partner wisely** > Leverage experienced creative and AI partners to accelerate results.

## ➤ COMPETITIVE ADVANTAGE

Early adopters already see:

**60%**

faster launches

**10x**

more creative testing

**58%**

lower costs per assets

**89%**

stronger market advantage

AI has leveled the playing field. Small, agile teams can now compete with large enterprises. The only difference between leaders and laggards is how quickly they adapt.

## ➤ WHAT THIS MEANS FOR YOUR BUSINESS

Your competitors are using AI. Your customers expect the speed and quality that AI enables. Your market is moving faster than ever before.

### 1. LEAD

Adopt AI strategically, build competitive advantage, capture market share while others hesitate

### 2. FOLLOW

Wait until AI is "proven," then play catch-up while competitors who moved early maintain their lead.

### 3. IGNORE

Stick with traditional methods and watch your competition erode as the market moves on without you.

The choice seems obvious, but many businesses still choose options 2 or 3 through inaction. **Don't let that be you.**

**YOU HAVE  
THREE  
OPTIONS**



# 08

# NEXT STEPS

+ If you're ready to move forward:

*Option 1:*

**Do it yourself.**

Use this guide's 90-day roadmap to implement AI in your business. Start small, measure results, scale what works.

*Option 2:*

**Partner with experts.**

Work with teams that have already mastered AI integration, avoiding the trial-and-error phase and accelerating your results.

## ➤ WHY DESIGN PICKLE?

**We're AI-equipped design experts**

Our designers combine professional expertise with commercially licensed AI tools, delivering exceptional results faster and smarter.

**You don't have to be the AI expert**

We handle the technical complexity, tool selection, and quality control. You get the results without the learning curve.

**Simple, transparent process**

One flat-rate subscription. No surprises, no hidden fees. As many revisions as you need. Expert designers available when you need them.



## We handle everything

From requests to reviews to revisions - all in one place with Jar, our all-in-one creative platform. Manage your entire design workflow without juggling multiple tools, vendors, or processes.

## Proven results



Average **58% reduction** in creative turnaround time



**3.2x increase** in design testing volume



**Maintained quality** while dramatically increasing speed



Commercially safe, **professionally executed work**



# THE FUTURE BELONGS TO THE COLLABORATORS.

Those who combine human intuition with AI intelligence will lead the next creative revolution.

➤ **READY TO SEE AI-POWERED DESIGN IN ACTION?**



# SCHEDULE YOUR FREE CONSULTATION

- ✔ Supercharge your workflow
- ✔ Scale your output
- ✔ Keep your campaigns performing

Our team will walk you through your current creative process and identify opportunities for faster production and higher-quality variation.

[Schedule free consultation](#)

➤ **CONNECT WITH DESIGN PICKLE**

### Subscribe to our weekly newsletter

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### Follow our journey



# ABOUT DESIGN PICKLE

Design Pickle is the ultimate creative partner for businesses that need exceptional design without the complexity. We combine expert designers with AI-powered tools to deliver high-quality creative work faster, smarter, and more efficiently.

## OUR MISSION

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Design Pickle's mission is to build the most helpful creative platform in the world. We are committed to achieving our mission through a three-pronged strategy.

## OUR APPROACH

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Human creativity amplified by AI, delivered through simple, transparent subscription plans.

## OUR PROMISE

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We deliver creative services that help businesses move faster and stay on-brand, powered by expert talent and a platform built for flow. But great design is just the start. We're here to change lives through creativity.

*This guide was created by Design Pickle to help business leaders navigate the AI transformation in creative work. For questions, partnerships, or media inquiries, contact us at [help@designpickle.com](mailto:help@designpickle.com)*

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