FRICTIONLESS FUTURE



Superside

Bold predictions on where marketing is headed in the next five years.



Creative volume is up up up up

Everything around marketers is changing.

AI is accelerating execution. Creative and marketing workflows are converging. Teams are becoming smaller, faster and more connected than ever before. Throughout all of this, teams are creating more than ever, **with 91% of marketing leaders saying the volume of creative work has increased over the past year.**

But more output is only a part of the story. AI is rewriting the marketing playbook, but it's also reshaping where teams spend their time and how they create value. The next five years will be defined by faster learning, better decisions and more connected ways of working.

To understand how leading marketing teams are approaching this shift, we surveyed 211 directors and above at enterprise companies and spoke with executives who are rethinking the way marketing and creative work gets done.



Where do marketers see themselves in five years?

AI promises to make work faster, easier and more scalable. But where does the new marketer fit in all of this?

97%

believe the role of marketing professionals will look fundamentally different in five years.

76%

believe AI-assisted creative production represents a permanent shift.

Throughout our research, one idea came through consistently: **AI isn't replacing the marketer.** It's raising the value of distinctly human skills, including strategic and critical thinking, creative judgment and the ability to make smarter decisions.

53%

say strategic creative direction and concept development will become more valuable as AI capabilities grow.

Marketing teams will also **move faster, learn faster and increasingly act as the connective tissue** between strategy, creativity, data and customer experience.





From here, the future of marketing is looking up

Marketers overwhelmingly believe the future isn't less human.
It's more intentional, with people spending less time on execution and more time on strategy, judgment, creative direction, and higher-value decisions.

Prediction 01:

Momentum *shift*



Speed becomes speed to *insight*

For years, competitive advantage meant getting campaigns into market faster. So what happens when everyone can move at the same speed?

As AI compresses production timelines, the next advantage shifts from execution to adaptation. The teams that win will be the ones that learn, adapt and improve fastest (not just the ones that move the fastest).

"What works today may not drive growth tomorrow. What failed three months ago might be a success today. Marketers must be open to pivoting, changing, and responding in real time."

Cassandra Gill
VP Marketing, Superside



Marketers are moving into the next evolution of their roles, using momentum to act fast and, more importantly, lead with adaptability, flexibility and a deep curiosity about what works and what doesn’t. Curiosity can now be satisfied almost instantly, turning insight into action instead of waiting weeks or months.

"We're going to be able to move a lot faster, test a lot faster, learn a lot faster, optimize faster."



Jess Cook
VP Marketing, Vector

Today's fastest marketers are becoming tomorrow's fastest learners.

44%

expect AI to handle **audience insight and performance analysis** largely on its own within 3–5 years, freeing marketers to act on what they learn.

45%

believe **AI augmented review and approval cycles** will have the greatest impact on quality.

43%

say **creative experimentation and risk-taking** will become more valuable.

Prediction 02:

Up close & personal(ized)



Marketing becomes uniquely *personal*



“The uncomfortable truth is personalization is already table stakes. The next frontier is individualization."

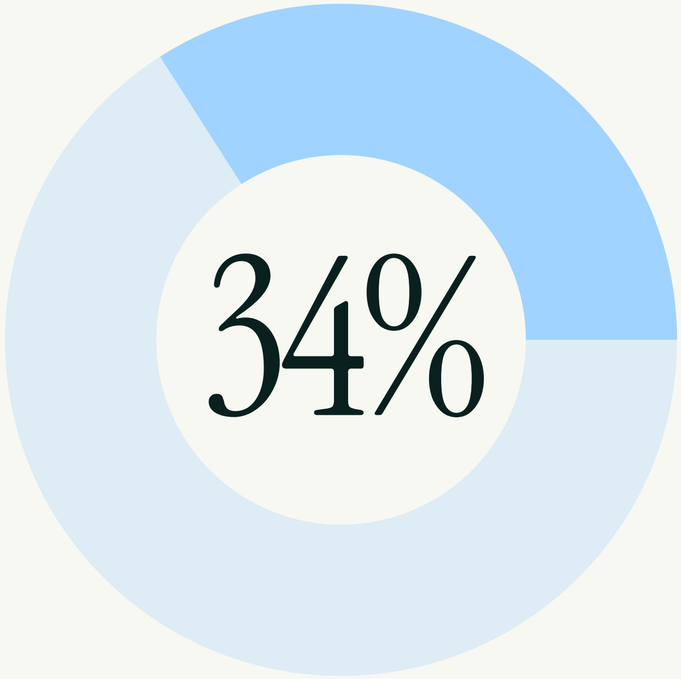
Nicholas Kontopoulos
VP Marketing APAC, Twilio

As marketers gain insights faster than ever before, they also gain the ability to make every customer interaction more relevant.

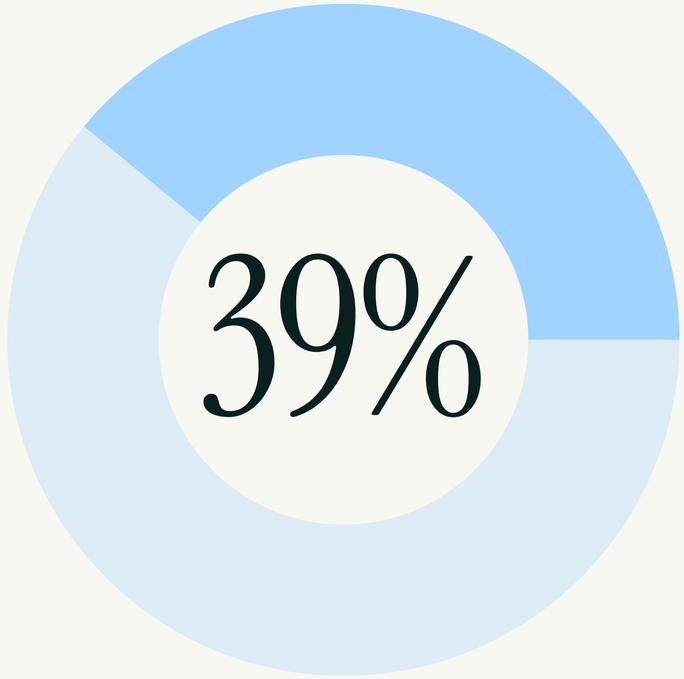
Those insights open the door to something marketers have been chasing for years: experiences that genuinely reflect each customer's needs, not just the audience segment they belong to.

Individualization goes beyond traditional personalization. Predictive AI will continuously interpret customer intent while generative AI creates messaging and experiences in real time, shifting marketing from segment-driven campaigns to intent-driven customer journeys.

Rather than optimizing campaigns for audience segments, marketers will design systems capable of creating unique customer journeys.



expect personalized dynamic content to reshape creative work



expect AI to handle brand and style application across formats



Prediction 03:

Big expectations



Brand becomes a growth engine



When anyone can create content, only brands with a clear identity and point of view stand out.

Brand stewardship is taking on a bigger role within marketing teams, evolving beyond protecting brand guidelines to defining a point of view that scales across campaigns, channels and both human and AI-generated content.

It’s no longer just a creative mandate but a shared responsibility with marketers.

"Brand marketing becomes less about brand police and more about brand architecture. Stop writing guideline decks nobody reads. Start building the brand into the system itself; the context and guardrails that every person and every AI pulls from."

Nicholas Kontopoulos
VP Marketing APAC, Twilio

A brand steward used to guard the assets, the logo, the colors, the rules. Now the job is really to guard what the brand actually means at scale. That's brand architecture. Marketers will play a bigger role in ensuring brand principles are embedded directly into the systems that create content.

47%

say brand guardianship becomes more valuable

97%

still believe creative output should remain distinctly human.



In an era of infinite content, memorable brands become easier to recognize, while many more drift into a sea of sameness.

Prediction 04:

Elevated thinking





AI creates *space* *for intention*

AI gives marketers something increasingly rare: the space to think. This new era means new priorities and rethinking how and why marketers make decisions.

As execution becomes at least somewhat automated, marketers spend more time standing back and defining goals, challenging assumptions, understanding customers and asking better questions.

51% say their biggest concern is AI leading to poor creative judgment.

This means that the future marketer isn't measured by how much they produce, but by the quality of the decisions they make.


“It's a human's job to keep the emotion in everything we're doing. Never forget that it needs to change someone's mind or someone's heart."
Jess Cook
VP Marketing, Vector
Intention will define the next generation of marketers.

Prediction 05:

Lean machines



Smaller teams create bigger impact



Marketing leaders understand that adding headcount might not necessarily mean a bigger impact tomorrow. Their new goal? **Expanding what each person can accomplish.**

AI augments execution while marketers contribute curiosity, judgment and cross-functional thinking. The most effective organizations will likely become smaller and more adaptable.

Modern marketers will be closer to the work.

59% expect AI-augmented generalists to become more important.

38% expect significant AI augmentation to existing team structures.

46% believe the blending of creative and data roles will become a permanent part of marketing.

"Everyone can now get to 'good enough' very quickly. But you get great results by tripling down on curiosity, pushing a layer deeper, and asking yourself, 'is this as good as it can be?'"

Cassandra Gill
VP Marketing, Superside



Prediction 06:

Plot the course



The marketer becomes the compass

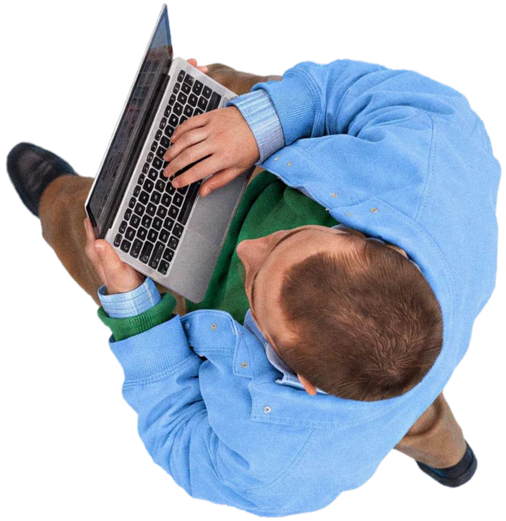


Yes, it's true: AI will take over some of the work, but not all. 73% of marketing professionals expect the balance of AI to human contribution in their creative output to shift toward more AI within three years.

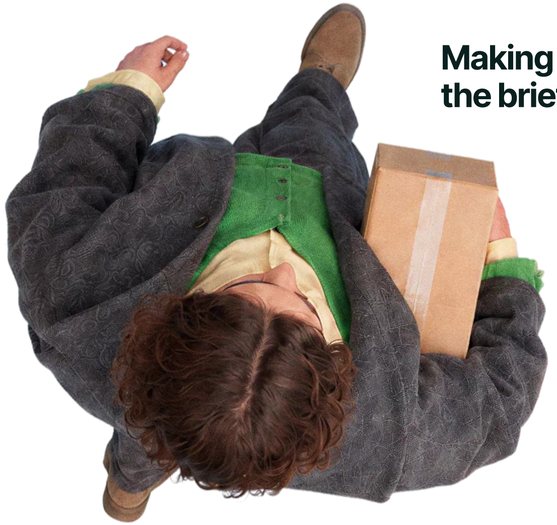
The shift, however, is not about replacement, but reallocation of work.

As AI absorbs the high-volume, execution-oriented work, human marketing effort concentrates on the things AI can't do:

Holding the creative vision

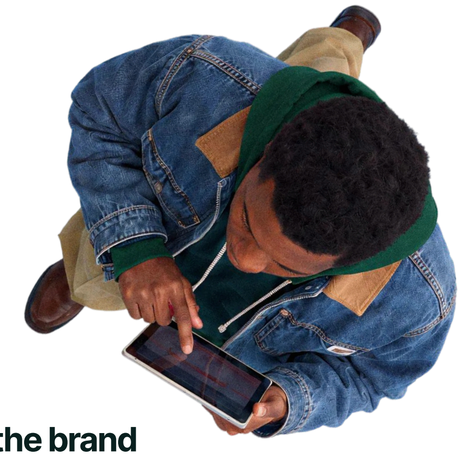


Making the call that the brief is wrong



Deciding that a technically correct campaign is strategically off





Protecting the brand

"I think everyone's going to become part engineer. Even the best storytellers will have to become part engineer."

Jess Cook
VP Marketing, Vector

The reality is there's no going back:



of marketers believe that AI-assisted creative production is a long-term, permanent shift in creative work.

Prediction 07:

Beyond boundaries



Marketing becomes borderless.

AI is changing both how marketing works and who marketers work with.

65% think AI will be the single biggest force reshaping how their teams work in the next five years.

56% cite disconnected tools as a major barrier.

39% define frictionless marketing as seamless workflows.

As production cycles shrink and customer insights become available in real time, traditional handoffs between marketing, sales, product and customer success become a competitive disadvantage.

The organizations that move fastest will use AI to operate as one unified go-to-market team, **supported by connected tools, shared goals, shared signals and shared accountability.**





"Integrated marketing dies as a concept and is replaced by integrated go-to-market. Marketing, sales, partner sales, SDRs, customer success, product management, product marketing all working and behaving as a single organism around shared customer outcomes."



Nicholas Kontopoulos
VP Marketing APAC, Twilio

Rather than launching a handful of large campaigns each year, organizations will operate through always-on cross-functional teams that continuously test, learn and respond to customer demand.

Marketing will stop operating as a collection of specialist functions and become part of a unified go-to-market engine centered around the customer.

Our final prediction:

Over the next five years, the advantage belongs to marketers who add judgment, curiosity and empathy to the speed of their tools.

50% of marketing professionals think AI replacing creative roles entirely is the most overhyped story in the industry right now.

AI will become part of every marketing team, but human insight will remain what sets great ones apart. The future belongs to marketers who never stop learning and never lose sight of the people they're trying to reach.



Based on a survey of 211 creative and marketing directors at enterprise companies (500+ employees).

For more AI-creative insights, visit superside.com

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