



The Age of AI Content Marketing & Human Creativity

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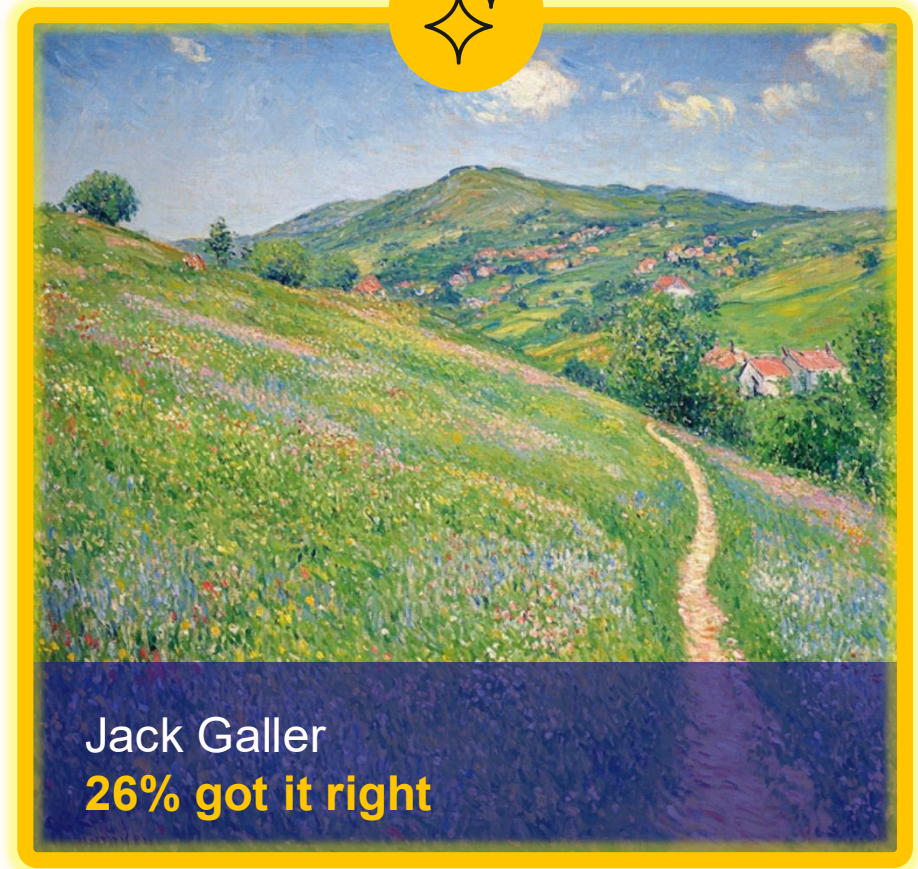
Which one is AI?

Round#1 – Art



“Agony In The Garden” by Andrea Mantegna, 1455.
67% got it right

or



Jack Galler
26% got it right


Which one is AI?

Round#2 – Literature

The boy asked his grandfather why the old church had no roof. The old man said weather and time and indifference. The boy asked if someone could fix it. The grandfather said yes. But no one would. Things were built and things fell down and mostly people just stepped over the rubble on their way to somewhere else.

“Blood Meridian” (1985) by Cormac McCarthy
50% got it right

or



It makes no difference what men think of war, said the judge. War endures. As well ask men what they think of stone. War was always here. Before man was, war waited for him. The ultimate trade awaiting its ultimate practitioner. That is the way it was and will be.

Anthropic’s Claude, Opus 4.5
50% got it right



Which one is AI?

Round#3 – LinkedIn post



 **Jordan Jewell**  • You
Sr Research Director, Content & Digital Experiences, IDC
2yr • 




Consumer sentiment has spent the last few years behaving like a car with a bad alignment, fine for a while, then suddenly drifting hard left.

The University of Michigan's consumer sentiment index hit 101.0 in 2015, then fell to roughly 71 by August 2023. That is not a small wobble. That is a very visible loss of confidence, and it helps explain why buyers keep acting cautious even when some macro indicators look less awful than they did a year ago.

What stands out to me is how persistent the weakness has been. We saw the index collapse below 60 during the 2007 to 2009 financial crisis, recover above 100 by 2015, and then lose most of that ground again after 2020. So the story here is not just "inflation bad" or "rates high." It's that consumers

Jordan's research agent

or

 **Jordan Jewell**  • You
Sr Research Director, Content & Digital Experiences, IDC
2yr • 

How would you describe consumer confidence over the past couple years? What about "like a yo-yo."

The most interesting stat in commerce this week is 71.6, the U.S. consumer sentiment index for July, according to the University of Michigan (a gold standard for this metric). As you can see, consumer sentiment has been really low. The index of 53.3 we saw in July/August last year was the lowest ever recorded since this index began in 1960 (yikes). So July's 71.6 is a big improvement, even over this June, and an indicator that consumers are more optimistic.

Real Jordan

B2C and B2B merchants are paying close attention to consumer confidence as they forecast demand and try to maintain margins. When you account for

Does it even matter if content is AI- or human-created?

- **Sometimes, absolutely.** In some moments, **authorship is part of the value.**
- **For marketers,** the bigger question is: **“When does AI add value, and when does it erode trust, distinctiveness, and brand equity?”**



How AI is transforming content marketing in 2026

AI-mediated discovery is now mass market

+1,200% increase in traffic from GenAI sources, 2024 to 2025

Source: Adobe Digital Insights, 2025

The human creativity premium is rising

Across 5 experiments, ChatGPT **improved** average idea creativity. But follow-on analysis found it **reduced** idea diversity across the pool.

Sources: Lee & Chung, Nature Human Behaviour, 2024; Meincke, Nave & Terwiesch, Nature Human Behaviour, 2025

AI-assisted content production becomes default

44.7% already use AI agents for aspects of the content supply chain

Source: IDC CXPath Survey, 2025, N = 190

Trust expectations are rising, but confidence is falling

76% want to know if content is AI-made;
53% don't trust themselves to spot it

Source: Pew Research Center, 2025

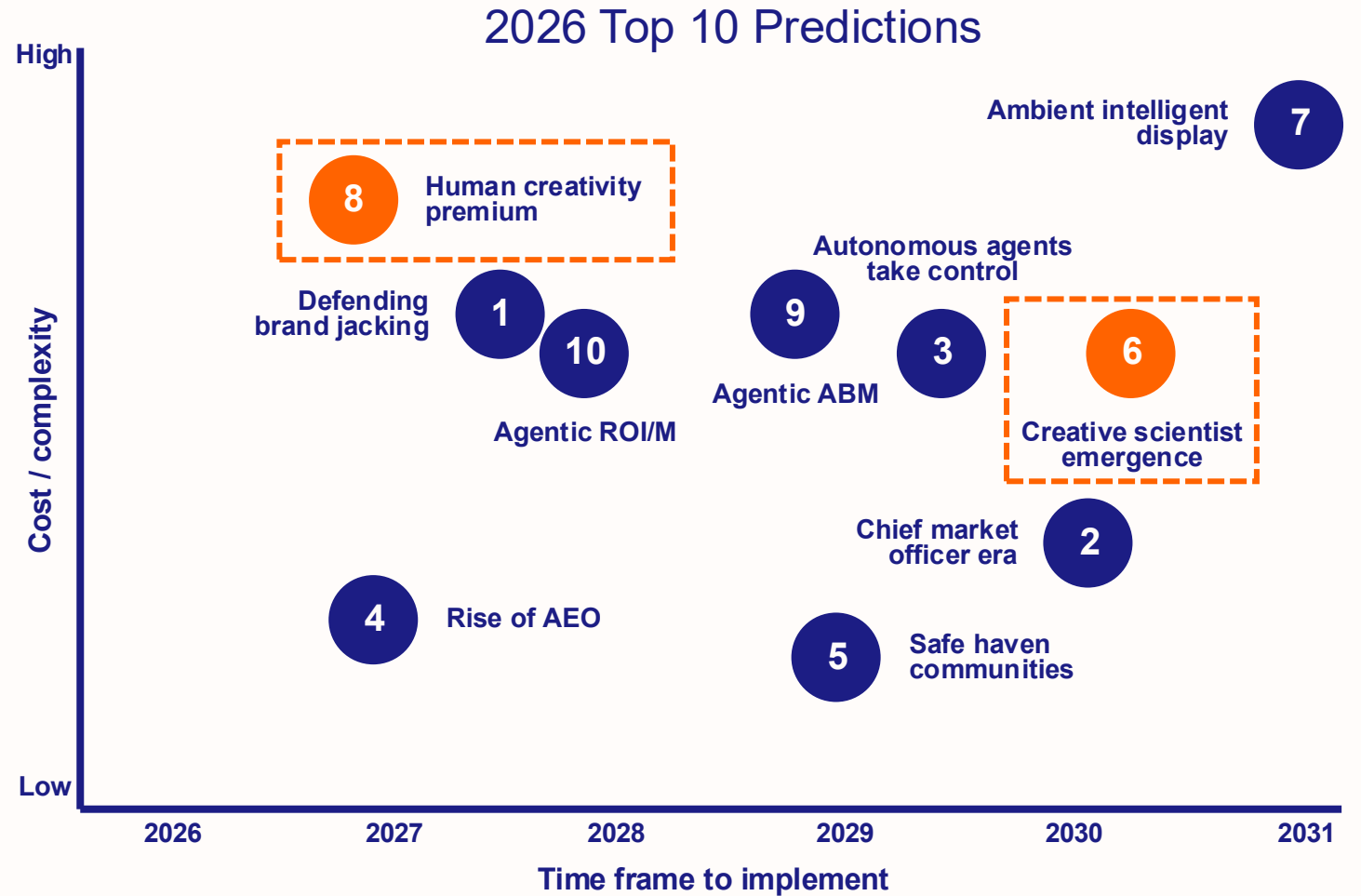
2026 is the year AI content marketing becomes operational:

Discovery is shifting, content creation is automating, and trust is becoming a harder constraint.

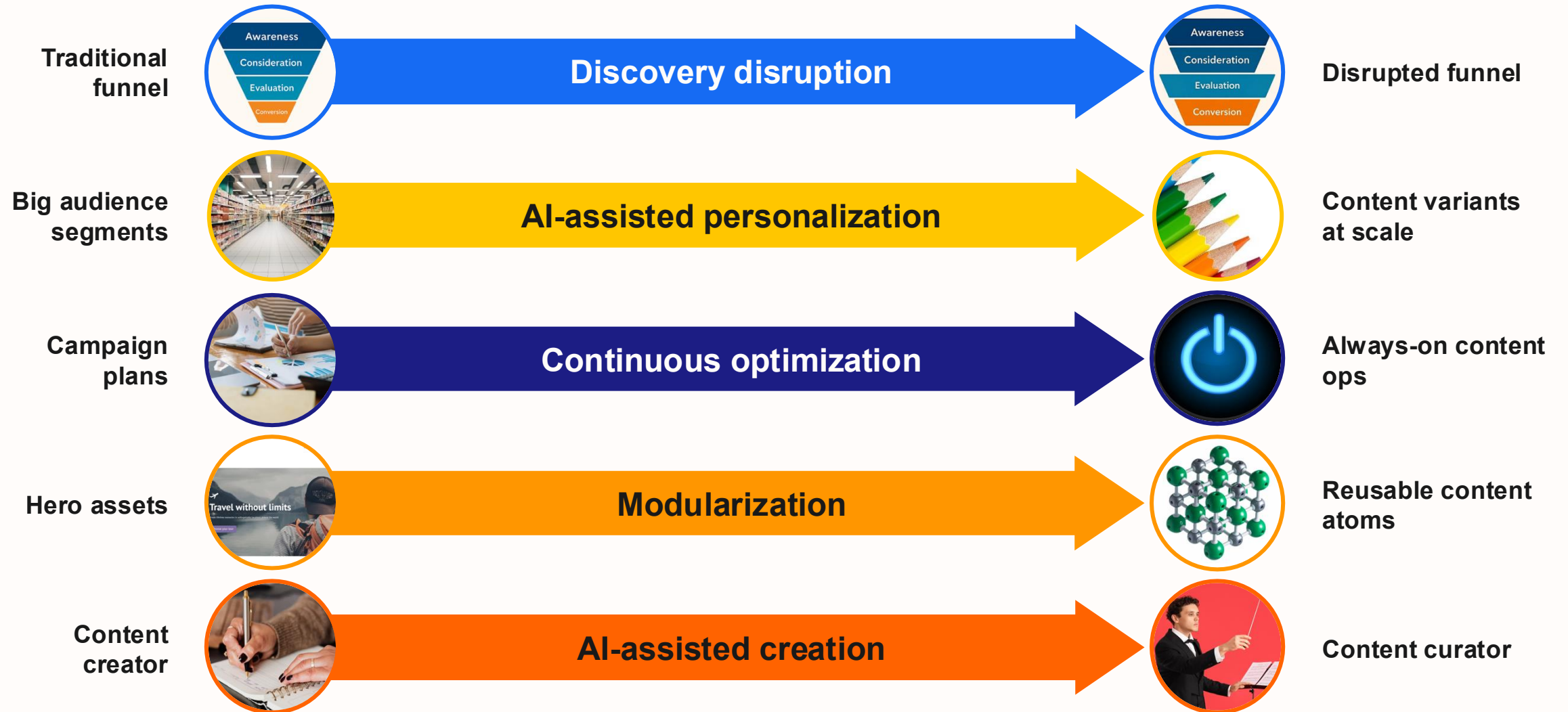


IDC FutureScape:

Worldwide Chief Marketing Officer 2026 Predictions



How the content marketing model is changing



From novelty to scrutiny

1 Novelty (2022-2023)

AI content is impressive and new. People can't tell the difference and don't care. Volume explodes.

2 Normalization (2024-2025)

54% of LinkedIn long-form posts are likely AI-generated. AI content becomes the default. The "wow" is gone.

Source: Originality.ai, January 2026

3 Scrutiny (2026)

We're seeing human favoritism vs. AI aversion. People don't penalize AI content. They reward human involvement.

Source: MIT Sloan, Zhang & Gosline

60%

Consumer preference for AI content

26%

Source: Bynder, 2023, 2025



AI didn't lose its capability. It lost its novelty.
And now your audience is paying attention to who's behind it.

Why human creativity becomes more valuable (not less)

Human favoritism,
not AI aversion



AI raises the floor.
Humans raise the ceiling.

 AI accelerates	 Human differentiates
Drafting, translation, repurposing	Original narrative and stakes
Personalization and testing	Taste, timing, and cultural context
AEO hygiene and metadata	Shared truth and emotional resonance
Workflow speed and scale	Judgment, risk, and conviction
Raise the floor	Raise the ceiling

"Even GPT-7 might only produce 'a real poet's okay poem.'" — Sam Altman, CEO, OpenAI



From legacy content stack to AI-era content system

SILOED TOOLS

- CMS**
Publishes pages
- DAM**
Stores files
- GenAI Tool**
Generates drafts
- SEO Tools**
Manual optimization
- Video Platform**
Hosts and streams
- Gated Content**
Forms and paywalls

*Disconnected. Manual handoffs.
Publishes to website only.*



INTEGRATED CONTENT OPERATIONS

MODERN DXP / COMPOSABLE STACK

CONTENT INTELLIGENCE

- Analytics
- Personalization
- AI Optimization
- AEO/GEO

CONTENT OPERATIONS

- CMS as Data Hub**
Schema-rich, AEO-native
- Contextual DAM**
Campaign + segment aware
- AI + Governance**
Brand guardrails
- Video Intelligence**
Transcripts, chapters
- AEO + SEO**
Human + AI discovery
- Ungated Content**
Built to be found

DISTRIBUTION CHANNELS

- Web
- Email
- Social
- Apps
- AI Answer Engines
- AI Agents / MCP
- Voice Assistants

Brand Integrity **Accessibility** **Compliance** **Measurement**

Looking ahead to 2028



B2B brands will explicitly label strategic content as **"human-directed"** or **"human-crafted"** as a **trust differentiator**.



A **significant portion of CMS-originated content** interactions will be **machine-to-machine** rather than **human page visits**.



Originality/differentiation scoring will be a **standard feature** in enterprise content platforms.



Enterprise content teams will maintain **separate production workflows** for **human-facing** and **agent-facing content**.





Take action now

1. Ungate your best content and make it machine readable.
2. Invest in original research and first-party data.
3. Measure differentiation, not just output.
4. Demand more from your stack (or build more into it).



“

AI made content cheap, and most of the market is drunk on volume. **But the winners won't be the fastest producers.** They'll be the companies who figure out what's actually worth saying.

Jordan Jewell

Sr Research Director,
Persuasive Content & Digital Experiences



Thank you!



 IDC
The logo icon for IDC, consisting of five horizontal white bars of varying lengths, stacked vertically to form a stylized globe or sphere.

DIRECTIONS

The word "DIRECTIONS" in a bold, white, sans-serif font. The letter "O" is replaced by a stylized globe icon, which is a yellow circle with a blue arrow pointing to the right, passing through the center.