



AI x Creativity Flywheel

A framework to start merging AI and Creativity

4 - Impact & Learning (Data Feeds Back)

- Collect campaign performance data in real-time.
- Use AI analytics to highlight which creative angles, segments, or formats worked best.
- Compare results against your initial hypotheses from Stage 1.

3 - Execution & Automation (Scaled Delivery)

- Feed your creative assets into AI-enabled marketing platforms.
- Automate personalization: emails, ads, and landing pages dynamically adapted to each segment.
- Let AI optimize bidding, channel mix, and send times.



1 - Insight (AI-Powered Analysis)

- Use AI tools to analyze customer data, CRM records, and market signals.
- Run sentiment analysis on industry forums or LinkedIn discussions.
- Apply predictive analytics to identify which segments are heating up.

2 - Ideation & Creativity (Human Strategy + AI)

- Bring your team together with the AI insights. Ask: “What’s the creative angle here?”
- Use AI to generate draft headlines, content themes, or visual mockups.
- Humans refine the ideas to ensure originality, emotional resonance, and brand fit.

Ready to merge AI and Creativity?

Book your Outside-In Review —→

In 90 minutes, we'll uncover your biggest growth opportunity — and show you the roadmap to capture it.



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