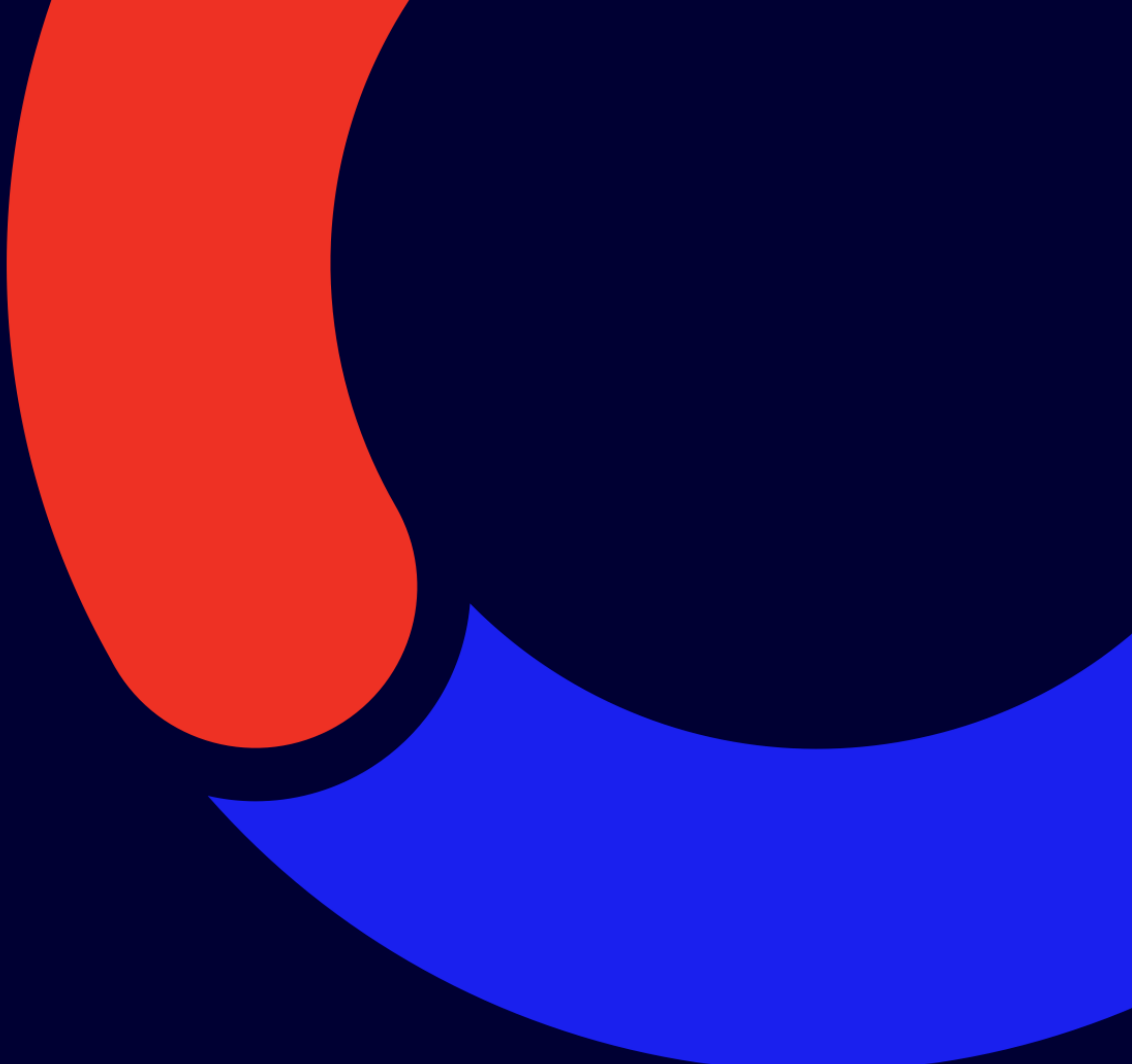




omd



Application and Governance of AI Ads

Managing New Risks in Accelerating AI
Advertising Use Cases

Updated: September 26th, 2025



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Rapid Brand Adoptions of AI Technologies

Consumer adoption of AI technologies has rapidly increased over the past 12 months. Advertisers are responding with a significant proportion and are now utilizing AI at scale in their advertising.

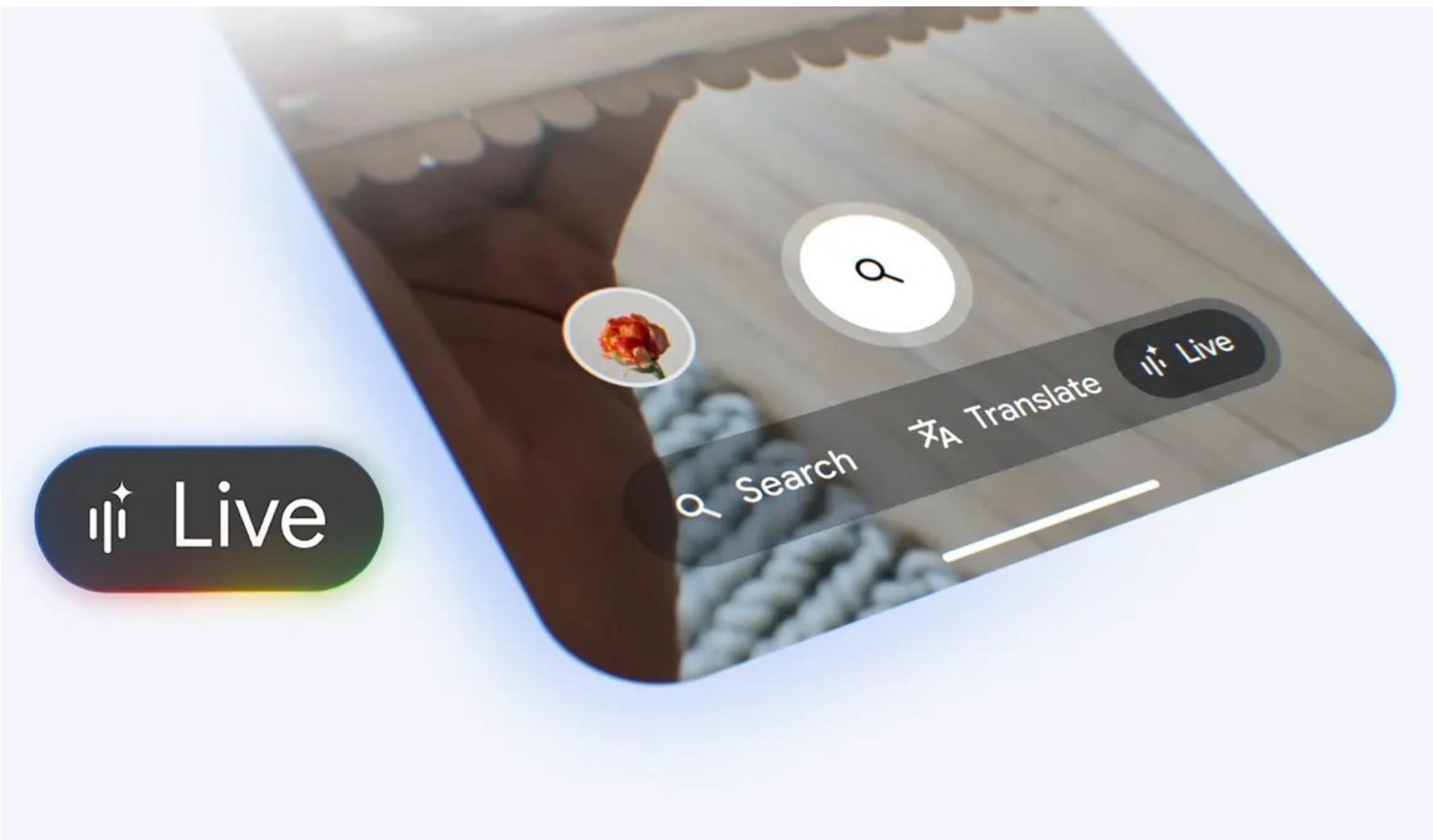
In the UK, ISBA's latest member survey states that the share of advertising using at least one live [GenAI use case rose](#) from 9% in April 2024 to 41% by July 2025.

Across Europe, IAB Europe's first report on the [Impact of AI on Digital Advertising](#) finds that 85% of companies use AI tools for marketing and 74% have at least one AI-powered campaign function live across a variety of use cases.

Investment is growing quickly. [73% plan to maintain or increase](#) AI spend, with 0% planning cuts, as efficiencies are universally discovered. [81% are interested in buying or selling ad space](#) on consumer-facing AI platforms (e.g., LLM chatbots). There is a clear demand for monetization of AI inventory, a clear signal that assistants are becoming addressable environments.

New AI consumer contexts, which have potential for monetization, are coming on stream. This week, Google launched [Search Live](#) in the US to enable users to talk with search or share a camera view to get [AI-powered answers, context, and links in real time](#), all integrated with the new [Google AI Mode](#).

These features have been available in [Google AI Studio](#) for a few months now, but the integration with core search is a strong signal of consumer interest and acceptance. It also shows the rapid pace of development and scale from tech demo to beta release in a generic environment to a polished product in just a few months.

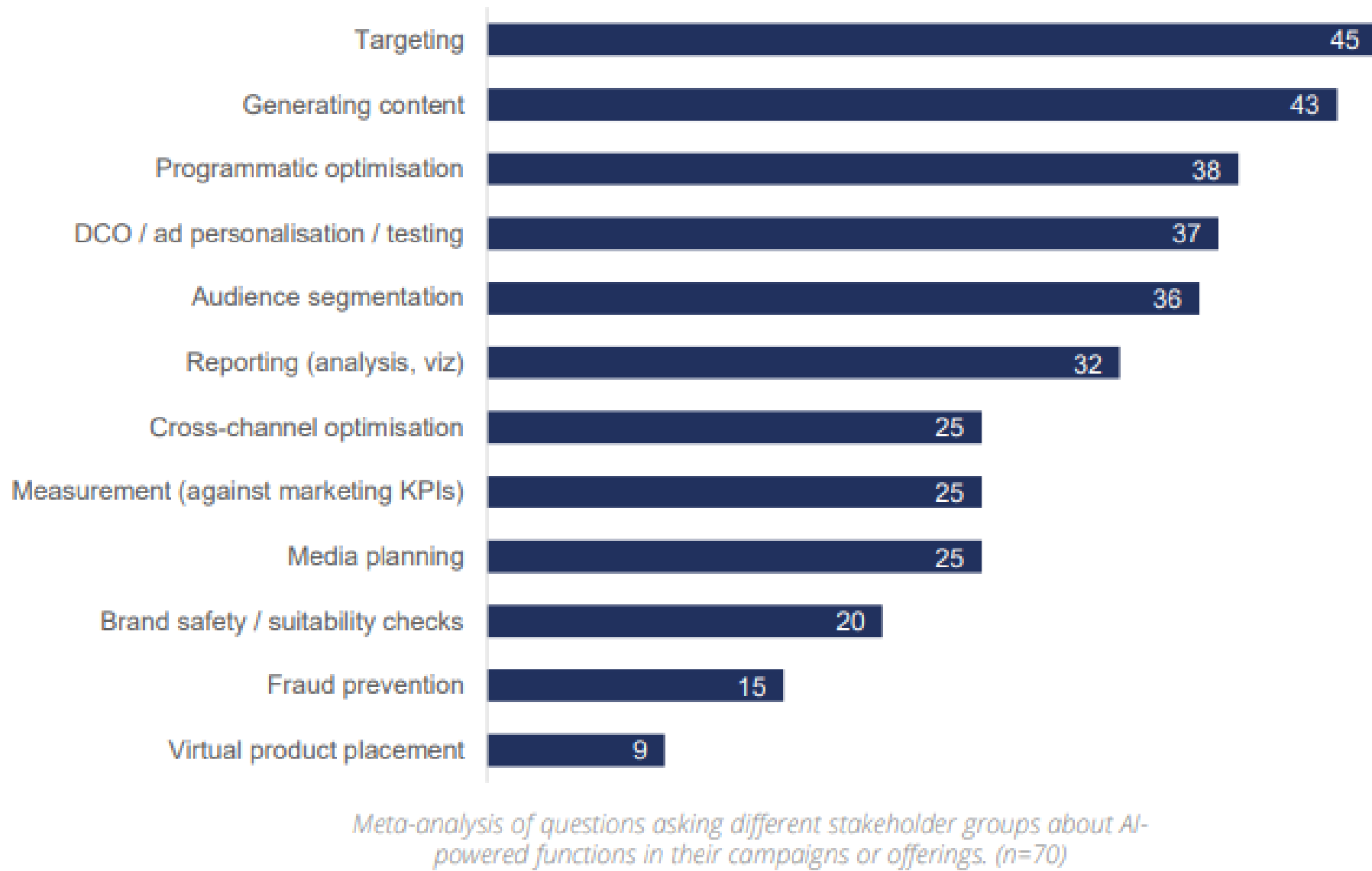


Google has highlighted five initial use cases, such as travel exploration, trying a new hobby, and product troubleshooting. There are [opportunities for brands](#) to think of many more, applying a deep understanding of the challenges their consumers face daily, whilst applying expertise, authority, and trust to deliver a valued experience.

Expanding Canvas of Scalable Use Cases

Meaningful use cases for advertisers and agencies are multiplying. The [IAB AI in Advertising Use Case Map](#) organizes today's applications by maturity—spanning established (creative asset generation, dynamic creative optimization, audience modeling, bid/portfolio optimization) to emerging (agentic planning, synthetic data for MMM, autonomous testing).

Efficiency & effectiveness gains are immediate. The IAB Europe report states AI is already powering targeting, content generation, programmatic optimization, and DCO, with ad-tech and agencies reporting KPI lift. Across a [wide range of use cases](#), a significant proportion of advertisers are now using AI in live campaigns.



Content generation is already one of the most mature and widely adopted cases, now moving beyond text and image formats. Amazon Ads introduced a [“conversational AI agent”](#) last week inside its Creative Studio that collects product pages, audience insights, and brand guidelines to brainstorm multiple ad concepts and storyboards and deliver multi-scene videos with music and voiceovers.

The IAB states that [90% of advertisers will use AI tools to build video ads](#) by 2026, unlocking mass-versioning (formats, offers, locales) that would have been cost-prohibitive in legacy workflows.

Efficiency has been the [driver of AI adoption](#) by advertisers to date, but AI-native surfaces such as AI Mode, AI Overviews, ChatGPT, and agentic tooling are enabling new workflows. For example, assistants who plan, simulate, and pre-optimize media.

[Model Context Protocol \(MCP\)](#) is an open standard now seeing enterprise traction as it reduces custom glue code and unlocks coherent, cross-tool automation. MCP-based connections let AI agents act [across the martech stack](#), e.g., briefing, trafficking, pacing, and creative swaps.

A Growing Governance Gap

Adoption has outpaced governance. A recent IAB US survey states that [70% of marketers have encountered an AI-related incident](#) in their ads, such as hallucination, bias, or off-brand content.

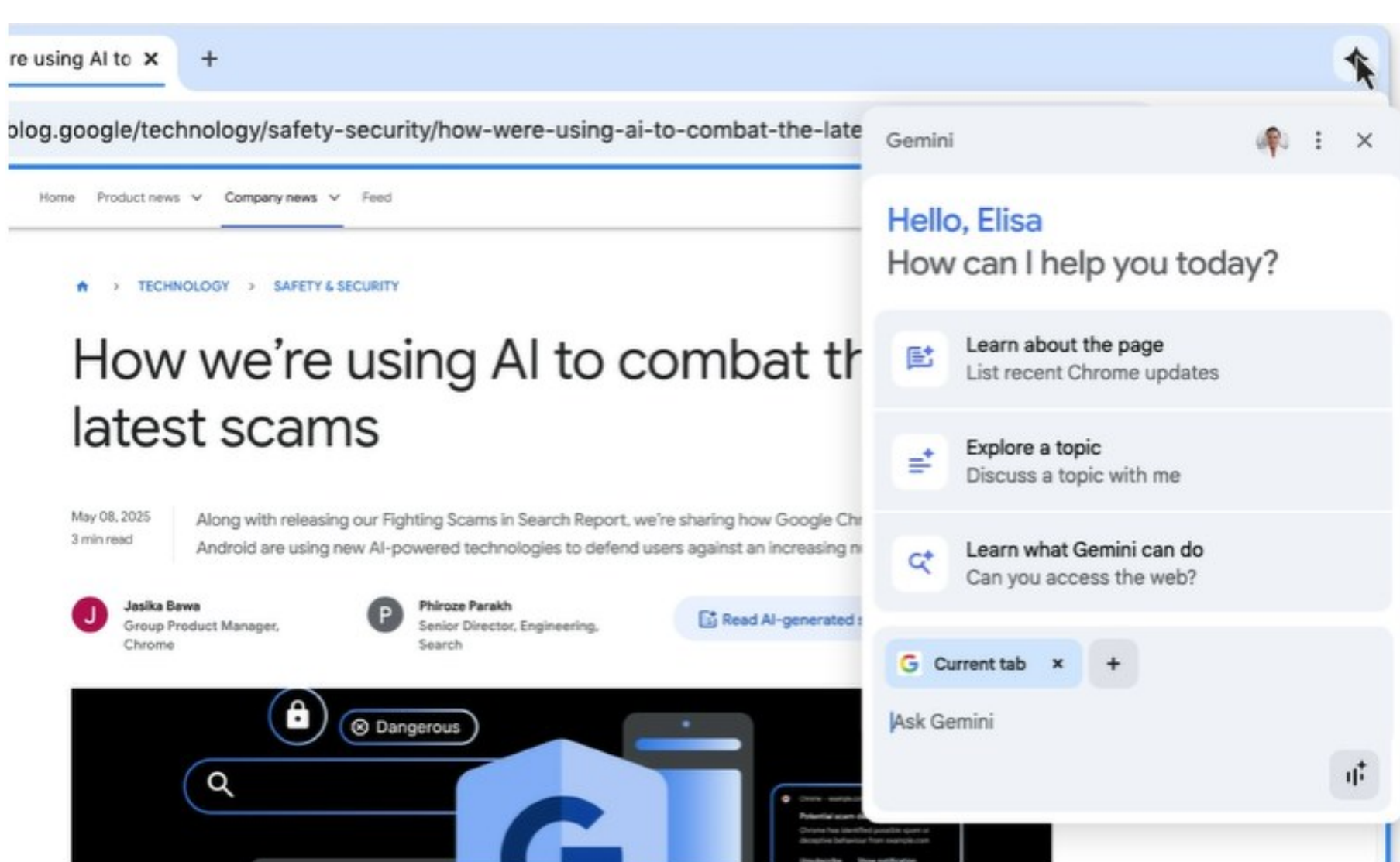
The IAB Europe study finds that [only 43% of companies have marketing-specific AI guidelines](#), 18% have no formal governance, and just 16% audit in-house AI with third parties. Privacy remains a concern, and a lack of expertise/training is cited as a primary barrier. ISBA states [46% of UK advertisers have not begun AI skills training](#), even as 58% already have policies.

The IAB Europe report explicitly calls for industry guidelines; [two-thirds want them](#). IAB US recently published an [AI Governance & Risk Management Playbook](#) emphasizing phased adoption, secure data inputs/outputs, and training.

Risks from AI are growing from reputational to existential. Stories of hacks and malware taking [companies and national infrastructure offline](#) are becoming commonplace.

Recent [demonstrations](#) show indirect [prompt injections via calendar invites](#), leaking email contents, or hijacking assistant actions. As enterprises experiment with MCP-connected agents, analysts have also flagged a [“Top 25 MCP vulnerabilities,”](#) ranging from prompt-to-command injection to unsafe tool permissions. So, MCP innovations must be used with oversight.

Finally, privacy and consent regulations have new contexts as AI integrates with the fabric of our daily lives. Last week, Google shared the many ways in which [Gemini is going to be integrated into Google Chrome](#).



Personal data and preferences will shape our AI browsing experiences, and brands that have permission to use data to deliver valued services and content will have a significant advantage. Planning for [browser/assistant-level consent signals](#) will be essential for compliant signal capture and explainable decisioning. Especially as the age of agentic commerce emerges, with developments such as the new [AP2 agentic payment protocol](#).

Mitigating Risk

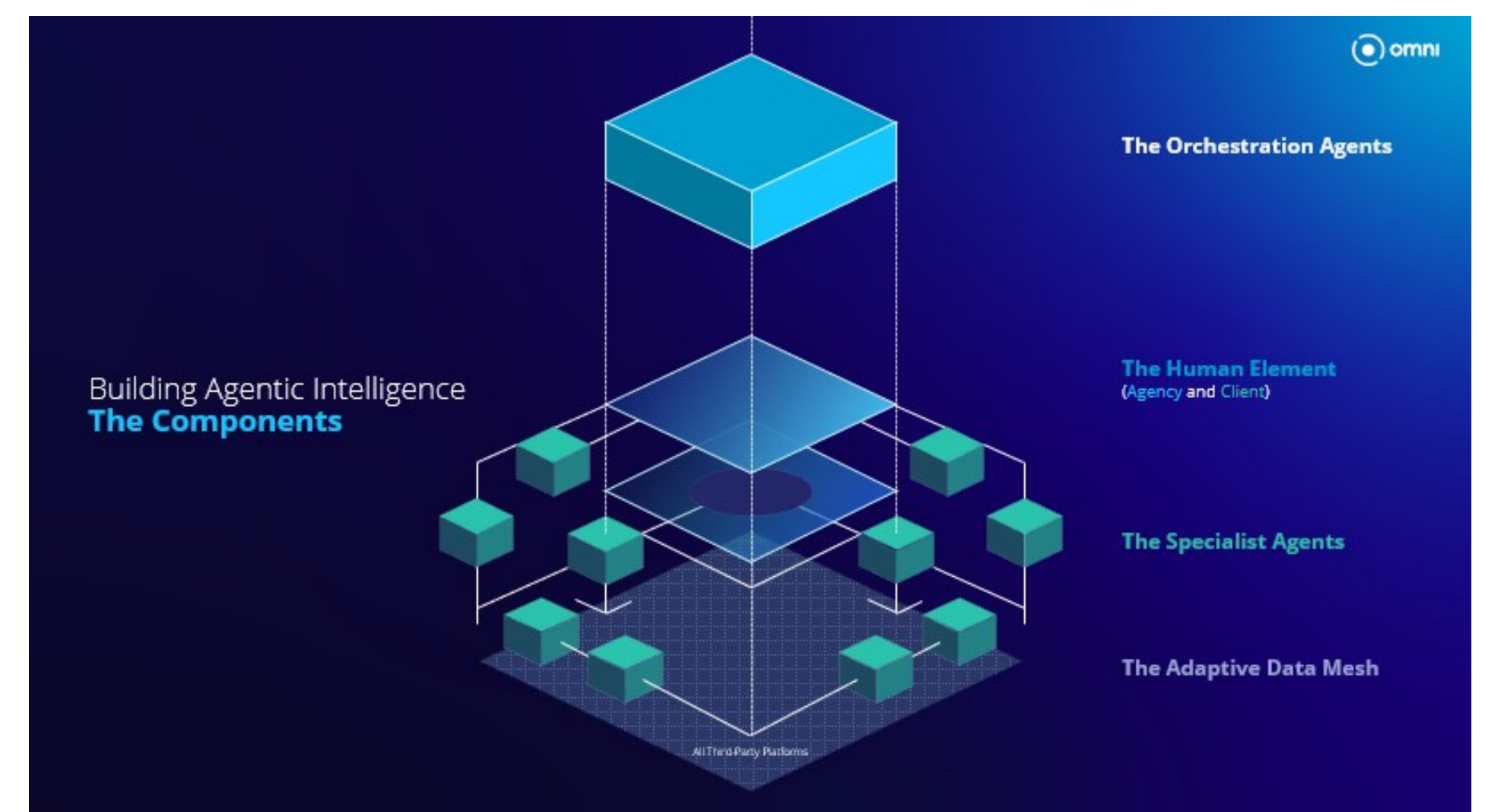
We should not let AI technological capability outpace governance maturity.

Across creative production, targeting, and measurement, AI is enabling hyper-personalized ads and automated workflows. Inconsistent policies and skills gaps risk misuse. Advertisers must invest in AI literacy, ethical guidelines, and oversight to balance the upside with responsible use.

We should scale the proven efficiencies, such as asset generation and audience modeling, whilst also selectively piloting agentic workflows where closed-loop control and measurement exist. Especially [MCP-style integrations that can stitch actions to outcomes](#), but only when security concerns are fully addressed.

Consider developing a specific AI RACI to codify acceptable use rules, require auditability, and drill incident response for prompt-injection and tool-misuse scenarios before agentic workflows scale and connect to business-critical systems. Start in constrained domains (e.g., creative versioning, pacing), only connect via MCP where it reduces integration risk, and require explainability.

Agentic AI is rewriting creative, targeting, and trading now. Brands should move quickly, but with guardrails. Adopt [CASA-style buying agent](#) standards to demand explainability from platform tools, also to plan for browser-level consent, and have human oversight where it matters most.



Brands will need expert navigation to balance performance with policy; that is what OMG's approach is built to do. Ensuring every step from signals captured and models invoked, to creative generated and inventory chosen comes with the necessary controls.



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