

omd



Next Gen AI Marketing Use Cases

Exploring media applications of 2025 AI innovations

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New capabilities define new uses for Gen AI

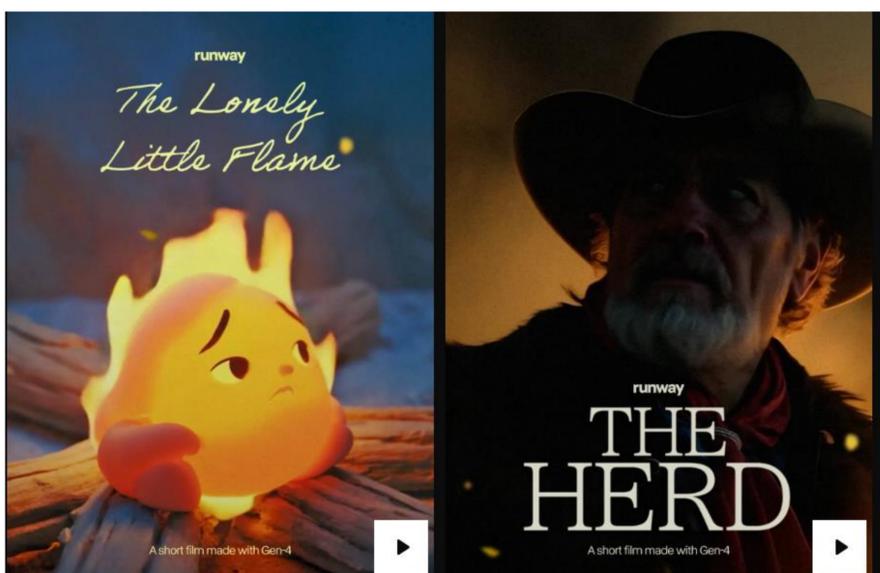
New models, more cases

The use of AI technologies continues to grow. OpenAI this week claimed 500 million weekly users of ChatGPT, up from 400 million announced in January. Meta’s Llama AI model has now been [downloaded over 1 billion times](#).

Over the past two weeks, several new models and updates to existing models have been released, delivering new capabilities that advertisers will seek to leverage. The impact of these can be understood through three different lenses;

- Changes in consumer behaviors and expectations – where eyeballs are going and how we can engage
- Impacts on media markets- shifts in pricing, execution, and creative effectiveness
- Opportunities in marketing transformation- to save cost or increase speed and or capability

This week, [Runway released Gen-4](#), a significant advancement in content generation, enabling creators to consistently reproduce detailed characters, locations, and objects across multiple scenes. Generative video is shifting from short clips to [short movies](#).



Omnicom is a [strategic partner of Runway](#), enabling access to APIs that connect AI to video creation workflows.

Gen-4 brands achieve higher levels of consistency and storytelling precision. The capability to easily [regenerate scenes from multiple viewpoints](#) offers efficiency gains, reducing production costs and timelines, while enhancing opportunities for personalized, dynamic ad experiences. Thereby strengthening audience engagement and driving deeper brand resonance.

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GPT-4 Image Generation

Whilst not a new model, an image generation update in GPT-4 has [gone viral in the past week](#).

This update can create photorealistic output far better than the legacy DALL-E model. It can be controlled to a very precise degree, following detailed instructions, with accurate [text reproduction](#) and [consistency of characters](#).

A major feature is the ability to upload a photo and [transform it in any number of ways](#). This has led to some controversy. One of the most popular use cases is a [Studio Ghibli style](#) for any uploaded image. This has [drawn complaints](#) from Studio Ghibli founder Hayao Miyazaki, yet OpenAI has some protection here as Japanese law allows [AI models to be trained on copyrighted](#) works.

Native [integration within the GPT-4 model](#) allows image generation to deliver outputs with subtlety and expressiveness. Harnessing GPT-4’s full multimodal capabilities, outputs are not only [aesthetically appealing but also practically valuable](#).

For example, restaurants can generate [on-brand menus with new dishes every day](#) at virtually no cost.

GPT-4 Image Generation opens the door to new ways of engaging consumers through utility connection and expression.



In this example, a [photo of a studio](#) can be transformed, first removing the current furniture. Then, when an image of a product (e.g. a bed) is added and a new look for the room is created, it leads to more confident purchase decisions.

Any sector where the look of the product within a broader context is important may be disrupted. Apparel brands may [seek to inspire customers](#) to ask what products would go well with existing items in a context such as a wedding or an interview.

Control across all modalities

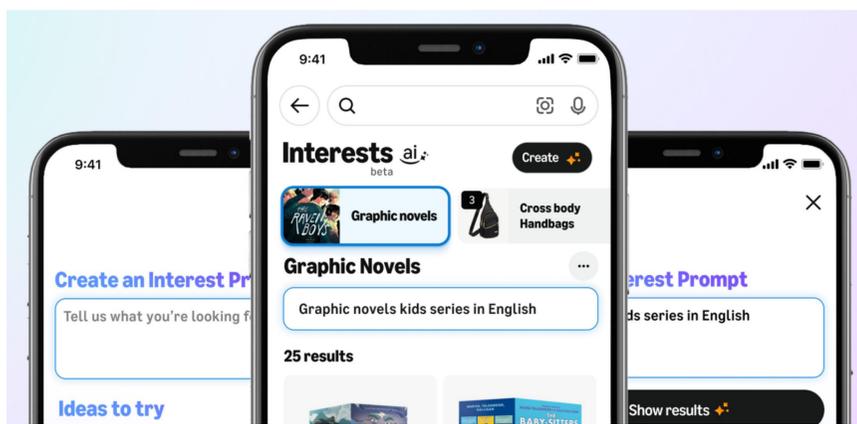
Innovation and capability are accelerating in every aspect of AI. This week, a new music-creating AI called [Mureka 01](#) was released that claims to use [chain of thought reasoning in music creation](#) to act as its own critic.

This enables [music with greater consistency and control](#) as Runway has in video and the updated GPT-4 in images. Meaning that brands may wish to create original songs in the same voice and around audio assets such as jingles for any number of contexts or niche audiences.

Last week, Google DeepMind launched [Gemini 2.5 Pro Experimental](#), its most advanced foundational model. The USP of the Gemini model is the large context window to [work across up to 1 million tokens](#), meaning long-form content such as brand books, earnings reports, creative briefs, and consumer insights can be connected within workflows.

The large context window of Gemini models is already widely utilized in Omni Assist through our access to the Vertex AI Platform, enabled by a long-term [partnership with Google Cloud](#).

Advances in foundational models and applications are also driving new advertising opportunities. For example, Amazon recently launched tests of shoppable [video advertisements within Rufus](#), its generative AI-powered [shopping assistant](#), an expansion beyond text-based search ads.



Amazon also recently launched [AI-powered Interests](#) to help shoppers find products based on their interests. Illustrating a model whereby consumers volunteer information in exchange for better experiences.

Google is exploring a similar concept in AI Mode by asking to connect [to search histories to personalize](#) the responses of the Gemini chatbot.

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Implications for brands

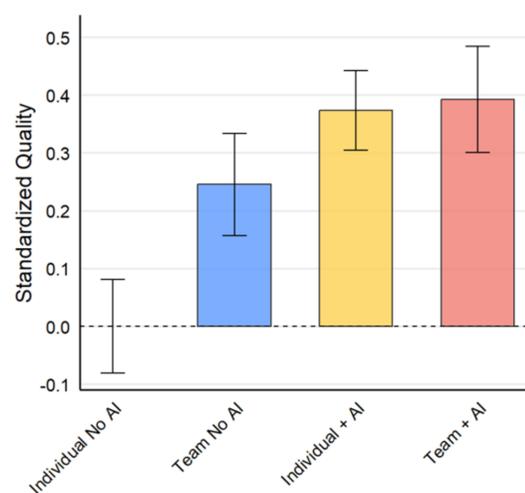
We are entering an age where virtually any form of content can be transformed to deliver greater personalization, utility, or expression.

Brands could meet consumers in these new contexts, not just to maintain reach but to deliver [new forms of value](#), such as the utility of visualizing [beauty or apparel](#) purchases or the value of more [personalized, relevant messaging](#).

Media markets are seeing change. ChatGPT-4 image generation illustrates how brands must consider innovations such as AI overviews and [visual search](#) together. Optimizing not just data about the product but [visual data to power generative solutions or creative](#). The inspirations for [tomorrow's room makeover](#) should feature real products optimized for specific needs, price points, values, tastes, and trends. All are instantly shoppable.

We can also expect to see many more creative variants targeting niche audiences and environments around a [single differentiating and salient concept](#).

These technologies will continue to impact marketing transformation programs. Freeing up [time for new tasks and driving up quality](#) and outcomes everywhere.



A recent [Harvard Business School study](#) with P&G provided more [evidence that the impact](#) on commercial and product development teams' output quality improved for individuals and teams. Across OMD, we see the same as tools like Omni Assist, ChatGPT Enterprise, and MS Copilot unlock efficiencies and capabilities in all domains.



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